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Profiling Holiday Home Owners in Namibia

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Abstract

Holiday homes have been part of the tourism industry over a period of years, but there is little documented research regarding holiday home ownership, its value and impact in Namibia, therefore, the study is significant to this topic. The main aim behind this research study is to profile holiday homeowners and identify their motivation for purchasing these homes in Namibia. The results of the study focus on exploratory factor analysis which outlines four motivational factors and the correlation results to determine the demographic and psychological characteristics motivating the ownership of holiday homes. The study concluded that most holiday homes are owned by high income earners, who purchased these homes in coastal towns for the purpose of investment, income generation and recreation. The study thus recommends that these results be made available to policy planners and researchers in the local authorities and other stakeholders, in order to assist with the articulation of policies and the creation of a framework to monitor the sustainable growth of holiday home ownership that benefits the community.

Keywords: Holiday homes, profiling, local resident, tourism, Erongo region

Introduction

Tourism has managed to draw people from diverse cultures to meet at certain destinations, outside their own cultures, for various reasons. Namibia has managed to grow its economy through the tourism industry, and this growth has come from both domestic and international tourists, in the form of frequent visits to tourist destinations within the country. This is based primarily on the existence of highly attractive destinations within the country (Bank of Namibia [BON], 2011), including the country's wildlife, wide coastal and desert areas. The growth of leisure tourism in Namibia has seen an associated growth in the development of holiday homes in the country. An area that has seen a significant growth in Namibia is the Erongo region. As the tourism industry is rapidly growing within the Namibian economy, many holiday homes have been constructed over the past five years. These homes have provided residence for both local and foreign visitors, as well the owners and non-owners. The significance of housing in Namibia is not only the fulfilment of the basic need for shelter anymore, but it also plays an important role in the economic sectors, such as the tourism sector in the Erongo region of Namibia (Bank of Namibia, 2011). Muller and Hall (2004) questioned whether holiday homes are to be considered as part of the tourism sector, as it was seen that the owners would

frequently visit these residences, but other researchers such as Girard and Gartner (1993) felt that holiday home owners should be regarded as tourists as they form part of domestic tourism. In terms of domestic tourism it was found in Canada that the number of overnight stays in holiday homes was the third largest segment in tourism compared to that of visiting friends and family, thus holiday homes became an important part of the tourism industry (Marjavaara, 2008). Due to the limited literature on holiday homeowners, it becomes imperative for all stakeholders such as the local government, tourism service providers and holiday homeowners themselves, to obtain more information. One of the primary sources in this regard may be the development of a holiday homeowner's profile. The purpose of this paper is to examine the profile of holiday homeowners within the Erongo region in Namibia. The research intends to gain an understanding of various demographic and psychological characteristics intrinsic to holiday homeowners and how they contribute to the motivating factors of owning a holiday home.

Literature review

Defining holiday homes

The terms used to describe holiday homes vary and the criteria for these homes differ. This is due to some definitions being based on the length of ownership of the property, while others focus on the usage of the property, for example, for tourism or recreational purposes (Wang, 2016). Hoogendoorn and Visser (2004) refer to holiday homes as second homes that are used by their owners, tourists, and other leisure visitors for recreational purposes during holidays. A holiday home is considered as a secondary dwelling that is visited by the owners for recreational and other leisure purposes. Holiday homes are also described as second homes, summer homes, vacation homes, lodges, cottages, villas, and apartments (Radulescu, 2014). Throughout Southern Africa, the tourism industry has seen an increase in the use of holiday homes as tourist accommodation facilities for weekend leisure purposes. As a result, coastline areas such as Cape Town have developed primarily due to the ownership and usage of holiday homes (Hoogendoorn, 2008).

Characteristics of holiday home ownership and usage

There is a difference between the ownership and the use of a holiday home. A holiday homeowner may not necessarily be the user. The owner of the property may either share it with relatives or lease it out to friends or paying guests (Wang, 2006). Thus, it is important to point out the difference between holiday home ownership and usage. A holiday homeowner can also purchase and own a home for personal, non-commercial use, sometimes called a second home. Kaltenborn (1998, indicates that an individual may purchase a holiday home, as a second home, for the purpose of stability, a feeling of well-being, recreation, capital investment and identity management (Quinn, 2004).

