

# TUTDoR

## Key success factors in managing memorable tourism experiences at the Namib sand sea world heritage site.

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**KEY SUCCESS FACTORS IN MANAGING MEMORABLE TOURISM  
EXPERIENCES AT THE NAMIB SAND SEA WORLD HERITAGE SITE**

by

**EBSON NGONDO**

Submitted in partial fulfilment of the requirements for the degree

**MAGISTER TECHNOLOGIAE: TOURISM AND HOSPITALITY  
MANAGEMENT**

in the

Department of Tourism Management

FACULTY OF MANAGEMENT SCIENCES

**TSHWANE UNIVERSITY OF TECHNOLOGY**

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November 2018

## **DECLARATION**

“I hereby declare that the dissertation submitted for the degree MTech: Tourism and Hospitality Management at Tshwane University of Technology, is my own original work and has not previously been submitted to any other institution of higher education. I further declare that all sources cited or quoted are indicated and acknowledged by means of a comprehensive list of references”

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E NGONDO

216004140

Date: November 2018

## **DEDICATION**

To my late friend Navelan, your friendship was the greatest gift life had given me.

## ACKNOWLEDGEMENTS

I would like to sincerely thank the following people who have contributed, assisted and guided me throughout this journey:

- ✿ God, for giving me strength and courage to complete this journey.
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- ✿ Last but not least, Mrs Botha, for the proofreading and the linguistic editing of this dissertation.

## **ABSTRACT**

### **Key success factors in managing memorable tourism experiences at the Namib Sand Sea World Heritage Site.**

Tourism is viewed as an essential element of the global economy with enormous potential for growth and development. Recent decades have seen an increased desire to learn and experience new places and societies. This change has been the driving force behind the newly found popularity of heritage market segment which has made it a global phenomenon. The popularity of the heritage market segment has had both positive and negative effects on heritage sites. The quest to protect heritage sites against the negative effects brought by increased tourism activities, has resulted in several international agreements and programmes. Since its enlistment as a world heritage site in 2013, Namib Sand Sea (NSS) gained attention and it has become a drawing card that sustains the tourist industry throughout Namibia. However, simultaneously growing concerns have also arisen about managing the increased demand for visitor access to the site. Research has shown that these concerns have necessitated a need to create a balance between visitors' expectations and experiences in order to ensure memorable tourism experiences (MTEs) and achieve long-term sustainability. The challenge for NSS is therefore to ensure that visitor experience is sensibly managed in order to minimise harmful impacts at a site, while capitalising on satisfaction, understanding and appreciation of the resource through suitable but sustainable access. Although the literature in tourism clearly recognises the importance of MTEs to the industry, it is largely silent on the significance of memorable experiences as key success factors (KSFs) in managing world heritage sites, especially in Namibia.

In order to fill this gap, the current study set out to conduct a quantitative research at NSS world heritage site by means of a self-administrated questionnaire. A total of 312 (n) questionnaires were obtained during the research period, and these were used for the statistical analysis. Factor analysis, Mann-Whitney U tests, Kruskal-Wallis tests, Chi-Square tests and Spearman's Rank Order Correlation tests were used to analyse the data obtained from the survey. Descriptive statistics were used to develop the demographic profile of visitors to the NSS. Two factor analyses were carried out: (i) heritage experience constructs at NSS; and (ii) reasons for visiting the NSS. The former factor analyses identified seven constructs of heritage experience of which Hedonism, Involvement and Novelty were regarded as the most important factors. The other heritage experience factors were refreshment, local culture, knowledge and meaningfulness. Five motivational factors were identified, namely heritage and educational attributes, personal benefits, geographical features, relaxation and escape, and general park attributes. The Mann-Whitney U tests, Kruskal-Wallis tests, Chi-Square tests and Spearman's Rank Order Correlation presented statistically significant differences between the variables. The study recommends that the NSS management should focus their marketing initiatives on older age groups who have more time and money to spend, design an incentive programme for the first-time visitors in order to convert them into frequent visitors and strive to attract more domestic tourists which will in turn improve visitation and contribute profitability.

***Keywords: heritage tourism, world heritage site, travel motivation, visitor experience, memorable tourism experience, key success factors.***

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## **LIST OF ABBREVIATIONS AND ACRONYMS**

AVE	Average Variance Extracted
CFA	Confirmatory Factor Analysis
FENATA	Federation of Namibian Tourism Association
EFA	Exploratory Factor Analysis
GDP	Gross Domestic Product
GRN	Government of the Republic of Namibia
ICCROM	International Centre for the Conservation and Restoration of Monuments
ICOMOS	International Council on Monuments and Sites
IUCN	International Union for Conservation of Nature
KSFs	Key Success Factors
MET	Ministry of Environment and Tourism
MTEs	Memorable Tourism Experiences
NACOBTA	Namibia Community Based Tourism Assistance Trust
NSS	Namib Sand Sea World Heritage Site
OUV	Outstanding Universal Value
SARS	Severe Acute Respiratory Syndrome
SPSS	Statistical Package for the Social Sciences

UN	United Nation
UNDP	United Nations Development Programme
UNESCO	United Nations Educational, Scientific and Cultural Organization
UNEP	United Nations Environment Program
UNWTO	United Nations World Tourism Organisation
USA	United States of America
WHC	World Heritage Convention
WTTC	World Travel and Tourism Council

# **CHAPTER ONE**

## **PROBLEM STATEMENT AND RESEARCH METHODOLOGY**

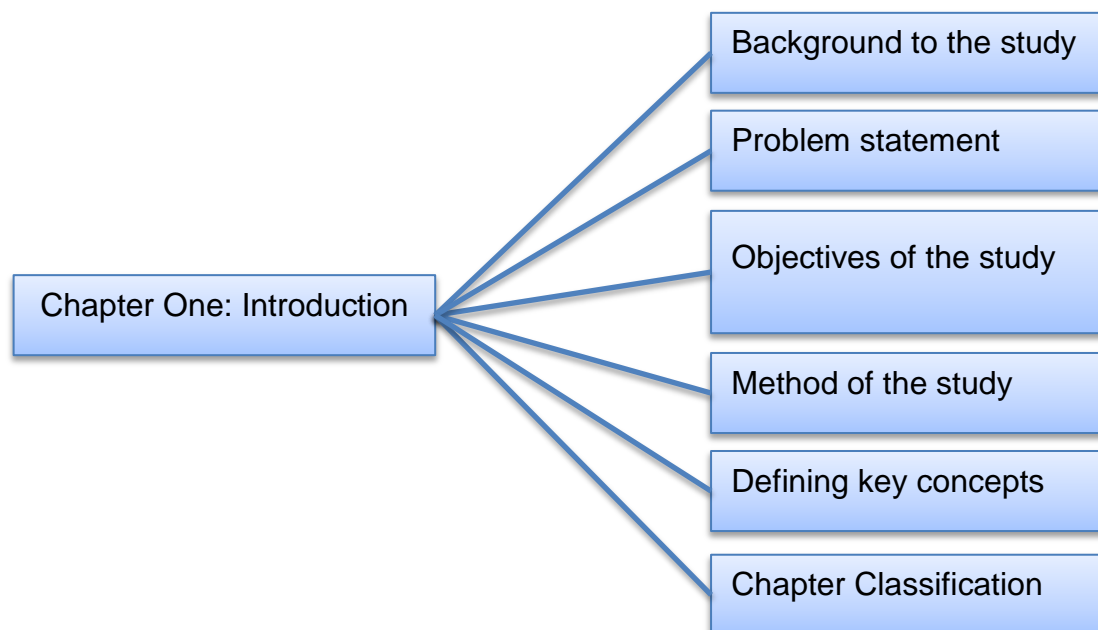
### **1.1 INTRODUCTION**

The tourism industry and world heritage have a two-way relationship in which world heritage provides the tourist and the tourism industry with destinations; whilst tourism offers world heritage the capacity to meet the World Heritage Convention (WHC) requirement and a means to realise community and economic benefits through sustainable use (Markham, Osipova, Lafrenz-Samuels & Caldas, 2016:9). Heritage tourism is viewed as one of the fastest developing (McNulty & Koff, 2014:5) and most popular niche sectors of the tourism industry (Poria & Ashworth, 2009:522). It includes the development and visitation of cultural and heritage orientated facilities such as world heritage sites. The NSS is one the two world heritage sites located in Namibia, the other one being Twyfelfontein World Heritage Site. Managing the increasing demand for visitor access to the site is a major challenge at NSS (Seely, 2012:100). Subsequently, understanding and managing visitors' experience have become essential aspects of the overall visitor management at world heritage sites.

Evidence shows that visitor experiences, which are considered unique, thrilling and/or special, prove to be the ones tourists remember the most (Chandralal & Valenzuela, 2015:303). The abundance of these experiences are determined by the visitors' expectations, the scenery, social exchanges, level of involvement, and the significant memories obtained (Jager & Sanche, 2010:187). Radder and Han (2013:1263) conclude that a good tourist experience can guarantee many

advantages such as increased tourists satisfaction, improved brand and increased market share. This have created a compelling need for destinations to adequately provide and manage MTEs in order to obtain a fair share of the progressively sophisticated heritage tourist markets (Kim & Ritchie, 2014:330).

This chapter will provide a brief literature review based on heritage tourism and the importance of providing memorable tourism experience at world heritage sites. This will be followed by the problem statement, goals and objectives, research methodology, ethical considerations, definition of key terms and study exposition. The exposition of this chapter is presented in Figure 1.1.



**FIGURE 1.1: Chapter Exposition**

## **1.2 LITERATURE REVIEW**

Over the past few years, increased mobility, travel accessibility, improved communication and the vast growth of knowledge have created an increased demand to visit and experience other places and/or societies (United Nations World Tourism Organisation (UNWTO), 2009:1). This shift in the tourism industry is reflected in the explosion of the heritage market segment specifically (McNulty & Koff, 2014:5; UNWTO, 2009:1). Heritage tourism is viewed as one of the fastest developing (Bonn, Joseph-Mathews, Dai, Hayes & Cave, 2007:346; McNulty & Koff, 2014:5) and most popular niche segments of the tourism industry (Poria & Ashworth, 2009:522). Poria, Butler and Airey (2001:1048) define heritage tourism as a “segment of tourism, in which the main motivation for visiting a site is based on the place’s heritage characteristics according to the tourists’ perception of their own heritage”. In general heritage tourism includes the development and visitation of cultural and heritage orientated facilities such as architectural ruins, museums, archaeological digs, art centres, historical sites and protected areas.

Protected areas are locations around the world which are guarded because of their recognised natural, ecological and cultural values (Borrini-Feyerabend, Dudley, Jaeger, Lassen, Pathak-Broome, Phillips & Sandwith, 2013:5). For decades, protected areas of numerous types have played an essential role within the world’s landscapes and seascapes. These locations are important for the preservation of species and ecosystems, and the safeguarding of nature. Today there are thousands of areas all over the world such as parks, nature reserves and conservation areas which are proclaimed as protected areas. Their natural features (which include wilderness, mountains, rainforests and deserts) offer attractions which

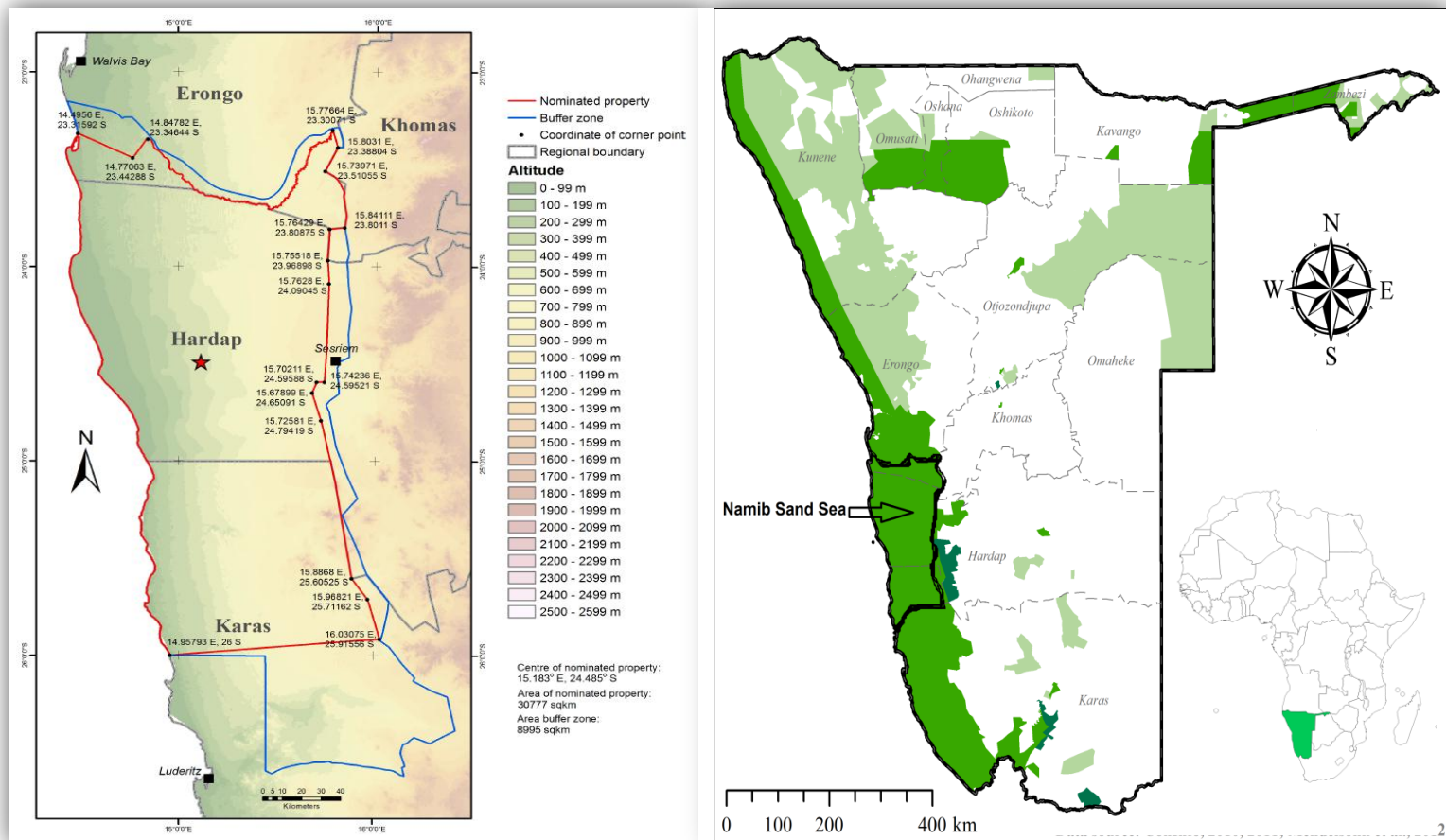
for many nations have become a foundation of tourism and recreation (Phillips, 1998:12). The role protected areas play in sustainable tourism development is widely recognised and has resulted in several international agreements and programmes such as the WHC (Jurinčič & Popič, 2009:177; Pedersen, 2002:11; Sadiki, 2012:3; UNESCO, 2013:1; Bushell & Bricker, 2017: 106).

The WHC arose from the need to recognise and protect cultural and/or natural sites of Outstanding Universal Value (OUV) (United Nations Educational, Scientific and Cultural Organisation (UNESCO), 2014:1). Over time, the efficiency of the convention has resulted in an increased inscription of sites in the World Heritage List (Pedersen, 2002:11). A UNESCO world heritage site is a place (natural and/or cultural) which is considered to be so outstanding and globally significant that it merits protection and preservation for generations to come (Sadiki, 2012:8). Currently there are 1031 properties listed as World Heritage Sites in 163 countries across the globe (UNESCO, 2016:1).

The NSS was inscribed on the World Heritage list in January 2013 as the first natural site in Namibia after meeting all four criteria for becoming a natural world heritage site (UNESCO, 2013:1). These four criteria are outlined in section 2.4.2 of this study. NSS is located on the arid African coastline along the South Atlantic Ocean and it is located entirely within Namibia's Namib-Naukluft National Park. It covers an area of 3 077 700 hectares, with an additional 899 500 hectares labelled as a buffer zone. The site has been managed by the Namibian Ministry of Environment and Tourism (MET) for more than 50 years with a well-established management and resource

allocation systems (Seely, 2012:100). Initially, the area was safeguarded for its potential as a diamond-mining area, but this was never realised (UNESCO, 2013:1).

Map 1.1 shows the location of the NSS.



**MAP 1.1: Map of NSS**

Source: Adapted from Weise, Lemeris, Munro, Bowden, Venter, van Vuuren, van Vuuren (2015:4) and UNESCO (2013:1).

The country has many substantial guidelines, programmes and voluntary initiatives that support sustainable tourism growth (Jänis, 2008:17). However, issues such as managing the increasing demand for visitor access to the site is a major challenge at the NSS (Seely, 2012:100). Consequently, understanding and managing visitors'

experience have become essential aspects of the overall visitor management at NSS.

Visitor experience is a vast concept which is hypothesised by some as the distinct interaction between tourists and the place they visit (Jager & Sanche, 2010:1850). The quality of the experience is fundamental to the business, in terms of reputation, recommendations and revenue. Evidence shows that visitor experiences, which are considered unique, thrilling and/or special, tend to be the ones tourists remember the most (Chandralal & Valenzuela, 2015:303). In an increasing globally competitive market place, it is critical for destinations and tourism products to create a unique identity in order to achieve overall competitiveness (Van der Merwe & Saayman, 2014:1). In general, unique and thrilling experiences can create rich and everlasting memories. However, there are several constructs that make up the significant components of the tourist experience and they are found to be determinants of MTEs (Kim, 2010; Kim, Ritchie & McCormick, 2012; Kim & Ritchie, 2014; Chandralal & Valenzuela, 2015:303, Sthapit & Coudounaris, 2017).

According to Kim, Ritchie and McCormick (2012:12) these constructs include “hedonism, refreshment, local culture, meaningfulness, knowledge, involvement, and novelty”. Chandral and Valenzuela (2013:180) argue that although destination image can be an essential component of memorable experience, many elements of MTEs are experiential aspects. These include, amongst others, perceived outcome of the trip, perceived opportunities for social interactions, serendipity and surprises. The abundance of these experiences are determined by visitors’ expectations, the

scenery, social exchanges, level of involvement, and the significance of memories obtained (Jager & Sanche, 2010:187). Subsequently, the focus for a destination is now on delivering a rare, astonishing and memorable tourist experience in order to obtain and/or maintain a sustainable competitive edge. Radder and Han (2013:1263) concede that a good tourist experience can guarantee many advantages such as increased tourist satisfaction, improved brand and increased market share. These have created a compelling need for destinations to adequately provide and manage MTEs in order to obtain a fair share of the progressively sophisticated tourist (Kim & Ritchie, 2014:330).

In order to thoroughly understand visitor experience, it is important to understand what motivates tourists to travel. There are several factors that shape tourists' motives to travel to heritage sites and their destination choice. These motivations have been systematically analysed by tourism authors in recent years. Goh (2010:264), and Poria, Butler and Airey (2004:24) found that educational value and entertainment are the two main attributes that motivate tourists to visit a particular heritage site. A study by Steyn (2007:33) observes that visitors are searching for a complete and participatory experience which provide them with the opportunity to gather new knowledge. An increased number of tourists are choosing to visit heritage sites because of their dissatisfaction with traditional mass tourism products (Yankholmes & Akyeampong, 2010:603). Other motivation factors include the opportunity to reconnect with the past (Austin, 2002:449) and their view of heritage sites as being their personal inheritance (Poria, Butler & Airey, 2004:25).

The inscription of a location as a world heritage site provides a measure of appeal to tourists, this in turn has led to a phenomenal growth in the heritage tourism sector, resulting in unprecedented numbers of visitors to sites both accessible and remote (Markham *et al.*, 2016:9). Since its enlistment in 2013, the NSS site gained attention and it has become a drawing card that sustains the tourist industry throughout Namibia, however simultaneously growing concerns about managing the increased demand for visitor access to the site have also arisen (UNESCO, 2013:1). Research has shown that these concerns have necessitated the need to create a balance between visitors' expectations and experiences in order to ensure MTEs achieve long-term sustainability (Beeho & Prentice, 1997:76; Prideaux, Timothy & Chon, 2008:3). The challenge for the NSS is therefore to ensure that visitor experience is sensibly managed in order to minimise harmful impacts at a site, while capitalising on satisfaction, understanding and appreciation of the resource through suitable but sustainable access.

### **1.3 PROBLEM STATEMENT**

Visitors are essential to the heritage tourism business, hence the need to understand them, is fundamental to achieving a more sustainable and ethical heritage tourism. Therefore, it is essential for heritage sites' managers to ensure that visitors' experiences are enhanced by providing a platform for tourists to create MTEs. Understanding of what makes a tourism experience more memorable for a traveller is pivotal for such managerial efforts. Consequently, the main problem facing the present study is to re-test the measurement scale of MTEs, as tested in other settings by applying it to the heritage tourism context in order to identify key success factors in managing memorable experience at heritage sites.

Following the general evaluation of the literature in this study, the use of Kim, Ritchie and McCormick's (2012) proposed MTEs scale is deemed appropriate. The scale consists of seven dimensions namely: hedonism, novelty, local culture, refreshment, meaningfulness, involvement, knowledge, with 24 variables in total. By testing the MTEs scale in an attempt to gather visitors' views and perceptions, the study aims to gain a better understanding of the theoretical construct and its measurement instrument. The study also aims to identify visitors' motivation at the NSS site in order to help heritage managers with the development of new service offerings, market segmentation, promotional activities, experience-quality evaluation and brand enhancement. This is a ground breaking study, and the first of its kind in Namibia.

#### **1.4 PRIMARY AND SECONDARY RESEARCH OBJECTIVES**

This study will be guided by the following primary and secondary objectives:

##### **1.4.1 Primary research objective**

The primary research objective is to identify the key success factors in managing memorable tourism experiences at the Namib Sand Sea World Heritage Site.

##### **1.4.2 Secondary research objective**

The secondary objectives of this study are:

###### Objective 1:

To analyse heritage tourism and visitors' experiences based on a literature review in order to develop a research questionnaire (Chapter 2 and 3).

Objective 2:

To develop a profile of the visitor demographic at the NSS (Chapter 4)

Objective 3:

To conduct a factor analysis in order to identify the main constructs of experience which are KSFs in managing MTEs at the NSS (Chapter 4)

Objective 4:

To identify visitor motivators to the NSS (Chapter 4)

Objective 5:

To determine the correlations between variables (Chapter 4)

## **1.5 RESEARCH METHODOLOGY**

To achieve the primary objective of this study, data were concerned with visitors' on-site experiences and reasons for visiting the NSS, while the above stated objectives guide the clarification of this study. This study followed a quantitative research methodology through a survey research design. The data on the topic is collected by means of a self-administrated questionnaire aimed at collecting specific data. This research, therefore, only makes use of primary data collection methods. For the purpose of this study, both exploratory (for visitor motivation) and confirmatory (for heritage visitor experience) research was conducted.

The methodological process employed during this study encompassed various aspects, including a literature study, determination of population and sampling, questionnaire design and data collection, data analysis and ethical behaviour

followed in this study. These elements of the study are addressed in the sections that follow.

### **1.5.1 Literature review**

A literature review was done in order to analyse the concepts of heritage tourism, visitor experience, travel motivations and memorable tourism experience. The literature study expands on the research topic and includes monographs, journal articles, conference papers, theses and dissertations, tourism-related literature as well as sources on MTEs and heritage visitors' experience. The literature review was carried out using the following key words: heritage tourism, visitor experience, travel motivations and memorable tourism experience.

The following resources were used to complete the literature review:

- ✿ Articles in academic journals.
- ✿ Books related to heritage tourism, visitor experience, travel motivations and memorable tourism experience.
- ✿ Public media.
- ✿ Electronic databases.
- ✿ Library catalogues.

Through the use of these sources, a comprehensive overview of visitor experiences was undertaken and the different aspects that influence the experience of a visitor together with the benefits and importance of creating and managing visitor

experiences in various settings were taken into consideration. The next section discusses the population and sampling method used for the purpose of this study.

### **1.5.2 Population and Sampling**

The target population of the study incorporated tourists visiting the NSS. Between 2014 and 2015, a total of 142 486 tourists visited the NSS (Wildlife and National Parks, 2015:1). Based on Survey Monkey sample size calculator with 95% confidence level, a minimum sample size of 384 tourists would be an appropriate representative of the population under survey (Survey Monkey, 2016) for the aforementioned population. A total of 312 questionnaires were usable out of a total of 400 which were distributed over the data collection period. The data collection for this research study was carried out from the beginning of February 2018 to the end of March 2018.

The study utilised a convenience sampling technique to conduct data collection. Convenience sampling is conceptualised as the collection of data from a sample that is available to the research by virtue of its accessibility (Bryman, 2016:187; Wysocki, 2008:120). In this study, any tourists visiting the NSS site who were conveniently available, were targeted and recruited at random. The questionnaires were distributed to the respondents on their way into the heritage site and were collected from them on their way out of the heritage site. While convenience sampling does not provide guarantee a descriptive and impartial sample, it is the most commonly used sampling technique in behavioural science research (Gravetter & Forzano, 2012:151).

### 1.5.3 Questionnaire design and data collection

The questionnaire used to survey the visitors at the NSS was newly developed and is based on the work of Kim, Ritchie and McCormick (2012) on development of a scale to measure memorable tourism experiences. The study also used the work of Kruger and Saayman (2010); Kruger, Saayman and Hermann (2014); Hermann, Van der Merwe, Coetzee and Saayman (2016); and Muzeza, Hermann and Khunou (2018) who focused on visitor motivation at South African national parks. The questionnaire consisted of three sections: Section A addressed the demographic details of the respondents. Section B dealt with heritage visitor experience constructs and Section C focused on their reasons for visiting the NSS. In Section B, twenty-four (24) MTEs variables were tested, using a 7-point Likert scale (1 = *I have not experienced at all*; 7 = *I have experienced very much*). While in Section C, twenty-one (21) constructs were identified and tested on a 5-point Likert scale where 1 represented *very important* and 5 represented *not important at all*.

Prior to the distribution of the questionnaire, a pilot study was conducted at the Department of Tourism and Hospitality Management, Namibia University of Science and Technology. According to Jennings (2010:154), a pilot study is used to check feasibility and/or to improve the design of the data collection tool. The questionnaire was distributed among ten lecturers in the Department of Tourism and Hospitality Management. Their feedback and/or suggestions were incorporated into the survey questionnaire. This included establishing the questionnaire's logic, duration and flow. The questionnaire is available as an appendix.

#### **1.5.4 Data Analysis**

Microsoft Excel was used for data capturing and basic data analysis, where after the Statistical Consultation Services at the Tshwane University of Technology assisted in the processing of the data. The data analysis was conducted using the Statistical Package for the Social Sciences (SPSS) version 23. The first and initial stage of data analysis focused on determining the reliability of data by means of a Cronbach's alpha test. Thereafter the demographic profile of visitors to the NSS was developed. Then, using SPSS, a factor analysis, Mann-Whitney U tests, Kruskal-Wallis tests, Chi-Square tests and Spearman's Rank Order Correlation tests were carried out as the second stage of data analysis. Factor analyses were performed on reasons for visiting the NSS and heritage visitor experience in order to determine the contribution and/or influence they have on visitor experience.

A Confirmatory Factor Analysis (CFA) was performed on 24 constructs to validate the full measurement model of heritage visitor experience. The main reason for the CFA was to replicate and compare the results of the current study with that of Kim, Ritchie and McCormick (2012). In order to check whether or not each structure of the current study was reliable, Cronbach's alpha, Mean, Average interterm covariance and Average Variance Extracted (AVE) values were calculated. The convergent validity and the discriminated validity of the model were also tested using AVE. In terms of visitor motivator factors, an exploratory factor analysis with Varimax rotation of 21 Likert scale questions from the questionnaire was performed to evaluate the underlying relationships between the visitor motivation variables. Factors with Eigen values greater than 0.40 were retained using the Kaiser criterion.

### **1.5.5 Ethics**

According to Welman, Kruger and Mitchell (2005:181) ethical behaviour is crucial in any study that deals with humans. In this study, informed consent was obtained from each participant to certify that each one of them had a comprehensive understanding of the purpose of the study and what contribution they would be making should they participate. The consent letter is available as an appendix. All participants took part on a voluntary basis and were free to leave the study should they have wished to do so at any time. These ethical research principles were employed by the researcher and enforced during data collection. In addition, adherence was supported through the approval of the questionnaire by the Faculty of Management Sciences Research Ethics Committee with Ethics number FCRE2017/FR/11/016-MS (2). The ethics document is available as an appendix. Lastly, the author reported on the results honestly without compromising the definitive study findings.

## **1.6 DEFINING KEY CONCEPTS**

The following key concepts guided this study.

### **1.6.1 Heritage tourism**

Heritage tourism is defined as travelling to a particular destination to encounter the place and tourism activities that genuinely represent the stories and individuals of the past and present (Edgell, 2012:36). Hitchcock, King and Parnwell (2010:2) defines heritage tourism as “the tangible and concrete elements of the past (buildings, monuments, artefacts, sites and constructed landscapes), as well as to those aspects of culture expressed in behaviour, action and performance (intangible cultural heritage) which are interpreted, valued and judged to be worthy of our

attention and protection”. For the purpose of this study, heritage tourism is defined as “the sustainable development and visitation of cultural and heritage orientated facilities such as world heritage sites”.

### **1.6.2 World heritage site**

According to UNESCO (2014:1) a world heritage site is defined as an area or structure of acknowledged OUV. Sadiki (2012:8) similarly defines a UNESCO world heritage site to be a place (natural and/or cultural) which is considered to be so outstanding and globally significant that it merits protection and preservation for generations to come.

### **1.6.3 Travel motivation**

Hermann and Du Plessis (2014:1162) define travel motivation as the forces or attributes that motivate tourists to visit a particular attraction centre. Travel motivation is the integrating system of forces that gives tourists reasons to travel to a particular destination, and forms their expectations and perceptions (Pearce, Morrison & Rutledge, 1998).

### **1.6.4 Visitor experience**

According to Chen (2007:1130) a visitor experience is the personal interaction and feelings experienced by tourists during the consumption of a service. This study defines visitor experience as emotional and subjective interactions between a visitor and visited destination(s), which enters long term memory and can result in either satisfaction (which leads to loyalty) or dissatisfaction (which leads to defection).

### **1.6.5 Memorable tourism experience**

Memorable tourism experience is conceptualised “as a tourism experience positively remembered and recalled after the event has occurred” (Kim, Ritchies & McCormick, 2012). Memorable tourism experiences are characterised by experience that incorporates outstanding engagement with visitors.

### **1.6.6 Key success factors**

Key success factors (KSFs) are defined as aspects of visitors experience which are considered to be of utmost importance in determining visitors’ perception of the consumed experience (Engelbrecht, 2011:30). In the context of this study, KSFs are components of visitors’ experience that are considered essential for the attainment of memorable tourism experiences and are thus fundamental for successful management of heritage sites.

## **1.7 CHAPTER CLASSIFICATION**

The following section will provide an insight into the proposed chapter layout of this study.

### **Chapter One – Introduction**

This chapter will give an outline of the proposed study. It will explain the study background and briefly focus on the key issues of the study. In this chapter, all relevant references pertaining to the described problem will be highlighted in the background. The chapter will further outline the study’s key objectives; selected research design; population and sampling procedures; definition of key words; and it will conclude with a brief overview of all the chapters that follow.

## **Chapter Two – Literature review: Conceptualisation of tourism and heritage tourism sector**

Chapter two will examine the concept of tourism; it is more specifically concerned with heritage tourism, in order to give an overview of world heritage site status and to highlight the literature on how natural world heritage sites are selected, inscribed and protected. The chapter will close by investigating ways in which natural world heritage sites can manage the negative tourism effect through sustainable tourism practices.

## **Chapter Three – Literature review: The Tourism Experience**

This chapter is centred around the examination of visitor experience as a hypothetical concept in tourism. It explores the definition, dimensions and conceptual frameworks of visitor experience. The chapter will also identify the key components of visitor experience; it will scrutinise visitor experience and the evaluation of experiences at world heritage sites. Factors influencing MTEs, experience measurement, experiential marketing, and tourist experience in visiting heritage sites will be depicted.

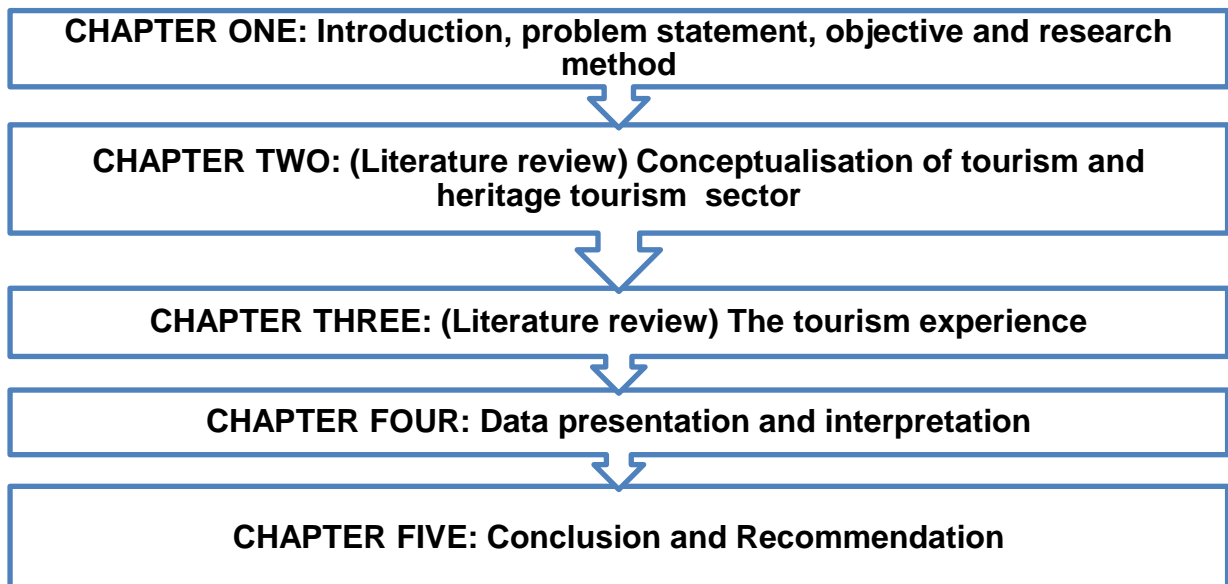
## **Chapter Four – Data presentation and interpretation**

This chapter expands on the previous chapter by discussing the final quantitative research report and presenting the research results in written form. This chapter illustrates the statistical results in terms of the demographics and trip characteristics, descriptive experience results, and motivational characteristics with the aim of identifying the key success factors in managing memorable experiences at the NSS.

The results of this chapter conclude the research process, facilitate the possible publication of the research in order to provide a basis for further research, and set forth plans and programmes to be initiated as based on the research results and recommendations.

## **Chapter Five – Conclusion and Recommendation**

Chapter five addresses the research objectives based on the empirical results discussed in the previous chapter. Inferences regarding the primary objective, secondary objectives and the research problem of this study are drawn. Subsequently, recommendations are made regarding how NSS should manage visitor experience in order to create MTEs. Finally, recommendations for further study are made, and the limitations of this research study are presented. The exposition of this study is presented in Figure 1.2.



**FIGURE 1.2: Chapter classifications**

## **CHAPTER TWO**

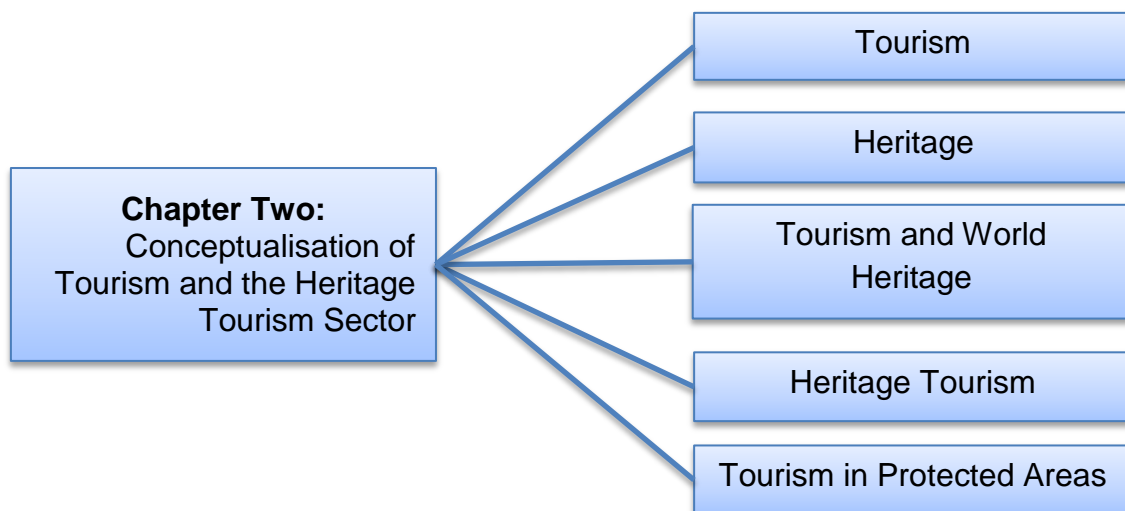
### **CONCEPTUALISATION OF TOURISM AND THE HERITAGE TOURISM SECTOR**

#### **2.1 INTRODUCTION**

Tourism is viewed as a vital component of the global economy (Balan & Birsan, 2011:110). It makes up to 9% of the entire global economy and it is considered a potential tool for growth and development (UNWTO, 2015:2). In terms of definition, tourism is equivocal and can be characterised from many different points of view and in many different ways. Tourism is a multidimensional phenomenon which can subsequently be divided into numerous subsectors (Balan & Birsan, 2011:110). In recent decades, increased mobility, travel accessibility and the vast growth of knowledge have created an increased demand to visit and personally experience other places and/or societies (UNWTO, 2009:1).

The above-mentioned shift in the tourism industry is reflected in the upsurge of the heritage market segment specifically (McNulty & Koff, 2014:5). Over the past few years heritage tourism has become a global phenomenon and a very popular type of alternative form of tourism (McNulty & Koff, 2014:5). Heritage tourism includes the visitation of cultural or heritage orientated facilities such as world heritage sites. Its popularity has had favourable economic and social impacts; and in some cases caused unwanted pressure (Pedersen, 2002:11). The quest to protect global heritage sites has resulted in several international agreements and programmes such as the WHC. Managing the increasing demand for visitor access to these sites is a major challenge to sustainable tourism practices (Seely, 2012:100).

With the above in mind, the fundamental aim of this chapter is to expand on aspects introduced in the previous chapter and give a theoretical outline essential to address the first objective of this study. The chapter will include aspects such a brief summary and definitions of the key components of the study, specifically: tourism, heritage and heritage tourism. While this chapter examines the concept of tourism, it is more specifically concerned with heritage tourism, in order to give an overview of world heritage sites status and to highlight the literature on how natural world heritage sites are selected, inscribed and protected. The chapter will conclude by investigating ways in which natural world heritage sites can manage the negative tourism effect through sustainable tourism practices.



**FIGURE 2.1: Chapter Exposition**

## **2.2 CONCEPTUALISING TOURISM**

Tourism forms a fundamental part of the services sector, vigorously impacting the economy. Its significance is evident in the real part it plays in economic development through income generation, business advancement and occupation creation (UNESCO, 2016:1). Globally, tourism represents 10% of the world's Gross Domestic Product (GDP) and 7% of world's service exports valued at around \$1.4 trillion (UNWTO, 2017:3). Of equal importance are the forecasts of the Tourism 2030 Vision of the UNWTO that show that international tourist arrivals are expected to reach over 1.8 billion by the year 2030 (UNWTO, 2011:5). This demonstrates an annual growth rate of 4.0 % over the period 2010–2030 (UNWTO, 2011:5). One of key components of the global tourism industry's achievement is its capacity to adjust to change and new patterns (Dwyer, Edwards, Mistilis, Roman, Scott & Cooper, 2008:63).

The previous couple of decades have seen a significant change in travel patterns which have resulted in several challenges across the entire industry (World Travel and Tourism Council (WTTC), 2015:9). The industry was also faced with several events and crises such as the attacks on the World Trade Centre (9/11), the Bali bombings in 2002, the war in Iraq and Syria, natural disasters such as tsunamis, viruses such as severe acute respiratory syndrome (SARS), avian influenza, swine flu, ebola virus, and the zika virus (Page & Connel, 2006:5; Strausberg, 2011:1). Despite all of these difficulties, the tourism industry stood the trial of time and it is currently viewed as a key component of global economy development.