Home ownership varies across different geographic regions in the world. In Namibia, home ownership plays an important role in the economy due to its linkage to other sectors. Home ownership may fall under personal ownership, i.e. owned by the residents of Namibia, and private companies owned by property developers who are represented by real estate agents who either sell the house or rent it out to make an extra income (Uanguta, 2011). According to the Namibian labour survey, residential properties accounted for 26% of the market, while mobile homes and apartments accounted for 1–3 % of the market (Sweeney Bindels, 2011). Housing in Namibia is important as the roles of property ownership are very important in the economy and society of the country. To an individual, a home is not only a fulfilment of a basic need such as food and shelter, but it may also be seen as a means of income and improvement of wealth in society (BON, 2011). The most recent data on housing ownership across Namibia



comes from the Namibia Labour Survey in 2008 (Swenney Bindels, 2011:1). The data reveals that at national level, 70% of all households live in dwellings that are owner occupied without a mortgage, and that only 12% of households have a mortgage (Swenney Bindels, 2011:7).

Holiday home ownership is common in countries such as Sweden where about 46% of the inhabitants have access to and utilise a holiday home (Marjavaara, 2008). Holiday homes have also been on the rise in the southwest region of the United Kingdom, with an estimated total of 21% ownership in 2011 (Dykes & Walmsley, 2015). North Cornwall, as one of the towns in the region, had 23 000 holiday homes in 2011 (Dykes & Walmsley, 2015). Holiday homes have seen a high distribution in rural and coastal areas over the years, whilst these homes are more sparsely located in urban areas. This may be due to the rich amenities, historical links, and life status. Dykes and Walmsley (2015) further found three distinct groups of holiday homeowners. These three groups are indicated in Table 1, which points out that holiday homes can be acquired and owned through family inheritance, or the owner could have purchased the home for the purpose of investment.

Table 1: Holiday home usage example

Type of owner	Description
Inheritors	Inherited the holiday home that has a strong family attachment, more likely to be used during weekends and holidays. Likely to continue ownership and cycle of place attachment. This constituted over half of the respondents, this shows that the majority of homeowners inherited them from their parents.
Investors	Purchased the holiday home mainly as a source of income, though they may use it personally out of season. Perceive economic impacts more positively.
Enjoyers	Frequently visits holiday home, likely to continue ownership, retire to area and pass on to children.

Source: Dykes and Walmsley (2015)

Azgary, Resvani and Mehergen (2011) identify two other types of holiday home usages such as private homes used during vacations, and commercial holiday homes purchased and rented out during high season. There are two types of private homes; those that are utilised by the proprietors and companions during certain occasions and those that are purchased for retirement and rented out for income when not utilised. There are also two types of commercial holiday homes; those that are used as private homes, but rented out during high season to generate income and those that are purchased for investment purposes, but rented out permanently to generate income (Radulescu, 2014). Due to the income generating potential of holiday homes, it may be said that holiday homes generate an economic impact, amongst others. The following section will address tourist profiles associated with holiday homes. Marjavaara (2008) found that most holiday homeowners would rather lease their properties to their family, friends, and guests for income purposes and most of these guests would rather overnight in holiday homes rather than spending a great amount of money in hotels. British nationals who live in France would utilise the permanent residence for shelter, while the holiday home is used temporarily for recreational purposes to escape from the pressures of a hectic lifestyle (Marjavaara, 2008). Holiday homes are purchased by their owners to fulfil a certain lifestyle or as a sort of investment to increase capital worth (Paris & Thredgold, 2014).