Tourism has grown exponentially over the past few decades and has received considerable attention from academia and researchers alike (Robinson, Lück & Smith, 2013:24; Esmaeil-Zaei & Esmaeil-Zaei's, 2013:13; Sharafuddin, 2015:210). The term tourism, however, has been difficult to define and has consequently led to numerous and mostly contradictory definitions (Sharafuddin, 2015:210). Some researchers refer to the tourism industry as leisure orientated, however, this view neglects to consider business tourism (Marin-Pantelescu, 2011:73). For numerous tourists travelling is inspired by much greater purposes than the pleasure of travelling to a new place (Sharafuddin, 2015:210). Although tourism is nowadays recognised as one of the world's largest and fastest growing economic sectors, it has a long and fascinating history with momentous milestones (Alhroot, 2013:1). These milestones have led to the development of many different types of tourism. This section will explore the concept of tourism through a depiction of various definitions followed by a discussion on the history of tourism and its different types.

### **2.2.1 Defining Tourism**

According to Robinson, Lück and Smith (2013:24) some of the existing tourism definitions focus on the idea of travelling somewhere and staying away from home, but this neglects many touristic activities. The majority of these definitions and descriptions go beyond the notion that tourism is leisure travel with an overnight stopover. Moreover, most accepted definitions go beyond accepting tourism as just a recreation or occasional movement (Medlik, 2003:1). The table on the next page depicts some of the definitions of tourism.

**TABLE 2.1: Tourism definitions**

<b>Author</b>	<b>Tourism Definition</b>
Innocenti (2011:1)	An activity undertaken by individuals over a long or short distance in order to take a break from repetitive and riotous life, or a longing to meet new people and see diverse places.
Arunmozhi and Panneerselvam (2013:840)	“A temporary short term movement of people to destinations outside the place where they normally live and work includes the activities they indulge in at the destination as well as all facilities and services specially created to meet their needs.”
Esmail-Zaei and Esmail-Zaei (2013:13)	An arrangement of financial activities done either by the visitor or by destinations for the visitor.
Knudsen, Metro-Roland, Soper and Greer (2016:4)	A study among an array of three performers; the travellers, the brokers (including government services and travel experts) and the tourism advertising panels

Source: Author’s own compilation.

Arunmozhi and Panneerselvam (2013:840) provide a far reaching definition that unquestionably incorporates all tourism occupations and the subsector (such as the heritage sector) was created as a result. Similarly, Esmail-Zaei and Esmail-Zaei’s (2013:13) definition does not only concentrate on tourism as the tourists’ journey and the activities they partake in, but also incorporates all significant exercises and vital steps that the destination embraces to furnish its visitors’ needs. Knudsen, Metro-Roland, Soper and Greer’s (2016:4) definition advocates tourism as a phenomenon that depends on multiple actors.

Despite all the above attempts, the universally agreed upon definition of tourism is provided by UNWTO and defines tourism as the exercise of people, making a trip to and remaining in places outside their normal setting for not more than a year, for relaxation, business and other drives (UNWTO, 1995:1). Although different scholars

classify tourism differently, all their definitions fundamentally encompass the movement of a person to a place outside their usual environment to pursue activities other than their daily routine.

The movement of tourists can be within the country of origin, which is referred to as domestic tourism (UNWTO, 2014:3), or outside of the country of origin, which is referred to as international tourism (UNWTO, 2014:6). The people involved in such activities are known as tourists (Sharafuddin, 2015:210). However, it is important to keep in mind that notwithstanding the fact that a tourist is a visitor and a visitor may be an excursionist, not all visitors are tourists. The table below attempts to provide a distinction between a tourist, an excursionist and a visitor.

**TABLE 2.2: The difference between a tourist, an excursionist and a visitor**

<b>Tourist</b>	A visitor who remains for more than 24 hours or spends no less than one night in the visited country and whose travel purposes might be categorised into recreation, business, family, mission, meeting (Cunha, 2014:95). Activities undertaken by tourists may be of a monetary nature.
<b>Excursionist</b>	A day guest who stays under 24 hours at a destination or who doesn't overnight in the visited country (Cunha, 2014:95). An activity undertaken by excursionists does not include any type of profit.
<b>Visitor</b>	A traveller taking a trip to a main destination outside his/her usual environment, for less than a year, for any main purpose (business, leisure or other personal purpose) other than to be employed by a resident entity in the country or place visited (UNWTO, 2014:13).

Source: Author's own compilation.

As expressed by numerous researchers, tourism is not only the activity that involves overnight stays away from home, but may also include day trips. Subsequently, this

makes the tourism industry a global phenomenon with an almost incomprehensible massive economic value. The definition of the UNWTO which is considered the most universally accepted definition of tourism, provides a contemporary perspective into the industry. However, tourism is not a new concept as it has existed for hundreds of years. It is therefore important to briefly describe a historical overview of tourism.

### **2.2.2 A brief history of tourism**

Although tourism today is recognised as one of the world's largest and fastest growing economic sectors, it has a long and fascinating history that can be traced back to the ancient Greek world. During this period people travelled to the Olympic Games, both the participants and observers required facilities and sustenance administrations, which offered a significant inspiration for tourism (Alhroot, 2013:3). The wealthy people in the ancient Greek era looked for unwinding at the seaside resorts in Greece or for relaxing on the shorelines of Egypt (Alhroot, 2013:1).

In the period of the Roman Empire from around 27 BC (before Christ) to 476 AD (Anno Domini – Latin for 'in the year of my Lord', people travelled for military, trade and political reasons. This ignited the paving of roads which aided the empire in military travel and managerial errands in their entire dominion (Andrews, 2007:4).

During the Middle Ages, from about 500 AD to 1400 AD, there was a development in travelling for religious reasons. It had turned into a way of life for people to visit their blessed land, for example, the Muslims to Mecca, and the Christians to Jerusalem and Rome (Alhroot, 2013:6). By the 15th century the development of the rudder, triangular sails and the sailor's compass helped European pioneers with route

planning and made travel possible to formerly inaccessible places (Andrews, 2007:4).


The 16th and 17th century, a period alluded to as the Grand Tour era, was a key stage in the tourism industry and it is ordinarily viewed as a time that brought forth modern tourism (Hsu & Gartner, 2012:4). During this period new railroads and trans-Atlantic steamers made travelling both quicker and reasonably priced (Zuelow, 2016:9). These prompted great developments in Britain's trading business. It was during this period that a larger number of people could truly travel (Zuelow, 2016:9).

The Industrial Revolution (from about 1750 AD to 1850 AD) started mechanisation the development of the steam engine in 1770, and the first car was built in Europe in 1886 (Andrews, 2007:5). During this period the middle class was becoming richer and more educated, and recreation time and an interest in travel amplified which in turn set a base for mass tourism (Andrews, 2007:5).

In the 19th and 20th centuries extraordinary advances in science and innovation made the development of fast, safe and moderately cheap types of transport achievable (Zuelow, 2016:9). The development of the aeroplane in 1903 changed the way people travelled and paved the way for marketable air travel a decade and a half later (Andrews, 2007:6).

By the 21st century the Internet, increased mobility, travel accessibility, improved communication and the vast growth of knowledge led to amplified investment in tourism development, which made modern tourism a key driver of socio-economic growth through its contribution to the GDP (Alhowaish, 2016:1). Table 2.3 (next page) depicts a summary of some of the milestones that took place in the long and fascinating history of tourism.

**TABLE 2.3: A visual timeline of the history of tourism**



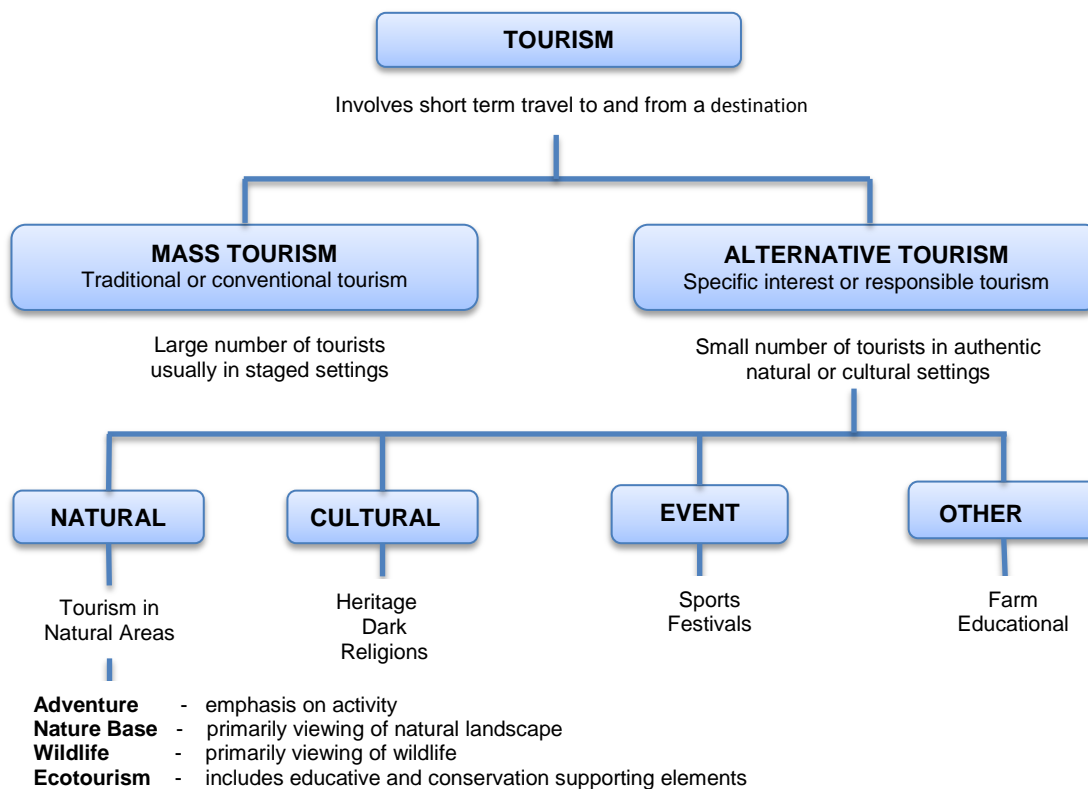
Period	Milestone
Ancient Greek	The Olympic Games stimulated global travel
Roman Empire Period	People travelled for military, trade and political reasons
Middle Ages	The beginning of religious travel
15 <sup>th</sup> Century	The development of rudder, sails and sailor's compass
Grand Tour	New railroads and trans-Atlantic steamers
Industrial Revolution	The development of the steam engine and the first car
19 <sup>th</sup> -20 <sup>th</sup>	The development of the aeroplane
21 <sup>st</sup> Century	The expansion of the Internet and social media

Source: Author's own compilation based on Towner and Wall (1991).

Table 2.3 demonstrates that people have been travelling for thousands of years. Different periods of tourism history present different motivations and milestones which have aided tourism development through the years and has made it a global phenomenon. Tourism will continue to prosper as long as globalisation keeps on making travel to all parts of the world less demanding and more affordable (Andrews, 2007:7). As indicated by Dwyer *et al.*, (2008:73) tourism development, in the inevitably evolving world, has been impacted by both internal and external circumstances. As a result, over time the purpose of travel has changed from being purely a means of survival to wider reasons such as leisure, sport, business and family (Andrews, 2007:5). These progressions had gigantic ramifications on the sort of travel, destination and tourism associations' administration, and in some cases have led to new product development. Therefore, it is essential to take a look at the different types of tourism that exist today.

### 2.2.3 Types of tourism

An investigation by Kozak and Andreu (2006:96) found that there are numerous criteria and potential ways of classifying tourism. One way of categorising tourism into different forms and/or types is by using the reasons tourists give for visiting tourism establishments. Tourism is an intricate arrangement of market activity wherein destinations provide distinctive items and the travellers continuously desire diverse experiences (Timothy & Boyd, 2006:1). For numerous tourists, however, travelling is inspired by much greater purposes than the pleasure of travelling to a new place. This has prompted the identification of many types of tourism that are viewed as being sufficiently individual to justify their own administration approaches. Figure 2.2 shows an overview of the tourism industry.



**FIGURE 2.2: An overview of tourism**

Source: Adapted from Newsome, Moore and Dowling (2002:11)

As illustrated in Figure 2.2 above, tourism can be divided into two main types of tourism, namely mass tourism and alternative tourism. Mass tourism is based on large tourist groups travelling on pre-arranged itineraries which in some cases are directed by tour operators, and because it is greatly dependent on seasonal and climatic conditions, it is occasionally referred to as sea-sun-sand tourism (Egresi, 2016:358). On the other hand, alternative tourism depends on little gatherings, families and even singles, and its activities occur throughout the entire year to generate average volumes (Gonzalez-Fonseca, 2012:14). The following sections will provide a detailed variation between the two main types of tourism and discuss the subsectors that are subsequently created as a result.

#### 2.2.3.1 Mass tourism

Mass tourism is a pre-scheduled tour for a group of people travelling together for similar purposes and the people integrating as a holiday group (Akis, 2011:289). This sector is a major contributor to world tourism income (Akis, 2011:289). The huge influx of visitors may result in a productive tourism business and tourism income in the host nation (Egresi, 2016:358). Mass tourism is regularly used to allude to the early periods of air-based mass tourism since the 1960s, which saw an astounding growth in visitor numbers, democratisation of tourism, institutionalisation of items and societal changes (Vainikka, 2015:1). He additionally adds that it is also used to accentuate certain inspirations, practices and values in tourism that are viewed as ordinary for mass tourism, isolating it from other contemporary or alternative types of tourism (Vainikka, 2015:1). In this financial setting, mass tourism is also related with social, cultural and environmental problems; this has opened prospects for the examination of alternative tourism.

### 2.2.3.2 Alternative types of tourism

The alternative tourism concept and practice emerged from a reaction to the effect of mass tourism and as a declaration of insubordination and a search for an experience (Jafari & Xiao, 2015). It involves tourism that respects the values of local people and nature; that favours experiences; trades; and builds encounters (Jafari & Xiao, 2015). Although alternative tourism overall generates less revenue compared to mass tourism, it offers a greater share of direct economic benefits to local economies (Egresi, 2016:358). Alternative tourism can be further divided into numerous forms as per Table 2.4 on the next page.

**TABLE 2.4: Different forms of alternative tourism**

<b>Types of Tourism</b>	<b>Descriptions</b>
Adventure Tourism ( <i>Natural</i> )	This is a type of tourism that encompasses outdoor recreation activities that occur in strange, extraordinary, and remote or wild destinations, including some types of unusual methods for transportation, and has a tendency to be connected with low or abnormal state of activities (Swarbrooke, Beard, Leckie & Pomfret, 2003:29).
Leisure / Recreational Tourism ( <i>Natural</i> )	This is maybe the most widely recognised type of tourism that the vast majority of people associate with tourism. It includes individuals travelling to a place that is not the same as their general everyday life for unwinding (Inkson & Minnaert, 2018:40). According to Arunmozhi and Panneerselvam (2013:88) shorelines, amusement stops and camp grounds are a portion of the regular places often visited by recreational tourists.
Business / MICE Tourism ( <i>Other</i> )	Is another common type of tourism, which alludes to people travelling to a destination for the sole purpose of conducting business related activities (Arunmozhi & Panneerselvam, 2013:87).
Sport Tourism ( <i>Event</i> )	This type of tourism includes individuals travelling out to a specific destination for a particular drive of either seeing or taking part in sports (Inkson & Minnaert, 2018:41). In this type of tourism, occasions such as the Olympic Games and International Federation of Association Football (FIFA) World Cup are some of the key examples.
Hunting Tourism ( <i>Other</i> )	As indicated by Gozner and Zarrilli (2012:115) another segment of travellers are obsessed with travelling to destinations that offer trophy hunting, this is referred to as hunting tourism. Despite the fact that it is practised by a small number of individuals, hunting tourism is extremely efficient economically as it has a high income form of tourism.
Medical / Health Tourism ( <i>Other</i> )	This incorporates individuals making trips to different places to seek opportunities that maintain or improve their own well-being (Arunmozhi & Panneerselvam, 2013:87). Many developing countries are emerging as popular medical tourism destinations capitalising on the low cost advantage (Aydin & Karamehmet, 2017:16).
Religious Tourism ( <i>Cultural</i> )	Religious tourism (also known as spiritual tourism) is characterised as a type of tourism in which the primary reason of going to a specific place is pilgrimage (Durán-Sánchez, Álvarez-García, Río-Rama, Oliveira 2018:1) The world's biggest type of religious tourism happens at the yearly Hajj pilgrimage in Mecca, Saudi Arabia (Ladki & Mazeh, 2017:20). Other forms of religious tourism include tourists travelling to holy cities and sites such as Jerusalem and Varansasi (Fatima, Naeem & Rasool, 2016:60).
Educational Tourism ( <i>Other</i> )	This type of tourism is characterised by a demographic of travellers who are solely motivated by education and learning (Romelic & Kalinic, 2008:30). This includes students and young professionals travelling abroad to pursue higher studies and/or enhance their talents (Arunmozhi & Panneerselvam, 2013:88).
Ecotourism ( <i>Natural</i> )	According to a study by Sharafuddin (2015:214) ecotourism is the kind of tourism that is concerned with responsible travel to territories that conserve the environment and enhances the prosperity of local people. Ecotourism relates to cognizant and responsible efforts to preserve the local environment, economy and host community (Arunmozhi & Panneerselvam, 2013:86; Inkson & Minnaert, 2012:36).
Heritage Tourism ( <i>Cultural</i> )	Heritage tourism which is also alluded to as cultural tourism is one of the fastest developing sectors of the tourism industry (Porja & Ashworth, 2009:522). This study defines heritage tourism as "the sustainable development and visitation of cultural and heritage orientated facilities such as world heritage sites".

Source: Author's own compilation.

This section discussed the two main types of tourism, mass tourism and alternative tourism. Alternative tourism branches into numerous forms of tourism including heritage tourism. The utilisation of heritage as a tourism commodity has created a greater need for tourism studies to explore the link between heritage and tourism. The section below will explore the role of heritage within tourism.

## **2.3 HERITAGE**

In recent decades, the role of heritage within tourism and leisure has changed as more and more audiences are showing great interest. This growth has certainly contributed to the scope and demand of heritage (Kunwar & Chand 2016:5). The procedure of heritage commodification has prompted the creation and formulation of a new environment in which different possibilities and potential for heritage can coexist for different audiences. Zhang, Alan Fyall and Zheng (2014:1) contend that in the realm of tourism, heritage has taken up extra attributes of destination, market and development potential. During the previous couple of decades, the concept of heritage has turned into a noteworthy point in both the creation and utilisation of tourism (Henderson & Weisgrau, 2007:1). This section will provide a discussion of heritage through a description of various definitions followed by the discussion of the different types of heritage

### **2.3.1 Defining Heritage**

It is critical to keep in mind that historical merits are the foundation of the concept of heritage (Torre, 2002:11). However, as yielded by most reviews, heritage is

connected to, but not necessarily the same as history (Torre, 2002:11; Timothy, 2011:3; Perez & Templanza, 2012:3; Zhang, Alan Fyall and Zheng (2014:1). Zhang, Alan Fyall and Zheng (2014:1) further add that heritage is not a settled or static result of the past, especially when it is displayed and represented for tourism purposes. History is the past, while heritage is the advanced utilisation of the past for tourism and different purposes (Timothy, 2011:3). In general heritage is profoundly implanted in both past and present, tradition and modernity, and in time and space (Melotti, 2014:80). One thing that heritage scholars agree upon is that heritage is something that is acquired from the past and used in the present (Timothy, 2011:3).

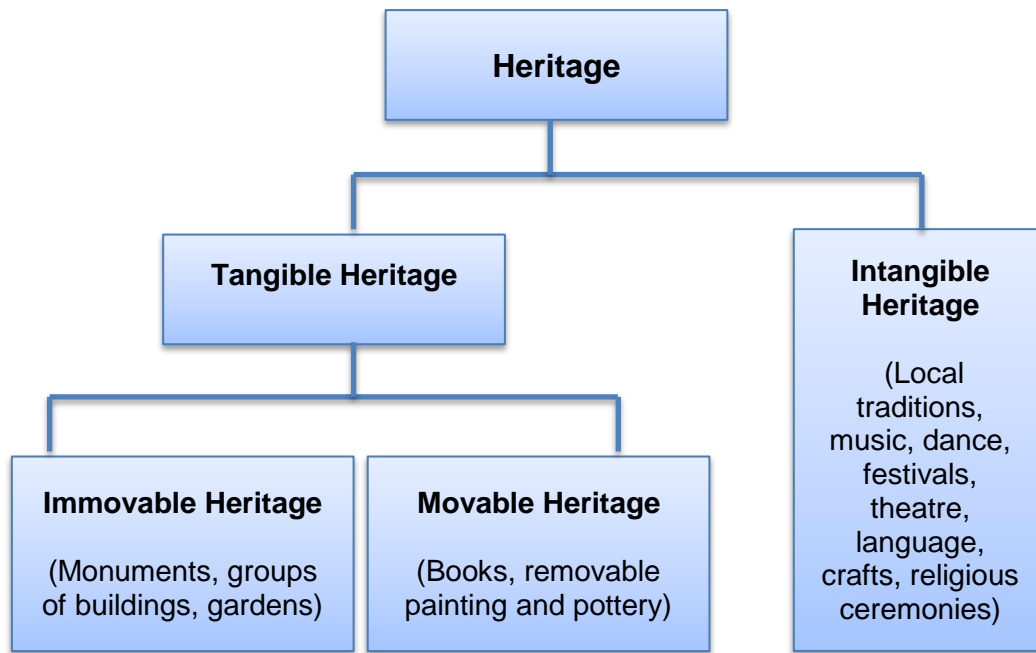
Heritage can be defined as a physical object, a piece of property, a building, or a place that can be possessed and passed on to another person (Harrison, 2013:9). Hitchcock, Kind and Parnwell (2010:2) conceptualise heritage as tangible objects (heritage locales, structures and artefacts) and impalpable aspects (customs and religious functions) which are seen to be significant to the point that they are meriting worldwide protection. Chirikure (2013:1) further states that heritage is community property, fundamental to national uniqueness, national unity, employment generation, education, as well as cultural and spiritual standards. A recent definition of tourism has been provided by Zhang, Alan Fyall and Zheng (2014:1) which defines heritage as the contemporary re-packaging of the past for present use through interpretation. Cultural heritage is “an expression of the ways of living developed by a community and passed on from generation to generation, including customs, practices, places, objects, artistic expression and values” (International Council on Monuments and Sites (ICOMOS), 2002:21). UNESCO (2014:3) states that heritage can be either classified as *cultural heritage* – which include both tangible cultural

heritage (movable cultural heritage, immovable cultural heritage) and intangible cultural heritage (spoken traditions, performing arts, ceremonies). *Natural heritage* includes natural sites with cultural characteristics such as cultural sceneries, physical, organic or environmental formations.

There are many different definitions of heritage and because of these many definitions, we might have to look at heritage in a different way. The following section will explore the different types of heritage tourism.

### **2.3.2 Types of Heritage**

Based on Hitchcock, Kind and Parnwell's (2010:2) definition, heritage can be divided into different categories. One common way of classifying heritage is to distinguish between tangible and intangible heritage. In 1972, the World Heritage Convention (the convention concerning the protection of world cultural and natural heritage) embodied a particular understanding and conceptualisation of both cultural and natural heritage (Smith & Akagawa, 2009:3). Figure 2.3 (next page) shows the two broad categories of heritage.



**FIGURE 2.3: Types of heritage**

Source: Adopted from Ruoss and Alfare (2013:10)

Figure 2.3 indicates that heritage resources include the raw materials from which the heritage product is derived. Heritage tourism products include monuments, ruins, traditions, artefacts, archaeological sites and festivals (Ruoss & Alfare, 2013:10). The interpretation process entails the transformation of resources into products through interpretation and involves the selection of the resources and how they are packaged (Ahmad, 2006:294). This is a function of tourism demand, while the heritage product is the end result (Christou, 2005). There is no one set of heritage products as it can differ, based on the market it intends to attract (Smith & Akagawa, 2008:3). On the one hand, there is a heritage that presents itself in a material, substantial frame and on the other hand there is cultural heritage (Ruoss & Alfare, 2013:10). From these two main categories, heritage can be further divided into numerous sub-categories.

### 2.3.2.1 Intangible heritage

Intangible heritage is defined as heritage that is personified in individuals rather than in lifeless articles (practices, representations, expressions, knowledge and skills) (Ahmad, 2006:297). It includes the practices, expressions, knowledge and skills that communities, groups and sometimes individuals recognise as part of their cultural heritage (UNESCO, International Centre for the Conservation and Restoration of Monuments (ICCROM), ICOMOS & International Union for Conservation of Nature (IUCN), 2012:16). Intangible heritage comprises the components which represent the way of life of each community, which are articulated in a range of activities, a way of talking and thinking, and by the setting of moral or good principles (Lenzerini, 2011:101). Intangible heritage is the practice, presentation, expressions, and also the learning and aptitudes that communities and people perceive as a feature of their cultural heritage (Ruggles & Silverman, 2009:1). This category encompasses practices such as customs, customary dancing and music, oral writing, and crafts (Alivizatou, 2012:15). The significance of intangible cultural heritage is not the social indication itself but rather the abundance of learning and aptitudes that is conveyed from one generation to another (UNESCO, 2013:4).

### 2.3.2.2 Tangible Heritage

Tangible heritage alludes to physical artefacts produced, maintained and transmitted inter-generationally in a local community (Ruoss & Alfare, 2013:10). It incorporates artistic manifestations, constructed heritage, for example, structures and landmarks, and other tangible objects with social significance that are accessible to the general public (Barillet, Joffroy & Louquet, 2006:11, Lenzerini, 2011:104). Tangible heritage

can also be further divided into numerous sub-categories as depicted in the Table 2.5 below.

**TABLE 2.5: Different types of Heritage**

Types of Heritage	Description
Archaeological Heritage	<p>The term archaeological site is ordinarily utilised in the literature to allude to a place in which proof of the past human movement is saved. It encompasses the components or objects of cultural heritage values, and at which archaeology has assumed a part in the revelation, identification as well as investigation of these cultural standards (Sullivan &amp; Markay, 2012:1). Archaeological heritage sites are places of known or likely social importance which can possibly expand our insight into prior human occupation, actions and occasions through archaeological research (Barillet, Joffroy &amp; Longuet, 2006:12). Archaeological locales differ in scope and time from old human remains and inconspicuous hints of early human occupation to staggering rock workmanship and major landmarks of entire civilizations (Sullivan &amp; Markay, 2012:1). These comprise shipwrecks, deposits and structures connected with the sea and terrestrial locales of archaeological significance.</p>
Built Heritage	<p>According to Robinson, Lück, and Smith (2013:414) built heritage encompasses countryside, single building, a gathering of structures or a particular region. Barillet, Joffroy and Longuet (2006:12) further state that built heritage may incorporate buildings or parts of buildings. The built heritage sites, inscribed on the World Heritage list, range from single properties, such as the Rietveld-Schröder House in Utrecht, Bauhaus and its sites in Weimar and Dessau by Walter Gropius, and the Luis Barragán House and studio in Mexico City, to larger areas, such as Brasilia in Brazil, the White City of Tel Aviv, and the University Campus in Caracas (Robinson, Lück &amp; Smith, 2013:414).</p>
Landscape Heritage	<p>Landscape heritage applies to both natural and cultural landscapes (Roe &amp; Taylor, 2014:2). A cultural heritage landscape is a property or characterised geological region of cultural heritage significance that has been changed by human exercises and is esteemed by a community (ICOMOS, 2012:1). A social scene might be outlined at a particular time by a particular individual or it might have advanced naturally over a long stretch of time. Natural landscapes are ones which have no noteworthy human effect whiles cultural landscapes are scenes adjusted (Roe &amp; Taylor, 2014:2) or made by human actions.</p>
Movable Heritage	<p>In general, this is any natural or manufactured object of heritage significance. Worboys, Lockwood, Kothari, Feary and Pulsford (2015:93) alludes to moveable heritage as cultural objects that can be detracted from their unique setting and, as such, they often exist as collections in museums or in private hands. Moveable heritage includes an extensive variety of objects of all sizes, sorts and materials, from expansive transport objects to family accumulations and residential objects (Worboys, Lockwood, Kothari, Feary, Pulsford, 2015:93). These items may likewise incorporate human skeletons taken from burial locales in the past and sent to exhibition halls within and/or outside their country of origin, as well as culturally important creatures (Barillet, Joffroy &amp; Longuet, 2006:15).</p>

**SOURCE:** Author's own compilation

Cultural and natural heritage attract a variety of visitors, and is a resource for growth and development. Heritage is spread throughout the world, consequently giving an additional chance to numerous non-industrialised nations to benefit from this resource with seemingly endless possibilities. The very nature of heritage denotes that it is not stationary; it advances and changes, and as such the multidimensional relations it shares with tourism also change (Robinson & Picard, 2006:15). Therefore, it is essential to investigate the connections between tourism, heritage, and its development.

#### **2.4 TOURISM AND WORLD HERITAGE**

World heritage provides the tourist and the tourism industry with destinations, whilst tourism offers world heritage the capacity to meet the WHC requirement and a means to realise community and economic benefits through sustainable use (Markham *et al.*, 2016:9). The prospect of tourism at a world heritage site is essential, particularly in the developing world where sustainable tourism can provide jobs, help preserve traditions and customs, and reduce poverty. Being a world heritage site also offers the communities a significant potential tourism advantage (Marencic & Frederiksen, 2013:10). Moreover, tourism development at such sites can have important implications for their protection. Borges, Carbone, Bushell and Jaeger (2011:3) argue that on the one hand, tourism has the potential to bring about economic benefits that support site conservation and the local/national economy, but on the other, uncontrolled and poorly managed tourism can have severe consequences for the site's integrity, compromise its OUV, as well as have social and cultural impacts.

It is with no doubt that world heritage is a vital resource for the tourism industry. Almost all individual world heritage sites are major tourism destinations, and as trademarks they attract many visitors (UNESCO, 2016:2). However, many world heritage sites lack resources, experienced and trained personnel to be able to manage tourism as a benefit to the long-term preservation of their world heritage values (Frey & Steiner, 2011:564). Heritage tourism management can prove a time consuming process that requires the establishment of policies, environmental impact assessments and ongoing monitoring. A study by Sadiki (2012:20) warns that the exposure of these sites can instantaneously lead to growing concerns about the effect of tourist levels on the overall sustainability of the site for future generations. World heritage sites represent a wide and diverse range of protected areas and should be analysed as such if a framework for sustainable tourism development in these sites is to be reached (Borge *et al.*, 2011:10).

#### **2.4.1 Background on World Heritage Sites**

UNESCO world heritage sites are cultural and/or natural sites across the world which are considered to be so outstanding and significant that they are part of the shared global heritage and should be preserved for future generations (Sadiki, 2012:8). These sites are designated as having OUV by the WHC. The WHC arose from the need to identify and protect outstanding natural and cultural sites for future generations (UNESCO, 2016:1). It is viewed as the best universal legal tool for the protection of the cultural and natural heritage (Frey & Steiner, 2011:555). The World Heritage Convention provides the potential for a comprehensive legal and policy framework that allows for the identification, management, governance, and protection of the world's most outstanding natural marine areas (Badman, Bomhard, Fincke,

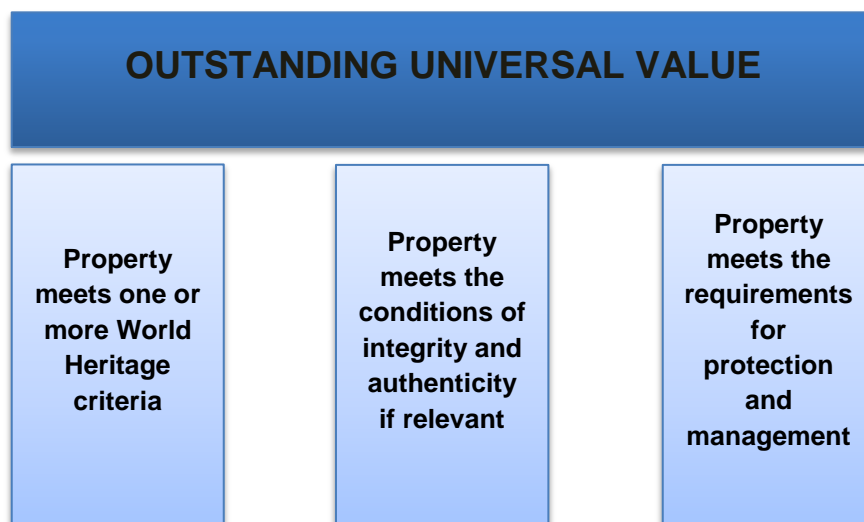
Langley, Rosabal & Sheppard, 2009:2). Over time, the efficiency of the convention has resulted in an increasing number of sites being inscribed on the World Heritage List (Pedersen, 2002:11).

Currently there are 1 052 properties listed as world heritage sites in some 165 countries across the globe (UNESCO, 2017:1). Of these sites, 814 are cultural, 203 are natural and 35 are mixed (UNESCO, 2017:1). The world heritage status is the most prestigious award for natural and cultural heritage and recognised worldwide (Marencic & Frederiksen, 2013:10). According to Borge *et al.*, (2011:3) the inscription of a property in the World Heritage list is not only the recognition of its OUV and integrity of a particular site, but also the recognition of the need to protect and manage it. One of the key advantages of the enlistment as a world heritage site is undoubtedly the upsurge in tourist arrivals (UNESCO, 2016:2). Moreover, Adu-Ampong (2010:46) highlights that as a particular world heritage site gains attention, positive benefits increase in the areas of publicity, government support and donations. The inscription of a site on the World Heritage list brings an inevitable and needed interest in the site and its outstanding values (Frey & Steiner, 2011:555). Other benefits not only include, but also limit the strengthened protection and long-term conservation (UNESCO, 2016:2).

#### **2.4.2 The World Heritage Convention**

The WHC is one of the first globally supported international agreements. The WHC was initiated by the UNESCO General Conference in 1972 and by 2011 it was sanctioned by 187 countries, meaning it is almost universally embraced (UNESCO,

2011:9). The primary objective of the Convention is to identify and protect the world's natural and cultural heritage considered to be of OUV (Badman *et al.*, 2008:2). While OUV lies at the core of the convention it also places equal weight on the importance of integrity, authenticity and the standard of care and protection (see Figure 2.4) (UNESCO, 2011:9).



**FIGURE 2.4: Three pillars of Outstanding Universal Value.**

Source: Adapted from UNESCO, ICCROM, ICOMOS and IUCN (2012:20)

Figure 2.4 illustrates the three pillars of OUV within the world heritage. In order for a site to be judged to have OUV, all three pillars must be in place (UNESCO, ICCROM, ICOMOS & IUCN, 2012:20). Marencic and Frederiksen (2013:8) add that in order to obtain OUV status the site's cultural and/or natural significance should be exceptional enough to transcend national boundaries and to be relevant and of importance to the global community now and in the future. OUV is thus the central construct of the convention and IUCN.

As major tourist attractions, world heritage sites can generate significant economic benefits. Although this can provide opportunities for indigenous peoples in terms of economic development, it is also a reality that in many world heritage sites indigenous peoples do not equitably share in the economic benefits (UNESCO, ICCROM, ICOMOS & IUCN, 2012:16). The evaluation of World Heritage nominations is carried out by the World Heritage committee's advisory bodies, IUCN (natural heritage) and ICOMOS (cultural heritage), and entails both field missions and desk reviews (UNESCO, ICCROM, ICOMOS & IUCN, 2012:17). The criteria are regularly revised by the Committee to reflect the evolution of the World Heritage concept itself and are explained in the operational guidelines.

According to UNESCO (2012) in order for a natural site to be listed, it must meet one of the following:

- ✿ It must contain superlative natural phenomena or areas of exceptional natural beauty and aesthetic importance.
- ✿ It must be outstanding examples representing major stages of Earth's history, including the record of life, significant ongoing geological processes in the development of landforms, or significant geomorphic or physiographic features.
- ✿ It must be outstanding examples representing significant ongoing ecological and biological processes in the evolution and development of terrestrial, freshwater, coastal, marine ecosystems, and communities of plants and animals.

- It must contain the most important and significant natural habitats for in-situ conservation of biological diversity, including those containing threatened species of OUV from the point of view of science or conservation (UNESCO, 2012).

UNESCO (2012:10) state heritage sites can be listed in the world heritage list under of the four categories as illustrated in Table 2.6 below.

**TABLE 2.6: Categories of World Heritage Sites**

TYPES OF WORLD HERITAGE SITES	CLASIFICATIONS
Cultural heritage sites	These refer to sites such as historic buildings, archaeological sites, and work of monumental painting.
Natural heritage sites	These include sites that provide outstanding geologic, ecological and biological evolutionary processes of exceptional biodiversity.
Mixed heritage sites	These refer to sites that meet a part of or the full requirements of both natural and cultural sites.
Cultural Landscape heritage sites	These refer to sites that represent the combined works of man and nature.

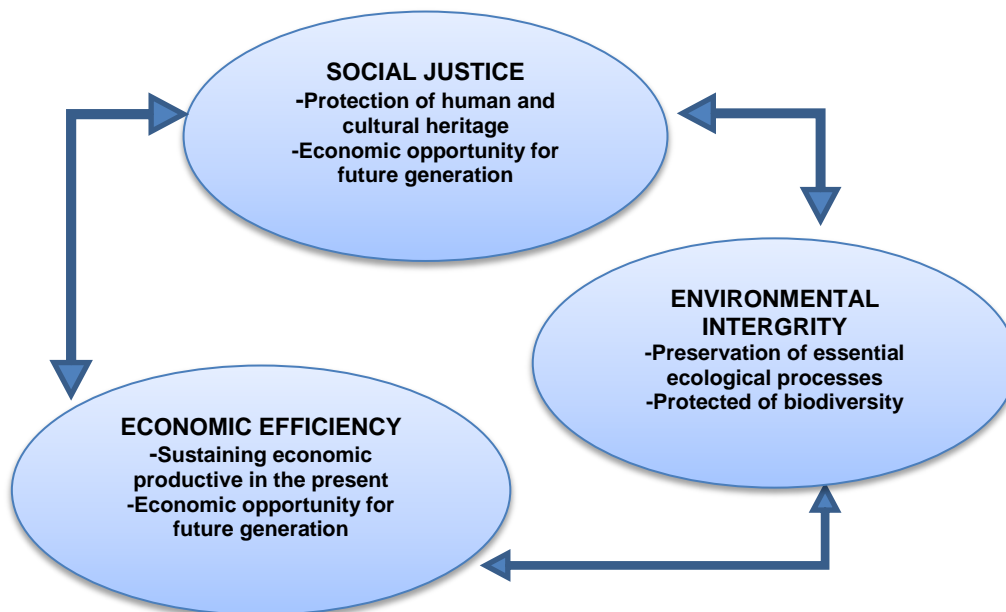
Source: Adapted from UNESCO (2012:10)

As stated earlier, the world heritage inscriptions often improve local economies through tourism. Furthermore, the inclusion in UNESCO’s World Heritage list provides a significant step towards the worldwide recognition of any sites, but also inspires national and regional authorities to enhance conservation and protection measures. The convention has been a powerful catalyst in saving important global heritage, improving the conservation and management of properties, building better

capacity and bringing countries together to promote the value of conservation (UNESCO, 2012:10).

### **2.4.3 Natural world heritage sites and sustainable tourism development**

As stated by Ramachander (2004:86) heritage tourism and sustainable tourism development are frequently seen as nearly identical. Sustainable tourism development is characterised by responsible tourist behaviour and the efforts to prevent the alteration of the local culture. A thriving heritage tourism sector requires a tourism policy that builds upon the existing foundation of cultural heritage, respects social and cultural traditions, minimises economic leakages and adheres to the principles of sustainable tourism development (United Nations Environment Program (UNEP), UNWTO, 2005:183). Cultural and heritage resources are often delicate and therefore should be handled with care (Durovic & Lovrentjev, 2015:160). The intangible heritage may also be endangered if the tourism growth prioritises tourist satisfaction and ignore traditional values. Therefore, attaining the balance between the consumption and safeguarding heritage products is crucial. A balanced sustainable heritage tourism development plan must offer continuous benefit for heritage tourists, national governments, the private sector and local communities. Figure 2.5 (next page) indicates the key aspects of sustainable development.



**FIGURE 2.5: The cornerstone of sustainable development**

Source: Adapted from Ramachander (2004:86)

This figure indicates that social justice, environmental integrity and economic efficiency are at the core of sustainable development. The preservation of this heritage will only be possible through the collaborative efforts of federal governments which are responsible for legislation, local communities, and the citizenry, who have the capacity to identify their own heritage; this will ensure a heritage that will remain coherent and relevant as long as it remains alive in the context where it originated (Barillet, Joffroy & Longuet, 2006:6). To help states, parties and site management teams meet these challenges, the World Heritage Committee launched the World Heritage Sustainable Tourism Programme in 2001 (UNESCO, 2008:21). The programme's main objective is to scrutinise the key issues involved in preserving a balance between sustainable tourism development and conservation (UNESCO, 2008:21). There are seven key activities that can boost world heritage sites' ability to

preserve their resources through the use of sustainable tourism development (Worldwide Fund for Nature (WWF), 2016:7).