A holiday home may be seen as a place of recreational and luxurious privilege by its owners, thus, many people choose to purchase holiday homes to escape from the busy city life into a more relaxed non-formal environment (Radulescu, 2014). Boyarkina (2014) indicates that the benefits that these homes offer their owners include relaxation, adventure, sun-seeking, fun, freedom, discovery, and education. Individuals may often take trips to their holiday homes to access tourism products and services more easily (Tangeland, Vennesland & Nybakk, 2013). The owners of holiday homes choose to purchase these homes in order to perform nature-based

tourism activities in these areas. Most holiday homeowners will use the house for recreational purposes as well as for investment purposes to generate extra income for the owner.

Tourist profiling

Holiday homeowners are an important part of the social and economic development of communities and have provided a strong customer base for local businesses (Pesch & Bussiere, 2015). Holiday homeowners are known as leisure redevelopers with seasonal needs for recreational resources and are different from the normal year-round local residents in terms of status, values, behaviours, and attitudes (Brida, Osti & Santifaller, 2011). Although holiday homeowners are seen as an important part of community development, little research exists to profile residents and their relationship with the community (Pesch & Bussiere, 2015). Boyarkina (2014) indicates that researchers may profile customers to analyse the different target groups by dividing customers demographically. Demography, according to Scheidel (2006), may be defined as the study, structure and development of the human population which is concerned with concepts of birth, death, and measurement of the human population. As a result, the demographic segmentation of a market such as holiday homeowners may be based on characteristics such as age, gender, family size, income, occupation, education, religion, race, generation, social class, and nationality (Kotler, Bowen & Makens, 2014). These demographic variables provide a description of the customers who may purchase products/services (Larsen & Ulbaek, 2010). For example, the general demographic profile of holiday homeowners in Dullstroom and Rhodes in South Africa were found to be mostly married and white male owners (Hoogendoorn & Visser, 2015). Hay and Visser (2014) also identify class and race differences among people in the Rosendal (South Africa) community, where most holiday homeowners were Caucasian. The average holiday homeowner in Riga (Latvia) is male and born in the 1960s.

Brida et al. (2011) indicate that a large proportion of women aged 40–50 years in South Tyrol (Austria) own holiday homes. The over 55 age group still constitutes a very large portion of this market in the United States of America (USA), with only 46% of second home buyers under the age of 45 (NAR, 2006). On the other hand, the profile of holiday homeowners in Sullivan County, USA, consists of people between the ages of 55–74, and white couples with no children at home (Pammer, Cohen, Weyer, Jacksy, Mall & Kiyan, 2008). According to Brida et al. (2011) the average age of a holiday homeowner is between 40–54 years of age (Generation X). This age group represents people who are well established in both the labour and house market. Although the baby boomers owned this market for many years, Generation X is currently surpassing them (NAR, 2013). As with other social trends, the ageing of the Baby Boomer generation is still a major influence in the second home market. Baby Boomers are people born between the years of 1946 and 1964 who are characterised as hard working, competitive and loyal (Tolbize, 2008). Even though the Baby Boom lasted less than two decades (from 1946 to 1964), this group constitutes roughly a third of the total USA adult population. General studies on tourism indicate that young people spend more money than older people, thus it is assumed that the age of holiday homeowners might have an influence on local expenditures in their communities (Velvin & Kinstad, 2013). According to research conducted in the USA on holiday homeowners, holiday home ownership in some states is being driven by the young and older Baby Boomers between the ages of 40–54. (Pammer et al., 2008). Arguably, the demographics alone of the Baby Boomer generation in some countries will drive the second home market for the coming decade. Most Baby Boomers are at the peak of their earning years and the leading edge of the generational cohort is reaching retirement (NAR, 2013). In 1994, 4.8 million families in the USA were expected to own holiday homes and it was further estimated that the main buyers of these holiday homes, would be between

the ages of 35–54, with no children (Baby Boomers). The total could have doubled by 2000. In 2010, 502 000 holiday homes were bought in the USA (Smith, 2012). The largest group of vacation home buyers, according to the NAR 2013 Investment and Vacation Home Buyers Survey, were buyers under 45 years, who comprised 46% of the total. A total of 23% were aged 45 to 54 while 31% were over 55 years of age and the median age was 47 years (NAR, 2013). These results from the NAR survey also indicate that holiday homes are bought by individuals who possess a main home and who tend to have higher incomes than those who do not have primary residences. About 17% of holiday homeowners in the USA were 65 years of age in 2006, compared to just 8% who only owned primary homes (NAR, 2006).