According to UNESCO (2006:1) key activities that aid in enhancing sustainability at heritage sites include: capacity building; training and development of local communities; creating awareness of the importance of conservation; appropriate use of tourism-generated funds; and sharing of expertise and lessons learned. The dynamic responsibility of helping site managers with the implementation of these sustainable measures lies with the World Heritage Centre (UNESCO, 2006:1). Its mandatory responsibility is to conduct missions that look into the effect of tourism development on the estimation of world heritage sites (UNESCO, ICCROM, ICOMOS & IUCN, 2012:19). Natural world heritage properties are recognised due to their exceptional qualities identifying with landscape and other outstanding natural wonders, ecosystems or potentially biodiversity (Osipova, Wilson, Blaney, Shi, Fancourt, Strubel, Salvaterra, Brown & Verschuuren, 2014:1).

The expectation is to help managers comprehend and consolidate world heritage ideas and procedures into normal site administration (UNESCO, ICCROM, ICOMOS & IUCN, 2012:19). As a result of their high status and distinction, world heritage sites for some communities are models or stages for enhancing national protected area networks (UNESCO, 2006:1). As such, guaranteeing that their administration achieves the most noteworthy conceivable principles is critical (UNESCO, 2006:1). As noted by UNESCO (2006:1) the social impact of tourism is usually permanent, it generally occurs over time and tends to be invisible and intangible. The challenge is,

therefore, to find ways of making cultural tourism products such as township tourism and cultural villages more sustainable in themselves, and to be better able to contribute towards the development of sustainable tourism in general.

The concept of sustainable development is widely accepted among important tourism organisations, both international and national. At many international levels the idea of sustainable tourism has been recognised as an approach that should result in environmental, social and economic benefits to all types of tourism. According to (UNEP, UNWTO, 2005:1) sustainable tourism development should take into account current and future economic, social and environmental impacts, and address the needs of visitors, the industry, the environment and host communities. Managing tourism based on sustainable principles ensures long-term life quality for local communities as well as the quality of a visitor's experience (Choi & Sirakaya, 2006:11). The number of different assets, facilities and people involved in heritage activities shows the significance of the heritage tourism sector in the tourism industry.

Along these lines tourist destinations and activities ought to be arranged, organised and experienced in the way that they don't do any mischief to a local community and its way of life, environment and biological system while still being profitable. As per Borges *et al.* (2011:3) there are typical requirements for successful and sustainable tourism development: viable tourism planning; great administration; involvement and interest of all partners; and effective and innovative communication tools. Social sustainability can only be guaranteed by including community stakeholders while planning and managing the development of heritage tourism (Keitumetse, 2014:71).

Subsequently it is urgent that the tourism industry ought to take part in world heritage protection and assure that its activities based at world heritage properties are mindful, and bolster social and financial improvement (Vrabel, 2014:677).

## **2.5 HERITAGE TOURISM**

As described in Section 2.2 and depicted in Figure 2.1, heritage tourism forms part of alternative tourism and it incorporates the development and visitation of cultural and heritage orientated facilities. The concept of heritage tourism has turned into a worldwide phenomenon in the course of recent decades and it is perceived as one of the tourism industry's quickest growing and most celebrated sector. The enduring growth that heritage tourism is encountering is to a great extent driven by 'baby boomer' demographics. Initially, these demographics characterised a group of travellers that were probably more established, knowledgeable with significant time and cash (LaMondia, Snell & Bhat, 2010:141). However, this pattern is changing towards youthful and excited travellers with unusual amounts of travel curiosity. An expanding number of domestic and international travellers, and the availability of global communication likewise fuel this kind of tourism (Burns, Eaddy, Moore, Speno & Talley-McRae, 2010:4). Today, heritage tourism offers tremendous monetary and social advantages and it is imperative to worldwide economic development. This is reflected in the development of strategies to invigorate and extend this market segment by large economies such as Europe, Britain, the United States, Canada, New Zealand and Australia (Bonn, Joseph-Mathews, Dai, Hayes & Cave, 2007:345; Chape, Spalding & Jenkins, 2008:4; Burns *et al.*, 2010:14; Zuelow, 2016:9).

Heritage tourism is thought to be one of the fastest developing (Bonn *et al.*, 2007:346) and most prominent sectors of the tourism industry (Poria & Ashworth, 2009:522). Various destinations are presently capitalising on their heritage to make a feasible and complete tourism item (Timothy, 2011:360). Various forms of tangible and intangible heritage are increasingly being mobilised for tourism purposes; and experiencing living heritage is a particularly enriching experience for both the tourists and the community. The development of heritage tourism is now being seen as an alternative product that will augment the traditional focus on nature tourism (Dewah, 2014:100). The ascent of heritage tourism has spawned a number of studies dedicated to the analysis of the heritage industry phenomenon and the reasons for its spectacular growth (Bonn *et al.*, 2007; Dewah, 2014). This section will place emphasis on defining heritage tourism, it will then discuss the benefit and state of heritage tourism in Africa and end by making a case for heritage tourism in Namibia.

### **2.5.1 Defining heritage tourism**

Heritage tourism is constantly being redefined and reinterpreted in an attempt to meet the specific demand of the contemporary world (Park, 2014:1). Several reviews in tourism literature have provided a considerable debate between apparently contrasting definitions of heritage tourism. The variance in these definitions is due to the fact the research is predisposed towards various philosophies, terrestrial areas and occasions (Mckercher & Cros, 2012:3). A portion of the definitions are thorough while others are plainly limited and self-serving (Mckercher & Cros, 2012:3).

On the other hand, Chahabra (2010:17) provides a more comprehensive definition that embody authenticity, participation, economic, motivation, shared and inheritance as key characteristics of heritage tourism. She defines heritage tourism as “a phenomenon that focuses on the management of past inheritance and authenticity to enhance participation and satisfy consumer motivations by evoking nostalgic emotions; its underlying purpose is to stimulate monetary benefit for its various constituencies such as museum, historic house, festival, heritage hotels and stakeholders” (Chahabra, 2010:17). Another attempt to define heritage tourism is provided by the work of Hitchcock, King and Parnwell (2010:2) which defines heritage tourism as “the tangible and concrete elements of the past (buildings, monuments, artefacts, sites and constructed landscapes), as well as to those aspects of culture expressed in behaviour, action and performance (intangible cultural heritage) which are interpreted, valued and judged to be worthy of our attention and protection.”

Mckercher and Cros (2012:9) suggest that heritage tourism ought to be characterised as a tourism activity in which a destination's cultural or heritage attributes are exhibited for the utilisation of visitors. Another short but valuable meaning of heritage tourism is presented by David and Edgell's (2016:36) recent study on managing sustainable tourism, a legacy for the future. They define heritage tourism as travelling to a particular destination to encounter the place and tourism activities that genuinely represent the stories and individuals of the past and present (Edgell, 2016:36). It is apparent that as of now there is no broadly agreed-upon definition of heritage. Following these lines, this study will concentrate more on the practical ramifications of the concept, rather than on the specialised parts of the

definition. Therefore for the purpose of this study heritage tourism is defined as “the sustainable development and visitation of cultural and heritage orientated facilities such as world heritage sites”.

### **2.5.2 The benefit and challenges of heritage tourism**

An essential advantage of heritage tourism is the creation of income generating employment, representing one of the most lucrative and profoundly sustainable tourism market sectors (El Beyrouty & Tessler, 2013:19; Pedersen, 2002:11; Robinson & Picard, 2006:26). Economically, heritage tourism can provide new business opportunities, increase property values and act as a tool for economic modification (Jiang & Homsey, 2008:7; Burns *et al.*, 2010:9). Whyte, Hood and White (2012:15) note that heritage tourism promotes the prevention and protection of noteworthy local resources, and shape relationships among and/or within the communities. Apart from encouraging innovative enterprise and local ownership, heritage tourism additionally creates economic diversification within the tourism industry. If properly managed heritage tourism can also provide extensive non-financial advantages.

The latter can also generate social advantages such as promoting, protecting and sustaining the heritage base; improving the community’s image and pride; preserving local traditions; and creating memorable experiences for visitors (El Beyrouty & Tessler, 2013:20; Barillet, Joffroy & Longuet, 2006:27; Whyte, Hood & White, 2012:15). According to Jiang and Homsey (2008:7) heritage tourism can foster sustainable tourism development. Honey and Gilpin (2009:2) further add that

heritage tourism enables poor communities to leverage their unique assets (rich history and cultural heritage) for economic development.

On the downside, regardless of the considerable number of advantages, there are a number of challenges associated with heritage tourism (Richardson, 2010:2). Richardson (2010:2) states that when not well managed, tourism can damage heritage through: commodification and demeaning of culture and customs; distancing and loss of cultural character; undermining of local traditions and lifestyles; uprooting of customary traditions; loss of land rights and access to assets; harm to attractions; and loss of authenticity in interpretation. Other key issues confronting heritage tourism incorporate: the uneven distribution of monetary advantages; misuse of culture; abnormal amounts of money-related spillages of tourism income; and foreign ownership (in an African setting).

### **2.5.3 Heritage Tourism in Africa**

Africa is a continent with a great degree of rich cultural and natural heritage of moveable and immovable nature. Collectively the rich diversity of the African heritage contributes a unique wealth to world heritage (Wanjema, 2012:1). These are the very tourist attractions which people from major tourist generating nations are looking for (Akama & Sterry, 2002:55). Today, many African destinations have responded to this perception by aggressively marketing their natural and historical attributes, as well as cultural events, to encourage more visitors to visit their countries (Steyn, 2007:17). Some of the iconic African cultural landscapes include the coral stone towns of the East African Coast, the pyramids of Egypt, the great

earthworks of south-western Nigeria, and the earth structures of Mali, Ghana and Benin among others (Joffroy, 2005:1).

These terrains, cities or rural areas form the true heart of the African cultural uniqueness (Akama & Sterry, 2002:15). They show the shared cultural and economic exchanges that took place over time, and which resulted in cultural elements that are unique in the world (Barillet, Joffroy & Longuet, 2006:5). Barillet, Joffroy and Longuet (2006:5) further state that these elements, tangible and intangible, daily subsidise the quality of life of the African societies. Existing literature has shown enough evidence that indicates that the interest in Africa's heritage is gradually increasing. Currently across southern Africa heritage tourism is getting more attention and has become an important aspect of the region's tourism development. In South Africa, the country's competitive advantage is no longer dependent on natural elements only, but increasingly includes culture as well as built environments (Saarinen & Rogerson, 2013:209). Chirikure (2013:2) further adds that South Africa's national heritage sites or monuments are currently at the top of the value scale.

Africa's spectacular cultural and natural landscapes do not only present a great variety, but they are also perceived as having a latent comparative advantage in the development of heritage tourism (Akama & Sterry, 2002:25). However, for numerous reasons, the worth of this heritage has not always been acknowledged (Barillet, Joffroy & Longuet, 2006). This is reflected in the under par Africa region representation on the World Heritage Sites list as only 90 of all world heritage

properties are located in Africa (UNESCO, 2016:1). Heritage tourism in Africa is faced by various challenges such as conflicts, imbalanced economic development and unforeseen disasters (Chirikure, 2013:1). For example, in Botswana the national tourism policy puts more effort into the marketing and development of wildlife tourism which means the country's unique and spectacular cultural attractions have been neglected (Mbaiwa, 2011: 291).

In general, developmental activities pose the biggest danger to the prospect of heritage as they are normally associated with massive infrastructure development. Chirikure (2013:3) argues that many heritage sites are threatened with destruction if huge areas of the Nile are flooded to create dams in Sudan. He further claims that Swaziland opted to resuscitate iron mining rather than putting more effort into ensuring that it attains its first world heritage site (Chirikure, 2013:2). Other regions of Africa, including the Democratic Republic of Congo (DRC), Zimbabwe and Cameroon, are also experiencing a boom in extractive industries and with that increased concerns for heritage (Chirikure, 2013:2). The recent increase of conflicts in many African countries has provided the African heritage with a whole different challenge (UNESCO, 2011:7). In countries like Mali, Nigeria and Egypt these conflicts often affected important sites such as mosques and churches and have caused irreparable damage (ICOMOS, 2014). According to UNEP (2016:11) climate change is becoming one of the most significant risks that will affect world heritage sites, including those located on the African continent. At Bwindi Impenetrable National Park in Uganda warmer temperatures are threatening the mountain gorilla habitat (UNEP, 2016:35).

Despite all these challenges, heritage tourism remains one of the most important sectors of the tourism industry as it is the core of sustainable tourism development. The following section will explore the potential of heritage tourism in Namibia.

#### **2.5.4 The Case for Heritage Tourism in Namibia**

In order to place the potential of heritage tourism in Namibia into perspective, it is essential that we explore the country's profile. Namibia gained its independence in 1990, after more than a century of brutal colonisation and decades of destructive and repressive apartheid policies. With a population of 2.5 million (2016) (World Bank, 2018:1) and a total land area of 823 680 square kilometres, Namibia is one of the largest countries in Africa. Bordered by Angola and Zambia to the north, Botswana to the east, South Africa to the south and the Atlantic Ocean to the west, Namibia boasts over 1 500 kilometres of coastline and 60% of its total land is desert (Robertson, Jarvis, Mendelsohn & Swart, 2012:2). The country lies at the heart of the Namib-Karoo-Kaokeveld Deserts Eco-region. Namibia is home to 4 350 species of plants, 256 widespread species of reptiles and 217 species of mammals (Halle & Bruzon, 2007:11). Its internationally significant biodiversity hotspots include the Namib, the planet's oldest desert, the Sperrgebiet and the Namib Escarpment (Namibia Community Based Tourism Assistance Trust (NACOBTA), Federation of Namibian Tourism Association (FENATA), 2007:4).

Turpie, Lange, Martin, Davies and Barnes (2010:1) found that roughly 17% of Namibia's total land is covered by protected areas. This reflects an essential approach in ensuring a comprehensive natural resource base as well as attaining the country's conservation obligations. Namibia's protected area system contributes substantial worth to the national economy, predominantly in that it reinforces a huge portion of the national tourism industry (Turpie *et al.*, 2010:1). The tourism industry, for which national parks and pristine nature are considered the bedrock, is recognised as the fastest growing sector of the Namibian economy (MET, 2013:1). It plays a pivotal role in Namibia linking economic development through poverty alleviation and biodiversity conservation.

According to the WTTC (2018:5) in 2017 travel and tourism contributed 14.0% of total employment (98,000 direct and indirect jobs) in Namibia. This translates to a direct contribution to Namibia's GDP of 13.8% (NAD 23,775.4 million Namibia dollars) and it is projected to rise to 15.6% (NAD 42, 615.5 million Namibia dollars) by 2028 (WTTC, 2018:5). This makes tourism the second largest industry in the country, after the mining and energy industry (MET, 2013:1). Its ability to generate foreign exchange earnings, employment, rural development and empowerment of the local communities is highly recognised by the Government of Namibia (GRN) (MET, 2013:1). Consequently, the tourism industry presents countless opportunities to stimulate economic and social growth as well as environmental safeguard in Namibia (MET, 2013:1). The natural resources-based sectors form the backbone of Namibia's economy with mining, fisheries and agriculture alone accounting for around 30% of the GDP and 85 % of exports (MET, 2012:1).

Heritage tourism is a rapidly growing sector of the tourism industry. The use of heritage attractions could have a positive impact on the tourism industry and economy in Namibia because of the country's rich colonial history and apartheid legacy. However, according to UNDP (2013:3) there are several obstacles that stand in the way of heritage tourism development in Namibia. These include the inadequate distribution of formally recognised cultural heritage resources and the lack of recognition when it comes to history and cultural heritage of most communities in Namibia (UNDP, 2013:3). The above-mentioned obstacles threaten Namibia's cultural uniqueness and preclude most of the population from benefiting from the tourism sector (Moseley, Lindsey & Wheeler, 2007:12). In spite of these obstacles, several case studies have been conducted that provide several opportunities for enhancing the prospect of heritage tourism, and give insight into the potential market for heritage tourism in Namibia (Moseley, Lindsey & Wheeler, 2007:12). Moseley, Lindsey and Wheeler (2007:12) further add that Namibia can follow the example set by the District Six and Robben Island Museums to enhance its heritage status to both its domestic and international tourists.

## **2.6 TOURISM IN PROTECTED AREAS**

Protected areas are locations around the world which are guarded because of their recognised natural, ecological and cultural values (Borrini-Feyerabend, Dudley, Jaeger, Lassen, Pathak-Broome Phillips & Sandwith, 2013:5). Protected areas were initially stimulated by the very clear ecological impacts of Western conquest and colonisation. They were established to preserve permanent remnants of the local ecosystems that many of these colonists saw disappearing under cities, farms, and

plantations (Chape, Spalding & Jenkins, 2008:4). Established in 1872, Yellowstone National Park in the United States of America (USA) is acknowledged as the first of these contemporary parks (Smith, 1999:1). Other famous parks were formed in the closing decades of the 19th century and the early decades of the 20<sup>th</sup> century.

These include New Zealand's Tongariro National Park, Canada's Banff National Park, Yosemite National Park in the USA and the Gorilla Sanctuary in Congo (Chape, Spalding & Jenkins, 2008:4). According to Chape, Spalding and Jenkins (2008:5) the world database on protected areas now holds information on more than 100,000 protected sites. In addition, there are now almost 5,000 globally designated areas, including Ramsar spots, environment reserves and world heritage sites (Chape, Spalding & Jenkins, 2008:4). These areas are all essential for the conservation of species and ecosystems as well as the safeguarding of nature (Day, Dudley, Hockings, Holmes, Laffoley, Stolton & Wells, 2012:12). This, in turn, has led to the acknowledgement that there is an urgent need for an integrated management system in environmental protection (Day *et al.*, 2012:19).

### **2.6.1 The Importance of Protected Areas in Tourism Development**

Lundmark, Fredman, and Sandell (2010:20) state that tourism in and near protected areas in particular have been promoted as a way to ensure sustainable development. More specifically, it has been widely promoted as an “effective source of income and employment, particularly in peripheral rural areas where traditional agrarian industries have declined” (Lundmark, Fredman & Sandell, 2010:21). Efforts to place an importance on protected areas perpetually turn to include many functions and

activities that are essential for human and ecosystem existence. Protected areas are celebrated as latter strongholds of nature, and play a vibrant role in providing humanity with a variety of valuable ecological services (Chape, Spalding & Jenkins, 2008:4). Their natural features (which include wilderness, mountains, rainforests and deserts) offer attractions which for many nations have become a foundation of tourism and recreation (Phillips, 1998:12). Turpie *et al.*, (2010:5) add that protected areas are equally dependent on tourism as their core values are derived from this activity.

Tourists visiting protected areas provide visited sites with the opportunity to generate income, earn foreign exchange, and create employment. This generates added value to the tourism industry, and further value is added to the local, regional, and national economy. This is possible as a whole through linkage and multiplier effects (Turpie *et al.*, 2010:5). The quantifiable values of protected areas are gradually being utilised as a tool to validate and support the expansion of protected area systems. This is partly because tourism creates new demands in the local economy, and the political aim of tourism business development is to attract visitors from other places, creating a redistribution channel for capital from richer to poorer areas (Lundmark, Fredman & Sandell, 2010:22). The importance of protected areas for sustainable development and the conservation of natural sites are widely recognised and have resulted in numerous international agreements and programmes. These include the Stockholm Conference on Environment and the adoption of the World Heritage Convention in 1972; the 1980 World Conservation Strategy; and the 1992 United Nation (UN) Conference on Environment.

## **2.6.2 Threats to Protected Areas**

The forms of threats faced by protected areas differ between sites. As more and more tourists visit a protected area, economic and social benefits increase, however, the increase in the number of tourists may sometimes cause unwanted pressure. In some protected areas threats are characterised by external pressures such as degradation and encroachment. According to Alers, Bovarnick, Boyle, Mackinnon and Sobrevila (2007:9) some of the threats to protected areas include loss and degradation of habitat and overexploitation of natural resources. Threats to protected and other conservation areas can range from global threats relating to climate change, regional-scale threats such as habitat fragmentation and localised problems including poaching, excessive visitor impacts and waste disposal (Faganel & Trnavcevic, 2012:590).

The underlying causes of these threats are numerous, but include population growth and immigration; the open-access nature of resources in protected areas; and government development plans and investments (Alers *et al.*, 2007:9). The establishment and management of protected areas worldwide have often resulted in indigenous peoples' dispossession and alienation from their traditional lands and resources, other injustices; and human rights violations committed against indigenous peoples (UNESCO, ICCROM, ICOMOS & IUCN. 2013:22). Pedersen (2002:11) argues that while tourism can contribute to safeguarding and refurbishment efforts, the right balance between economic expansion and unwanted impacts can be elusive. This has been reiterated by Faganel and Trnavcevic's (2012:590) study on sustainable heritage tourism in protected areas that found that the main challenge faced by protected areas is to balance the flow and behaviour of

tourists with protection goals in order to achieve sustainable tourism development. Developing and implementing response strategies to these threats are an essential part of protected area management.

## **2.7 CONCLUSION**

Heritage tourism is seen as one of the fastest developing and most popular niche segments of the tourism industry. It incorporates the development and visitation of cultural and heritage orientated facilities. The role protected areas play in sustainable tourism development is widely recognised and has resulted in several international agreements and programmes such as WHC. Today there are 1, 052 properties recorded as world heritage sites in 165 nations over the globe of which NSS is one of them. One of the key advantages of the enlistment as a world heritage site brought to NSS is undoubtedly the upsurge in tourist arrivals. However, simultaneously growing concerns have also arisen about managing the increased demand for visitor access to the site. Research has shown that these concerns have necessitated a need to create a balance between visitors' expectations and experiences in order to achieve long-term sustainability. The challenge for the NSS is therefore to ensure that visitor experience is sensibly managed in order to minimise harmful impacts at a site, while capitalising on satisfaction, understanding and appreciation of the resource through suitable but sustainable access. The next chapter will draw a review primarily from the leisure, marketing and tourism literature with respect to the concept of memorable experiences at world heritage sites.

## **CHAPTER THREE**

### **THE TOURISM EXPERIENCE**

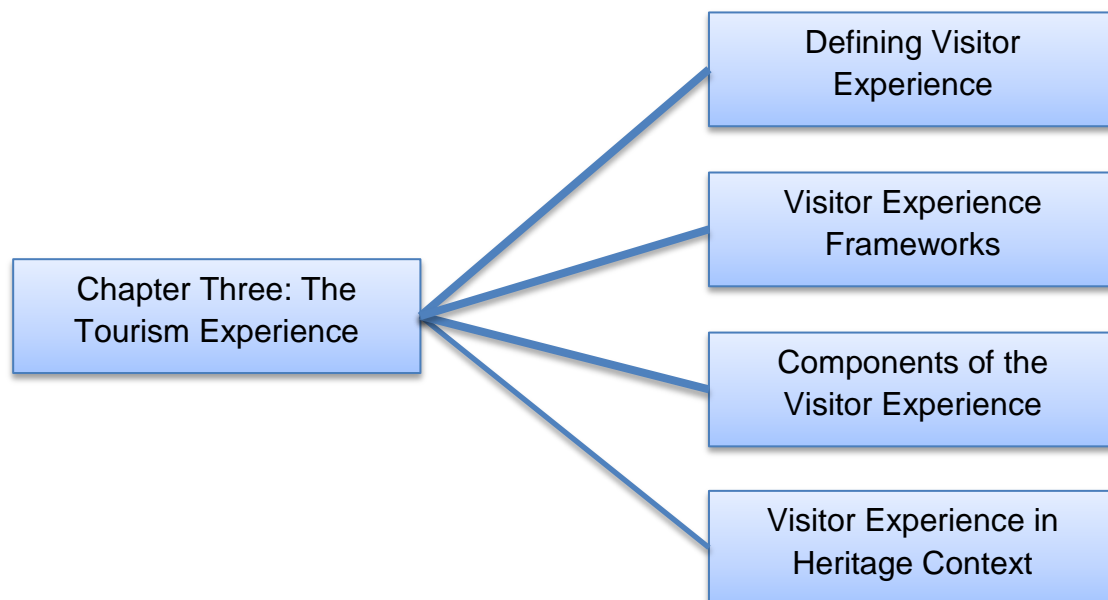
#### **3.1 INTRODUCTION**

The concept of visitor experience and understanding the ways in which tourists experience the places they visit is fundamental to the study of tourism (Sharpley & Stone, 2010:1). It is worth noting that over the years the concept of visitor experiences has become extremely popular not only in tourism, but across various disciplines such as retailing, sociology, economics and political sciences (Verhoef, Lemon, Parasuraman, Roggeveen, Tsiros & Schlesinger, 2009:31). In general, visitor experience is a multifaceted phenomenon which can be investigated in numerous ways (Borrie & Birzell, 2001:29). According to Hinch and Higham (2011:157) visitor experience can be explored in terms of the duration of the visit, activities undertaken and general tourist behaviour. On the other hand, Kim and Fesenmaier (2015:29) and Sheng and Chen (2012:54) indicate that visitor experience is a dynamic process, therefore, it must incorporate the investigation of visitor desires before the visit, during the visit, and after the visit.

According to Radder and Han (2013:1263) a good visitor experience can ensure several advantages such as increased sales, increased market shares, increased visitor satisfaction and valuable competitive advantage. Steyn (2007:24) points out that cultural and heritage tourism resources, attractions and experiences could influence destination competitiveness. The competitiveness of a heritage site plays a pivotal role in attracting visitors to the site and the more attractive the site is, the more likely it is to be a success story. Chandralal and Valenzuela (2015:292)

indicate that visitor experience has gained a wider importance in an era of experience economy. However, Mahdzat, Shuib, Ramachandram, Afandi and Herman (2015:36) argue that although this concept has captivated substantial consideration in the literature, it is relatively new, hence there is wide recognition that the visitor experience theory requires additional hypothetical development.

This chapter is centred around the examination of visitor experience as a hypothetical concept in tourism. It explores the definition, dimensions and conceptual frameworks of visitor experience. The chapter will also identify the key components of visitor experience, scrutinise visitor experience and the evaluation of experiences at world heritage sites. Figure 3.1 depicts the chapter's exposition.



**FIGURE 3.1: Chapter Exposition**

### **3.2 DEFINING VISITOR EXPERIENCE**

While there is a significant concentration on visitor experience in the tourism and wider consumption literature, the term itself has been used interchangeably in some distinct disciplines (Forrest, 2014:11). Nonetheless, understanding visitor experiences, and the factors that influence them, is clearly important (Tung & Ritchie, 2011:1367). There is no clear definition of what a visitor experience is, hence the section below explores various authors' definitions to clarify this ambiguous concept.

Borrie and Roggenbuck (1998:165) define a visitor experience as a complex interplay among humans and their inner states, the activity they are perusing, and the surroundings wherein they find themselves. According to Chen (2007:1130) visitor experience is the personal interaction and feelings experienced by tourists during the consumption of a service. From a psychological approach, Larsen (2007:15) has suggested that the tourist experience concept includes expectations, events and memories. He defines visitor experience as a personal journey associated with events but robust enough to have entered long-term memory, meaning a long-term focus is required in the examination of the visitor experience concept (Larsen, 2007:15). Such narration determines that visitor experience has a significant influence on tourist service evaluation and overall satisfaction.

Daengbuppha's (2009:71) study on modelling visitor experience at world heritage sites, conceptualised a visitor's heritage experience as a process of interaction between individual visitors and heritage objects. The process of interactive visitor experience is the core of this definition. Daengbuppha's (2009:71) further stresses

that visitor experience is a three phase process: an early stage of interaction; the next step is one of experience pursuit and the last stage is one of interaction, also called the recollection phase. Another definition provided by Jager and Sanche (2010:180) conceptualises visitor experience as a shared outcome, involving the visitor and the place they visit. This definition is pinpointed to the recognition that tourist perceptions of the experience are an essential aspect of experiential product development.

Hinch and Higham (2011:157) note that the visitor experience is a combination of both tangible (physical attributes) and intangible (emotions and feelings) elements. In their study on experience expectations of museum visitors, Sheng and Chen (2012:53,) recommended that experience should be conceptualised as the process that comprises visitors' feelings of functions, physical inspiration, and emotional narrative. Bagdare (2016:719) defines visitor experience as a precise, pleasing and noteworthy experience, replicated as increasing attitude, perceptions, feelings and emotions which result in interplay with people, procedures, substances and setting for the duration of the whole of tourism phenomenon. In this definition the emphasis is laid on the factors affecting tourism experience and the interactive process.

Current literature, similar to both the tourism and heritage concept, indicates that there is no broadly agreed-upon definition of visitor experience. While some researchers define visitor experience as internal and subjective, others define it as external and staged. According to Packer and Ballantyne (2016:131) visitor experience should instead be seen as both an essence and an offering. Such a view

suggests that visitor experience is core created by both the visitor and the visited destination.

As derived from the definitions provided in this section and for the purpose of this study, visitor experience is defined as “emotional and subjective interactions between a visitor and visited destination(s), which enters long term memory and can result in either satisfaction (which lead to loyalty) or dissatisfaction (which leads to defection).” In this study the term visitor experience also comes to mean touristic/tourist experience and customer consumer experience. Now that a concept definition has been established, it becomes necessary to examine the underlying concepts of visitor experience.

### **3.3 VISITOR EXPERIENCE FRAMEWORKS**

Tourism is a principal industry of experience creation and it offers some of the most pleasurable services consumed by man (Bagdare, 2016:718). It is an industry in which tourists seek and pay for experience above everything else (Barnes, Mattsson, & Sørensen, 2016:286). Tourism experiences are highly personal, subjective and unique to every tourist (Beeho & Prentice, 1997:79; Chen, 2007:1130; Jager & Sanche, 2010:180). Hence, the visitor experience concept is widely acknowledged by scholars and tourism researchers as an essential aspect of overall tourism management and long-term sustainability (Zatori, 2013; Bagdare, 2016; Sthapit & Coudounaris, 2017; Taylor, Frost and Laing, 2017). Remembering past tourism experience is also crucial for understanding the present, including the predicted behaviours of visitors to tourism destinations (Barnes, Mattsson, & Sørensen,

2016:286). The tourism industry is rapidly changing in character as tourists become more experienced through undertaking multiple trips to different destinations around the globe. Tourists' expectations and decision criteria for their next trip are shaped by previous experiences. Consequently, tourism destinations such as heritage sites are developing their attraction around intangible, memorable experiences rather than only tangible built facilities (Pine & Gilmore, 1998:97).

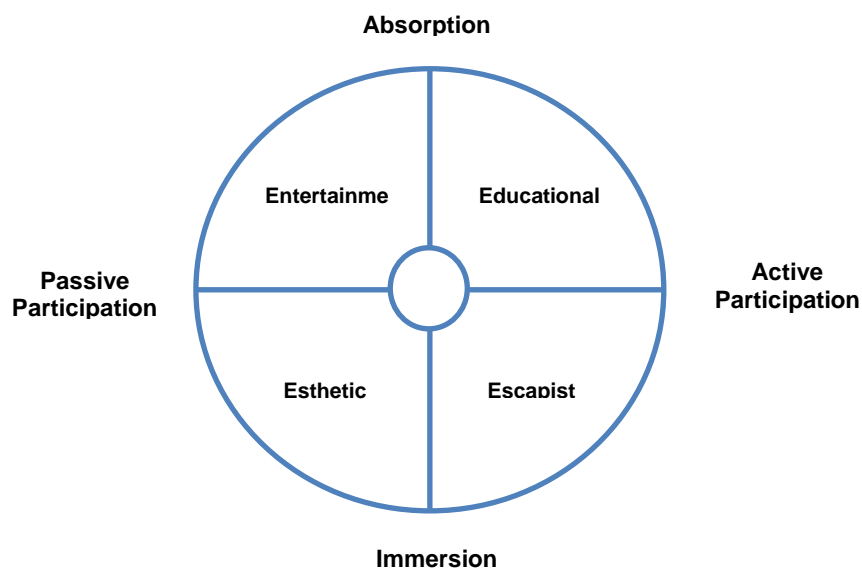
According to Kim, Ritchie and McCormick (2012:13) a memorable experience is characterised as an occasion when a tourist has an experience which can be emphatically recollected and reviewed after the occasion has occurred. It is therefore essential for destinations to deliver memorable experiences in order to gain loyalty and maintain long-term relationships with their visitors (Tukamushaba, Xiao & Ladkin, 2016:10). Kim and Fesenmaier (2015:29) state that tourism visitor experiences are socially and culturally created and can be viewed from different approaches. The following sub-sections will introduce and discuss relevant models, frameworks, scales and concepts relating to visitor experience in the tourism context.

### **3.3.1 The Four Dimensions of an Experience**

In an effort to understand visitor experience in tourism, Rijal and Ghimire (2016:45) adapted Pine and Gilmore's (1998:102) experiential dimensions framework. This framework offers comprehension and assessing of experiential utilisations that have conceptual and practical significance to the tourism industry. The desire for a pleasurable and memorable experience is what inspires tourists to buy products and services (Tsaur, Chiu, & Wang, 2006:47). Tourists are happy to pay more for a high

quality and memorable experience that convert them (Jurowski, 2009:2). Although tourists produce their own distinctive experiences, the tourism industry makes a huge contribution to those experiences (Jurowski, 2009:2).

In the 21<sup>th</sup> century understanding tourism experience is fundamental to the financial sustainability of the tourism industry (Jurowski, 2009:2). Pine and Gilmore's (1998:102) proposed four realms of tourism experience, as depicted in Figure 3.2 below, include four main concepts, namely: education, entertainment, escapism and aesthetics that manifest across two incessant scopes. These four dimensions are based on visitor participation and their connection to their surroundings (Du Plessis, 2013:30).



**FIGURE 3.2: The four dimensions of an experience**

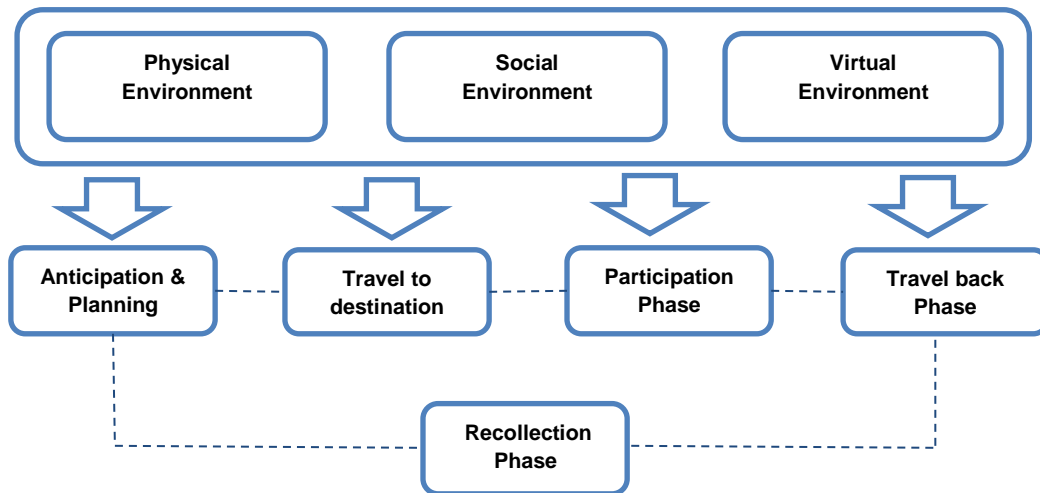
Source: Pine and Gilmore (1998:102)

The primary measurement in this framework demonstrates either active or passive tourist participation. Through passive participation, the tourist does not influence the execution and has to a greater extent a mental nearness, for example, a virtual tour through a heritage site. In these cases, the production or generation of an experience will rely on the tourist's active participation, for example, in rafting, and entertainment or participation in the cultural performances (Rijal & Ghimire, 2016:46). The second measurement involves two extremes – absorption and immersion. Absorption infers being rationally involved in the experience, for example, watching a live cultural dance, while immersion infers being physically required in the experience, for instance, participating in a cultural dance (Rijal & Ghimire, 2016:46).

As indicated by Pine and Gilmore (1998:102), entertaining experiences lean towards tourist absorption and passive participation, while educational experiences involve active participation and immersion. Escapist experiences may incorporate a level of education, yet include more prominent tourist submersion (Rijal & Ghimire, 2016:46). While aesthetic experiences regularly result in a larger amount of client immersion, levels of tourist participation remain low. The wealthiest encounters are those incorporating parts of every one of all four realms (Rijal & Ghimire, 2016:46). Although all memorable experiences incorporate the above-mentioned dimensions, tourism experiences are very individual, subjective and novel to each person (Bagdare, 2016:718). Every tourist visiting tourism establishments carries with them, their extraordinary stories, claim a set of desires and expect a menu of chances from which they can create the individual experience they are looking for.

### **3.3.2 The Travel Experience Framework**

Most of the definitions of visitor experience provided in Section 3.2 of this study tend to refer to experience at the visited site, however, visitor experience in the tourism context is a 'sum of distinctive processes' that commences long before in anticipation and planning, and continues long after the visit through recollection and communication (Clawson & Knetsch, 1966:163; Hinch & Highan, 2011:147; Zatori, 2014:37). Kim and Fesenmaier (2015:29) state that in tourism, the visitor experience phenomenon comprises of pre-excursion, amid outing and post-trip stages (Kim & Fesenmaier, 2015:29). According to Clawson and Knetsch (1966:163) the visitor experience concept in the tourism industry incorporates the five-part process each visitor embarks on, namely: the anticipation/planning phase; the travel-to phase; the participation phase; the travel back phase; and the recollection phase. This model has been adapted, supported and in some cases verified by numerous researchers over the years, recreation experience (Hammit, 1980:107; Mckay, 2010:5); tourism experience (Cutler & Carmicheal, 2010:4); sport tourism (Hinch & Higham, 2011:147); airport experience (Du Plessis, 2013:34) and destination image (Smith, Li, Pan, Witten & Doherty, 2015:120). Figure 3.3 (next page) presents the different stages of experience.



**FIGURE 3.3: Stages of Tourism Experience**

Source: Adapted from Clawson and Knetsch (1966:163)

According to Clawson and Knetsch (1966) each phase in Figure 3.3 is distinctive, therefore, needs to be considered as a distinct entity. In the *anticipation/planning phase* the visitor goes through the process of researching and selecting the destination; and preparing for the trip (Hinch & Higham, 2011:147).

The next phase is the *travel to phase* in which the visitor undertakes the actual process of travelling to the chosen destination. According to Culter and Carmichael (2010:10), during travelling to a site, the tourist could still be in the process of developing and refining expectations of the destination.

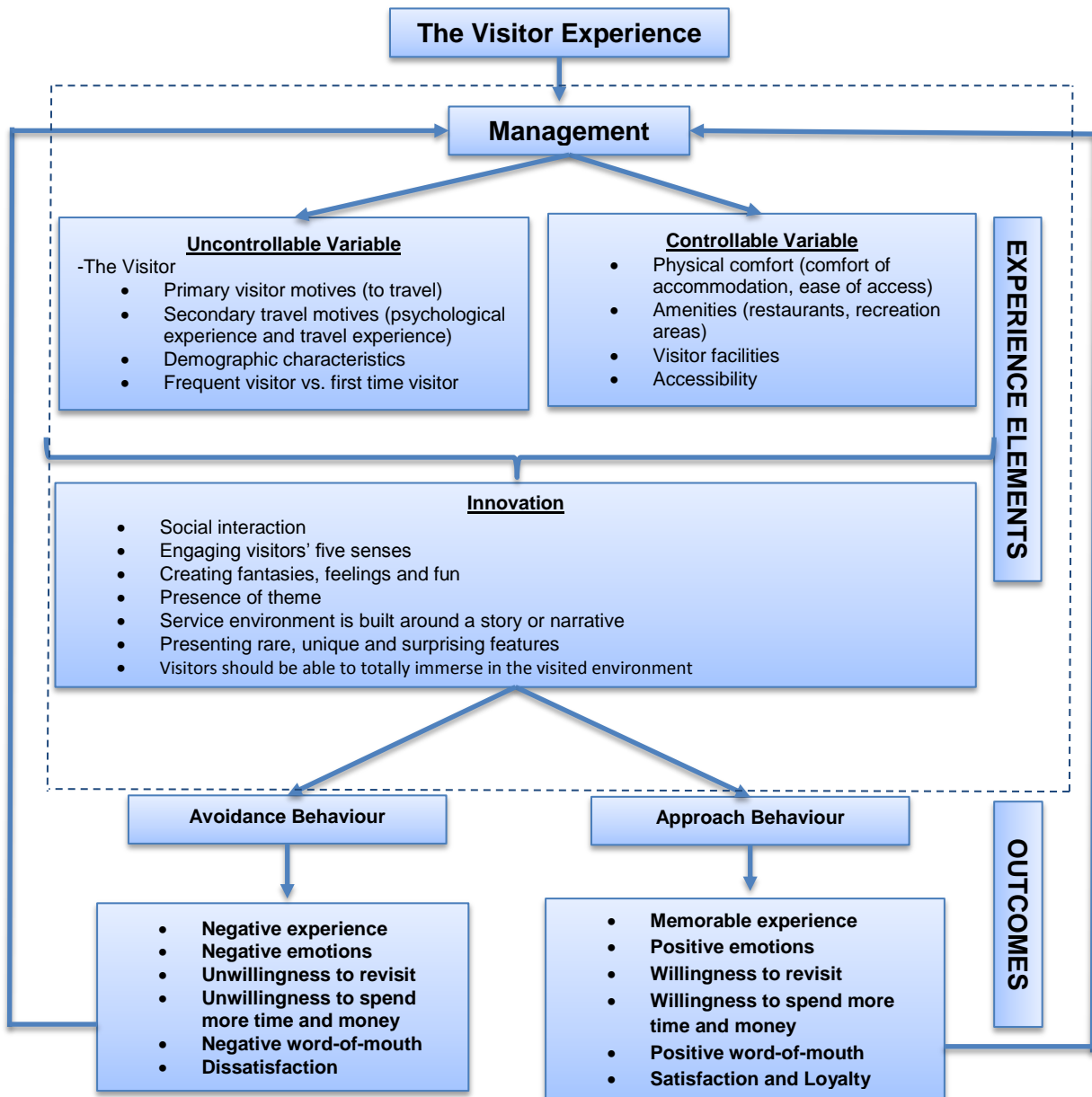
Once at the destination, the visitor enters another phase known as the *participation phase* which refers to a visitor's active participation at the destination. After partaking in all intended activities the visitor enters yet another phase known as the *travel back phase*, this phase includes leaving the destination, remembering, examining and potentially getting further data from the destination (Hinch & Higham, 2011:147).

The final stage in the visitor's journey is known as the *recollection phase* which is also referred to as memory stage. It is argued that during this phase a good visit experience plus follow-up marketing can lead to repeat visits or a recommendation by the visitor (Hinch & Higham, 2011:147; Smith *et al.*, 2015:115).

According to Culter and Carmichael (2010:10) the participation phase is dynamic, growing, and warrants its own examination. This study therefore only focuses on the visitor's participation phase and its influential components, consequently, all the visitor experience frameworks that follow are deliberated with regard to this phase only.

### **3.3.3 The Conceptual Visitor Experience Framework**

Visitor experience is the central concept responsible for tourist satisfaction, loyalty, and profitability (Bagdare, 2016:719; Du Plessis, 2013:111). Therefore, it is important for destinations such as heritage sites to deliver and uphold an experience that not only grabs tourists' attention and arouses their interest but also goes beyond their expectations (Beeho & Prentice, 1997:76; Prideaux, Timothy & Chon, 2008:3). Visitors may enjoy a positive or negative experience on the site depending on how the experience is perceived in relation to the branding of the destination. Understanding visitors' needs has consequently become an important aspect in enhancing visitor experience and achieving visitor satisfaction (Leask, Fyall & Garrod, 2002:333). Figure 3.4 below presents a visitor experience conceptual framework based on controllable and uncontrollable variables.



**Figure 3.4: The Visitor Experience Conceptual Framework**

Source: Adapted from Du Plessis (2013:111)

The framework in Figure 3.4 presents controllable and uncontrollable variables as the two main administrative factors and constitutes of the visitor experience. The uncontrollable factors refer to visitors' pre-trip expectations and travel motivation(s), whilst the controllable factors refer to those components that have been

distinguished by visitors as critical in impacting their experiences. When dealing with these variables it is important to keep in mind the end goal which is to provide visitors with a memorable experience (Du Plessis, 2013:112). Visitor management through innovation may further create positive or negative visitor behaviour depending on how the experience is perceived in relation to the branding of the destination. Unsuccessful administration of visitor experience will prompt avoidance conduct, whilst successful management is likely lead to approach behaviour (Du Plessis, 2013:112).

A service that reflects the needs, wants, and interests of the visitor has the capability to improve visitor experiences before, amid, and after their visit (Wells, Lovejoy & Welch, 2009:4). Therefore, getting visitor experience right at heritage sites is vital as it ensures that the site is properly valued, and that more people will visit, and will be willing to pay for their experience, encouraged by positive recommendation by word-of-mouth (Wallace, 2013:1). According to Booth, Cessford, McCool and Espiner (2011:11) it is very important that management efforts take into account the value of what visitors experience while engaging in recreation activities in order to ensure favourable outcomes. The ability to provide high quality opportunities over long time frames is fundamental to being competitive in the global arena that characterises 21st century tourism (Booth, Cessford, McCool & Espiner, 2011:11)

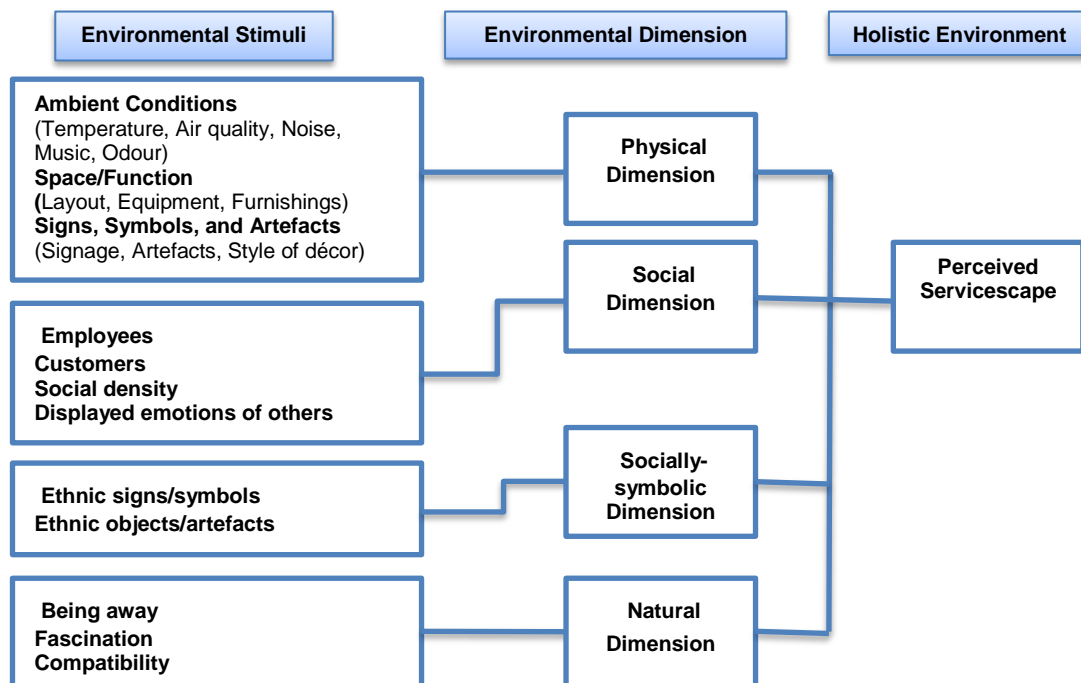
### **3.3.4 The Servicescape**

The servicescape which is also referred to as the physical environment (Du Plessis, 2013:400) is one of the most essential elements of experience in the tourism industry especially for products such as hotels, theme parks, museums and heritage sites

(Hudson & Hudson, 2013:164; Bonn, Sacha, Mo, Hayes & Cave, 2007:345). Because tourism products/services are intangible, the physical environment plays a major role in creating a firm image and strong brand (Frochot & Batat, 2013:92), and is commonly used as a tool for service evaluation during, amid and post consumption (Hudson & Hudson, 2013:164). From a heritage perspective, Bonn *et al.* (2007:345) express that an attraction's physical condition assumes an imperative part in deciding both visitors' disposition towards the attraction and future expectations, and additionally their readiness to endorse the experience to friends and family. Earlier attempts to conceptualise the servicescape and atmospherics are provided by the work of Kotler (1973:49) which defines atmospherics as the process of designing a service setting that enhances the consumer's chance of buying through influencing their emotions. The quality of the atmospherics is influenced by design elements such as sight, sound and scent (Kotler, 1973; Frochot & Batat, 2013:94).

Specific to this study, the concept of servicescape is extended to the natural environment, particularly heritage sites. According to Frochot and Batat (2013:112) built and natural environments are great contributors to visitor experience. They further add that the natural environment is a product that provides visitors with an element of pleasure and gives them a feeling of being away from home (Frochot & Batat, 2013:112). Heritage sites such as the Taj Mahal, Grand Canyon, Machu Picchu, Victoria Falls and Robben Island all have specific brand significance for individual visitors, and as such, protection of these significances is important to favourable valuations and long-term favourable relations for both past and potential visitors (Bonn *et al.*, 2007:347). Rosenbaum and Massiah (2011:472) argue that a conceptualisation of the servicescape encompasses several diverse elements that

are influenced by a visitor’s intention to use a particular place. Focusing on the understanding of the all-inclusive stimuli that create service settings, they propose four environmental dimensions namely: a physical dimension, a social dimension, a socially symbolic dimension, and a natural dimension (Rosenbaum & Massiah, 2011:472). Figure 3.5 depicts the framework for understanding the four environmental dimensions of the servicescape.



**FIGURE 3.5: The four environmental dimensions of the servicescape**

Source: Rosenbaum and Massiah (2011:481)

The framework in Figure 3.5 theorises that a servicescape signifies a consumption setting’s built (manufactured, physical), social (human), socially symbolic, and natural (environment) dimensions that affect both visitors and workers in service businesses (Rosenbaum & Massiah, 2011:481). According to the framework, the physical dimension hypothesises that all utilisation settings contain managerially controllable,

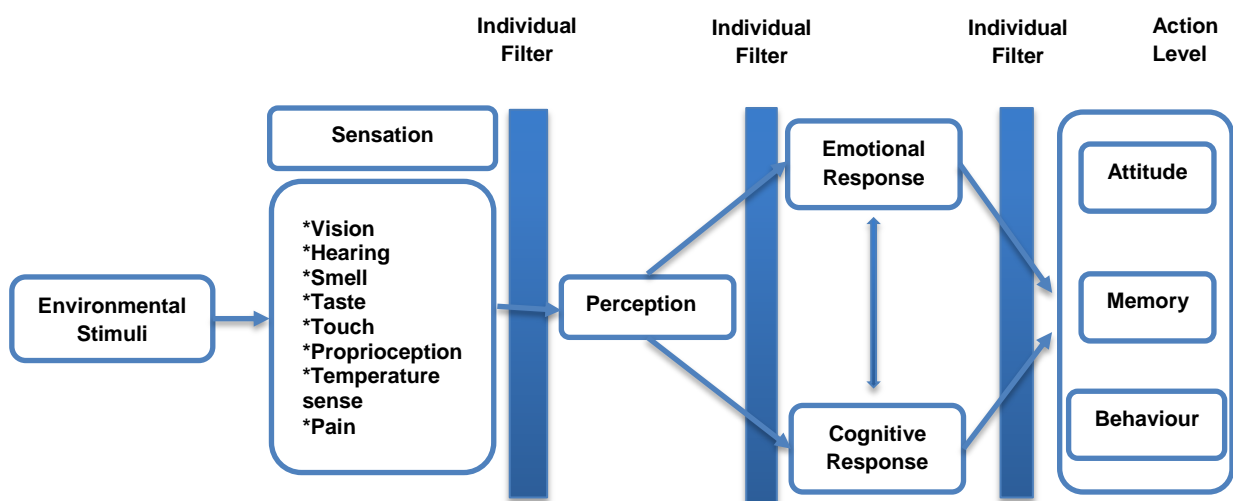
objective, and material stimuli. The social dimension on the other hand demonstrates that among visitors, their approach/evasion behaviour is additionally impacted by a consumption setting's humanistic components. In this framework the socially symbolic dimension indicates that a consumption setting additionally contains signs, images, and ancient rarities that are part of an ethnic group's symbolic universe and it possesses specific, often evocative meanings for group members, which in turn influence customers differently depending on their group memberships (Rosenbaum & Massiah, 2011:481). The natural dimension indicates how a servicescape may have therapeutic qualities which help visitors decrease the negative side effects related with fatigue anxiety and unhappiness.

According to Hudson and Hudson (2013:178) visitors respond to the dimensions of a servicescape in three ways namely: cognitively (their opinions about the place), emotionally (their moods), and physiologically (servicescape physical affects). In general, specific atmospheric elements are linked to very specific consumer behaviour. The above-mentioned responses lead to obvious behaviour responses such as avoiding crowded parks or responding to a relaxing environment by staying longer and spending more. Similarly, Frochot and Batat (2013:112) postulate that the connection between the environmental stimuli and human behaviour is expressed via emotions that then create either avoidance (visitors are unsatisfied and are unlikely to return) or approach (Visitors appreciate the servicescape and are willing to recommend and return to visit). Although managers can easily control a service business's physical stimuli, they need to understand how other critical environmental stimuli influence consumer behaviour and which stimuli might outweigh a customer's response to a business's physical dimensions (Rosenbaum & Massiah, 2011:481).

### 3.3.5 Tourism Experience Creation Framework

Today's tourism offers a wide assortment of experiences to tourists who long for various landscapes, cultures, and local ways of life at various tourism destinations (Tung & Ritchie, 2011:1367). With the acknowledgment of tourism destinations as a mixture of tourism products offering an experience to travellers, the focus is increasing on conveying memorable tourism experiences to potential visitors in order to maintain a sustainable competitive advantage (Hudson and Ritchie, 2009). This has brought about growing acknowledgment of the imperativeness of memorable experiences to both visitor experience specialists and tourism professionals (Kim, 2009; Tung & Ritchie, 2011; Kim, Ritchie & McCormick, 2012; Kim & Ritchie, 2014).

Kim and Fesenmaier (2015) propose a framework depicting the tourism encounter creation method in which sensation or a visitor's tangible experience is viewed as a prior and ensuing component that happens before and after the visitor knows about the experience (see Figure 3.6).



**FIGURE 3.6: Framework of Tourism Experience Creation**

Source: Kim and Fesenmaier (2015:2)

Figure 3.6 describes the theoretical framework for the tourism experience construction method which is based on the personified perception and emotional view. It further portrays the components that play a part in the tourism experience and theorises that the tangible process begins where the environmental stimuli come across the human body's sense organs that are the entryways of passionate and subjective reactions. According to Kim and Fesenmaier (2015:2) the tourism experience contains four key aspects namely: the sensory level, the perceptive level, the cognitive and emotional level and the action level.

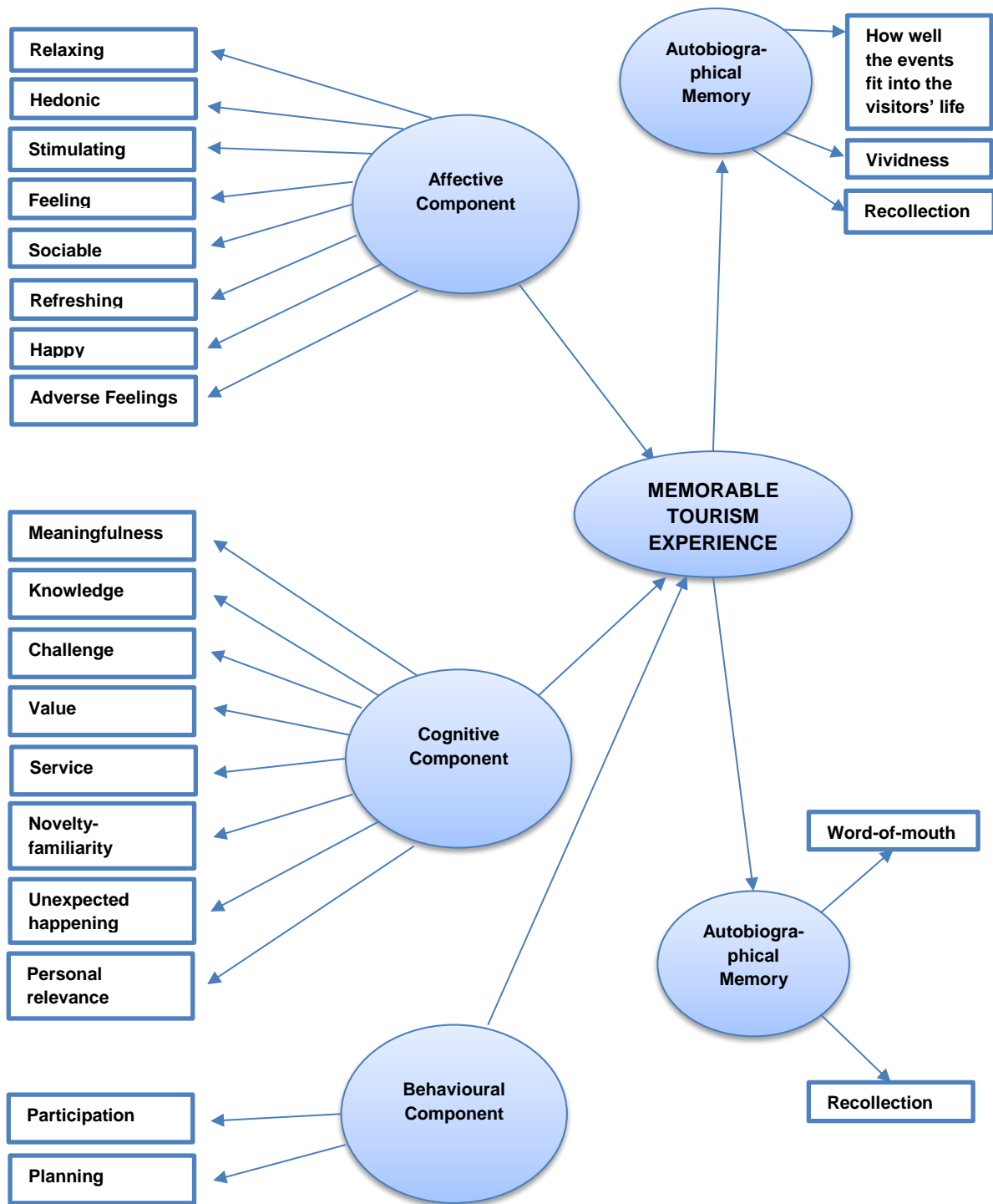
This framework indicates that although the tourism experience is the consequence of unconscious sensations and sensible observations during the trip, the results of the tourism experience process change in light of individual and situational channels. Even though each sensual modality offers diverse information, merging several sensing data together gives greater comprehension of how visitors create touristic experiences (Kim & Fesenmaier, 2015:2). It is therefore critical for tourism specialists and advertisers to perceive how these tangible encounters assume their part at various periods of the outing and in addition how diverse senses can cooperate to create memorable tourism experiences.

### **3.3.6 Memorable Tourism Experiences (MTEs) Conceptual Framework**

A few researchers have attempted to conceptualize the significant meaning of memorable tourism experiences from both the tourist and institutional points of view, from a psychological stand-point (Tung, & Ritchie, 2011); Australian traveller's perspectives (Chandralal & Valenzuela, 2013); Taiwanese travel market (Kim, &

Ritchie, 2014); Destination management (Kim, 2014; Mahdzat et al., 2015); leisure-oriented travellers (Chandralal & Valenzuela, 2015) and cultural tourist (Sthapit & Coudounaris, 2017). Furthermore, numerous experiential measurements have been proposed by these reviews as essential segments of MTEs, for instance, social connections and relationship development (Tung & Ritchie, 2011); intellectual improvement (Kim, Ritchie & McCormick, 2012); effect/indulgence (Kim, Ritchie & McCormick, 2012; Tung & Ritchie, 2011); outrageous/phenomenal experiences (Larsen & Jenssen, 2004); novelty/adventure (Kim, Ritchie & McCormick, 2012); and identity formation and moments of surprise (Tung & Ritchie, 2011).

MTEs are characterised by experiences that incorporate outstanding engagement with visitors. Consequently, tourism destinations have to make sure that their services and/or goods reflect memorable events that create a lasting impression on visitors' memory (Htet, Nonsiri & Daengbuppha, 2014:163-164). Pine and Gilmore (2011:1) states that memorable experiences made by noteworthy occasions will make tourists invest more energy and more money now and in the future. Kim (2009) provides the first attempt at developing a multi-staged MTEs measurement instrument based on three main components: the affective, cognitive and behavioural components. This resulted in a series of papers focusing on the validation of the MTEs measurement instrument (Kim, 2010; Kim, Ritchie & McCormick, 2012; Kim & Ritchie, 2014). Figure 3.7 presents Kim's (2009) conceptual framework of MTEs.



**FIGURE 3.7: Conceptual Framework for MTEs**

Source: Kim, (2009:23)

Based on Kim's (2009) initial study results, Kim, Ritchie and McCormick (2010:7); Kim and Ritchie 2014:329) propose a total of 85 items related to 16 distinct

dimensions of tourism experiences, namely: *hedonism, relaxation, stimulation, refreshment, adverse feelings, social interaction (local culture), happiness, meaningfulness, knowledge, challenge, assessment of value, assessment of service, unexpected happenings, involvement (personal relevance), novelty, and participation*. The purification of the measurement process subsequently supported the development of a thrifty scale instrument. The finding of the study confirms the external validity and reliability of the seven dimensions of the MTEs scale (Kim & Ritchie, 2014:330). They further recommend that the scale can be treated as either a dependent or independent variable for testing memory related and/or loyal behaviour related theories in tourism settings, depending on the purpose of the study (Kim & Ritchie, 2014:331).

Although Kim's (2009) scale was well received and adopted by many tourism researchers, it has several limitations. This has to do with firstly, the non-representative student sample the study used which consequently deemed the scale unreliable. Chandralal and Valenzuela (2015:300) argue that common tourists are more knowledgeable and perfect respondents to issues related to MTEs. In light of this limitation, Chandralal and Valenzuela (2015) propose another MTEs scale that consists of 34 items across the 10 experiential dimensions: *authentic local experiences; self-beneficial experiences; novel experiences; significant travel experiences; serendipitous and surprising experiences; local hospitality; social interactions with people; professional local guides and tour operators; fulfilment of personal travel interests and affective emotions associated with experiences* (Chandralal & Valenzuela, 2015:300-301).

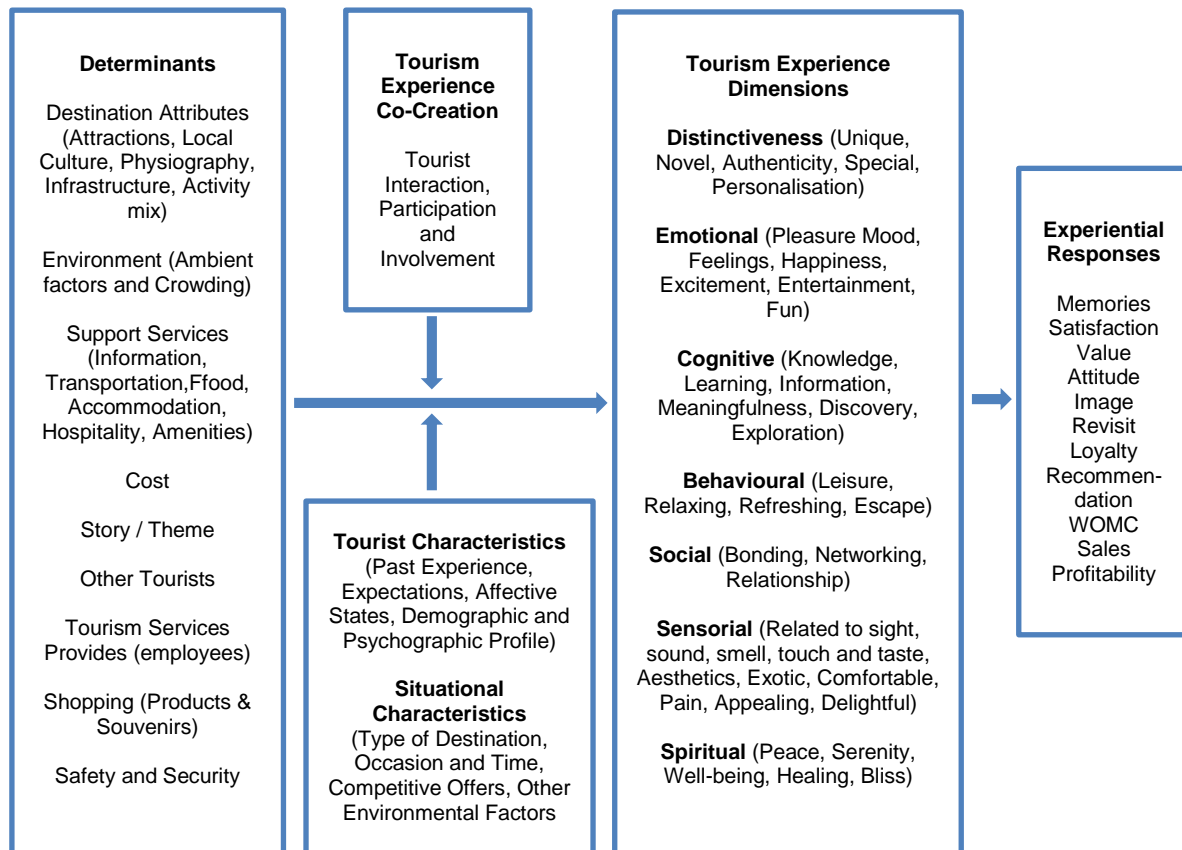
According to Chandralal and Valenzuela (2015:301) these MTE dimensions cover all the fragmented dimensions offered by previous studies plus new dimensions that they have neglected, such as 'local guides' and 'engaging in surprising activities'. The results suggest that MTEs must be conceptualised broadly in order to capture the best operationalisation of the construct.

The second limitation of Kim's (2009) scale, has to do with the fact the study was conducted at a recollection stage (omitting the participation/on-site phase) which further jeopardised the validity of the findings as students might not have remembered all the experiences they encountered during the participation phase. Over the past few years several researchers have attempted to narrow this gap (Daengbuppha, 2009; Du Plessis, 2013; Zator, 2013). Last but not least, Kim's (2009) scale largely focuses on psychological factors while identifying the influences on memory, but ignoring other functional factors that are related to physical environments, such as the kinds of attractions and the attributes of the destination area.

### **3.3.7 Tourism Experience Conceptual Framework**

A recent conceptual framework on tourism experience is provided by the work of Bagdare (2016:719). Bagdare's (2016:719) framework emphasises that visitor experience management can be understood by inspecting the crucial elements affecting tourism enjoyment and the interactive manner. Figure 3.8 (next page) presents the conceptual framework for the management of tourism experience. This contemporary framework has investigated vital reviews and proposed a calculated structure for the administration of the tourism experience. The framework clarifies

critical determinants, processes, moderating variables, experiential dimensions and responses to the tourism experience (Bagdare, 2016:718).



**FIGURE 3.8: Conceptual Framework for Management of Tourism Experience**

Source: Bagdare (2016:720)

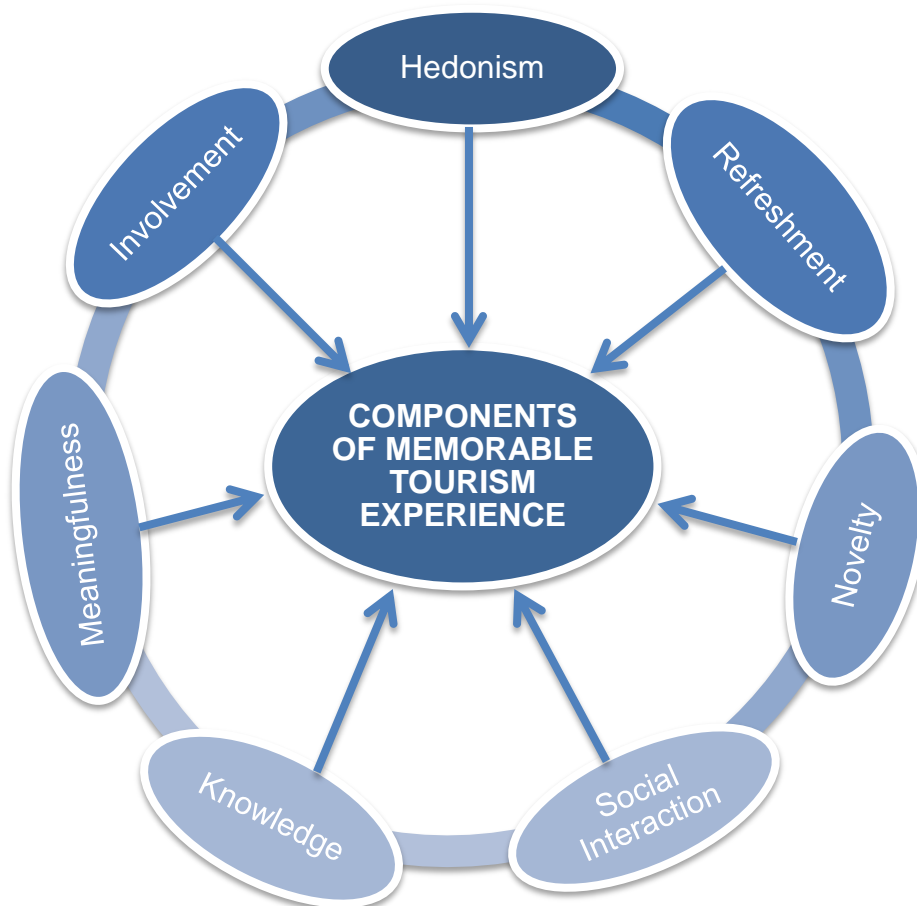
According to the framework, tourism experience is determined by a wide range of factors such as destination attributes, environment management, support services, cost, stories and/or themes, tourist interactions, shopping, and safety and security (Moreira & Lao, 2014:92). The framework also proposes that the characteristics of individual tourists in terms of past tourism experiences, expectations from the present event, affective states, and demographic and psychographic profiles, are likely to influence the formation of an individual's experience. Tourists interact with

people, objects, environment, processes and other elements during all these stages to form their own unique and personalised experience (Bagdare, 2016:718). This framework can serve as a roadmap for management to ensure a memorable tourism experience.

The frameworks in this section show a great effort from tourism researchers trying to fill the gaps that exist in tourism's visitor experience literature. Clawson and Knetsch (1966) came up with the five part process each visitor embarks on during a trip. Pine and Gilmore (1999) established the four realms of tourism experience. Kim and Fesenmaier (2015) proposed a framework depicting the tourism encounter creation method in which visitor's tangible experience is a key component. Bagdare's (2016) framework proposed a calculated structure for the administration of tourism experience. Kim (2009) provided the first attempt at developing a multi-staged MTEs measurement instrument based on three main components: affective, cognitive and behavioural. Chandralal and Valenzuela (2015) offered another MTEs scale that consists of 34 items across the 10 experiential dimensions that validate and add to Kim's (2009) MTEs dimensions. These frameworks together, can serve as a roadmap for the management of a memorable tourism experience. However, according to Du Plessis (2013:48) there is a huge gap in existing visitor experience models that demonstrate different stages, stimuli and results of the visitor experience. This study will attempt to fill these gaps in literature. The following section identifies and discusses several components of the visitor experience which are considered to be KSFs in managing MTEs.

### 3.4 COMPONENTS OF THE MEMORABLE TOURISM EXPERIENCE

This section clarifies different elements that are essential to the construction of a memorable tourism experience. The components of visitor experience as depicted in Figure 3.9 consist of hedonism, refreshment, novelty, social interaction (local culture), knowledge, meaningfulness and involvement. These components have been identified by Kim, Ritchie and McCormick (2012) as the constructs of a memorable tourism experience and will be discussed in detail in this section.



**Figure 3.9: The Components of the Visitor Experience**

Source: Author's own compilation based on Kim, Ritchie and McCormick (2012).

### **3.4.1 Hedonism experiences**

According to O'Shaughnessy (2007:8) hedonism is the view that the quest for joy is the essential or most critical objective of human life. The notion of hedonism suggests that visitors look for entertainment, enjoyment, dream-like experiences and excitement from tourism activities (Holbrook & Hirschman, 1982). Literature in tourism has long perceived that tourism has largely hedonic elements and more than any other activities, it is utilised for hedonic reasons (Otto & Ritchie, 1996, Kim & Ritchie, 2014:53). It is widely believed that hedonism is a basic element of leisure experiences and an essential component in deciding tourists' satisfaction as well as their prospective behaviour intentions (O'Shaughnessy, 2007:8). Therefore, it is an important element for destinations in attaining a memorable tourism experience. Moreover, Kim (2010), Sthapit and Coudounaris (2017), Kim, Ritchie and McCormick (2012), Kim and Ritchie (2014) validated hedonism factors as constructs of a memorable tourism experience. In the framework of this study, the factor 'hedonism' refers to thrilling, indulging, enjoyable and exciting experiences.

### **3.4.2 Refreshment**

Refreshment, which is alluded to as the sentiment of being refreshed, focuses on the perspective and the profundity of experiential engagement (Kim, 2009:57). According to Chandralal and Valenzuela (2015:293) refreshment is related to sentiments of opportunity, freedom and revitalisation experienced by visitors during a memorable experience. The view is that tourism experiences are connecting as well as enthusiastically intense and visitors strongly indicate refreshment as emotional welfare obtained from their travel experiences (Kim and Ritchie, 2014:53). In general, the idea of 'free time' is largely perceived as essential to visitors' tourism experience.

Furthermore, Xu, Brown and Long (2015:10) found that travel experiences involving relaxing at the seaside can be a highly memorable holiday experience. Numerous tourism researchers identified refreshment as a crucial element in the tourism experience (Kim, 2010; Sthapit & Coudounaris (2017); Kim, Ritchie & McCormick, 2012; Kim & Ritchie, 2014). It must be noted that for the purpose of the present study, refreshment refers to liberating and refreshing experiences, enjoying a sense of freedom and being revitalised through this tourism experience.

### **3.4.3 Novel Experience**

According to Toyama & Yamada (2012:10) although novelty plays an important role in tourists' perceptions, it has been viewed as a conflicting notion for a long time. Novelty may incorporate new travel encounters such as a first trek to Africa or a first cruise ship excursion or staying at settlement places which are totally different from the standard touristic lodgings; or their introduction to very extraordinary societies, ways of life and nourishments (Chandralal and Valenzuela, 2013:179). Visitors have a tendency to pick destinations where there are diverse societies and ways of life, keeping in mind the end goal of fulfilling their needs and wishes to experience something new that cannot be found in their normal home (Kim & Ritchie, 2014:36). In the same vein, Chandralal and Valenzuela (2013:179) argue that visitors mostly remember unusual things/places that they see and do, particularly things they have never seen or done before.

The notion of novelty in the tourism industry symbolises distinctive experiences encountered by visitors during their trip (Chandralal & Valenzuela, 2015:293).

Pearson (1970) conceptualises novelty as the gap between current perception and previous experience. According to Kim (2014:36) novelty, in the tourism literature, is viewed as an essential element of personal tourism experiences, as well as a general travel motivation to visit a particular destination. Similarly, Toyama & Yamada (2012:10) state that novelty plays a crucial role in shaping visitors' travel motivation and future decisions regarding the place they visit. They further argue that novelty has a positive influence on satisfaction and overall competitiveness (Toyama & Yamada, 2012:11). There is a strong link between novelty and human memory (Kim, 2014:36). Kim (2014:36) further states that visitors tend to remember unique occasions better than typical occasions. In general, novelty presents destinations with several benefits such as loyalty and word-of-mouth recommendation to potential visitors (Al Salmi & Hasnan, 2016:212). Therefore, novel experiences are central to destination success. Novelty can be achieved by developing novel and contemporary visitor attractions or by redefining the destination through a combination of heritage, history and uniqueness with novelty (Al Salmi & Hasnan, 2016:214). In the context of this study, novelty refers to experience, and a unique and/or different experience.

#### **3.4.4 Local culture (Social element)**

The social element in the service environment is an important aspect of the visitor experience (Reichenberger, 2014:1). According to Chandralal and Valenzuela (2013:179) social interaction refers to various exchanges that visitors encounter with different individuals in the service experience setting. Taylor, Frost and Laing (2017:30) state that visitor experience is co-created by involving people in experience-based situations. Local experience refers to the tangible dominant components of experience which form the key to genuine experience (Kuon,

2011:25). These incorporate original, unique, genuine and cultural experiences that visitors encounter during their trip (Chandralal & Valenzuela, 2013:178).

According to Chandralal and Valenzuela (2013:178) local culture experiences include, but do no limit, experiencing real local villages, sharing locals' actual life experiences, and exploring remote lifestyles and markets. Heritage tourism specifically comprises a wide interest in specialty travelling as an increasing number of tourists are interested in authentic local experiences (Chandralal & Valenzuela, 2015:293). Several studies on MTEs have identified and validated local culture as an important element of a memorable tourism experience (Kim, 2010; Sthapit & Coudounaris, 2017; Kim, Ritchie & McCormick, 2012; Kim & Ritchie, 2014; Chandralal & Valenzuela, 2015). In the context of this study, the factor local culture refers to a good impression of local people, local culture, and the friendliness of local people.

### **3.4.5 Involvement**

According to Kim (2010); Sthapit and Coudounaris (2017); Kim, Ritchie and McCormick (2012); and Kim and Ritchie (2014), involvement is a key construct in the creation of a memorable tourism experience. The visitors' levels of involvement in travel experiences strengthen their ability to recall past encounters and recollect them distinctively (Kim, 2010:16). Sthapit (2013:38) further states that involvement of the visitors is the primary component at touristic destinations and is fundamental to the existence of any destination. Therefore, extremely involved visitors respond all the more unequivocally to both great and terrible buying experiences, in that they feel

the two sides of the scale more intensely (Kim 2010:16). Kim and Ritchie (2014:53) add that visitors are more likely to recollect personally significant experiences that are applicable and strongly identify with their interests.

Visitors are also more likely to have a memorable experience when they end up submerged in an activity (Pine and Gilmore, 1999:6). Pine and Gilmore (1999:6) further propose that empowering client interest in tourism activities would adequately convey MTEs. In the context of this study, the factor 'involvement' refers to visiting a place that one longed to visit, enjoying a tourism activity that one really wanted to do and to participate in tourism activities that one had been interested in.

### **3.4.6 Meaningfulness**

Meaningfulness refers to visitors' engagement in personally important activities (Chandralal & Valenzuela, 2015:293). Kim, Ritchie and McCormick (2012:18) add that a few advantages of taking an interest in tourism activities incorporate enhancing one's mental mindset and prosperity, enabling visitors to attest their self-character and finding out about different places and societies, otherwise called 'meaningfulness'. Since meaning is fundamental to satisfaction and prosperity, visitors endeavour to discover significance in their lives (Kim and Ritchie, 2014:53). Sthapit (2013:38) adds that meaningfulness is one of the ways through which people discover their importance through tourism experience. Kim (2010); Sthapit and Coudounaris (2017); Kim, Ritchie and McCormick (2012); and Kim and Ritchie (2014) recommend that the element of meaningfulness should be seen as important in the creation of a memorable tourism experience. In the tourism context, when

meaningfulness to tourists is enhanced, experience will become more memorable (Tsiotsou & Goldsmith, 2012). According to Tsiotsou and Goldsmith (2012) more meaningful activities in a tourism setting tend to lead to more memorable experiences for visitors. In the context of this study, meaningfulness refers to do something meaningful and/or important during the tourism experience and to learn about oneself from this tourism experience.

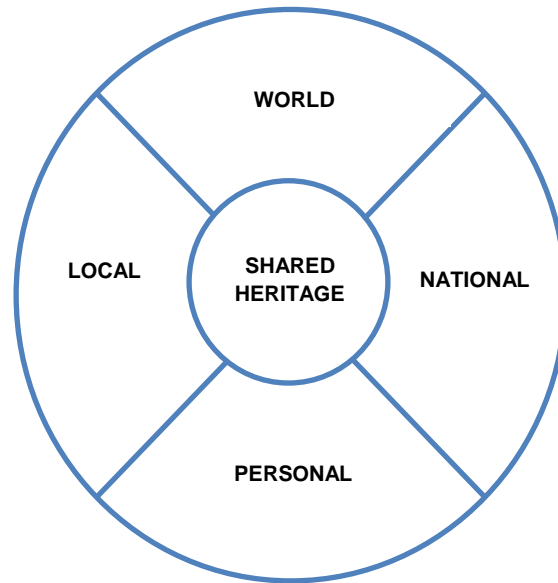
### **3.4.7 Knowledge**

According to Chandralal and Valenzuela (2015:2930) 'knowledge' is the discovery of new societies and the attainment of new knowledge from the tourism experience. Literature in tourism confirms knowledge as a key construct of a memorable tourism experience (Kim, 2010; Sthapit & Coudounaris, 2017; Kim, Ritchie & McCormick, 2012; Kim & Ritchie, 2014). Visitors wish to learn new things and gain new knowledge from each other through their tourism experience societies (Kim and Ritchie, 2014:53). Tung and Ritchie (2011) found that knowledge is one of the obvious as well as one of most important components of MTEs. Kim and Ritchie (2014:53) further add that tourism experiences that provide visitors with the opportunity to gain new knowledge, become more memorable compared to those that do not grant tourists the same opportunity. In the context of this study, the factor knowledge refers to an exploratory experience, gaining knowledge and/or information and learning new skills, games or activities (Kim, Ritchie & McCormick, 2012:18).

### **3.5 VISITOR EXPERIENCE IN HERITAGE CONTEXT**

Visitor experience is a fundamental concept in heritage marketing as tourist satisfaction is often determined by experience obtained (Rojas & Camarero, 2008:525). As stated in the previous chapter, it is projected that there will be a dramatic increase in international travel by the year 2030. This increase will result in a significant increase of visitors to protected areas, consequently protected area managers must give careful consideration to the kind of experience they offer their guests (Goriup, 2006:1). Goriup (2006:1) further adds that experiences are inherently unique to individuals; this renders experience-based heritage management highly complex. Heritage sites are increasingly becoming visitor orientated facilities and this trend is evidence of a developing experience economy based on the idea that tourists are looking to consume unique and memorable experiences (Sheng & Chen, 2012:53). The success of a World Heritage Site as a tourist attraction begins with the visitor.

As stated earlier tourist degree of spending, the level of satisfaction and the desire to return to the visited site are some of the fundamentals that measure the success of the tourism industry. According to Timothy (1997:752) heritage tourism is not homogenous as it occurs at different levels. Figure 3.10 depicts four levels of heritage experiences as identified by Timothy (1997:752).



**FIGURE 3.10: Level of Heritage Tourism Experience**

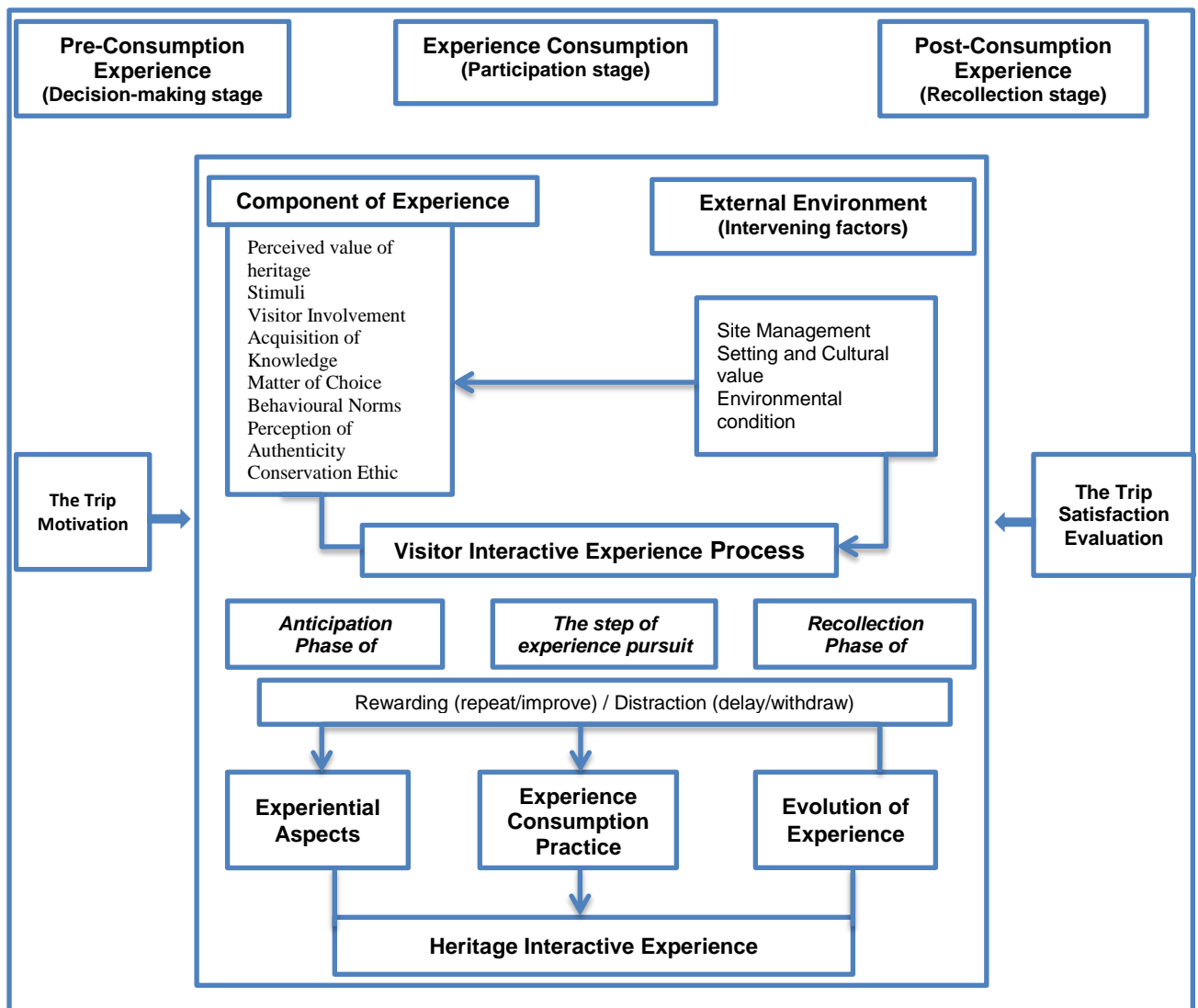
Source: Timothy (1997:752)

Figure 3.10 demonstrates the four types of heritage experiences: world, national, local, and personal. It further illustrates that heritage tourism experiences can be consumed at four different levels. According to Adu-Ampong (2010:11) this classification perceives the likelihood of intersections between levels of experience, furthermore each of the four levels of heritage experience is connected by the concept of shared heritage. He further argues that what is seen as world heritage by one individual, might be viewed as exceptionally personal by another (Adu-Ampong, 2010:11). Depending on where they are, some visitors may view a heritage experience as local while others may consider it national. At a worldwide level there are resemblances between individual experiences as a result the understanding of the dimensions is helpful to encourage fitting experience within secured regions, and conserving the values within them (Goriup, 2006:1). According to Rojas and Camarero (2007:525) visitor experience is a key idea in heritage promotion as traveller fulfilment is frequently determined by the worldwide experience acquired. This is a quickly developing niche market that is coordinated towards encountering the local customs, traditions, arts, history, sites, and culture that truly speak of a specific place (Burns *et al.*, 2010:6).

As more tourists visit a particular site, managing visitors and most importantly their experience becomes a critical issue. Therefore, the section below explores the essence of visitor experience management at world heritage sites.

### **3.5.1 Managing Visitor Experience in Heritage Settings**

Heritage visitors seek travel experiences that widen and excavate escalate their understanding of other places and people (Burns *et al.*, 2010:6). World heritage sites that build on their core qualities and credibility to create a choice and diversity of experiences, furnish guests with the chance to submerge themselves in the product and to experience it in ways that suit them, will therefore have a more prominent accomplishment as tourism destinations (UNESCO, 2003:82). According to Goriup (2006:3), in order for protected areas to be the basis of a lively nature-based tourism industry, their managers should overcome the challenge of providing diverse, sustainable opportunities for superior and rewarding visitor experiences. Because experiences are personal and every tourist brings with them a set of expectations, managing visitor experience is a huge challenge, especially at heritage sites. Adding to this challenge is the rising awareness amongst destinations that a visitor's experience goes beyond the on-site service consumption phase as a visitor's journey begins way before they reach the destination and continue long after they leave the destination (Taylor, Frost & Laing, 2017:30). Taylor, Frost and Laing (2017:30) further state that visitor experience should be managed in a way that it provides a platform for visitors to co-create their own memorable experience. Figure 3.11 (next page) presents Daengbuppha's (2009) visitor heritage experience model.



**FIGURE 3.11 Visitor Heritage Experience**

Source: Adapted from Daengbuppha (2009:70)

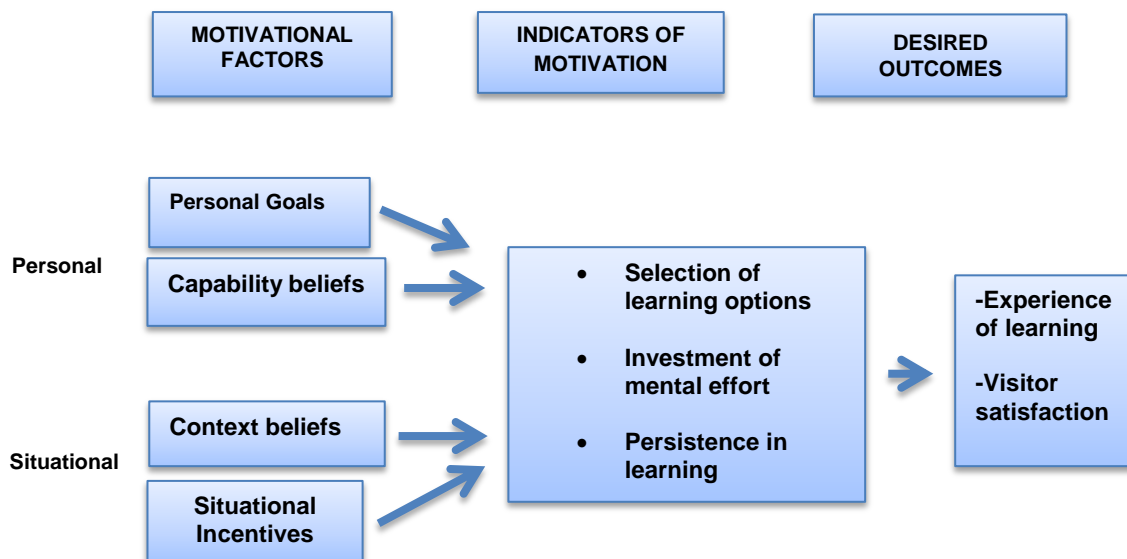
The proposed conceptual framework indicates that the tourism consumption process consists of three main parts: the pre-consumption experience (decision-making phase), the consumption experience (participation phase), and post-consumption experience (post-visit phase) (Daengbuppha, 2009:70). The study found that the heritage experience is an outcome of the dynamic and complex interactive experience of heritage. The model also represents a relationship among multiple propositions that provide a framework of visitor heritage experience. The framework consists of two main elements: the visitor interactive experience process and factors

constructing experience. The visitor interactive experience process is made up of components of experience and external environment (intervening factors such as site management), whilst the factors constructing experience contain experiential aspects, experience consumption practice and evolution of experience (Daengbuppha, 2009:71). Depending on how the experience is perceived in relation to expectation, this can lead to either rewarding (repeat visit) or distraction (withdraw from site) behavioural outcome.

The framework also represents a phenomenon specifying the elements and nature of the heritage experience consumed by visitors. It shows the components of experience and visitor interactive experience process whereby a set of external environment acts as intervening factors influencing the experience construction. The literature suggests that due to a constantly changing tourism environment, destinations are increasingly experiencing that travellers, communities, technology, safety and the environment are changing, which in turn affect the global tourism situation (Heath, 2002:329). Visitors to World Heritage Sites have a wide range of motivations for their visit along with varying interests and expectations. For some, it is sufficient to simply drive through and feast on the natural beauty of the place without making use of services or programmes, and others want to linger and more fully experience what the site has to offer (UNESCO, 2003:82). Cohen (1979:181) states that destination managers need to understand that the level of satisfaction differs from visitor to visitor, what is satisfactory for one visitor might not be for the next. Therefore, it is essential to explore the concept of satisfaction in a heritage context.

### 3.5.2 Visitor Motivation

In order to understand visitors' experience, it is important to understand what motivates them to travel. There are a multitude of factors that shape tourists' motivation to travel to a particular destination. According to a study by Steyn (2007:33) visitors today are searching for a complete and participatory experience, which provides them with the opportunity to gain new knowledge. According to Packer and Ballantyne (2002:185) the selective direction, energisation and persistence of learning behaviours, and desired outcomes are some of the motivational indicators in terms of the visitors' self-reported experience of learning and satisfaction with their visit (see Figure 3.12).



**FIGURE 3.12: The Impact of Motivational Factors on Learning Behaviours and Outcomes.**

Source: Packer and Ballantyne (2002:185)

A study conducted on tourists visiting Mapungubwe National Park World Heritage Site (MNP) in South Africa, determined that most of the surveyed tourists visited MNP because of its heritage features (Hermann, Van der Merwe, Coetzee & Saayman, 2016:4). These included cultural and historical education as well as experiencing a world heritage site. An earlier study on tourists' perception of heritage tourism development in Danish-Osu Ghana, found that an increased number of tourists are choosing to visit heritage sites because of their dissatisfaction with traditional mass tourism products (Yankholmes & Akyeampong, 2010:12). Other motivation factors include the opportunity to reconnect with the past and their perception of the heritage site as being their own personal heritage (Chandralal & Valenzuela, 2015:293). Kempiak, Hollywood, Bolan and McMahon-Beattie's (2017:375) study on visitor experience at heritage sites pre-, during and post-visit concludes that heritage visitors are primarily motivated by recreation and base their visitation decision on advice from friends and family.

Chui, Khan and Rahim (2014) discovered that destination image and evaluative factors such as trip quality, perceived value and satisfaction play a big part in tourists' behaviour. Since visitors' motivation and expectations considerably affect the visiting experience, and tourists' post-memory is commonly related to pre-expectations, it is imperative to investigate visitor expectations (Sheng & Chen, 2012:53). Understanding and responding to the diversity of visitors' needs and expectations is a challenge and require creative energy from heritage sites to facilitate desired experiences (Goriup, 2006:1). Sharmini-Perera, Chandran, Surang Silva and Chinna (2014:18) warn that service providers must comprehend tourist needs and their expectations which are key to successful tourism, thus site managers and service

providers must ensure a positive experience is provided to visitors at all times. By examining the perception of visitors, the site managers can create and formulate marketing policies to meet the needs of their target market segments (Sharmini-Perera *et al.*, 2014:18).

### **3.5.3 Heritage Visitor Satisfaction**

Satisfaction is a critical concept in understanding the notion of visitor experience at world heritage sites. Visitor satisfaction is conceptualised as the positive gap between expected and perceived service (Sharmini-Perera *et al.*, 2014:169). In the same vein a study by Chen and Chen (2010) added that tourist satisfaction is a result of evaluation of pre-travel expectation and post-travel experience. In the heritage context, the relationship between expectation and experience has been thoroughly investigated by Radder and Han (2013:1262). They found that a comparison between expectations and actual experience results in satisfaction or dissatisfaction. The study further adds that satisfaction is achieved when visitors' expectations are met while the failure to meet visitors' pre-travel expectations results in dissatisfaction. One way of sustaining heritage site appeal is to market it by providing quality experience and ensuring high levels of customer satisfaction (Radder & Han, 2013:1261).

Radder and Han (2013:1263) also add that sites with reputable visitor experience tend to attract more tourists and are more profitable in the long term. Every tourist has a unique set of expectations. A study by Adu-Ampong (2010:12) states that heritage sites must do an impeccable review of the vast diversity of heritage visitors' needs and expectations. Therefore, it is important to understand and respond to the

diversity of visitors' needs and expectations (Jager & Sanche, 2010:185). As part of enhancing visitors' quality of experience, heritage sites must adopt a wide-ranging and flexible approach that takes into account all factors that contribute to the experience in order to convert the experiential quality perceived into perceived value and subsequently resulting in visitors' satisfaction (Chen, 2007:1135).

Rijal and Ghimire's (2016:60) study shows that satisfaction and several emotions are associated with the experiences gained from these exceptional services. According to Kim, Ritchie and McCormick (2012:13) in the modern era, satisfaction and quality on their own are no longer acceptable descriptions of the experience that tourists are looking for. Thus there is an increasing interest amongst tourism researchers to examine the mindset behind tourist experiences and furthermore, to comprehend how tourist experiences can be transformed into more memorable experiences (Chandralal & Valenzuela, 2015:305). A satisfactory visitor experience is a key step towards facilitating the achievement of both economic and social objectives of any heritage site. Visitor experience has become a major aspect of heritage marketing as more and more heritage tourists seek the total experience, not only in education but the culture, leisure and social interaction that lead to memorable experiences (Chui, Khan & Rahim, 2014:4). The importance of delivering memorable experiences has highlighted the urgent need for destinations if they are to compete successfully for the increasingly sophisticated traveller's interest.

### **3.6 CONCLUSION**

The main aim of this chapter was to examine the visitor experience as a hypothetical concept in tourism through assisting frameworks and typologies. These frameworks and typologies together can serve as a roadmap for the management of a memorable tourism experience. From these frameworks and typologies, several components that are involved in the construction of visitor experience undertaken by individuals, were identified and discussed. The chapter closes by conceptualising and analysing visitor experience and satisfaction in heritage settings. The next chapter will discuss key findings from the questionnaire survey. The literature in this chapter indicates that there is no universally accepted definition of visit experience. Based on that argument the study defined visitor experience as emotional and subjective interactions between a visitor and visited destination(s) which enter long term memory and can result in either satisfaction (which leads to loyalty) or dissatisfaction (which leads to defection).

The literature also shows contradiction between several visitor experience frameworks and typologies that were investigated. Of note is the contradiction between Kim's (2009) and Chandralal and Valenzuela's (2015) MTEs measurement scales. While Kim's (2009) scale was well received, adopted, tested and validated by many tourism researchers, Chandralal and Valenzuela's (2015) scale has not been validated by other researchers. In this study Kim, Ritchie and McCormick's (2012) MTEs scale is used to test the differences in memorable tourism experiences in a heritage setting.

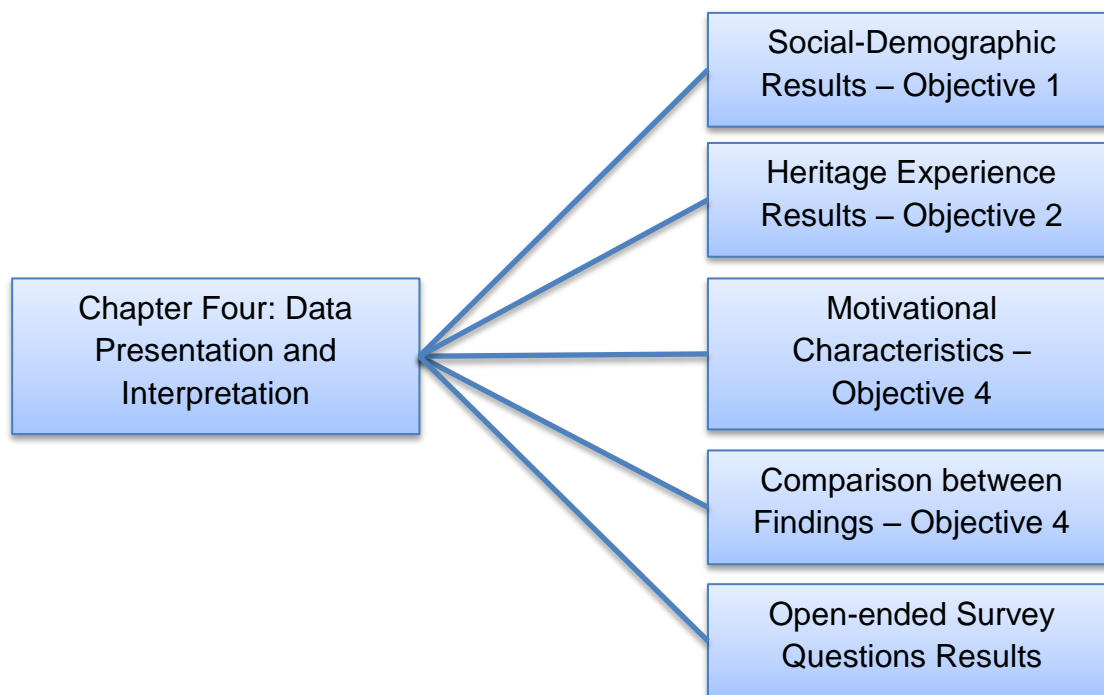
## **CHAPTER FOUR**

### **DATA PRESENTATION AND INTERPRETATION**

#### **4.1 INTRODUCTION**

This chapter expands on the previous chapter by discussing the final quantitative research report and presenting the research results in written form. This chapter illustrates the statistical results in terms of the demographics and trip characteristics, descriptive experience results, and motivational characteristics with the aim of identifying the key success factors in managing memorable experience at the NSS. The results of this chapter conclude the research process, facilitate the possible publication of the research in order to provide a basis for further research, and set forth plans and programmes to be initiated as based on the research results and recommendations.

The factor analysis of both visitor experience and visitor motivation will be discussed. The reliability test will also be discussed in this chapter in order to prove that the data utilised in this study is reliable and consistent. Finally, the results obtained from the Spearman's ( $r_s$ ) correlation coefficient tests, Mann-Whitney U tests, Kruskal Wallis test and Chi-Square tests that were used to indicate the relationship between the findings, will be provided. However, this study only reports on the statistically significant relationships encountered between variables. Open-ended questions were analysed using a content analysis research technique. It is also important to note that the descriptive statistics are based on the total sample ( $N=312$ ), therefore, the questions that were not answered in the questionnaire are not reported. Figure 4.1 provides a visual presentation of the layout of this chapter.



**FIGURE 4.1: Chapter Exposition**

This chapter aims to answer four (4) of the secondary research objectives (see Paragraph 1.4.2) by describing each of the demographic results, descriptive experience results, motivational characteristics, comparison between findings, and open-ended survey questions results, separately. The chapter is divided into four sections, namely section A, section B, section C and section C.

## **SECTION A**

### **4.2 SOCIAL-DEMOGRAPHIC PROFILE RESULTS**

According to Lötter, Geldenhuys and Potgieter (2012:103) demographics and trip characteristics are those natural economic, environmental, and social traits that comprise an individual and portray the location of that person in his or her social

settings. Demographic characteristics provide the motivation for both physical and immaterial variations in the ways visitors think, feel and act (Lötter, Geldenhuys & Potgieter, 2012:103). This section deals with the second secondary objective which aims to develop a profile of the visitor demographic at the NSS.

This section will present the results pertaining to the demographic characteristics of visitors to the NSS. Due to rounding the totals will not always add to 100%. These results are presented in Table 4.1.

**TABLE 4.1: Demographic profile of visitors to NSS**

<b>Variables</b>	<b>Categories</b>	<b>Percentage</b>
<b>1. Gender</b>	Male	49%
	Female	51%
<b>2. Age group</b>	Millennial generation	49%
	13th generation	23%
	Baby boomers	26%
	Silent generation	2%
<b>3. Level of Education</b>	Matric / High school	20%
	Diploma Degree	44%
	Post graduate	10%
	Professional qualification	25%
	Other	1%
<b>4. Purpose of Visit</b>	Pleasure / Relaxation	78%
	Visiting friend / family	8%
	Business / Volunteer	12%
	Other	2%
<b>5. Number of Visit</b>	1-2 times	75%
	3-5 times	16%
	6+ times	9%
<b>6. Travel Party</b>	Alone	11%
	Partner	50%
	Friends	21%
	Family	12%
	Other	6%

Based on the results presented in Table 4.1 above, a proportionate number of male and female respondents participated in this study. Males comprised 49% and females **51%** of the sample. The age descriptors were divided into the sociological concept of the group outcome because the core values of these age groups will eventually shape heritage visitors' preferences and behaviour that could influence heritage sites' marketing approaches. As illustrated in Table 4.1, **49%** of the respondents are part of the millennial generation age group (born 1981–2000), 23% are from the 13<sup>th</sup> generation age group (1965–1980), 26% are from the baby boomers age group (born 1946–1964), and 2% are from the silent generation age group (born 1900–1945).

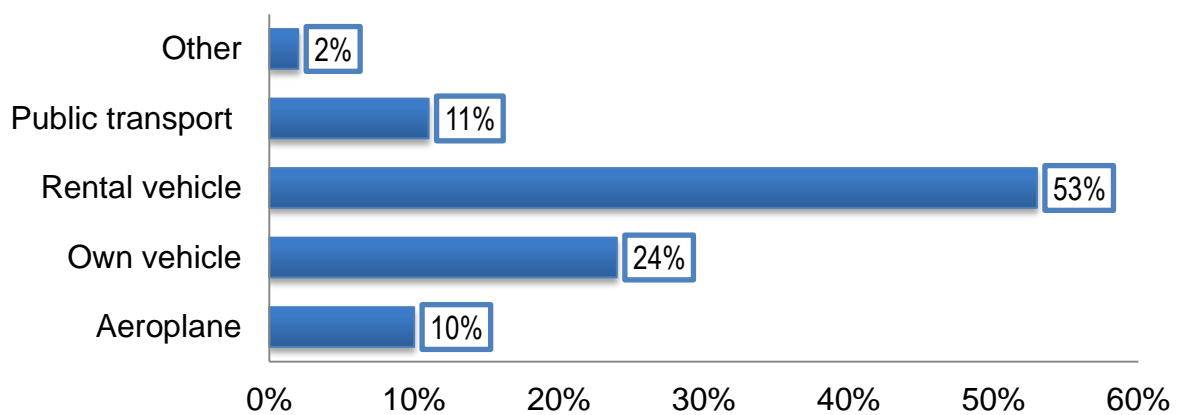
With respect to visitors' education level, the majority of the respondents (**44%**) reported that they had a diploma/degree, 25% reported that they had a professional level of education while the others reported that they only had matric/high school (20%) and those with post graduate level of education (11%). As shown in Table 4.1, the majority of respondents travelled for pleasure and relaxation (**78%**). They also travelled in order to visit friends and relatives (VFR, 8%); for business (including volunteering) (12%); and for other reasons (2%), were the least frequent travel motivations.

A great majority (**75%**) of the visitors to the NSS reported that they had visited the site 1–2 times, while others stated that they had visited 3–5 times (16%) and 6+ times (9%) respectively. Most of the respondents (**50%**) visited the heritage site with their partner, while (21%) came with their friends and (12%) travelled with their family

member(s). Only 11% visited by themselves, while a mere 6% represented other forms of travel party.

#### 4.2.1 Mode of transport utilised

This section will present the results pertaining to the mode of transport used to travel to the NSS. These results are presented in Figure 4.2.

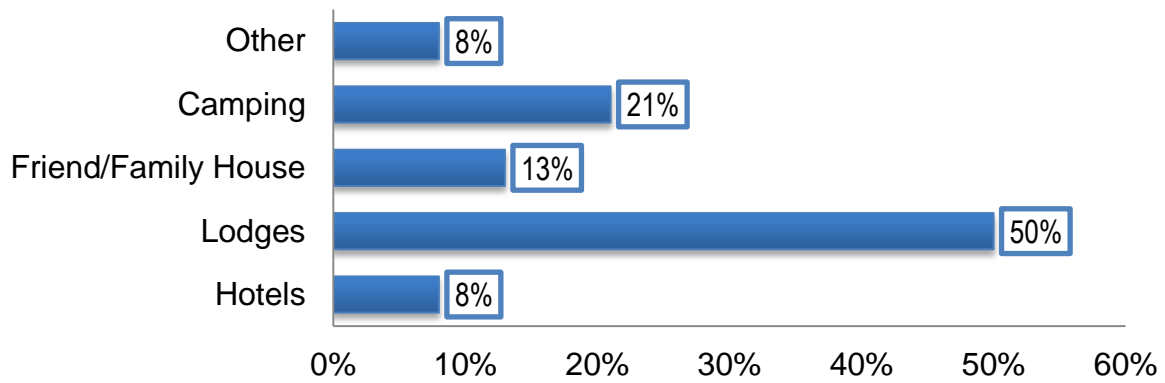


**FIGURE 4.2: Mode of transport**

Figure 4.2 illustrates that most of the visitors preferred to use rented cars (**53%**) followed by own vehicle (24%), aeroplane (10%), public transport (including overland truck) (11%) and other modes of transport (2%).

#### 4.2.2 Type of accommodation utilised

This section will present the results relating to the type of accommodation used by visitors at the NSS. These results are presented in Figure 4.3 (next page).

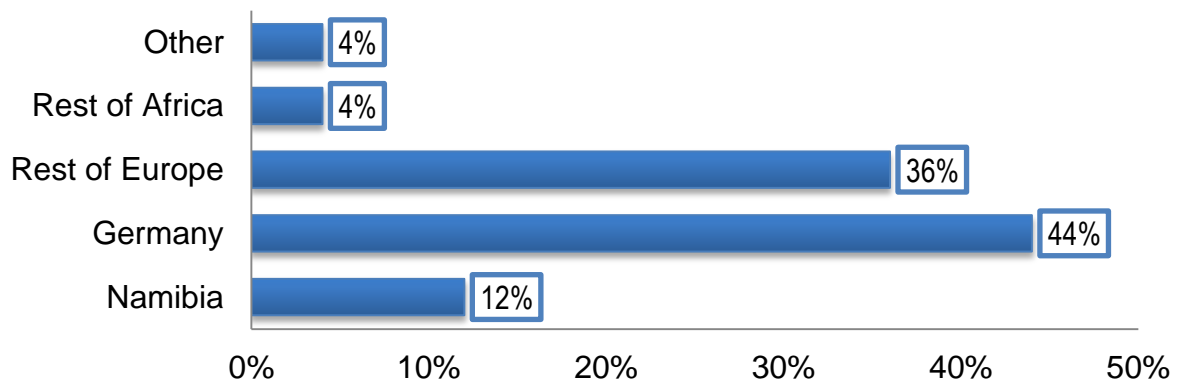


**FIGURE 4.3: Type of accommodation**

Figure 4.3 outlines that half (**50%**) of the visitors to the NSS used lodges as the most frequent type of accommodation, followed by camping (21%), friend/family house (13%), luxury hotels (8%) and normal hotels (8%). Hostels and other forms of accommodation each represented 1% of the accommodation used by visitors to the heritage site.

#### 4.2.3 Respondent countries of origin

This section will present the results relevant to the nationality of visitors to the NSS. These results are presented in Figure 4.4.

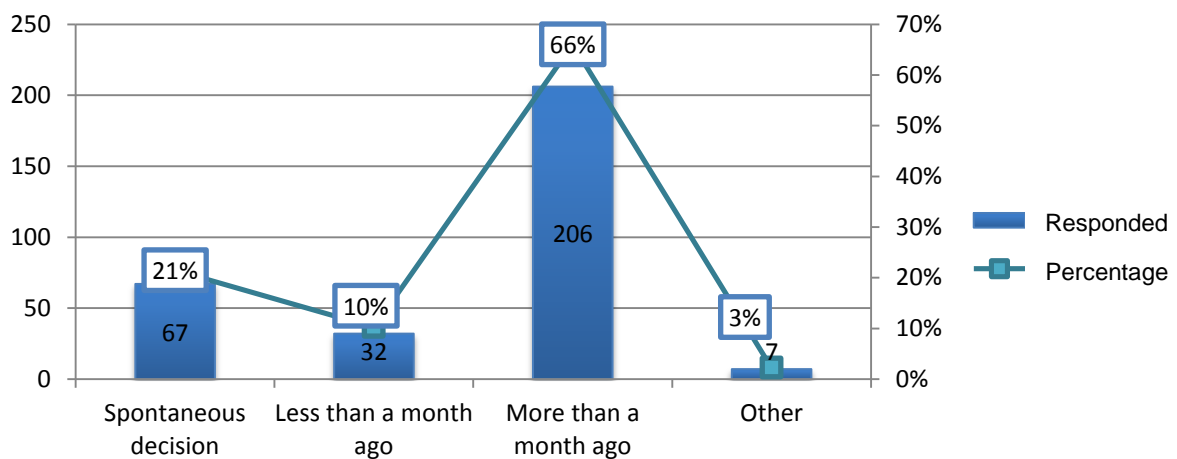


**FIGURE 4.4: Countries of origin**

Most of the visitors to the NSS originated from Germany (**44%**) followed by the rest of Europe (Portuguese, Spanish, Belgian, Swiss, French, Italian, Austrian, British, Turkish & Dutch) with (36%), Namibia (12%), the rest of Africa (Rwandese, South African & Angolan) (4%) and others nationalities (American, Arab & Canadian) (4%).

#### 4.2.4 Visitation planning time

This section will present the results pertaining to the decision-making style of visitors to the NSS. These results are presented in Figure 4.5.



**FIGURE 4.5: Visitation planning time**

Figure 4.5 shows that most respondents planned major aspects of their trip in advance (**66%**). Spur of the moment decisions were reported as the second most used decision-making style by the respondents (21%). Fewer respondents (10%) kept advance planning to a minimum of one month before the trip while 3% of the respondents used other decision-making styles.

In summary the visitors to the NSS were both males (**49%**) and females (**51%**); mostly from the millennial generation age group (**49%**); they had a diploma/degree (**44%**); they travelled for pleasure and relaxation (**78%**); visited the site 1–2 times (**75%**); with their partner (**50%**); used rented cars (**53%**), stayed at lodges (**50%**); originated from Germany (**44%**); and made the decision to visit the heritage site over a month before the trip (**66%**).

This section of the results provides a general overview of the demographic profile of respondents, which generated a fundamental view of the visitor profile at the NSS. In the next section, the descriptive experience results will be discussed.

## **SECTION B**

### **4.3 HERITAGE EXPERIENCE RESULTS**

The second section of the visitor questionnaire focused on the constructs of heritage experience at NSS. The Kim, Ritchie and McCormick (2012) MTE scale was used to test the differences in memorable tourism experiences in a heritage setting. With the development of a scale to measure memorable tourism experiences, seven subjective experiential factors, namely hedonism, refreshment, meaningfulness, involvement, local culture, knowledge, and novelty were assumed to be key constructs of a memorable tourism experience. This section deals with the third secondary objective that aims to conduct a factor analysis in order to identify the main constructs of experience at the NSS.

### 4.3.1 Heritage experience statements

The various constructs (variables) identified were tested on a 7-point Likert scale response format (1 = *I have not experienced at all*, 7 = *I have experienced very much*). The respondents were asked to rate whether they have experienced the identified constructs or not. The descriptive findings in Table 4.2 represent the respondents' rating of the level at which they have experienced various constructs.

**TABLE 4.2: Heritage experience statements**

HERITAGE EXPERIENCE STATEMENTS	I have not experienced at all	I have not experienced	I have more or less not experienced	Undecided	I have more or less experienced	I have experienced	I have experienced very much	MEAN	STANDARD DEVIATION
	Level of experience in percentage								
I was thrilled while engaging in this tourism experience	2.2	2.6	1.6	2.2	12.5	39.7	39.1	<b>5.96</b>	<b>1.313</b>
I indulged in activities during this tourism experience	1.3	3.2	2.9	3.5	9.9	39.4	39.7	<b>5.95</b>	<b>1.317</b>
I really enjoyed this tourism experience	1.0	1.0	1.9	1.0	9.0	33.3	52.9	<b>6.28</b>	<b>1.073</b>
It was an exciting experience	0.0	0.6	0.3	5.5	10.6	37.2	45.8	<b>6.21</b>	<b>0.934</b>
I visited a place that I have longed to visit	1.0	1.3	1.3	3.2	18.3	34.9	40.1	<b>6.02</b>	<b>1.130</b>
I enjoyed tourism activities that I really wanted to do	2.9	2.6	1.6	2.6	14.4	43.0	33.0	<b>5.84</b>	<b>1.354</b>

I participated in tourism activities that I have been interested in	2.6	2.6	1.3	3.2	19.2	42.0	29.2	<b>5.77</b>	<b>1.315</b>
It was once-in-a-lifetime experience	3.2	1.9	1.9	7.4	15.4	37.8	32.4	<b>5.73</b>	<b>1.409</b>
It was a unique experience	1.6	1.9	0.3	3.2	18.7	41.2	33.1	<b>5.91</b>	<b>1.176</b>
It was quite different from my previous tourism experiences	1.9	2.2	1.6	7.1	17.6	33.3	36.2	<b>5.81</b>	<b>1.332</b>
I experienced something new	2.2	2.6	2.2	7.4	16.7	32.4	36.5	<b>5.77</b>	<b>1.398</b>
I did something meaningful during this tourism experience	2.2	3.2	5.1	13.8	19.9	28.5	27.2	<b>5.40</b>	<b>1.486</b>
I did something important during this tourism experience	3.9	2.9	5.1	16.7	20.8	26.3	24.4	<b>5.24</b>	<b>1.560</b>
I learned about myself from this tourism experience	4.5	5.1	3.2	18.0	18.3	25.0	26.0	<b>5.19</b>	<b>1.658</b>
It was liberating	4.2	3.5	3.9	15.1	18.6	28.2	26.6	<b>5.31</b>	<b>1.595</b>
I enjoyed a sense of freedom	2.9	1.9	1.9	10.9	17.0	33.7	31.7	<b>5.65</b>	<b>1.418</b>
It was refreshing	2.6	3.9	3.2	8.0	15.7	39.4	27.2	<b>5.58</b>	<b>1.457</b>
I was revitalized through this tourism experience	2.6	3.5	2.2	7.7	21.2	33.7	29.2	<b>5.59</b>	<b>1.434</b>
The local people made a good impression on me	0.3	2.2	2.6	9.6	17.3	35.6	32.4	<b>5.78</b>	<b>1.227</b>
I closely experienced the local culture of a destination	1.9	4.5	5.5	10.3	15.1	30.1	32.7	<b>5.53</b>	<b>1.538</b>
The local people in a destination area were friendly	2.9	2.9	0.6	6.1	17.0	37.8	32.7	<b>5.76</b>	<b>1.388</b>
It was exploratory	3.5	4.5	1.6	8.7	20.5	31.7	29.5	<b>5.51</b>	<b>1.536</b>
I gained knowledge or information	1.9	1.9	2.9	4.8	23.1	31.4	34.0	<b>5.75</b>	<b>1.325</b>
I learned new skills/games/activities	9.0	5.8	4.5	9.9	28.5	24.4	18.0	<b>4.88</b>	<b>1.787</b>

It is evident from Table 4.2 that respondents rated the 24 visitor experience constructs highly, with mean values ranging from important (4.88) to extremely important (6.28).

The five top rated constructs (together with mean values) were:

- ✿ I really enjoyed this tourism experience (6.28).
- ✿ It was an exciting experience (6.21).
- ✿ I visited a place that I have longed to visit (6.02).
- ✿ I was thrilled while engaging in this tourism experience (5.96).
- ✿ I indulged in activities during this tourism experience (5.95).

The five lowest rated constructs (together with mean values) were:

- ✿ I did something meaningful during this tourism experience (5.40).
- ✿ It was liberating (5.31).
- ✿ I did something important during this tourism experience (5.24).
- ✿ I learned about myself from this tourism experience (5.19).
- ✿ I learned new skills/games/activities (4.88).

From a basic descriptive comparison between the heritage experience statements in Table 4.2 it can be seen that all of the constructs were experienced to some extent by visitors. This section provides basic descriptive results from the study. As such the following sections will provide more in-depth results in the form of a CFA.

#### **4.3.2 Factor Analysis: Heritage Experience Constructs**

The data was analysed using a two-step approach in which the overall measurement quality was first confirmed and, subsequently, a test of the structural model was conducted (Anderson & Gerbing, 1988). A CFA was performed on 24 constructs to validate the full measurement model. The convergent and discriminant validity of the

scales was tested using CFA as described by Anderson and Gerbing (1988). A CFA is a type of structural equation modelling that deals specifically with measurement models, that is, the relationships between observed measures or indicators (e.g. test items, test scores, and behavioural observation ratings) as well as latent variables or factors (Brown, 2015). The main reason for the CFA was to replicate and compare the results of the current study with that of Kim, Ritchie and McCormick's (2012).

The adequacy of each item and the composites were assessed using commonly accepted measures of reliability and validity. As shown in Table 4.3, Cronbach's Alphas (.75–.87) for all of the measures indicated an acceptable internal consistency across the items in the constructs. The Cronbach's Alpha coefficient value determines how well a set of variables measures a single uni-dimensional latent construct. This reliability test was carried out on all the variables represented in the measuring instrument with respect to the responses it contained. Seven factors were extracted (accounting for 72% of total variance), and factor labels were determined. The factor loadings ranged between 0.49 and 0.90 and were all significant at  $p < 0.001$ . Thereafter, the factor labels were realised by analysing the common themes underlying the constructs within each factor.

**TABLE 4.3: Factor analysis: heritage experience**

Heritage Experience Constructs (Cronbach's alphas (a))	Factor loading	Mean	Average Interterm Covariance	Average variance extracted (AVE)
<b>Factor 1: Hedonism (.81)</b>		6.09	.71	0.529
I was thrilled while engaging in this tourism experience	.66			
I indulged in activities during this tourism experience	.77			
I really enjoyed this tourism experience	.74			
It was an exciting experience	.72			
<b>Factor 2: Involvement (.76)</b>		5.86	.84	0.565
I visited a place that I have longed to visit	.49			
I enjoyed tourism activities that I really wanted to do	.87			
I participated in tourism activities that I have been interested in	.82			
<b>Factor 3: Novelty (.83)</b>		5.80	1.00	0.507
It was once-in-a-lifetime experience	.65			
It was a unique experience	.71			
It was quite different from my previous tourism experiences	.85			
I experienced something new	.81			
<b>Factor 4: Meaningfulness (.87)</b>		5.27	1.72	0.714
I did something meaningful during this tourism experience	.85			
I did something important during this tourism experience	.89			
I learned about myself from this tourism experience	.78			
<b>Factor 5: Refreshment (.80)</b>		5.52	1.10	0.523
It was liberating	.57			
I enjoyed a sense of freedom	.76			
It was refreshing	.80			
I was revitalized through this tourism experience	.72			
<b>Factor 6: Local culture (.79)</b>		5.68	1.09	0.572
The local people made a good impression on me	.73			
I closely experienced the local culture of a destination	.75			
The local people in a destination area were friendly	.78			
<b>Factor 7: Knowledge (.75)</b>		5.38	1.22	0.514
It was exploratory	.73			
I gained knowledge or information	.74			
I learned new skills/games/activities	.67			

#### 4.3.2.1 Factor 1: Hedonism

The factor, 'Hedonism' received the highest mean (6.09) and was thus the main construct of the tourism experience at the NSS. This factor included the themes of exhilaration while engaging in the tourism experience; indulging in activities during the tourism experience; enjoying the tourism experience; and excited by the experience. This factor was also identified by Kim (2009), Sthapit and Coudounaris (2017), and Kim and Ritchie (2014) as a construct in the tourism experience.

#### 4.3.2.2 Factor 2: Involvement

The second factor, 'Involvement' scored a mean of 5.86, which is the second highest mean. The factor included the themes of tourists visiting a place that they have longed to visit; enjoying tourism activities that they really wanted to do; and participating in tourism activities that they have been interested in. This factor was also identified by Kim (2009), Sthapit and Coudounaris (2017), and Kim and Ritchie (2014) as a construct in the tourism experience.

#### 4.3.2.3 Factor 3: Novelty

The factor 'Novelty' received a mean score of 5.80. This factor included the themes of once-in-a-lifetime experience; unique experience; and experiencing something new. This factor was also identified by Kim (2009), Sthapit and Coudounaris (2017), Kim and Ritchie (2014), and Chandralal and Valenzuela (2015) as a construct in the tourism experience.

#### 4.3.2.4 Factor 4: Meaningfulness

Another factor that was identified as a main experience construct was 'Meaningfulness', however, it scored the lowest mean, namely of 5.27. This factor included the themes of doing something meaningful during this tourism experience; doing something important during this tourism experience; and learning about oneself from this tourism experience. This factor was also identified by Kim (2009), Sthapit and Coudounaris (2017), and Kim and Ritchie (2014) as a construct in the tourism experience.

#### 4.3.2.5 Factor 5: Refreshment

The factor, 'Refreshment' with a mean score of 5.52 included the themes of tourists visiting a place that they have longed to visit; enjoying tourism activities that they really wanted to do; and participating in tourism activities that they have been interested in. This factor was also identified by Kim (2009), Sthapit and Coudounaris (2017), and Kim and Ritchie (2014) as a construct in the tourism experience.

#### 4.3.2.6 Factor 6: Local culture

This factor received a mean score of 5.68. It included the themes of local people making a good impression on visitors; experiencing the local culture; and the friendliness of local people. This factor was also identified by Kim (2009), Sthapit and Coudounaris (2017), Kim and Ritchie (2014), and Chandralal and Valenzuela (2015) as a construct in the tourism experience.

#### 4.3.2.7 Factor 7: Knowledge

The final factor that was identified, namely 'Knowledge' with a mean score of 5.38 included the themes of exploratory, knowledge or information; and learning new skills/games/activities. This factor was also identified by Kim (2009), Sthapit and Coudounaris (2017), Kim and Ritchie (2014), and Chandralal and Valenzuela (2015) as a construct in the tourism experience.

#### 4.3.2.8 Convergent and discriminant validity

Convergent validity indicates the amount of variance the indicators have in common. High factor loading and AVE above 0.5 are indicators of convergent validity (Jayasinghe-Mudalige, Udugama & Ikram, 2012:21). The AVEs for all the constructs are all above 0.5. The mostly high factor loadings as reflected in Table 4.3 above and the AVEs above 0.5 all support convergent validity of the constructs.

The Fornell and Larcker criterion was used to establish discriminant validity (Henseler, Ringle & Sarstedt, 2015:115). According to Henseler, Ringle and Sarstedt, (2015:116) to achieve discriminant validity, the squared correlation ( $R^2$ ) between a pair of constructs should be lower than the AVE for each construct. As depicted in Table 4.3 only the 'Meaningfulness' construct has an AVE above SC for all the constructs.

#### 4.3.2.9 Component correlation matrix

This section will present the results pertaining to the component correlation matrix of heritage experience factors. These results are presented in Table 4.5 (next page).

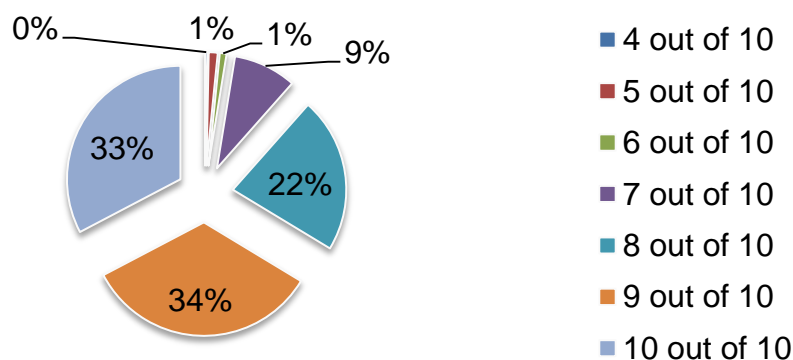
**TABLE 4.5: Squared correlations (SC) among latent variables**

Constructs	HD	IV	NV	MF	RF	LC	KW
<b>Hedonism (HD)</b>	1.000						
<b>Involvement (IV)</b>	0.422	1.000					
<b>Novelty (NV)</b>	0.248	0.373	1.000				
<b>Meaningfulness (MF)</b>	0.215	0.317	0.484	1.000			
<b>Refreshment (RF)</b>	0.194	0.309	0.374	0.276	1.000		
<b>Local culture (LC)</b>	0.043	0.160	0.164	0.173	0.199	1.000	
<b>Knowledge (KW)</b>	0.284	0.282	0.310	0.225	0.561	0.207	1.000

According to Ratner 2009:140, values between 0 and 0.3 indicate a low linear relationship, 0.3 and 0.7 indicate a medium linear relationship while 0.7 and 1.0 indicate a high linear relationship. Based on the results of the component correlation matrix illustrated in Table 4.5, a very low correlation between the seven factors was encountered. This describes relatively specific and well-defined experience constructs.

#### 4.3.2.10 Overall experience rating at the NSS

This section will present the results relevant to how visitors rated their overall experience at the NSS. The rating was on a scale of 1 to 10, where 1= the lowest and 10=the highest and the results are presented in Figure 4.6.

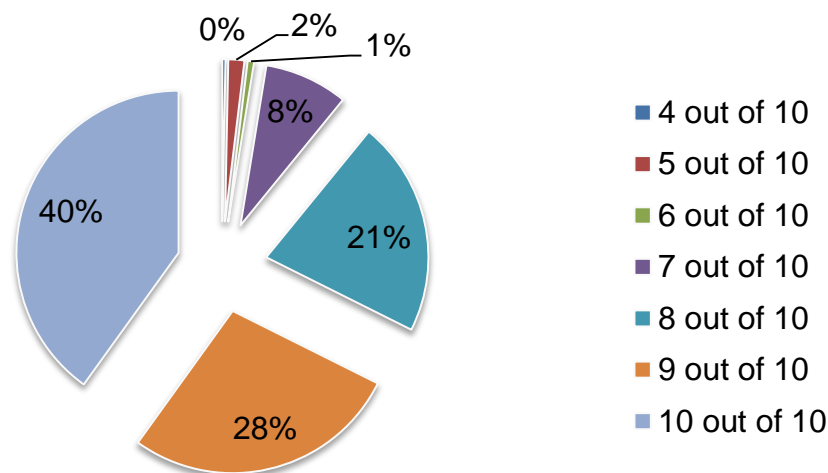


**FIGURE 4.6: Overall experience rating at NSS**

The results in Figure 4.6 outline that most of the visitors rated their overall experience at NSS 9/10 and 10/10 represented by 34% and 33 % respectively. This was followed by 8/10 (22%), 7/10 (9%), while 6/10 and 5/10 each scored 1% respectively. In general, the results indicate that visitors rated the overall experience at the NSS very highly.

#### 4.3.2.11 Memorable experience rating at the NSS

As discussed in Chapter 3, memorable experiences are characterised by experiences that incorporate outstanding engagement with visitors. Consequently, it was recommended that heritage sites must make sure that their services and/or goods reflect memorable events that create a lasting impression on visitors' memory (Htet, Nonsiri & Daengbuppha, 2014:163-164). This section will present the results pertaining to the visitors' rating of how memorable their NSS experiences were. The rating was on a scale of 1 to 10, where 1=the lowest and 10=the highest; the results are presented in Figure 4.7.

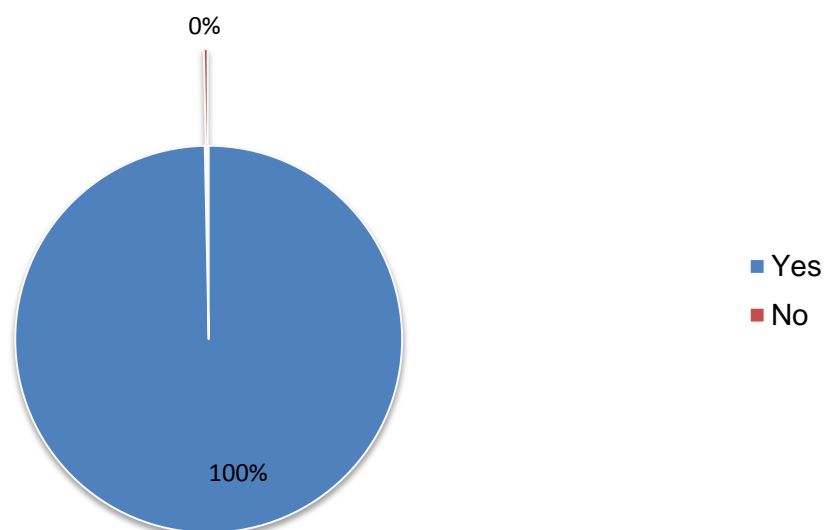


**FIGURE 4.7: Memorable experience rating at NSS**

The results in Figure 4.7 outline that most of the visitors rated their NSS experience very memorable as represented by 10/10 (**40%**) and 9/10 (28%) correspondingly. These were followed by 8/10 (21%), 7/10 (8%), while 6/10 had 1% and 5/10 scored 2%.

#### 4.3.2.12 Intentions to recommend NSS to others

It is argued that getting visitor experience right at heritage sites is vital as it ensures that the site will be properly valued, that more people will visit, and they will be willing to pay for their experience, encouraged by positive recommendation by word-of-mouth (Wallace, 2013:1). This section will therefore present the results relating to visitors' intentions to recommend NSS to their friends and family. These results are presented in Figure 4.8.



**FIGURE 4.8: Intentions to recommend NSS to others**

Figure 4.8 shows that a **100%** of the surveyed visitors indicated that they would recommend the NSS to their friends and family. This study therefore assumes that these positive behaviour intentions can lead to new and/or repeat business, increased spending and word-of-mouth recommendations for the NSS.

Centred on the results of the study presented in this section, concluding remarks and recommendations on constructs of a memorable tourism experience will be made in Chapter five. The next section deals with motivational characteristics results.

## **SECTION C**

### **4.4 MOTIVATIONAL CHARACTERISTICS**

This section analyses the results concerning the motivational characteristics associated with the respondents to this study. Initially, the section presents the analysis of the main motivational constructs, and this is followed by an exploratory factor analysis of these constructs. It is recommended that one should revisit Paragraph 3.5.2 in order to reinforce the importance of considering motivational characteristics when identifying key success factors in managing a memorable experience. This section deals with the third secondary objective which aims to identify visitor motivators to the NSS.

#### 4.4.1 Reasons for visiting the NSS

The second part of the visitor experience questionnaire concerned the reasons for visiting the NSS. Twenty-one (21) items were identified and utilised. The various constructs (variables) identified, were tested on a five-point Likert scale where 1 represented *very important* and 5 represented *not important at all*. Respondents were asked to indicate/rate how important the constructs were in their decision to visit the NSS. The descriptive findings in Table 4.6 represent the respondents' rating of reasons for visiting the NSS. The results are grouped under the theme, 'Reasons for visiting NSS'.

**TABLE 4.6: Visitor motivation at the NSS**

REASONS FOR VISITING NSS	Very Important	Important	Not Applicable	Less Important	Not Important	MEAN	STANDARD DEVIATION
	Percentage of importance						
To get away from my routine	53.9	32.7	5.8	2.6	5.1	<b>1.72</b>	<b>1.043</b>
To relax	61.9	26.0	4.8	2.6	4.8	<b>1.63</b>	<b>1.032</b>
To explore a new destination	61.2	28.2	6.4	0.96	3.2	<b>1.57</b>	<b>0.905</b>
To spend time with my friends	27.6	21.5	34.6	3.5	12.8	<b>2.53</b>	<b>1.283</b>
For the benefit of my children	9.3	8.0	60.6	3.2	18.9	<b>3.14</b>	<b>1.106</b>
To be with family or to spend time with someone special	35.9	19.6	30.5	2.6	11.5	<b>2.34</b>	<b>1.301</b>
So that other members in my party could learn about nature	18.3	19.9	41.0	4.8	16.0	<b>2.80</b>	<b>1.259</b>
To experience the world heritage site	48.1	26.0	14.1	4.5	7.4	<b>1.97</b>	<b>1.212</b>

Primarily for educational reasons	10.9	14.7	43.6	8.3	22.4	<b>3.17</b>	<b>1.241</b>
To learn about animals in general	20.5	29.5	29.2	4.5	16.4	<b>2.67</b>	<b>1.307</b>
To learn about endangered species	18.0	26.0	31.7	7.1	17.3	<b>2.80</b>	<b>1.306</b>
To learn about plants	17.6	24.7	28.9	7.4	21.5	<b>3.00</b>	<b>2.187</b>
To learn about specific animals	20.2	26.6	29.8	6.1	17.3	<b>2.74</b>	<b>1.328</b>
To photograph animals / plants	24.7	34.0	23.1	5.1	13.1	<b>2.48</b>	<b>1.280</b>
It is a spiritual experience	18.6	21.8	34.0	7.1	18.6	<b>2.85</b>	<b>1.326</b>
The heritage site has great accommodation and facilities	22.1	29.8	32.7	5.5	9.9	<b>2.51</b>	<b>1.184</b>
It is value for money	27.6	24.7	28.2	4.5	15.1	<b>2.55</b>	<b>1.341</b>
To do hiking trails	30.9	30.6	20.9	6.4	11.3	<b>2.37</b>	<b>1.288</b>
It is an ideal holiday destination	39.4	38.5	11.2	4.8	6.1	<b>2.00</b>	<b>1.118</b>
I prefer the heritage site for its geographical features	31.1	35.6	21.5	3.2	8.7	<b>2.23</b>	<b>1.177</b>
To participate in an event	7.1	17.6	39.1	3.9	32.4	<b>3.37</b>	<b>1.289</b>

From the descriptive results above it can be seen that the motivator statements achieved varied results. The least popular/not applicable motivation for visiting the NSS was to participate in an event (3.37). The five main reasons for visiting the heritage site as identified by respondents were:

- ✿ It is an ideal holiday destination (**2.00**).
- ✿ To experience the world heritage site (**1.97**).
- ✿ To get away from my routine (**1.72**).
- ✿ To relax (**1.63**).
- ✿ To explore a new destination (**1.57**).

The following five constructs were rated the lowest by the respondents:

- ✿ To participate in an event (**3.37**).
- ✿ Primarily for educational reasons (**3.17**).
- ✿ For the benefit of my children (**3.14**).

- 🌱 To learn about plants **(3.00)**.
- 🌱 It is a spiritual experience **(2.85)**.

From a basic descriptive comparison between variable in Tables 4.6 it can be seen that 17 out of the 21 variables were the main reasons for visiting the NSS. This section provides basic descriptive results from the visitor motivation section. The following sections will provide more in-depth results in the form of an Exploratory Factor Analysis (EFA)

#### **4.4.2 Factor analysis of motivational factors**

In order to generate a clearer description of these motivator factors an EFA was conducted on the 21 reasons for visiting the NSS as described in Table 4.6. An EFA with Varimax rotation of 21 Likert scale questions from the questionnaire was performed on data gathered from 312 participants to evaluate the underlying relationships between the visitor motivation variables. This section contains new variables identified in the literature review. Thus an EFA was deemed appropriate.

The results of the first factor analysis with Varimax rotation yielded a seven factor solution based on the Kaiser criterion. Loadings less than 0.40 were excluded. The seven retained factors accounted for about 67% of the total variation. An assessment of the factor loadings for each of the seven retained factors indicated that Factor 6 and Factor 7 each had a single item with a high loading. Based on the single-item factor composition of these two factors the factor analysis process was repeated with

the solution restricted to five factors. The results of the orthogonal rotation of the five factor solution are shown in Table 4.7.

**TABLE 4.7: Factor Analysis: motivational factors**

<b>Motivation Construct</b>	<b>Factor loading</b>	<b>Mean value</b>	<b>Reliability Coefficient (a)</b>
<b>Factor 1: Heritage and educational attributes</b>		2.78	0.861
To experience the world heritage site	0.57		
Primarily for educational reasons	0.50		
To learn about animals in general	0.82		
To learn about endangered species	0.87		
To learn about plants	0.81		
To learn about specific animals	0.85		
To photograph animals and plants	0.56		
It is a spiritual experience	0.49		
To participate in an event	0.42		
<b>Factor 2: Personal benefit</b>		2.70	0.672
To spend time with my friends	0.57		
For the benefit of my children	0.69		
To be with family or to spend time with someone special	0.73		
So that other members in my party could learn about nature	0.68		
<b>Factor 3: Geographical features</b>		2.11	0.695
It is an ideal holiday destination	0.71		
I prefer the heritage site for its geographical features	0.81		
<b>Factor 4: Relaxation and escape</b>		1.67	0.612
To get away from my routine	0.74		
To relax	0.72		
<b>Factor 5: General Park Attributes</b>		2.21	0.528
To explore a new destination	0.46		
The heritage site has great accommodation and facilities	0.61		
It is value for money	0.53		

#### 4.4.2.1 Factor 1: Heritage and educational attributes

The factor of heritage and educational attributes, with a mean value of 2.78, relates to the heritage features and educational attributes of the NSS. These included experiencing the world heritage site, primarily for educational reasons; to learn about animals in general; to learn about endangered species; to learn about plants; to learn about specific animals; to photograph animals and plants; it is a spiritual experience; and to participate in an event. There are a remarkable number of past research studies that identified education as a main motivator for visiting national parks/reserves in South Africa and internationally (Kruger & Saayman, 2010; Hermann, 2013; Hermann *et al.*, 2016).

#### 4.4.2.2 Factor 2: Personal benefits

The second factor, personal benefits, with the fourth highest mean of 2.70 was identified. It included the themes: to spend time with my friends; for the benefit of my children; to be with family or to spend time with someone special; so that other members in my party could learn about nature. This factor has been previously identified as one of the main motivators for visiting national parks/reserves in South Africa and internationally (Kruger & Saayman, 2010; Hermann, 2013; Hermann *et al.*, 2016; Muzeza, Hermann & Khunou, 2018).

#### 4.4.2.3 Factor 3: Geographical features

This factor received the second highest mean score (2.11). It included the themes: it is an ideal holiday destination; and to prefer the reserve for its geographical features. This factor was also identified by numerous past studies as a crucial motivator factor

for nature parks in South Africa (Kruger & Saayman, 2010; Hermann, 2013; Hermann *et al.*, 2016; Muzeza, Hermann & Khunou, 2018).

#### 4.4.2.4 Factor 4: Relaxation and escape

This factor received the highest mean score (1.67) and is, therefore, the main motivator for visitors to the NSS. It included the themes: to escape from my routine; and to relax. This factor was also identified by Kruger and Saayman (2010); Hermann *et al.*, (2016); Kruger, Viljoen and Saayman (2016) and Muzeza, Hermann and Khunou, (2018).

#### 4.4.2.5 Factor 5: General Park Attributes

The final factor that was identified as a main motivator included themes related to the general park attributes of the NSS and it scored a mean of 2.22. The main themes identified within this factor included: to explore a new destination; the heritage site has great accommodation and facilities; and it is value for money. This factor had also been identified by Kruger and Saayman (2010) and Hermann (2013).

#### 4.4.2.6 Component correlation matrix

This section will present the results pertaining to the component correlation matrix of motivational factors. These results are presented in Table 4.8 (next page).

**TABLE 4.8: Component correlation matrix of motivational factors**

<b>Constructs</b>	<b>HE</b>	<b>PB</b>	<b>GA</b>	<b>RE</b>	<b>PA</b>
<b>Heritage and educational Attributes (HE)</b>	1.000				
<b>Personal benefit (PB)</b>	0.462	1.000			
<b>Geographical Attributes (GA)</b>	0.258	0.426	1.000		
<b>Relaxation and escape (RE)</b>	0.075	0.466	0.239	1.000	
<b>Physical Attributes (PA)</b>	0.046	0.028	0.454	0.207	1.000

As indicated by the results of the component correlation matrix illustrated in Table 4.8, a very low correlation between the four factors was encountered. This describes relatively specific and well-defined motivators. Based on the results presented above, concluding remarks and recommendations on visitors' reason for visiting the NSS will be made in the next chapter. The next section deals with the comparison between findings.

## **SECTION D**

### **4.5 COMPARISON BETWEEN FINDINGS**

A number of cross-tabulation calculations were performed to delineate the findings. The Chi-Square statistic was used to determine whether distribution differences were significant or due to chance variations. The Wilcoxon rank-sum test or the Mann-Whitney U test and Kruskal Wallis test were employed to compare the experiences to demographics. The Spearman's rank correlation coefficient was computed so as to establish the relationship between visitor's heritage experience factors and memorable experiences.

SPSS computes a probability value (P-value) that measures statistical significance that is realised from test values such as the Chi-Square. In this regard, the

interpretation was performed at a 95% confidence limit and, therefore, it is unlikely that results occurred by chance; the differences that were realised in the sample definitely existed in the population from which it was drawn. The results are significant if the P-values are <0.05 because this value is the cut-off point in social science research (Gelman, 2012:1). Therefore, this study only reports on significant relationships encountered between variables. This section deals with the fifth secondary objective which aims to determine the correlations between variables.

The significant relationships encountered, are set out below.

#### 4.5.1 Comparison between demographics and heritage experience factors

The Wilcoxon rank-sum test or the Mann-Whitney U test was used to compare the visitors' experiences by gender while the Kruskal Wallis test was employed to compare the experiences to demographics.

##### 4.5.1.1 Comparison between demographics and involvement (Factor 2)

This section will present the results pertaining to the comparison between demographics and involvement. These results are presented in Table 4.9.

**TABLE: 4.9 Relationship between modes of transport and involvement**

Visiting a place that one has longed to visit and mode of transport					
Modes of transport	Obs	Rank-Sum	Rank Mean		
Aeroplane	30	4460.50	148.68	Chi-Square	11.877
Own vehicle	76	10058.50	132.35	Df	4
Rental vehicle	163	26275.50	161.20	P-value	0.018
Public transport	17	3429.00	201.71		
Other	23	3671.50	159.63		

Enjoying tourism activities that one really wanted to do					
Modes of transport	Obs	Rank-Sum	Rank Mean		
Aeroplane	30	3628.50	120.95	Chi-Square	10.865
Own vehicle	76	10629.50	139.86	Df	4
Rental vehicle	163	26996.50	165.62	P-value	0.028
Public transport	17	2724.50	160.26		
Other	23	3916.00	170.26		
Participating in tourism activities that one has been interested in					
Modes of transport	Obs	Rank-Sum	Rank Mean		
Aeroplane	30	4360.00	145.33	Chi-Square	11.983
Own vehicle	76	10194.50	134.14	Df	4
Rental vehicle	163	26490.50	162.52	P-value	0.017
Public transport	17	2371.50	139.50		
Other	23	4478.50	194.72		

The results of Table 4.9 show that the relationship between involvement and mode of transport is significant. A Kruskal-Wallis H test showed that there was a statistically significant difference in score between modes of transport in relation to visiting a place that one has longed to visit; enjoying tourism activities that one really wanted to do; and participating in tourism activities that one has been interested in. The encountered relationships are represented by P-values of 0.018, 0.028 and 0.017 respectively.

The post hoc test results indicate that statistically visitors who used public transport rated visiting a place that one has longed to visit higher than those that used their own vehicles as indicated by a rank mean of 201.71 and 132.35 respectively. The test further suggests that visitors who used other modes transport (with a rank mean of 170.26) enjoyed tourism activities that they really wanted to do more than those that used aeroplanes (with a rank mean of 120.95). It also confirms that statistically, visitors who used other modes of transport rated participating in tourism activities

that one has been interested in, higher than those that used their own vehicle as indicated by a rank mean of 194.72 and 134.14 respectively.

In summary, the results in this section suggest that visitors' involvement experiences differ significantly by mode of transport.

#### 4.5.1.2 Comparison between demographics and novelty (Factor 3)

This section will present the results pertaining to the comparison between demographics and novelty. To determine if there were any significant differences encountered between purpose of visit and novelty, a comparison between the findings was conducted. The results are presented in Table 4.10.

**TABLE: 4.10 Relationship between purpose of visit and novelty**

<b>Once-in-a-lifetime experience</b>					
<b>Purpose of Visit</b>	<b>Obs</b>	<b>Rank-Sum</b>	<b>Rank Mean</b>		
Pleasure and relaxation	244	40034.00	164.07	Chi-Square	10.486
Visiting friend / family	24	3330.50	138.77	Df	3
Business	25	3432.00	137.28	P-value	0.014
Other	19	2031.50	106.92		
<b>Unique experience tourism experience</b>					
<b>Purpose of Visit</b>	<b>Obs</b>	<b>Rank-Sum</b>	<b>Rank Mean</b>		
Pleasure and relaxation	243	38766.00	159.53	Chi-Square	8.415
Visiting friend / family	24	2774.00	115.58	Df	3
Business	25	3524.50	140.98	P-value	0.038
Other	19	3451.50	181.66		
<b>Relishing a different tourism experiences</b>					
<b>Purpose of Visit</b>	<b>Obs</b>	<b>Rank-Sum</b>	<b>Rank Mean</b>		
Pleasure and relaxation	244	39904.00	163.54	Chi-Square	8.256
Visiting friend / family	24	2852.00	118.83	Df	3
Business	25	3480.50	139.22	P-value	0.041
Other	19	2591.50	136.39		

The results in Table 4.10 above indicate that there is a significant relationship between novelty and purpose of visit. The result showed that there was a statistically significant difference in score between purpose of visit and experiencing a once-in-a-lifetime (P-value 0.014); unique tourism experience (P-value 0.038); and relishing a different tourism experience (0.041). Thus, the null hypothesis is not accepted as a significant relationship between these variables exists.

The post hoc test results indicate that visitors who visited the NSS for pleasure and relaxation experienced more once-in-a-lifetime experiences compared to those who visited for other purposes as indicated by a rank mean of 164.07 and 106.92 respectively. The post hoc test further confirms that statistically visitors who visited the site for other purposes found their experiences more unique compared to those who were visiting friend/family. This is indicated by a rank mean of 181.66 for the former and 115.58 for the latter as shown in Table 4.10. The results also indicate that visitors who visited the NSS for pleasure and relaxation rated experiences that were different from previous tourism experiences higher than those visiting friend/family as indicated by a rank mean of 163.54 and 118.83 respectively.

To determine if there were any significant differences encountered between modes of transport used to the NSS and novelty, a comparison between the findings was also conducted. The results are presented in Table 4.11 (next page).

**TABLE: 4.11 Relationship between modes of transport and novelty**

<b>Once-in-a-lifetime experience</b>					
Mode of transport	Obs	Rank-Sum	Rank Mean		
Aeroplane	30	4050.00	135.00	Chi-Square	27.813
Own vehicle	76	9322.00	122.66	Df	4
Rental vehicle	163	28064.00	172.17	P-value	0.000
Public transport	17	1977.00	116.29		
Other	23	4482.00	194.87		
<b>Relishing a different tourism experiences</b>					
Mode of transport	Obs	Rank-Sum	Rank Mean		
Aeroplane	30	3920.50	130.68	Chi-Square	11.005
Own vehicle	76	10479.00	137.88	Df	4
Rental vehicle	163	26831.50	164.61	P-value	0.026
Public transport	17	2393.50	140.79		
Other	23	4270.50	185.67		

The results in Table 4.11 above indicate that there is a significant relationship between novelty and different modes of transport. A comparison between mode of transport and novelty was represented by a P-value of 0.000 for experiencing a once-in-a-lifetime experience and 0.026 for relishing a different tourism experience. Based on these Kruskal-Wallis H test results, the null hypothesis is also not accepted as a significant relationship between these variables exists.

The post hoc test results indicate that visitors who used other modes of transport experienced more once-in-a-lifetime experiences compared to those that used public transport as indicated by a rank mean of 194.87 and 116.29 respectively. Visitors who used other modes of transport, with a rank mean of 185.67 also encountered experiences that were different from previous tourism experience when compared to those who used aeroplanes who scored a rank mean of 130.68.

The results suggest that visitors' novelty experiences differ significantly by purpose of visit and mode of transport

#### 4.5.1.3 Comparison between demographics and meaningfulness (Factor 4)

This section will present the results pertaining to the comparison between demographics and meaningfulness. To determine if there were any significant differences encountered between gender and meaningfulness, the findings of the two genders were compared using the Wilcoxon Mann-Whitney two sample rank-sum test. The results are presented in Table 4.12.

**TABLE: 4.12 Relationship between gender and meaningfulness**

<b>Doing something meaningful during this tourism experience</b>					
<b>Gender</b>	<b>Obs</b>	<b>Rank-Sum</b>	<b>Expected</b>		
Male	153	26979.5	23944.5	Z	3.917
Female	159	21848.5	24883.5	P-value	0.000
<b>Doing something important during this tourism experience</b>					
<b>Gender</b>	<b>Obs</b>	<b>Rank-Sum</b>	<b>Expected</b>		
Male	153	27052	23944.5	Z	3.995
Female	159	21776	24883.5	P-value	0.000
<b>Learning about oneself from this tourism experience</b>					
<b>Gender</b>	<b>Obs</b>	<b>Rank-Sum</b>	<b>Expected</b>		
Male	153	25994	23944.5	Z	2.633
Female	159	22834	24883.5	P-value	0.008

The results in Table 4.12 show that the relationship between meaningfulness and gender is significant. This is represented by a P-value of 0.000 for doing something meaningful during the tourism experience; and doing something important during the tourism experience; and a P-value of 0.008 for learning about oneself from the tourism experience. Male visitors rated all three variables of novelty higher than

female visitors. Thus, the null hypothesis is also not accepted as a significant relationship between these variables exists.

To determine if there were any significant differences encountered between different purposes of visit and meaningfulness, the findings of the different purposes of visit were compared. The results are presented in Table 4.13.

**TABLE: 4.13 Relationship between purpose of visit and meaningfulness**

<b>Doing something meaningful during this tourism experience</b>					
<b>Purpose of Visit</b>	<b>Obs</b>	<b>Rank-Sum</b>	<b>Rank Mean</b>		
Pleasure and relaxation	244	40731.50	166.93	Chi-Square	17.688
Visiting friend/family	24	2773.00	115.54	Df	3
Business	25	3411.50	136.46	P-value	0.000
Other	19	1912.00	100.63		
<b>Doing something important during this tourism experience</b>					
<b>Purpose of Visit</b>	<b>Obs</b>	<b>Rank-Sum</b>	<b>Rank Mean</b>		
Pleasure and relaxation	244	39884.00	163.46	Chi-Square	8.960
Visiting friend/family	24	3100.50	129.19	Df	3
Business	25	3724.00	148.96	P-value	0.029
Other	19	2119.50	111.55		
<b>Learning about oneself from the tourism experience</b>					
<b>Purpose of Visit</b>	<b>Obs</b>	<b>Rank-Sum</b>	<b>Rank Mean</b>		
Pleasure and relaxation	244	38964.50	163.38	Chi-Square	9.772
Visiting friend/family	24	2700.50	112.52	Df	3
Business	25	3244.50	129.78	P-value	0.020
Other	19	3018.50	158.87		

Table 4.13 indicates that there is a significant relationship between meaningfulness and purpose of visit as all three meaningfulness variables are significantly related to purpose of visit. This is confirmed by a P-value of 0.00 for doing something meaningful during this tourism experience; 0.029 for doing something important

during this tourism experience; and 0.020 for learning about oneself during the tourism experience.

The post hoc test results indicate that visitors who visited the NSS for pleasure and relaxation rated doing something meaningful during this tourism experience higher than those who visited for other purposes as indicated by a rank mean of 166.93 and 100.63 respectively. The post hoc test also confirms that statistically, visitors who visited the site for pleasure and relaxation rated doing something important during this tourism experience higher than those who visited for other reasons. This is indicated by a rank mean of 163.46 for the former and 111.55 for the latter as shown in Table 4.13 above. While visitors who visited NSS for pleasure and relaxation also rated learning more about oneself from the tourism experience higher than those visiting friend/family as indicated by a rank mean of 163.38 and 112.52 respectively.

A comparison between the different modes of transport and finding meaningfulness as a construct of heritage experience at the NSS was conducted. The results are presented in Table 4.14.

**TABLE: 4.14 Relationship between mode of transport and meaningfulness**

Doing something meaningful during the tourism experience					
Mode of transport	Obs	Rank-Sum	Rank Mean		
Aeroplane	30	3757.50	125.00	Chi-Square	17.285
Own vehicle	76	9882.50	130.03	Df	4
Rental vehicle	163	27539.50	168.95	P-value	0.001
Public transport	17	3276.00	192.71		
Other	23	3439.50	149.54		

<b>Doing something important during this tourism experience</b>					
<b>Mode of transport</b>	<b>Obs</b>	<b>Rank-Sum</b>	<b>Rank Mean</b>		
Aeroplane	30	4347.50	144.92	Chi-Square	19.554
Own vehicle	76	9172.50	120.69	Df	4
Rental vehicle	163	27566.50	169.12	P-value	0.000
Public transport	17	3270.50	192.38		
Other	23	3538.50	153.83		
<b>Learning about oneself from the tourism experience</b>					
<b>Mode of transport</b>	<b>Obs</b>	<b>Rank-Sum</b>	<b>Rank Mean</b>		
Aeroplane	30	4319.50	143.98	Chi-Square	20.329
Own vehicle	76	9067.50	119.31	Df	4
Rental vehicle	163	27669.50	169.75	P-value	0.000
Public transport	17	2613.00	153.71		
Other	23	4225.50	183.72		

Table 4.14 also illustrates a significant relationship between meaningfulness and mode of transport because all meaningfulness variables are significantly related to modes of transport. These are statistically supported by a P-value of 0.001 for doing something meaningful during the tourism experience; 0.000 for doing something important during this tourism experience; and 0.000 for learning about oneself from the tourism experience.

The post hoc test results indicate that visitors who used public transport did something more meaningful during the tourism experience compared to those who used aeroplanes as indicated by a rank mean of 192.71 and 125.00 respectively. The former (192.38) also rated doing something more important during the tourism experience higher than those who used their own vehicle (120.69). While those visitors who used other modes transport rated learning more about oneself from the tourism experience higher than those that used aeroplanes.

To determine if there were any significant differences encountered between different types of accommodation and the meaningfulness, a comparison between the findings was conducted. The results are presented in Table 4.15.

**TABLE: 4.15 Relationship between type of accommodation and meaningfulness**

<b>Doing something important during the tourism experience</b>					
<b>Type of accommodation</b>	<b>Obs</b>	<b>Rank-Sum</b>	<b>Rank Mean</b>		
Hotels	42	6252.00	148.86	Chi-Square	16.075
Lodges	157	23546.50	149.98	Df	4
Camping	66	12465.00	188.86	P-value	0.002
Friends / Family Houses	38	4647.50	122.30		
Other	6	984.00	164.00		
<b>Learning about oneself from the tourism experience</b>					
<b>Type of accommodation</b>	<b>Obs</b>	<b>Rank-Sum</b>	<b>Rank Mean</b>		
Hotels	42	5462.00	130.05	Chi-Square	14.941
Lodges	157	23704.50	150.98	Df	4
Camping	66	12465.00	188.86	P-value	0.004
Friends / Family Houses	38	5296.50	139.38		
Other	6	967.00	161.17		

A P-value of 0.002 for doing something important during the tourism experience and 0.004 for learning about oneself from the tourism experience realised from the H-test confirming a statistically significant relationship. The post hoc test results indicate that visitors who stayed at campsites rated doing something more important during the tourism experience higher than those that stayed at friends and/or family houses as indicated by a rank mean of 188.86 and 122.30 respectively. The former also rated learning more about themselves from the tourism experience higher compared to those who stayed in hotels. This is also indicated by a rank mean of 188.86 for the former and 130.05 for the latter as shown in Table 4.15 above.

The results suggest that visitors' meaningfulness experiences differ significantly by gender, purpose of visit, mode of transport and type of accommodation.

#### 4.5.1.4 Comparison between demographics and refreshment (Factor 5)

This section will deal with the results relating to the comparison between demographics and refreshment. To determine if there were any significant differences encountered between refreshment and the different age groups, a comparison between the findings was conducted. These results are presented in Table 4.16.

**TABLE: 4.16 Relationship between age and refreshment**

<b>Enjoying a sense of freedom</b>					
Age	Obs	Rank-Sum	Rank Mean		
Millennial generation	152	24136.50	158.79	Chi-Square	7.308
13th generation	71	11829.50	166.61	Df	2
Baby boomers	83	11005.00	132.59	P-value	0.025
<b>A refreshing tourism experience</b>					
Age	Obs	Rank-Sum	Rank Mean		
Millennial generation	152	23700.50	155.92	Chi-Square	8.534
13th generation	71	12235.50	172.33	Df	2
Baby boomers	83	11035.00	132.95	P-value	0.014
<b>Being revitalised through the tourism experience</b>					
Age	Obs	Rank-Sum	Rank Mean		
Millennial generation	152	24312.50	159.95	Chi-Square	6.149
13th generation	71	11554.50	162.74	Df	2
Baby boomers	83	11104.00	133.78	P-value	0.046

Table 4.16 shows that the relationship between refreshment and age is significant as most of the refreshment variables (sense of freedom, refreshing experience and revitalised through the experience) are significantly related to age. These

relationships are validated by a P-value of 0.025 for enjoying a sense of freedom; 0.014 for a refreshing tourism experience; and 0.046 for being revitalised through the tourism experience. The post hoc test results indicate that the 13th generation rated a sense of freedom higher than the baby boomers as indicated by a rank mean of 166.61 and 132.59 respectively. The former also rated a refreshing tourism experience higher than the former as indicated by a rank mean of 166.61 and 132.95 respectively. The results further point out that the 13th generation were more revitalised through the tourism experience compared to the baby boomers.

A comparison between the different types of accommodation and refreshment as a construct of heritage experience at the NSS was conducted. The results are presented in Table 4.17.

**TABLE: 4.17 Relationship between types of accommodation and refreshment**

<b>Liberating experience</b>					
<b>Type of accommodation</b>	<b>Obs</b>	<b>Rank-Sum</b>	<b>Rank Mean</b>		
Hotels	42	5363.00	127.69	Chi-Square	18.772
Lodges	157	23162.50	147.53	Df	4
Camping	66	12787.50	193.75	P-value	0.000
Friends / Family Houses	38	5589.50	147.09		
Other	6	992.50	165.42		
<b>Enjoying a sense of freedom</b>					
<b>Type of accommodation</b>	<b>Obs</b>	<b>Rank-Sum</b>	<b>Rank Mean</b>		
Hotels	42	5139.00	122.36	Chi-Square	26.571
Lodges	157	22146.50	141.06	Df	4
Camping	66	12080.00	183.03	P-value	0.000
Friends / Family Houses	38	7474.00	196.68		
Other	6	1055.50	175.92		

<b>A refreshing tourism experience</b>					
<b>Type of accommodation</b>	<b>Obs</b>	<b>Rank-Sum</b>	<b>Rank Mean</b>		
Hotels	42	4860.50	115.73	Chi-Square	20.042
Lodges	157	23247.50	148.07	Df	4
Camping	66	11484.50	174.01	P-value	0.000
Friends / Family Houses	38	7194.50	189.33		
Other	6	1108.00	184.67		
<b>Being revitalised through the tourism experience</b>					
<b>Type of accommodation</b>	<b>Obs</b>	<b>Rank-Sum</b>	<b>Rank Mean</b>		
Hotels	42	5861.00	139.55	Chi-Square	17.232
Lodges	157	22271.50	141.86	Df	4
Camping	66	11127.00	168.59	P-value	0.001
Friends / Family Houses	38	7327.00	192.82		
Other	6	1308.50	218.08		

The significance of the relationship between types of accommodation and refreshment was represented by a P-value of 0.000 for a liberating experience; 0.000 for enjoying a sense of freedom; 0.000 for enjoying a sense of freedom; and 0.001 for being revitalized through the tourism experience. The post hoc test results indicate that visitors who stayed at campsites rated being liberated during the experience higher than those that stayed at hotels as indicated by a rank mean of 193.75 and 127.69 respectively. Those who stayed at friends and/or family houses rated enjoying a sense of freedom higher than those who stayed in hotels. This is indicated by a rank mean of 196.68 for the former and 122.36 for the latter as shown in Table 4.17 above.

The post hoc test also confirms that statistically visitors who stayed at friends and/or family houses were more refreshed during the tourism experience compared to those who stayed in hotels. It further suggests that visitors who stayed at other types of

accommodation rated being revitalised through the tourism experience higher than those who stayed at hotels as indicated by a rank mean of 218.08 and 139.55 respectively.

The results suggest that visitors' refreshment experiences differ significantly by age and type of accommodation.

#### 4.5.1.5 Comparison between demographics and local culture (Factor 6)

This section deals with results from the comparison between demographics and local culture. A comparison between different modes of transport and local culture as a construct of heritage experience at NSS was undertaken. These results are presented in Table 4.18.

**TABLE: 4.18 Relationship between modes of transport and local culture**

<b>Good impression of local people</b>					
<b>Mode of transport</b>	<b>Obs</b>	<b>Rank-Sum</b>	<b>Rank Mean</b>		
Aeroplane	30	5289.50	176.32	Chi-Square	16.879
Own vehicle	76	9199.00	121.04	Df	4
Rental vehicle	163	26950.50	165.34	P-value	0.002
Public transport	17	2575.50	151.50		
Other	23	3880.50	168.72		
<b>Experiencing the local culture at NSS</b>					
<b>Mode of transport</b>	<b>Obs</b>	<b>Rank-Sum</b>	<b>Rank Mean</b>		
Aeroplane	30	4751.00	158.37	Chi-Square	21.486
Own vehicle	76	8819.50	116.05	Df	4
Rental vehicle	163	27775.00	170.40	P-value	0.000
Public transport	17	2622.00	154.24		
Other	23	3927.50	170.76		

Friendliness of local people					
Mode of transport	Obs	Rank-Sum	Rank Mean		
Aeroplane	30	4325.50	144.18	Chi-Square	19.111
Own vehicle	76	9274.00	122.03	Df	4
Rental vehicle	163	27785.50	170.46	P-value	0.000
Public transport	17	2445.50	143.85		
Other	23	4064.50	176.72		

The results of Table 4.18 show that the relationship between local culture and mode of transport is significant with all local culture variables being significantly related to mode of transport. P-values of 0.002 for good impressions of local people; 0.000 for experiencing the local culture at NSS; and 0.000 for friendliness of local people were obtained. The post hoc test results indicate that visitors who used aeroplanes rated good impressions of local people higher than those that used their own vehicle as indicated by a rank mean of 176.32 and 121.04 respectively. Visitors who used rental vehicles and other modes of transport rated experiencing the local culture at the NSS higher than those that used their own vehicle. The results further show that statistically visitors who used rental vehicles and other modes of transport rated friendliness of local people higher than those that used their own vehicle.

To determine if there were any significant differences encountered between different nationality and local culture, a comparison between the findings was conducted. The results are presented in Table 4.19 (next page).

**TABLE: 4.19 Relationships between country of origin and local culture**

<b>Good impression of local people</b>					
<b>Nationality</b>	<b>Obs</b>	<b>Rank-Sum</b>	<b>Rank Mean</b>		
Germany	137	22277.00	162.61	Chi-Square	14.928
Namibia	36	4090.00	113.61	Df	4
Rest of Africa	14	2114.00	151.00	P-value	0.004
Rest of Europe	110	18138.00	164.89		
Other	12	1276.00	106.33		
<b>Friendliness of local people</b>					
<b>Nationality</b>	<b>Obs</b>	<b>Rank-Sum</b>	<b>Rank Mean</b>		
Germany	137	22655.00	165.36	Chi-Square	30.616
Namibia	36	3299.00	91.64	Df	4
Rest of Africa	14	1832.00	130.86	P-value	0.000
Rest of Europe	110	18806.00	170.96		
Other	12	1303.00	108.58		

Table 4.19 also indicates that the relationship between local culture and country of origin is significant as most of the local culture variables, like good impression of local people (P-value 0.004) and the friendliness of local people (P-value 0.000) are significantly related to country of origin. The post hoc test results indicate that visitors from the rest of Europe and Germany rated good impression of local people higher than those from other countries as indicated by a rank mean of 164.89, 162.61 and 106.33 respectively. The post hoc pointed out that visitors from the rest of Europe (excluding Germany) rated the friendliness of local people higher than those from Namibia as indicated by a rank mean of 170.96 and 91.64 respectively.

These results established that visitors' local culture experiences differed significantly by mode of transport and country of origin.

#### 4.5.1.6 Comparison between demographics and knowledge (Factor 7)

This section will present the results pertaining to the comparison between demographics and knowledge. To determine if there were any significant differences encountered between the different levels of education and knowledge, a comparison between the findings was conducted. The results are presented in Table 4.20 (next page).

**TABLE: 4.20 Relationship between levels of education and knowledge**

<b>Exploratory of experience</b>					
<b>Level of education</b>	<b>Obs</b>	<b>Rank-Sum</b>	<b>Rank Mean</b>		
Matric/High School	62	7985.50	128.80	Chi-Square	9.362
Diploma/Degree	137	21353.50	155.86	Df	3
Post graduate	32	5016.50	156.77	P-value	0.024
Professional	78	13254.00	173.58		
<b>Gaining knowledge or information</b>					
<b>Level of education</b>	<b>Obs</b>	<b>Rank-Sum</b>	<b>Rank Mean</b>		
Matric/High School	62	7504.50	121.04	Chi-Square	12.874
Diploma/Degree	137	21942.50	160.16	Df	3
Post graduate	32	5194.00	162.31	P-value	0.004
Professional	78	18806.00	169.92		

A comparison between different levels of education and experiencing exploratory experience was represented by a P-value of 0.024, while a difference in score between different level of education in relation to the gaining of knowledge or information was represented by a P-value of 0.004. Thus, the null hypothesis is not accepted as a significant relationship between these variables exists. The post hoc test results indicate that visitors who had a professional level of qualification rated exploratory experience higher than those with matric/high school as indicated by a rank mean of 173.58 and 128.80 respectively. The former also rated gaining

knowledge or information from their experience at the NSS higher than the latter as indicated by a rank mean of 169.92 and 121.04 respectively. The results suggest that visitors' local culture experiences differ significantly by level of education.

This section summarises the statistically significant relationships encountered between demographics and heritage experience factors. The section that follows deals with the comparison between overall visitor experience and heritage experience constructs.

#### **4.5.2 Comparison between overall visitor experience and heritage experience factors**

The Spearman's rank correlation coefficient was computed so as to establish the relationship between visitors' overall experience factors (namely, hedonism, involvement, novelty, meaningfulness, refreshment, local culture, and knowledge) and the overall visitor experience.

This section will present the results pertaining to the comparison between overall visitor experience and heritage experience factors. These results are presented in Table 4.21 (next page).

**TABLE: 4.21 Relationship between overall visitor experience and heritage experience factors**

Overall Visitor's Experience in comparison to:	Number of Observations	Spearman's rho	P-value
Factor 1: Hedonism	1248	.2521	0.0000
Factor 2: Involvement	936	.2952	0.0000
Factor 3: Novelty	1247	.2598	0.0000
Factor 4: Meaningfulness	936	.3325	0.0000
Factor 5: Refreshment	1248	.2313	0.0000
Factor 6: Local culture	936	.2319	0.0000
Factor 7: Knowledge	936	.2502	0.0000

The results indicate that there is a positive correlation between overall experience rating and all 7 factors of heritage experience. All the factors together, scored an average Spearman's rho of  $r = .2647$  and a P-value of  $p = 0.0000$  for each. The relationship is positive because the variables increase concurrently. The results suggest that when hedonism, involvement, novelty, meaningfulness, refreshment and knowledge experience increase, so does the overall experience.

This section summarises the statistically significant relationships encountered between overall visitor experience and heritage experience constructs. The section that follows deals with the comparison between memorable experience and heritage experience factors.

#### **4.5.3 Comparison between memorable experience and heritage experience factors**

The Spearman's rank correlation coefficient was also computed in order to establish the relationship between visitors' heritage experience factors and memorable

experience. This section will present the results pertaining to the comparison between memorable experience and heritage experience factors. These results are presented in Table 4.22.

**TABLE: 4.22 Relationship between memorable experience and heritage experience factors**

Memorable Experience in comparison to:	Number of Observations	Spearman's rho	P-value
Factor 1: Hedonism	1248	.2386	0.0000
Factor 2: Involvement	936	.2936	0.0000
Factor 3: Novelty	1247	.2454	0.0000
Factor 4: Meaningfulness	936	.2617	0.0000
Factor 5: Refreshment	1248	.1990	0.0000
Factor 6: Local culture	936	.2173	0.0000
Factor 7: Knowledge	936	.2269	0.0000

The results indicate that there is a positive correlation between overall experience rating and all 7 heritage experience factors of. Together, the factors scored an average Spearman's rho of  $r = .2403$  and a P-value of  $p = 0.0000$  for each. The relationship is positive because the variables increase concurrently. The results suggest that when the experience of heritage experience factors (hedonism, involvement, novelty, meaningfulness, refreshment and knowledge) increases so does the level of memorable experience.

This section summarises the statistically significant relationships encountered between demographics, overall visitor experience, memorable experience, and heritage experience factors. The next section will discuss the significant relationship

between memorable experience and overall visitor experience as well as motivational factors.

#### **4.5.4 Comparison between overall visitor experience and motivational factors**

This section will provide a discussion of the results regarding the comparison between overall visitor experience and motivational factors. The Kruskal-Wallis (Kruskal & Wallis, 1952) test was used to test the relationship between overall visitor experience rating and visitor motivation. The Kruskal-Wallis test (sometimes also called the "one-way ANOVA on ranks") is a rank-based nonparametric test that can be used to determine if there are statistically significant differences between two or more groups of an independent variable on a continuous or ordinal dependent variable (Vargha & Delaney, 1998; Corder & Foreman, 2009). The test is the non-parametric counterpart to the one-way ANOVA. The Kruskal-Wallis test assumes the same shape of distribution for the different sub-groups.

##### **4.5.4.1 Comparison between overall visitor experience and heritage and educational attributes (Factor 1)**

To determine if there were any significant differences encountered between overall experience and heritage and educational attributes, a comparison between the findings was conducted. The results are presented in Table 4.23.

**TABLE: 4.23 Relationship between overall experience and heritage and educational attributes**

<b>To experience the world heritage site</b>					
<b>Level of importance</b>	<b>Obs</b>	<b>Rank-Sum</b>	<b>Rank Mean</b>		
Very important	150	25274.00	168.49	Chi-Square	14.638
Important	81	12842.00	158.54	Df	4
Not applicable	44	5015.50	113.99	P-value	0.005
Less important	14	1902.00	135.86		
Not important	23	3794.50	164.98		
<b>To learn about animals in general</b>					
<b>Level of importance</b>	<b>Obs</b>	<b>Rank-Sum</b>	<b>Rank Mean</b>		
Very important	64	11224.50	191.58	Chi-Square	10.658
Important	92	15532.00	162.46	Df	4
Not applicable	91	12684.00	146.02	P-value	0.030
Less important	14	1755.50	137.07		
Not important	51	7632.00	141.60		
<b>To learn about endangered species</b>					
<b>Level of importance</b>	<b>Obs</b>	<b>Rank-Sum</b>	<b>Rank Mean</b>		
Very important	56	9993.00	178.45	Chi-Square	15.621
Important	81	14369.50	177.40	Df	4
Not applicable	99	13441.50	135.77	P-value	0.003
Less important	22	3037.00	138.05		
Not important	54	7987.00	147.91		
<b>To learn about plants</b>					
<b>Level of importance</b>	<b>Obs</b>	<b>Rank-Sum</b>	<b>Rank Mean</b>		
Very important	55	11003.00	200.05	Chi-Square	21.226
Important	77	12585.00	163.44	Df	4
Not applicable	90	12187.50	136.94	P-value	0.000
Less important	23	3227.00	140.30		
Not important	67	9667.50	144.29		
<b>To learn about specific animals</b>					
<b>Level of importance</b>	<b>Obs</b>	<b>Rank-Sum</b>	<b>Rank Mean</b>		
Very important	63	12006.00	190.57	Chi-Square	20.439
Important	83	14067.00	169.48	Df	4
Not applicable	93	12467.00	134.05	P-value	0.000
Less important	19	2769.00	145.74		
Not important	54	7519.00	139.24		

<b>To photograph animals and plants</b>					
<b>Level of importance</b>	<b>Obs</b>	<b>Rank-Sum</b>	<b>Rank Mean</b>		
Very important	77	14244.50	184.99	Chi-Square	22.364
Important	106	17336.00	163.55	Df	4
Not applicable	72	10369.00	144.01	P-value	0.000
Less important	16	2338.50	146.16		
Not important	41	4540.00	110.73		
<b>To participate in an event</b>					
<b>Level of importance</b>	<b>Obs</b>	<b>Rank-Sum</b>	<b>Rank Mean</b>		
Very important	22	4560.50	207.30	Chi-Square	16.381
Important	55	9966.50	181.21	Df	4
Not applicable	122	17467.50	143.18	P-value	0.002
Less important	12	1590.50	132.54		
Not important	101	15243.00	150.92		

The result of this study, which is presented in Table 4.23 above shows that the relationship between the relative importance of heritage and educational attributes and experience is significant. Most (seven) of the aspects of Factor 1 are significantly related to memorable experience. In particular, the extent of memorable experience differs significantly based on the relative importance of the possibility to experience the world heritage site; photograph animals and plants; learn about plants; participate in an event; learn about specific animals; learn about animals in general; and learn about endangered species.

The post hoc test results indicate that visitors who regarded the possibility to learn about plants and specific animals as a very important motivator were more likely to have a better overall experience compared to those who regarded it as not important as indicated by the rank mean of 200.05 and 136.94 respectively for learning about plants and 190.57 and 134.05 for learning about specific animals. Significant differences with regards to the extent of overall experience were also observed

between those who regarded these aspects as very important and not applicable with those who regarded it as very important, reporting higher levels of a memorable experience compared to the other group. The post hoc results also show that the level of memorable experience for visitors who regarded the possibility to experience the world heritage site as very important differed significantly from that of those who regarded it as not applicable. The former category reported high overall experience levels compared to the former group. The results of the post hoc tests for the possibility to photograph animals and plants; learn about animals in general; learn about endangered species; and participate in an event showed marginal differences.

#### 4.5.4.2 Comparison between overall visitor experience and geographical features (Factor 3)

To determine if there were any significant differences encountered between overall visitor experience and geographical features, a comparison between the findings was conducted. The results are presented in Table 4.24.

**TABLE: 4.24 Relationship between overall visitor experience and motivational factors**

<b>It is an ideal holiday destination</b>					
<b>Level of importance</b>	<b>Obs</b>	<b>Rank-Sum</b>	<b>Rank Mean</b>		
Very important	123	21430.00	174.23	Chi-Square	16.982
Important	120	19013.00	158.44	Df	4
Not applicable	35	4026.50	115.04	P-value	0.001
Less important	15	1926.00	128.40		
Not important	19	2432.50	128.03		

<b>I prefer the heritage site for its geographical features</b>					
<b>Level of importance</b>	<b>Obs</b>	<b>Rank-Sum</b>	<b>Rank Mean</b>		
Very important	97	16290.00	167.94	Chi-Square	12.360
Important	111	18311.00	164.96	Df	4
Not applicable	67	8361.50	124.80	P-value	0.014
Less important	10	1755.00	175.50		
Not important	27	4110.50	152.24		

The results in Table 4.24 provide a notion that geographical features had a significant effect on overall visitor experience as all the aspects of geographical features showed a significant relation to memorable experience. A comparison between geographical features and an ideal holiday destination was represented by a P-value of 0.001, while the difference in score between geographical features in relation to preferring the heritage site for its geographical features was represented by a P-value of 0.014. Thus, the null hypothesis is not accepted as a significant relationship between these variables exists. The post hoc results show that the level of overall visitor experience for visitors who regarded the NSS as an ideal holiday destination as very important differed significantly from that of those who regarded it as not applicable. The former category reported high overall experience levels compared to the former group. The results of the post hoc tests for preferring the heritage site for its geographical features showed marginal differences.

#### 4.5.4.2 Comparison between overall visitor experience and general park attributes

(Factor 5)

To determine if there were any significant differences encountered between overall visitor experience and general park attributes, a comparison between the findings was conducted. The results are presented in Table 4.25 (next page).

**TABLE: 4.25 Relationship between overall visitor experience and general park attributes**

<b>The heritage site has great accommodation and facilities</b>					
<b>Level of importance</b>	<b>Obs</b>	<b>Rank-Sum</b>	<b>Rank Mean</b>		
Very important	69	13455.00	195.00	Chi-Square	27.845
Important	93	15529.00	166.98	Df	4
Not applicable	102	13371.00	131.09	P-value	0.000
Less important	17	2023.50	119.03		
Not important	31	4449.50	143.53		
<b>It is value for money</b>					
<b>Level of importance</b>	<b>Obs</b>	<b>Rank-Sum</b>	<b>Rank Mean</b>		
Very important	86	16462.50	191.42	Chi-Square	28.012
Important	77	12797.00	166.19	Df	4
Not applicable	88	11354.50	129.03	P-value	0.000
Less important	14	1990.50	142.18		
Not important	47	6223.50	132.41		

The results in Table 4.25 indicate that general park attributes had a significant effect on the overall visitor experience as all general park attributes showed a significant relation to memorable experience overall and visitor experience as represented by a P-value of 0.000 for both. The post hoc test results indicate that visitors who regarded the heritage site as having great accommodation and facilities as a very important motivator were more likely to have a better overall experience compared to those who regarded it as less important as indicated by the rank mean of 195.00 and 119.03 respectively. Those that regarded value for money as a very important motivator were more likely to have a better overall experience compared to those who regarded it as not applicable as indicated by the rank mean of 191.42 and 129.03 respectively.

#### 4.5.5 Comparison between memorable experience and motivational factors

This section will present the results pertaining to the comparison between memorable experience and motivational factors. The Kruskal-Wallis (Kruskal & Wallis, 1952) test was used to test the relationship between memorable experience rating and visitor motivation.

##### 4.5.4.1 Comparison between memorable experience and heritage and educational attributes (Factor 1)

To determine if there were any significant differences encountered between a memorable experience and heritage and educational attributes, a comparison between the findings was conducted. The results are presented in Table 4.26.

**TABLE: 4.26 Relationship between memorable experience and heritage and educational attributes**

<b>To experience the world heritage site</b>					
<b>Level of importance</b>	<b>Obs</b>	<b>Rank-Sum</b>	<b>Rank Mean</b>		
Very important	150	26129.50	174.20	Chi-Square	22.014
Important	81	12867.50	158.86	Df	4
Not applicable	44	4908.50	111.56	P-value	0.000
Less important	14	1647.00	117.64		
Not important	23	3275.50	142.41		
<b>To learn about plants</b>					
<b>Level of importance</b>	<b>Obs</b>	<b>Rank-Sum</b>	<b>Rank Mean</b>		
Very important	55	10537.00	191.58	Chi-Square	14.115
Important	77	12509.50	162.46	Df	4
Not applicable	90	13142.00	146.02	P-value	0.006
Less important	23	3152.50	137.07		
Not important	67	9487.00	141.60		

<b>To learn about specific animals</b>					
<b>Level of importance</b>	<b>Obs</b>	<b>Rank-Sum</b>	<b>Rank Mean</b>		
Very important	63	11826.50	187.72	Chi-Square	16.591
Important	83	13851.50	166.89	Df	4
Not applicable	93	12984.00	139.61	P-value	0.002
Less important	19	2868.00	150.95		
Not important	54	7298.00	135.15		
<b>To photograph animals and plants</b>					
<b>Level of importance</b>	<b>Obs</b>	<b>Rank-Sum</b>	<b>Rank Mean</b>		
Very important	77	13448.50	174.66	Chi-Square	9.903
Important	106	16932.50	159.74	Df	4
Not applicable	72	10821.00	150.29	P-value	0.042
Less important	16	2545.00	159.06		
Not important	41	5081.00	123.93		
<b>It is a spiritual experience</b>					
<b>Level of importance</b>	<b>Obs</b>	<b>Rank-Sum</b>	<b>Rank Mean</b>		
Very important	58	9761.00	168.29	Chi-Square	9.517
Important	68	12051.50	177.23	Df	4
Not applicable	106	15526.50	146.48	P-value	0.049
Less important	22	2784.50	126.57		
Not important	58	8704.50	150.08		
<b>To participate in an event</b>					
<b>Level of importance</b>	<b>Obs</b>	<b>Rank-Sum</b>	<b>Rank Mean</b>		
Very important	22	4350.00	197.73	Chi-Square	9.734
Important	55	9570.00	174.00	Df	4
Not applicable	122	18079.50	148.19	P-value	0.045
Less important	12	1950.50	162.54		
Not important	101	14878.00	147.31		

The results of Table 4.26 show that the relationship between the relative importance of Factor 1 and memorable experience is significant. Most (six) of the aspects of Factor 1 are significantly related to memorable experience. In particular, the extent of memorable experience differs significantly by the relative importance of possibility to experience the world heritage site; photograph animals and plants; learn about plants; participate in an event; learn about specific animals; and have a spiritual experience.

The post hoc test results indicate that visitors who regarded the possibility to learn about plants and specific animals as a very important motivator were more likely to have more of a memorable experience compared to those who regarded it as not important as indicated by the rank mean of 191.58 and 141.60 respectively for learning about plants and 187.72 and 135.15 for learning about specific animals. Significant differences with regards to the extent of a memorable experience were also observed between those who regarded these aspects as very important and not applicable with those who regarded it as very important reporting higher levels of memorable experience compared to the other group. The post hoc results also show that the level of memorable experience for visitors who regarded the possibility to experience the world heritage site as very important differed significantly from those who regarded it as not applicable. The former category reported high memorable experience levels compared to the latter group. The results of the post hoc tests for the possibility to photograph animals and plants; have a spiritual experience; and participate in an event showed marginal differences.

#### 4.5.4.2 Comparison between memorable experience and geographical features (Factor 3)

To determine if there were any significant differences encountered between memorable experience and geographical features, a comparison between the findings was conducted. These results are presented in Table 4.27 (next page).

**TABLE: 4.27 Relationship between memorable experience and geographical features**

<b>It is an ideal holiday destination</b>					
<b>Level of importance</b>	<b>Obs</b>	<b>Rank-Sum</b>	<b>Rank Mean</b>		
Very important	123	20860.50	169.60	Chi-Square	10.886
Important	120	18673.00	155.61	Df	4
Not applicable	35	4097.50	117.07	P-value	0.027
Less important	15	2477.00	165.13		
Not important	19	2720.00	143.16		
<b>I prefer the heritage site for its geographical features</b>					
<b>Level of importance</b>	<b>Obs</b>	<b>Rank-Sum</b>	<b>Rank Mean</b>		
Very important	97	15898.00	163.90	Chi-Square	9.734
Important	111	17242.00	155.33	Df	4
Not applicable	67	8848.50	132.07	P-value	0.045
Less important	10	2166.00	216.60		
Not important	27	4673.50	173.09		

The results indicate that geographical features had a significant effect on memorable experience. It is an ideal holiday destination; and preferring the heritage site for its geographical features showed a significant relation to memorable experience, represented by a P-value of 0.027 for the former and 0.045 for the latter. This means that the differences in the memorable experience rating in relation to the relative importance of geographical features are significant.

The post hoc test results indicate that visitors who regarded it as an ideal holiday destination as a very important motivator, were more likely to have more of a memorable experience compared to those who regarded it as not applicable as indicated by the rank mean of 169.60 and 117.07 respectively. The post hoc results also show that the level of memorable experience for visitors who regarded preferring the heritage site for its geographical features as very important, differed

significantly to those who regarded it as not applicable. Those who found it less important were more likely to experience a higher level of memorable experience compared to those that found it not applicable as indicated by the rank mean of 216.60 and 132.07 respectively

#### 4.5.4.3 Comparison between memorable experience and general park attributes (Factor 5)

To determine if there were any significant differences encountered between memorable experience and general park attributes, a comparison between the findings was conducted. These results are presented in Table 4.28.

**TABLE: 4.28 Relationship between memorable experience and general park attributes**

<b>To explore a new destination</b>					
<b>Level of importance</b>	<b>Obs</b>	<b>Rank-Sum</b>	<b>Rank Mean</b>		
Very important	191	30900.50	161.78	Chi-Square	12.474
Important	88	14066.00	159.84	Df	4
Not applicable	20	2207.00	110.35	P-value	0.014
Less important	3	111.00	37.00		
Not important	10	1543.50	154.35		
<b>The heritage site has great accommodation and facilities</b>					
<b>Level of importance</b>	<b>Obs</b>	<b>Rank-Sum</b>	<b>Rank Mean</b>		
Very important	69	12782.50	185.25	Chi-Square	17.318
Important	93	15481.00	166.46	Df	4
Not applicable	102	13658.00	133.90	P-value	0.001
Less important	17	2320.50	136.50		
Not important	31	4586.00	147.94		

<b>It is value for money</b>					
<b>Level of importance</b>	<b>Obs</b>	<b>Rank-Sum</b>	<b>Rank Mean</b>		
Very important	86	15718.00	182.77	Chi-Square	19.480
Important	77	12859.00	167.00	Df	4
Not applicable	88	11293.50	128.34	P-value	0.000
Less important	14	2074.00	148.14		
Not important	47	6883.50	146.46		

The results indicate that general park attributes had a significant effect on memorable experience. All three aspects of general park attributes showed a significant relation to memorable experience, represented by a P-value of 0.014 for to explore a new destination; 0.001 for great accommodation and facilities; and 0.000 for value for money. This means that the differences in the memorable experience rating in relation to the relative importance of general park attributes are significant.

The post hoc test results indicate that visitors who regarded the possibility to explore a new destination as a very important motivator were more likely to have more of a memorable experience compared to those who regarded it as less important as indicated by the rank mean of 161.78 and 37.00 respectively. The post hoc results also show that the level of memorable experience for visitors who regarded the heritage site as having great accommodation and facilities as very important differed significantly from those who regarded it as not applicable as indicated by the rank mean of 185.25 and 133.90 respectively. Significant differences with regards to the extent of memorable experience were also observed between those who regarded the value for money as very important and not applicable to those who regarded it as very important reporting higher levels of memorable experience compared to the other group.

In this section the statistically significant relationships encountered between memorable experience; overall visitor experience; recommendation intentions; and motivational factors were discussed. The next section will report briefly on the open-ended survey questions results.

#### **4.6 OPEN-ENDED SURVEY QUESTIONS RESULTS**

The last section of the visitor questionnaire focused on open-ended questions regarding some features of the NSS. Content analysis, a research technique used to make replicable and valid inferences from textual material to the context of their use was employed to interpret the results in this section (White & Marsh, 2006:27). By systematically evaluating texts, qualitative data were converted into quantitative data and the results are grouped and presented in a table format with frequency and percentage.

A general overview of the respondents' views is discussed in this part. It is important to note that the descriptive statistics are based on the total sample (N=312); the open-ended questions results are based on the number of participants who responded to a particular question. Therefore, the total numbers of respondents/frequency vary from question to question.

#### 4.6.1 Features that make the NSS a world-class tourist destination

This section provides results concerning the question “Which features of the NSS make it an adequate representation of Namibia as a world-class tourist destination?”

The results are presented in Table 4.29.

**TABLE: 4.29 Features that make the NSS a world-class tourist destination**

Features that makes NSS a world-class tourist destination	Frequency	Percentage
Dunes	72	25%
Desert	50	17%
Landscape/Nature	64	22%
Sossusvlei	28	10%
Deadvlei	51	18%
Other	21	8%

The results in Table 4.29 suggest that the dunes (**25%**) are the main feature of the NSS that makes it an adequate representation of Namibia as a world-class tourist destination. It is closely followed by the landscape/nature (22%), Deadvlei (18%), the desert (17%), Sossusvlei (10%) and other (8%) which include the Namib sky, animals, uniqueness, wild/open space and Sesriem Canyon.

#### 4.6.2 Most likeable features of the NSS

This section provides results concerning the question “What did you like most about your visit?” The results are presented in Table 4.30 (next page).

**TABLE: 4.30 Most likeable features of the NSS**

Most likeable features of NSS	Frequency	Percentage
Red dunes and the bright blue sky	63	21%
Desert	25	8%
Landscape/Nature	32	11%
Sossusvlei	24	8%
Deadvlei	71	24%
Park Attributes	35	12%
Local people	15	5%
Others	31	10%

The results in Table 4.30 (previous page) suggest that the Deadvlei (**24%**) is the most liked feature of the NSS, followed closely by red dunes and the bright blue sky (21%). Other highlighted features include park attributes (12%), landscape/nature (11%), the desert (8%), Sossusvlei (8%), local people (5%) and other (10%) which include freedom, safety, animals, the people, hot air ballooning and food.

#### 4.6.3 Most disliked experience of the visit to the NSS

This section provides results concerning the question “What did you dislike the most about your visit?” The results are presented in Table 4.31 below.

**TABLE: 4.31 Most disliked experience of the visit to the NSS**

Most unlikeable features of NSS	Frequency	Percentage
Too hot/ Dry Weather	39	16%
Gate Closing Early	71	29%
Lack of internet / Wi-Fi	57	23%
Lack of information	32	13%
Lack of Customer Interaction	21	9%
Others	27	11%

The results of this study show that the factors that the park gates close too early (29%) and the lack of internet/Wi-Fi (23%) were the two key experiences that the visitors disliked the most. Other experiences that were disliked include the hot and dry weather (16%), lack of information (13%), lack of customer interaction (9%) and others (11%) which include bad road condition, insects, too many tourists, poor service and unfriendly staff.

#### 4.6.3 Visitors' recommendations

This section provides results concerning the question "Any recommendations or suggestions?" The results are presented in Table 4.32 below.

**TABLE: 4.32 Visitors' recommendations**

Visitors' recommendations	Frequency	Percentage
Consider opening the park earlier	39	15%
Keep park gates open for longer	48	18%
Arrange for Internet/Wi-Fi	39	15%
Improve road standard	15	6%
Provide water station at Deadvlei	9	3%
Control number of tourists to the area	26	10%
Offer affordable accommodation within the park	18	7%
Improve customer interaction	12	5%
Provide more information about the area	31	12%
Protect the trees in Deadvlei	16	6%
Others	13	5%

As per Table 4.32, the most recommended action is to keep the park open for longer (18%) and consider opening the park earlier. According to the visitors keeping the park open for longer, will allow them to enjoy the heritage site more and take low lighting photos. They further added opening the park earlier will give more visitors a

chance to enjoy the beautiful sunrise over the dunes. Visitors (mostly the millennial generation) also recommended that the heritage site should provide Internet/Wi-Fi (15%) to enable them to share their experiences with loved ones instantly.

Furthermore, it was also recommended that the heritage site should control the number of tourists to the area (10%). The visitors are of the view that there are far too many tourists visiting the heritage site at the same time. This issue was also highlighted in the literature review as a major challenge at the NSS (Seely, 2012:100). Other key recommendations were for the heritage site to provide more information about the area (12%), protect the trees in Deadvlei (6%), improve road standard (6%), offer affordable accommodation within the park (7%), improve customer interaction (5%), provide a water station at Deadvlei (3%) and others (5%).

#### **4.7 CONCLUSION**

This chapter outlines the results of the experiential study that intends to identify the key success factors in managing a memorable experience at the NSS. The chapter has been divided into three sections, focusing on visitors' profile, constructs of memorable tourism experience and visitors' reasons for visiting the NSS. Section A (4.2) outlines the profile of visitors to NSS. The section initially presents illustrations of descriptive statistics related to the demographic profile of the NSS visitors and thereafter, provides in-depth descriptions of the data.

Section B (4.3) presents the results related to the constructs of the tourism experience (constructs heritage experience). These perceptions are in the form of a

number of management tasks that were measured on a seven-point Likert scale. The tasks were rated in terms of the task's importance to a visitor. As per Kim's (2010) study, seven subjective experiential factors namely hedonism, refreshment, meaningfulness, involvement, local culture, knowledge, and novelty were validated.

Section C (4.4) focuses on motivational factors (reasons for visiting the NSS). These reasons are in the form of factors that were measured on a five-point Likert scale. The factors that visitors identified as the most important with the highest mean values included heritage and educational attributes, personal benefits, geographical features, relaxation and escape, and general park attributes.

The chapter also focuses on the factor analysis, the correlation matrix as well as the T-test results of the factors revealed by the study. The T-tests indicated statistically significant relationships between variables. Therefore, it is essential to ensure that visitors' experiences are enhanced by providing a platform for tourists to create memorable experiences as a good tourism experience can guarantee many advantages such as increased tourist satisfaction, an improved brand and an increased market share. Finally, the chapter provides a brief report on the open-ended survey questions results.

The next chapter presents conclusions and recommendations for this study.

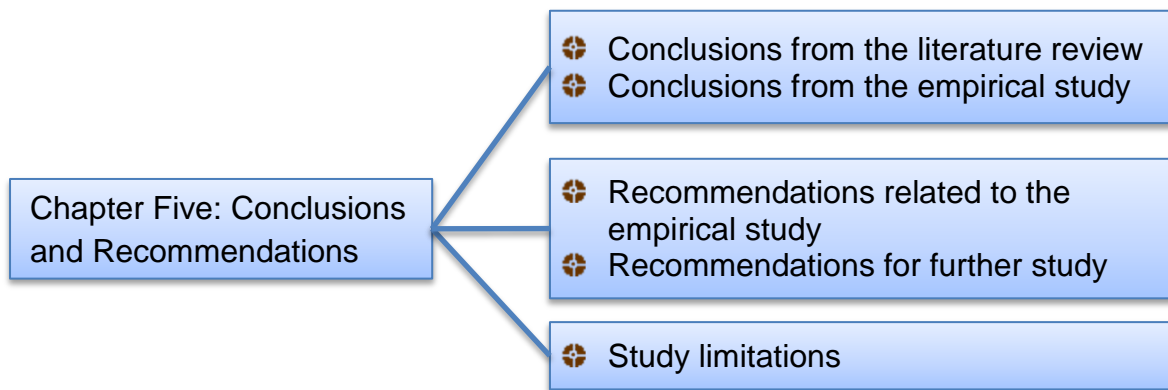
## **CHAPTER FIVE**

### **CONCLUSIONS AND RECOMMENDATIONS**

#### **5.1 INTRODUCTION**

Although the literature in tourism clearly recognises the importance of MTEs in the industry, it is largely silent on the significance of memorable experiences for world heritage sites, especially in Namibia. The current study will try to fill this perceived gap. The findings of this study will contribute profoundly to the comprehension of the meaning of MTEs for the visitors and their interaction with the heritage sites, which in turn, could lead to the development and application of sustainable visitor management practices at heritage sites. Thus, the main aim of this study objective is to identify the key success factors in managing memorable experiences at the NSS.

The previous chapter focused on data presentation and interpretation through the use of figures and tables in which the empirical research results, obtained by means of a questionnaire, were presented and analysed. Chapter 5 addresses the research objectives based on the empirical results discussed in the previous chapter. Inferences regarding the primary objective, secondary objectives and the research problem of this study are drawn. Subsequently, recommendations are made regarding how the NSS can manage visitor experience in order to create memorable tourism experience. Finally, recommendations for further study are made, and the limitations of this research study are presented. The exposition of this chapter is presented in Figure 5.1 (next page).



**FIGURE 5.1:** Chapter exposition

In order to achieve the primary objective of this study, five secondary objectives were met:

*Objective 1: To analyse heritage tourism and visitors' experiences based on literature review in order to develop a research questionnaire.*

This objective was met in Chapters 2 and 3 in which heritage tourism, visitor experience and memorable tourism experience were explored. The chapters provided detailed descriptions of the respective concepts.

*Objective 2: To develop a visitor demographic profile at the NSS.*

This objective was met in Chapter 4 through the results obtained from the survey. The results included descriptive data regarding the demographic profile of visitors to the NSS.

*Objective 3: To conduct a factor analysis in order to identify the main constructs of experience which are KSFs in managing MTEs at the NSS.*

This objective was met in Chapter 4 in which the results included descriptive data and factor analysis pertaining to constructs of experience and how they were experienced at the NSS. Recommendations were made.

*Objective 4: To identify visitor motivators to the NSS.*

This objective was met in Chapter 4 in which the results included descriptive data factor analysis pertaining to the reasons why tourists visited the NSS. Recommendations were also made.

*Objective 5: To determine the correlations between variables (Chapter 4)*

This objective was met in Chapter 4 in which the results included statistically significant relationships between variables.

## **5.2 CONCLUSIONS**

These are presented as conclusions based on the literature review and conclusions relating to the empirical results. The following section presents conclusions based on the literature review.

## 5.2.1 Conclusions from the literature review

The following section outlines conclusions from the literature review based on heritage tourism and visitor experience.

### 5.2.1.1 Conclusions from the literature review related to tourism

From the literature study one can conclude that:

- ✿ The universally agreed upon definition of tourism is provided by UNWTO and defines tourism as the exercise of people, making a trip to and remaining in places outside their normal setting for not more than a year, for relaxation, business and other drives (See 2.2.1).
- ✿ Although tourism today is recognised as one of the world's largest and fastest growing economic sectors, it has a long and fascinating history that can be traced back to the ancient Greek world (See 2.2.1).
- ✿ The key milestones in tourism include: (1) travelling to the Olympic Games during the ancient Greek period; (2) travelling for military, trade and political reasons during the Roman Empire period; (3) the beginning of religious travel during the Middle Ages; (4) the development of rudder, sails and sailor's compass in the 15<sup>th</sup> Century; (5) new railroads and trans-Atlantic steamers during the Grand Tour period; (6) the development of the steam engine and the car in the Industrial Revolution; (7) the development of the aeroplane in the 19<sup>th</sup> –20<sup>th</sup> Century; (8) and the expansion of the Internet and social media in the 21<sup>st</sup> Century (See 2.2.2).
- ✿ Tourism can be divided into two main types of tourism, namely mass tourism and alternative tourism (See 2.2.3).

- ✿ Alternative tourism can be further divided into numerous forms namely: adventure tourism, sport tourism, hunting tourism, medical tourism, religious tourism, educational tourism, ecotourism and heritage tourism (See 2.2.3.2).

#### 5.2.1.2 Conclusions from the literature review related to heritage and heritage tourism

- ✿ Heritage is conceptualised as tangible objects (heritage locales, structures and artefacts) and intangible aspects (customs and religious functions) which are seen to be significant to the point that they are meriting worldwide protection (See 2.3.1).
- ✿ Heritage can be divided into two main types, namely intangible (which includes the practices, expressions, knowledge and skill) and tangible heritage (which alludes to physical artefacts produced, maintained and transmitted inter-generationally in a local community) (See 2.3.2).
- ✿ Tangible heritage can also be further divided into numerous sub-categories such as archaeological heritage, built heritage, landscape heritage and movable heritage (See 2.3.2.2).
- ✿ World heritage provides the tourist and the tourism industry with destinations, whilst tourism offers world heritage the capacity to meet the WHC requirement and a means to realise community and economic benefits through sustainable use (See 2.4).
- ✿ UNESCO world heritage sites are cultural and/or natural sites across the worlds which are considered to be so outstanding and significant that they are part of the shared global heritage and should be preserved for future generations (See 2.4.1).

- ✿ Currently there are 1052 properties listed as world heritage sites in some 165 countries across the globe, of these sites, 814 are cultural, 203 are natural and 35 are mixed (See 2.4.1).
- ✿ One of the key advantages of the enlistment as a world heritage site is undoubtedly the upsurge in tourist arrivals (See 2.4.1).
- ✿ In order for a natural site to be listed, it must meet one of the following:
  - It must contain superlative natural phenomena or areas of exceptional natural beauty and aesthetic importance (See 2.4.2).
  - It must be outstanding examples representing major stages of the earth's history, including the record of life, significant ongoing geological processes in the development of landforms, or significant geomorphic or physiographic features (See 2.4.2).
  - It must be outstanding examples representing significant ongoing ecological and biological processes in the evolution and development of terrestrial, freshwater, coastal, marine ecosystems, and communities of plants and animals (See 2.4.2).
  - It must contain the most important and significant natural habitats for in-situ conservation of biological diversity, including those containing threatened species of OUV from the point of view of science or conservation (See 2.4.2).
- ✿ Heritage tourism is characterised as a feasible tourism movement that is, or can be, adjusted to physical or immaterial heritage (See 2.5.1).
- ✿ The benefits of heritage tourism are:

- Creating income generating employment, representing one of the most lucrative and profoundly sustainable tourism market sectors (See 2.5.2).
  - Providing new business opportunities, increase property values and act as a tool for economic modification (See 2.5.2).
  - Promoting the prevention and protection of noteworthy local resources, and shape relationships among and/or within the communities (See 2.5.2).
  - Generating social advantages such as promoting, protecting and sustaining the heritage base; improving the community's image and pride; preserving local traditions; and creating memorable experiences for visitors (See 2.5.2).
  - Enabling poor communities to leverage their unique assets (rich history and cultural heritage) for economic development (See 2.5.2).
  - And fostering sustainable tourism development (See 2.5.2).
- ✿ Collectively the rich diversity of the African heritage contributes a unique wealth to world heritage and these are the very tourist attractions which people from major tourist generating nations are looking for (See 2.5.3).
  - ✿ Africa's spectacular cultural and natural landscapes do not only present a great variety, but they are also perceived as having a latent comparative advantage in the development of heritage tourism (See 2.5.3).
  - ✿ However, there are several challenges facing African heritage such as an increase of conflicts in many African countries and climate change (See 2.5.3).

- ✿ Despite all these challenges, heritage tourism remains one of the most important sectors of the tourism industry as it is the core of sustainable tourism development (See 2.5.3).
- ✿ Namibia's protected area system contributes substantial worth to the national economy, predominantly in that it reinforces a huge portion of the national tourism industry (See 2.5.4).
- ✿ There are, however, several obstacles that stand in the way of heritage tourism development in Namibia such the inadequate distribution of formally recognised cultural heritage resources and the lack of recognition when it comes to the history and cultural heritage of most communities in Namibia (See 2.5.4).
- ✿ The importance of protected areas in tourism development:
  - Protected areas are celebrated as latter strongholds of nature, and play a vibrant role in providing humanity with a variety of valuable ecological services (See 2.6.1).
  - Their natural features (which include wilderness, mountains, rainforests and deserts) offer attractions which for many nations have become a foundation of tourism and recreation (See 2.6.1).
  - Tourists visiting protected areas provide visited sites with the opportunity to generate income, earn foreign exchange, and create employment (See 2.6.1).
  - The quantifiable values of protected areas are gradually being utilised as a tool to validate and support the expansion of protected area systems (See 2.6.1).

⊕ Threats to protected areas:

- The increase in the number of tourists has caused unwanted pressure (See 2.6.2).
- Loss and degradation of habitat and overexploitation of natural resources (See 2.6.2).
- Global threats relating to climate change, regional scale threats such as habitat fragmentation and localised problems including poaching, excessive visitor impacts and waste disposal (See 2.6.2).

#### 5.2.1.3 Conclusions from the literature review related to visitor experience

⊕ Visitor experience is defined as emotional and subjective interactions between a visitor and visited destination(s), which enters long term memory and can result in either satisfaction (which leads to loyalty) or dissatisfaction (which leads to defection) (See 3.2).

⊕ The four dimensions of an experience framework:

- The primary measurement in this framework demonstrates either active or passive tourist participation (See 3.3.1).
- Through passive participation, the tourist does not influence the execution and has to a greater extent a mental nearness, for example, a virtual tour through a heritage site (See 3.3.1).
- In these cases, the production or generation of an experience will rely on the tourist's active participation, for example, in rafting, and entertainment or participation in the cultural performances (See 3.3.1).
- The second measurement involves two extremes – absorption and immersion. Absorption infers being rationally involved in the

experience, for example, watching a live cultural dance, while immersion infers being physically required in the experience, for instance, participating in a cultural dance (See 3.3.1).

- The wealthiest encounters are those incorporating parts of every one of all four the realms (See 3.3.1).

#### 🌟 The Travel Experience Framework:

- The visitor experience concept in the tourism industry incorporates the five-part process each visitor embarks on, namely: the anticipation/planning phase; the travel to phase; the participation phase; the travel back phase; and the recollection phase (See 3.3.2).
- In the *anticipation/planning phase* the visitor goes through the process of researching and selecting the destination and preparing for the trip (See 3.3.2).
- The next phase is the *travel-to phase* in which the visitor undertakes the actual process of travelling to the chosen destination (See 3.3.2).
- Once at the destination, the visitor enters another phase known as the *participation phase* which refers to a visitor's active participation at the destination (See 3.3.2).
- After partaking in all intended activities the visitor enters yet another phase known as the *travel back phase*; this phase includes leaving the destination, remembering, examining and potentially getting further data from the destination (See 3.3.2).
- The final stage in the visitor's journey is known as the *recollection phase* which is also referred to as memory stage (See 3.3.2).

#### ✿ The Conceptual Visitor Experience Framework:

- The framework presents controllable and uncontrollable variables as the two main administrative factors and constitutes of the visitor experience (See 3.3.3).
- The uncontrollable factors refer to visitors' pre-trip expectations and travel motivation(s), whilst the controllable factors refer to those components that have been distinguished by visitors as critical in impacting their experiences (See 3.3.3).
- Unsuccessful administration of visitor experience will prompt avoidance conduct, whilst successful management is likely to lead to approach behaviour (See 3.3.3).

#### ✿ Tourism Experience Creation Framework:

- The framework depicting the tourism encounter creation method in which sensation, or a visitor's tangible experience, is viewed as a prior and ensuing component that happens before and after the visitor knows about the experience (See 3.3.4).
- The theoretical framework for the tourism experience construction method which is based on the personified perception and emotional view (See 3.3.4).
- The tourism experience contains four key aspects namely: the sensory level, the perceptive level, the cognitive and emotional level, and the action level (See 3.3.4).
- This framework indicates that although the tourism experience is the consequence of unconscious sensations and sensible observations

during the trip, the results of the tourism experience process change in light of individual and situational channels (See 3.3.4).

✿ Memorable Tourism Experiences (MTEs) Conceptual Framework:

- Numerous experiential measurements have been proposed by these reviews as essential segments of MTEs (See 3.3.5).
- Kim (2009) provides the first attempt at developing a multi-staged MTEs measurement instrument (See 3.3.5).
- This resulted in a series of papers focusing on the validation of the MTEs measurement instrument (See 3.3.5).
- Kim, Ritchie and McCormick (2010:7; 2014:329) propose a total of 85 items related to 16 distinct dimensions of tourism experiences, namely: hedonism, relaxation, stimulation, refreshment, adverse feelings, social interaction (local culture), happiness, meaningfulness, knowledge, challenge, assessment of value, assessment of service, unexpected happenings, involvement (personal relevance), novelty, and participation (See 3.3.5).
- Chandralal and Valenzuela (2015) propose another MTEs scale that consists of 34 items across the ten experiential dimensions: authentic local experiences; self-beneficial experiences; novel experiences; significant travel experiences; serendipitous and surprising experiences; local hospitality; social interactions with people; professional local guides and tour operators; fulfilment of personal travel interests and affective emotions associated with experiences (See 3.3.5).

✿ Tourism Experience Conceptual Framework:

- According to the framework, tourism experience is determined by a wide range of factors such as destination attributes, environment management, support services, cost, stories and/or themes, tourist interactions, shopping, and safety and security (See 3.3.6).
- The framework also proposes that the characteristics of individual tourists in terms of past tourism experiences, expectations from the present event, affective states, and demographic and psychographic profiles, are likely to influence the formation of an individual's experience (See 3.3.6).
- In this study Kim, Ritchie and McCormick's (2012) MTEs scale will be used to test the differences in memorable tourism experiences in a heritage setting (See 3.3.6).
- According to this the components of visitor experience consist of hedonism, refreshment, novelty, social interaction (local culture), knowledge, meaningfulness and involvement (See 3.4).

✿ Visitor experience is a fundamental concept in heritage marketing as tourist satisfaction is often determined by experience obtained (See 3.4.2).

✿ There are four types of heritage experiences: world, national, local, and personal. It further illustrates that heritage tourism experiences can be consumed at four different levels (See 3.4.2).

✿ Heritage visitors seek travel experiences that widen and escalate their understanding of other places and people (See 3.4.2).

✿ Adding to this challenge is the rising awareness amongst destinations that a visitor's experience goes beyond the on-site service consumption phase as a

visitor's journey begins way before they reach the destination and continues long after they have left the destination (See 3.4.2).

- ✿ The tourism consumption process consists of three main parts: the pre-consumption experience (decision-making phase), the consumption experience (on-site experience / participation phase), and post-consumption experience (post-visit phase) (See 3.4.2).
- ✿ Depending on how the experience is perceived in relation to expectation, this can lead to either rewarding (repeat visit) or distraction (withdraw from site) behavioural outcome (See 3.4.2).
- ✿ There are a multitude of factors that shape tourists' motivation to travel to a particular destination:
  - Searching for a complete and participatory experience which provides them with the opportunity to gain new knowledge (See 3.5.2)
  - Visiting destinations because of its heritage features (See 3.5.2)
  - An increased number of tourists are choosing to visit heritage sites because of their dissatisfaction with traditional mass tourism products (See 3.5.2)
  - The opportunity to reconnect with the past and their perception of the heritage site as being their own personal heritage (See 3.5.2)
- ✿ By examining the perception of visitors, the site managers can create and formulate marketing policies to meet the needs of their target market segments (See 3.5.2)
- ✿ Satisfaction is a critical concept in understanding the notion of visitor experience at world heritage sites. Visitor satisfaction is conceptualised as the gap between expected and perceived service (See 3.5.3)

- ✿ Sites with reputable visitor experience tend to attract more tourists and are more profitable in the long term (See 3.5.3)
- ✿ The importance of delivering memorable experiences has highlighted the urgent need for destinations if they are to compete successfully for the increasingly sophisticated traveller's interest (See 3.5.3)

## **5.2.2 Conclusions from the empirical study**

Conclusions from the empirical study are presented in four parts. Firstly, conclusions regarding the visitors' profile at the NSS are drawn (Section 4.2). Secondly, conclusions relating to reasons for visiting the NSS are given. Thirdly, conclusions regarding visitors' heritage experiences are discussed. Fourthly, conclusions are drawn relating statistically significant relationships.

### **5.2.2.1 Conclusions regarding visitor demographic at the NSS**

From the empirical study one can conclude that:

- ✿ Survey respondents were almost equally distributed between male and female.
- ✿ Most of the respondents were from the millennial generation age.
- ✿ Most of the respondents were highly educated with a diploma/degree or a postgraduate qualification.
- ✿ Many of the survey respondents travelled with their partners.
- ✿ Most of the respondents travelled for pleasure and relaxation.

- ✿ Many of the survey respondents made the decision to visit the NSS more than a month before their trip.
- ✿ Most of the respondents preferred staying at lodges.
- ✿ Most of the respondents had visited NSS between one and two times.
- ✿ Most of the respondents used rental vehicles.
- ✿ Many respondents originated from Germany.

#### 5.2.2.2 Conclusions regarding visitors' reasons for visiting NSS

The following conclusions were drawn regarding the reasons visitors frequent the NSS. The survey aimed at determining which variables are considered by visitors to be important in terms of motivating them to visit NSS. Visitors rated 21 constructs on a 5-point Likert scale, where 1 represented *very important* and 5 represented *not important at all*. Conclusions in this section are presented under the classifications of heritage and educational attributes, personal benefits, geographical features, relaxation and escape, and general park attributes.

#### ***Relaxation and escape***

The following conclusion can be drawn about the importance of relaxation and escape as a visitor motivator to NSS from a visitor perspective:

- ✿ Visitors were of the opinion that to relax and escape their routine was very important when they visited NSS. This factor received the highest mean score (1.67) and is, therefore, the first main motivator for visitors to the NSS should be considered in all marketing efforts.

### ***Geographical features***

The following conclusion can be drawn about the importance of geographical features as a visitor motivator to NSS from a visitor perspective:

- ✿ Visitors indicated that geographical features were very important when they visited NSS. This factor received the second highest mean score of 2.11 which makes it the second main motivational factor at NSS.

### ***General Park Attributes***

The following conclusion can be drawn about the importance of general park attributes as a visitor motivator to NSS from a visitor perspective:

- ✿ This factor received a mean score of 2.22 which makes it the third main motivational factor at NSS. Visitors indicated that great accommodation and tourist facility as very important when they visited the NSS.

### ***Personal benefits***

The following conclusions can be drawn about the importance of personal benefits as a visitor motivator to NSS from a visitor perspective:

- ✿ Visitors indicated that spending time with family or someone special as well as the beneficial experience their children had, as very important when they visit NSS. This factor scores a mean value of 2.70 therefore it is the fourth main motivational factor at NSS.

### ***Heritage and educational attributes***

The following conclusion can be drawn about the importance of heritage and educational attributes as a visitor motivator to the NSS from a visitor perspective:

- 🌿 Visitors felt that they learned a lot about endangered species, plants, animals and the world heritage site when they visited the NSS. This factor scores a mean value of 2.78 hence it is the fifth main motivational factor at NSS.

#### 5.2.2.3 Conclusions regarding visitors' heritage experiences

The following conclusions were drawn regarding the visitors' heritage experiences at NSS. The survey aimed at determining which variables have been experienced by visitors during their visit to NSS as depicted in Table 4.3. Visitors rated 24 constructs on a 7-point Likert scale, where 1 represented *I have not experienced at all* and 7 represented *I have experienced very much*. Conclusions in this section are presented under the classifications of hedonism, refreshment, novelty, social interaction (local culture), knowledge, meaningfulness and involvement.

### ***Hedonism***

The following conclusion can be drawn about hedonism as a construct of experience at NSS from a visitor perspective:

- 🌿 Visitors indicated that they had encountered thrilling and exciting tourism experiences during their visit to NSS and rated hedonism as the first main construct of construct of experience at NSS with a mean score of 6.09.

### ***Involvement***

The following conclusion can be drawn about involvement as a construct of experience at NSS from a visitor perspective:

- ✿ Visitors indicated that they visited a place where they enjoyed tourism activities that they really wanted to do and participated in tourism activities they were interested in during their visit to NSS. This factor scored the second highest mean value of 5.86 and is, therefore, the second main construct of experience at NSS.

### ***Novelty***

The following conclusion can be drawn about novelty as a construct of experience at NSS from a visitor perspective:

- ✿ Visitors indicated that they had encountered unique and once-in-a-life tourism experiences during their visit to NSS and rated novelty as the third main construct of construct of experience at NSS with a mean score of 5.80.

### ***Local culture***

The following conclusion can be drawn about local culture as a construct of experience at NSS from a visitor perspective:

- ✿ Visitors indicated that local people made a good impression on them as they closely experienced the local culture during their visit to NSS and rated refreshment as the fourth main construct of construct of experience at NSS with a mean score of 5.68.

## ***Refreshment***

The following conclusion can be drawn about refreshment as a construct of experience at NSS from a visitor perspective:

- 🌻 Visitors indicated that they enjoyed a sense of freedom and encountered liberating, refreshing and revitalising tourism experiences during their visit to NSS and rated refreshment as the fifth main construct of construct of experience at NSS with a mean score of 5.52.

## ***Knowledge***

The following conclusion can be drawn about knowledge as a construct of experience at NSS from a visitor perspective:

- 🌻 Visitors indicated that they gained knowledge or information from the tourism experiences during their visit to the NSS. This factor scored a mean value of 5.38 and is, therefore, the sixth main construct of construct of experience at NSS.

## ***Meaningfulness***

The following conclusion can be drawn about meaningfulness as a construct of experience at NSS from a visitor perspective:

- 🌻 Visitors indicated that they visited a place where they did something meaningful and important and learned about themselves from tourism experience at NSS. This factor scored the lowest mean value of 5.27 and is, therefore, the seventh main construct of construct of experience at NSS.

#### 5.2.2.4 Conclusions regarding relationships between variables

The following conclusions were drawn regarding relationships between variables:

##### ✿ Comparison between demographics and heritage experience factors:

- Visitors' involvement experiences differed significantly by mode of transport.
- Visitors' novelty experiences differed significantly by purpose of visit and mode of transport
- Visitors' meaningfulness experiences differed significantly by gender, purpose of visit, mode of transport and type of accommodation.
- Visitors' refreshment experiences differed significantly by age and type of accommodation.
- Visitors' local culture experiences differed significantly by mode of transport and nationality.
- Visitors' knowledge experiences differed significantly by level of education.

##### ✿ Comparison between overall visitor experience and heritage experience factors:

- The results indicate that there is a positive correlation between overall experience rating and all seven factors of heritage experience
- The results suggest that when hedonism, involvement, novelty, meaningfulness, refreshment and knowledge experience increases so does the overall experience.

##### ✿ Comparison between memorable experience and heritage experience factors

- The results indicate that there is a positive correlation between overall experience rating and all seven heritage experience factors of heritage experience,
- When heritage experience factors increase so does the level of memorable experience.

#### ✿ Comparison between overall visitor experience and motivational factors

- The result of this study shows that the relationship between the relative importance of heritage and educational attributes and experience is significant.
- Geographical features have a significant effect on the overall visitor experience as all aspects of geographical features showed significant relation to memorable experience.
- General park attributes have significant effect on the overall visitor experience as all general park attributes showed significant relation to memorable experience and overall visitor experience.

#### ✿ Comparison between memorable experience and motivational factors

- There is a significant relationship between the relative importance of heritage and educational attributes and memorable experience.
- The extent of memorable experience differs significantly by the relative importance of the possibility to: experience the world heritage site, photograph animals and plants, learn about plants, participate in an event, learn about specific animals, and have a spiritual experience.
- The results indicate that geographical features have a significant effect on memorable experience.

- It is an ideal holiday destination and preferring the heritage site for its geographical features showed significant relation to memorable experience.
- The results indicate that general park attributes have significant effect on memorable experience.

### **5.3 RECOMMENDATIONS**

A number of managerial recommendations were made based on the study findings in order to aid NSS in creating MTEs for tourists. The recommendations of the research study are presented in two parts, recommendations related to the empirical study and recommendations for further study.

#### **5.3.1 Recommendations related to the empirical study**

Recommendations related to the empirical study are presented in five parts: recommendations regarding the visitors' profile at NSS; recommendations relating to reasons for visiting NSS; recommendations regarding visitors' heritage experiences and recommendations are drawn relating statistically significant relationships.

##### **5.3.1.1 Recommendations regarding visitor profile at NSS**

The following recommendations are based on the secondary Objective 2 stated in Chapter 1:

- ✿ Since most of the respondents were in the age category of the millennial generation (1981 – 2000), NSS management should also focus their marketing initiatives on older age groups who have more time and money to

spend. This would improve visitation to the site as well as contribute to profitability.

- ✿ Many of the survey respondents travelled with their partners, which show that other travel parties (which include people they were not close or have never met before the trip) need to be enticed into visiting the heritage site. Hence, NSS management must consider these visitors in their marketing campaign.
- ✿ Since some of the respondents travelled for pleasure and relaxation, NSS management should therefore ensure that there are enough facilities for these purposes.
- ✿ Many of the survey respondents made the decision to visit NSS more than a month before their trip. This may be due to the long distance of the NSS from them, since most of the respondents were from Germany. However, the NSS management must aim to improve visitation through promotions that encourage domestic tourism and short term visitation in order to compensate for those times when international tourists are not visiting the heritage site. This can be achieved by creating local events, local marketing campaigns and discriminant pricing for locals.
- ✿ Most of the respondents had visited NSS between one and two times, which prove that they are mostly infrequent visitors. The NSS management must consider designing an incentive programme for the first-time visitors in order to convert them into frequent visitors while ensuring that they provide unique experiences which will generate a positive word of mouth and future re-visit.
- ✿ Most of the respondents preferred staying at lodges and used rental vehicles. NSS management should also focus their marketing initiatives on visitors who typically stay at hotels and use aeroplanes as they have more time and money

to spend. This would improve visitation to the reserve as well as long term profitability.

- ✿ The current study further recommends that NSS must re-evaluate their current marketing strategies which are solely focused on international tourist, to rather including domestic visitors.

### 5.3.1.2 Recommendations regarding reasons for visiting NSS

The following recommendations are based on the secondary Objective 3 stated in Chapter 1:

- ✿ Relaxation and escape are the main motivators for visiting NSS and hence, NSS management must provide opportunities for tourists to relax at the heritage site. They can do this by providing more recreational facilities such as swimming pools, shops for refreshments and curios and local offerings.
- ✿ Geographical features are also a main motivator for NSS visitors and, therefore, the NSS management should provide visitors with more information on the landscape and history of the heritage site.
- ✿ General park attributes are also a main motivator for NSS visitors, hence, NSS management must enhance the heritage site's facilities in order to satisfy its current tourists and attract more. This can be achieved by providing Internet /Wi-Fi, improve road standard, opening the park earlier and keep park gates open for longer.
- ✿ The NSS management should strive to lure new tourists through special promotions that are focused on the five identified motivational factors.

- ✿ In order to remain competitive, NSS must develop new products and experiences in addition to their existing products which will add to realization of memorable experiences and secure a sustainable competitive advantage over competitive destinations.
- ✿ The study recommends that NSS management should incorporate all five motivational factors identified by the current study in developing destination marketing programs.

#### 5.3.1.3 Recommendations regarding visitors' heritage experiences

The following recommendations are based on the secondary Objective 4 stated in Chapter 1:

- ✿ Hedonism was the main construct of the tourism experience at NSS, therefore, management must provide tourists with the opportunities to create indulging, enjoyable and exciting tourism experiences. NSS managers can enhance their visitors' experiences and increase future revenue by enhancing their current programs and/or developing new programs that offer thrill, adventure and excitement.
- ✿ Involvement was also the main construct of the tourism experience at the NSS, and section 3.5.2 of this study state that heritage tourists search for a complete and participatory experience therefore, NSS management must provide tourists with the opportunities to participate in tourism activities. This can be achieved by providing more tourism activities such sandboarding, hot air ballooning and photography competitions.

- ✿ Novelty was also identified as one of the main constructs of the tourism experience at the NSS. The NSS management must, therefore, ensure that their tourism offering incorporates distinctive experiences. They can do this by providing opportunities such as taking pictures of stars at Deadvlei (which will require the park to be kept open at night) and taking pictures of the sunrise (which will require the park to be opened earlier).
- ✿ This present study recommends that addressing social interaction with local culture and the provision of liberating, refreshing and meaningful experiences enhances the probability of delivering MTEs and provide NSS with positive word of mouth that leads to new business. These can be attained by providing a platform for visitors to engage in activities such as sampling local cuisine, buying local souvenirs and staying in camping sites.
- ✿ It is evident that heritage tourists seek travel experiences that widen and escalate their understanding of other places and people (section 3.2.4) and tourism experiences that provide visitors with the opportunity to gain new knowledge, become more memorable compared to those that does not (section 3.4.7). Therefore, knowledge as a construct of tourism experience is essential for the attainment of MTEs at NSS and must be taken into account in the development and marketing of new service offerings. It is recommended that NSS management should strive to provide tourists with the opportunity to gain new knowledge, which can be obtain by providing printed leaflets with background information on the heritage site and/or having local guides tell the story of the heritage site.

- ✿ Base on the findings, study recommends that NSS management should incorporate the seven constructs of MTEs (as validated by the current study) in developing their tourism programs as they are KSFs in the creation and management of MTEs for tourists.

#### 5.3.1.4 Recommendations are drawn relating statistically significant relationships

The following recommendations are based on the secondary Objective 4 stated in Chapter 1:

- ✿ The results showed that there are significant relationships encountered between demographics and heritage experience factor. It is thus important for the NSS management to ensure that visitors' experiences at the site are catered for in relation to the identified visitor profile in order to attain memorable tourism experiences.
- ✿ There were statistically significant relationships between visitors' overall experience and heritage experience constructs. It is recommended that the NSS management should strive to increase hedonism, involvement, novelty, meaningfulness, refreshment and knowledge experiences in order to improve visitors' overall experience.
- ✿ Since there was also a positive correlation between memorable tourism experience rating and all seven heritage experience factors of heritage visitors' experience, it is also recommended that the NSS management should strive to improve its heritage experience offering in order to create more MTEs. Kim (2010), Sthapit and Coudounaris (2017), Kim, Ritchie and McCormick (2012), Kim and Ritchie (2014) provides supporting claims by identifying and/or validating the seven heritage experience factors.

### **5.3.2 Recommendations for further study**

- ✿ Since this study is the first of its kind in Namibia, related research can be carried out at other heritage sites in Namibia in order to determine whether heritage visitors' experiences differ from one heritage site to another.
- ✿ Related research should be conducted on different travel segments in Namibia such as adventure tourists, ecotourists, hunting tourists, religious tourists and educational tourists.
- ✿ Related research should be conducted among domestic and international tourists visiting heritage sites in Namibia.
- ✿ Further study of memorable travel experiences should incorporate other practical factors such as Servicescape could give more straightforward contributions to heritage managers as the results of that sort of research might be more feasible in rolling out changes in heritage setting.
- ✿ The study indicated that there is a gap in literature related to MTE scales, as most of the MTE scales were developed during the recollection stage, omitting the participation/on-site phase. This jeopardises the validity of MTE scales as visitors might not always remember all the experiences they encountered during the participation phase. Therefore, more extensive research is recommended to explore this subject.

### **5.4 LIMITATIONS**

The data collection for this research study was carried out from the beginning of February 2018 to the end of March 2018. This time of year is considered peak season for NSS and is characterised by a high number of international tourists and a

low number of domestic tourists since the latter group usually prefers to travel during the off season when tourism establishments are empty and affordable. Hence, the results of this study cannot be generalised to all tourists. Convenience sampling was used in this research study and hence, the results cannot be generalised to all the visitors to the NSS. In spite of these limitations, the awareness provided in the present study would help the NSS management in creating and structuring successful tourism programmes that will enhance ways in which tourists experience the NSS.

## **5.5 CONCLUSION**

The concept of heritage tourism has turned into a worldwide phenomenon in the course of recent decades and it is perceived as one of the tourism industry's quickest growing and most celebrated sectors. This study has consequently proved to be an important tool for the heritage tourism sector in which data is gathered using appropriate research methods in order to obtain useful information. The main goal of this study was to identify the key success factors in managing memorable experience at the NSS. The results of this study can assist the NSS management by serving as a roadmap for development and management of memorable tourism experience in order to attract new visitors and retain their loyal visitors.

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# APPENDICES

## Appendix A: Questionnaire



### HERITAGE SITE EXPERIENCE

Thank you for your willingness to participate in this research study at the Namib Sand Sea World Heritage Site. The aim of this research study (conducted by Tshwane University of Technology) is to find measure and identify factors that will enhance your heritage experience.

#### SECTION A: DEMOGRAPHICS AND TRIP CHARACTERISTICS

1. What is your gender?

- A. Male  1
- B. Female  2

2. In which year were you born?

\_\_\_\_\_

3. What is your highest level of education?

- A. Matric / High School  1
- B. Diploma / Degree  2
- C. Post graduate  3
- D. Professional  4
- E. Other, Specify  5

\_\_\_\_\_

4. What is the purpose of your visit?

- A. Pleasure/ Relaxation  1
- B. Visiting friend/ Family  2
- C. Business / Volunteer  3
- D. Other, Specify  4

\_\_\_\_\_

5. How many times have you visited the heritage site (including this one)?

- A. 1-2 times  1
- B. 3-5 times  2
- C. 6 + times  3

6. Who is in your travel party?

- A. Alone  1
- B. Partner  2
- C. Friends  3
- D. Family  4
- E. Other  5

\_\_\_\_\_

7. Which mode of transport did you use to the heritage site?

- A. Aeroplane  1
- B. Own vehicle  2
- C. Rental vehicle  3
- D. Public transportation  4
- E. Other, Specify  5

\_\_\_\_\_

8. What type of accommodation are you using at the heritage site?

- A. Hotels  1
- B. Lodges  2
- C. Camping  3
- D. Friend/Family House  4
- E. Other, Specify  5

\_\_\_\_\_

9. What is your nationality?

\_\_\_\_\_

All information will be held in strict confidence by the researcher and WILL NOT be made available to third parties.



**HERITAGE SITE EXPERIENCE**

**SECTION B: CONSTRUCTS OF HERITAGE EXPERIENCE**

Rate the following statements as to whether you have experience them or not at this site. Please indicate this on a scale of 1 - 7 (from 1= I have not experienced at all; to 7= I have experienced very much, where 4= undecided).

HERITAGE EXPERIENCE STATEMENTS	Scale						
	I have not experienced at all	I have not experienced	I have more or less not experienced	Undecided	I have more or less experienced	I have experienced	I have experienced very much
10. I was thrilled while engaging in this tourism experience	1	2	3	4	5	6	7
11. I indulged in activities during this tourism experience	1	2	3	4	5	6	7
12. I really enjoyed this tourism experience	1	2	3	4	5	6	7
13. It was an exciting experience	1	2	3	4	5	6	7
14. I visited a place that I have longed to visit	1	2	3	4	5	6	7
15. I enjoyed tourism activities that I really wanted to do	1	2	3	4	5	6	7
16. I participated in tourism activities that I have been interested in	1	2	3	4	5	6	7
17. It was once-in-a-lifetime experience	1	2	3	4	5	6	7
18. It was a unique experience	1	2	3	4	5	6	7
19. It was quite different from my previous tourism experiences	1	2	3	4	5	6	7
20. I experienced something new	1	2	3	4	5	6	7
21. I did something meaningful during this tourism experience	1	2	3	4	5	6	7
22. I did something important during this tourism experience	1	2	3	4	5	6	7
23. I learned about myself from this tourism experience	1	2	3	4	5	6	7
24. It was liberating	1	2	3	4	5	6	7
25. I enjoyed a sense of freedom	1	2	3	4	5	6	7
26. It was refreshing	1	2	3	4	5	6	7
27. I was revitalized through this tourism experience	1	2	3	4	5	6	7
28. The local people made a good impression on me	1	2	3	4	5	6	7
29. I closely experienced the local culture of a destination	1	2	3	4	5	6	7
30. The local people in a destination area were friendly	1	2	3	4	5	6	7
31. It was exploratory	1	2	3	4	5	6	7
32. I gained knowledge or information	1	2	3	4	5	6	7
33. I learned new skills/games/activities	1	2	3	4	5	6	7

All information will be held in strict confidence by the researcher and WILL NOT be made available to third parties.



## HERITAGE SITE EXPERIENCE

### SECTION C: VISITOR MOTIVATION TO HERITAGE SITES

Rate on a scale of importance why you visited the heritage site (please answer all possibilities)?

VISITOR MOTIVATION STATEMENTS	Very Important	Important	Not Applicable	Less Important	Not Important
34. To get away from my routine	1	2	3	4	5
35. To relax	1	2	3	4	5
36. To explore a new destination	1	2	3	4	5
37. To spend time with my friends	1	2	3	4	5
38. For the benefit of my children	1	2	3	4	5
39. To be with family or to spend time with someone special	1	2	3	4	5
40. So that other members in my party could learn about nature	1	2	3	4	5
41. To experience the world heritage site	1	2	3	4	5
42. Primarily for educational reasons	1	2	3	4	5
43. To learn about animals in general	1	2	3	4	5
44. To learn about endangered species	1	2	3	4	5
45. To learn about plants	1	2	3	4	5
46. To learn about specific animals	1	2	3	4	5
47. To photograph animals and plants	1	2	3	4	5
48. It is a spiritual experience	1	2	3	4	5
49. The heritage site has great accommodation and facilities	1	2	3	4	5
50. It is value for money	1	2	3	4	5
51. To do hiking trails	1	2	3	4	5
52. It is an ideal holiday destination	1	2	3	4	5
53. I prefer the heritage site for its geographical features	1	2	3	4	5
54. To participate in an event	1	2	3	4	5

55. When did you make your decision to visit the Park?

- A. Spontaneous decision
- B. Less than a month ago
- C. More than a month ago
- D. Other , Specify:

1
2
3
4

56. Which features of the Namib Sand Sea makes it an adequate representation of Namibia as a world-class tourist destination?

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57. What did you like most about your visit?

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58. What did you dislike the most about your visit?

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*All information will be held in strict confidence by the researcher and WILL NOT be made available to third parties.*

**HERITAGE SITE EXPERIENCE**

**59. On a scale of 1-10 (where 1= the lowest and 10= the highest), how would you rate your overall Namib Sand Sea experience?**

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

**60. On a scale of 1-10 (where 1= the lowest and 10= the highest), how memorable would you say your Namib Sand Sea experience was?**

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

**61. Would you recommend this heritage site to your friends and family?**

A. Yes  1

B. No  2

**62. Any recommendations or suggestion?**

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Thank you for your time!

*All information will be held in strict confidence by the researcher and WILL NOT be made available to third parties.*

## Appendix B: Consent letter



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FACULTY OF MANAGEMET SCIENCES

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DEPARTMENT OF TOURISM  
MANAGEMENT

### **INFORMATION LEAFLET AND INFORMED CONSENT**

#### **PROJECT TITLE: KEY SUCCESS FACTORS IN MANAGING MEMORABLE TOURISM EXPERIENCE AT THE NAMIB SAND SEA WORLD HERITAGE SITE.**

Primary investigator: Mr Ebson Ngondo (MTech Tourism and Hospitality Management)  
Study leader: Dr UP Hermann, Department of Tourism Management, Tshwane  
University of Technology, Pretoria

Dear Potential research participant,

You are invited to participate in a research study that forms part of my formal MTech-studies. This information leaflet will help you to decide if you would like to participate. Before you agree to take part, you should fully understand what is involved. You should not agree to take part unless you are completely satisfied with all aspects of the study.

#### **WHAT IS THE STUDY ALL ABOUT?**

This study will be guided by the following main goal and objectives:

Goal of the study:

- To analyse the key success factors in managing memorable tourism experience at the Namib Sand Sea World heritage site.

Objectives of the study:

- To analyse heritage tourism and visitors' experiences based on a literature review in order to develop a research questionnaire.
- To develop a visitor demographic profile at the Namib Sand Sea World Heritage Site.
- To identify visitor motivators to the Namib Sand Sea World Heritage Site.
- To conduct a factor analysis in order to identify the main constructs of experience at the NSS

- To identify the management aspects of importance in creating memorable experience at the research site.

#### **WHAT WILL YOU BE REQUIRED TO DO IN THE STUDY?**

If you decide to take part in the study, you will be required to do the following:

- To complete the research questionnaire or should you have problems understanding, the researcher may complete the questionnaire by asking you the questions.

#### **ARE THERE ANY CONDITIONS THAT MAY EXCLUDE YOU FROM THE STUDY?**

Only persons above the age of 18 years will be invited to participate in this study.

#### **CAN ANY OF THE STUDY PROCEDURES RESULT IN PERSONAL RISK, DISCOMFORT OR INCONVENIENCE?**

*Questionnaires:* The study and procedures involve no foreseeable physical discomfort or inconvenience to you or your family. Due to the personal nature of the questions, you may experience some emotional discomfort.

#### **WHAT ARE THE POTENTIAL BENEFITS THAT MAY COME FROM THE STUDY?**

The benefits of participating in this study are:

- You will make a contribution towards identifying the success factors in managing memorable tourism experience at the Namib Sand Sea World heritage site.
- The information obtained will be utilised to identify the management aspects of importance in creating memorable experience at the Namib Sand Sea World heritage site.

#### **WILL YOU RECEIVE ANY FINANCIAL COMPENSATION OR INCENTIVE FOR PARTICIPATING IN THE STUDY?**

Please note that you will not be paid to participate in the study. Participation is voluntary.

#### **WHAT ARE YOUR RIGHTS AS A PARTICIPANT IN THIS STUDY?**

Your participation in this study is entirely voluntary. You have the right to withdraw at any stage without any penalty or future disadvantage whatsoever. You don't even have to provide the reason/s for your decision. Your withdrawal will in no way influence your continued care and relationship with the health care team. Note that you are not waiving any legal claims, rights or remedies because of your participation in this research study.

#### **HOW WILL CONFIDENTIALITY AND ANONYMITY BE ENSURED IN THE STUDY?**

Only the researcher and the supervisors will have access to the filled-out questionnaires. Your answers will be totally anonymous and your identity will not be revealed under any circumstance. Also, nobody outside the study panel will be able to connect any answer to you in any recognisable way. The results of this study might be published in a scientific journal and/or presented at scientific meetings, but again without revealing the identity of any research participant. The original questionnaires will be stored in a safe place for three years, after which they will be destroyed.

#### **IS THE RESEARCHER QUALIFIED TO CARRY OUT THE STUDY?**

The researcher is an adequately trained and qualified researcher in the study fields covered by this research project. He has completed research methodology as a subject and has been mentored by his supervisor to conduct the fieldwork.

#### **HAS THE STUDY RECEIVED ETHICAL APPROVAL?**

Yes. The Faculty Higher Degrees Committee and the Research Ethics Committee of the Tshwane University of Technology have approved the formal study proposal. All parts of the study will be conducted according to internationally accepted ethical principles.

#### **WHO CAN YOU CONTACT FOR ADDITIONAL INFORMATION REGARDING THE STUDY?**

Mr. Ebson Ngondo (Student)      Email: [engondo@outlook.com](mailto:engondo@outlook.com) Tel: +264 81 1655 3655  
Dr. Uwe Hermann (Supervisor)      Email: [HermannUP@tut.ac.za](mailto:HermannUP@tut.ac.za) Tel: + 27 12 382 3528

Should you have any questions regarding the ethical aspects of the study, you can contact the chairperson of the TUT Research Ethics Committee, Dr WA Hoffmann, during office hours at Tel (012) 382-6265/46, E-mail [hoffmannwa@tut.ac.za](mailto:hoffmannwa@tut.ac.za). Alternatively, you can report any serious unethical behaviour at the University's Toll Free Hotline 0800 21 23 41.

#### **DECLARATION: CONFLICT OF INTEREST**

This research study is not sponsored by any party nor is it done for financial gain.

#### **A FINAL WORD**

Your co-operation and participation in the study will be greatly appreciated. Please sign the informed consent below if you agree to participate in the study. In such a case, you will receive a copy of the signed informed consent from the researcher.

## CONSENT

I hereby confirm that I have been adequately informed by the researcher about the nature, conduct, benefits and risks of the study. I have also received, read and understood the above written information. I am aware that the results of the study will be anonymously processed into a research report. I understand that my participation is voluntary and that I may, at any stage, without prejudice, withdraw my consent and participation in the study. I had sufficient opportunity to ask questions and of my own free will declare myself prepared to participate in the study.

In order to protect your anonymity you will not be required to provide your name and contact details. Participation is voluntary and by completing the questionnaire you have given consent to participate.

**Participant:**

\_\_\_\_\_  
Name of Participant

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

## Appendix C: Letter of approval



### Faculty of Management Sciences Research Ethics Committee [FCRE-ECO]

*The TUT Research Ethics Committee is a registered Institutional Review Board (IRB 00005968) with the US Office for Human Research Protections (IORG# 0004997) (Expires 30 Jan 2020). Also, it has Federal Wide Assurance for the Protection of Human Subjects for International Institutions (FWA 00011501) (Expires 22 Jan 2019). In South Africa it is registered with the National Health Research Ethics Council (REC-160509-21). The FCRE-ECO is a subcommittee of the TUT Research Ethics Committee*

Date: 04 December 2017

Ref #: FCRE2017/FR/11/016-MS (2)  
Name: Ngondo E  
Student #: 216004140

Mr E Ngondo  
C/o Dr UP Hermann (PhD)  
Tourism Management  
Faculty of Management Sciences

Dear Mr Ngondo

**Title: Key success factors in managing memorable tourism experiences at the Namib Sand Sea World Heritage Site.**

**Investigator:** E Ngondo

**Programme:** M Tech: Tourism and Hospitality Management

**Supervisor:** Dr UP Hermann (PhD)

**Co-supervisor:** Dr L Du Plessis (PhD)

Thank you for submitting your application for ethics clearance.

In reviewing your application for ethics approval, all relevant documents and corrections are duly noted

**The proposed research project may now continue with the proviso that:**

- 1) The researcher will conduct the study according to the procedures and methods indicated in the approved proposal, particularly in terms of any undertakings and/or assurances made regarding the confidentiality of the collected data.
- 2) The researcher will act within the parameters of any applicable national legislation, professional codes of conduct, institutional guidelines and scientific standards relevant to the specific field of study.

Type of Decision:

The Faculty of Management Sciences Research Ethics Committee reviewed the documents at its meeting on **10 November 2017**. The study is **approved**.

Note:

The reference number [top right corner of this communiqué] should be clearly indicated on all forms of communication [e.g. Webmail, E-mail messages, letters] with the intended research participants.



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The Committee wishes you well with your research endeavours.



.....  
Z Worku (Prof)

Chairperson

Faculty Research Ethics Committee

Email: [workuz@tut.ac.za](mailto:workuz@tut.ac.za)

Tel: 012 382 3050/3043

[Ref#: FCRE2017/FR/11/016-MS (2)]

cc Supervisor/HoD/etc.



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