Lemmen (2011) provides another overview of the socio-economic profile of the second homeowners in Yzerfontein and Riebeeck Kasteel, South Africa. The age of holiday homeowners varies between 31 and 70. The majority of the owners in Yzerfontein fall within the age category 61–70, whereas, the majority of owners in Riebeeck Kasteel fall within the age category of 51–60 (Lemmen, 2011). The majority of holiday homeowners in Riebeeck Kasteel (87.5%) are not retired, while 50% of owners in Yzerfontein are either retired or semi-retired (Lemmen, 2011). In the case of Greyton and Dullstroom in South Africa, many holiday homeowners are also pensioners. Considering the age of these owners, it is evident that these households are mainly established family units where adults are middle-aged or approaching middle age. Holiday homeowners in Rosendal, South Africa represent people from the middle- and upper-class society, who are in the position to purchase a holiday home. However, in contrast, most local people are retired and cannot afford to purchase these expensive homes and pay the high property taxes (Marjavaara, 2008).

The NAR research survey in the USA shows that buyers' income and education, not age, are the predictors of the holiday home market. Holiday home ownership in the United Kingdom is more associated with wealthier individuals, with high levels of education, employment, and household income (Dykes & Walmsley, 2015). An increase in holiday home ownership has been driven by growing societal affluence, an increased prevalence of the aged population within society, technological and transport advances, and the economic restructuring associated with globalisation. Thus, the growth in holiday home ownership is mainly as a result of people earning more money which gives them the ability to invest in property (Carina, 2010). It is individuals who have a greater disposable income, who are often city dwellers, who are upper/middle class citizens and who own at least one vehicle, who are able to own a second property (Carina, 2010).

In South Africa, a large percentage (50%) of holiday owners in Riebeeck Kasteel had a high school (matric) qualification (Lemmen, 2011), while the remaining 50% of the holiday homeowners in Riebeeck Kasteel and Yzerfontein also finished a university degree (Lemmen, 2011). This corroborates literature on holiday homes which indicates that holiday homeowners are often highly educated. Given the economic and educational profiles of the owners, it is evident that the majority of these holiday homeowners are high income earners (Hoogendoorn & Visser, 2015). Bloze and Skak (2014) point out that the owners of primary homes who also own holiday homes, have high level income elasticity compared to primary homeowners who do not have holiday homes. Household incomes are normally much lower in rural communities and often do not reveal house prices which are increasing due to high demand. These two factors are believed to be responsible for altering rural demographics which affect communities and their lifestyles, sometimes for the better, but more often for the worse (Toogood, 2013). On the one hand 62.5% of the holiday homeowners' annual income in Riebeeck Kasteel can be scaled in the upper middle and higher income classes (Swanson & Elwood, 2005). This is in line with the literature which states that holiday homeowners are generally high income earners (Marjavaara, 2008). In contrast, 37.5% of the respondents in this Riebeeck Kasteel are scaled

in the lower income categories (Radulescu, 2013). Yzerfontein shows a large variety in the income categories of holiday homeowners, with small peaks in the categories R300 001–400 000 and R600 001–1 million (Marjavaara, 2008). Holiday homeowners in Sullivan County in the USA are not a uniform group and their backgrounds are varied. While many are from the New York Metropolitan Area, some are employed in the federal government, accounting, the airline industry, or they are self-employed as attorneys or business owners. Others work in the medical profession as doctors, X-Ray technicians and nurses (Pammer et al., 2008).

Methodology

The research was explorative in nature. The study focused on profiling holiday homes owners and identified their motivation for purchasing these homes within the Erongo region, which is one of the 14 regions within Namibia, consisting of an area of 63 539 square kilometres, with a population of 150 400 residents (NSA, 2017:17). The region is mostly dominated by coastal and desert areas, which are the most attractive areas within the country. These areas have managed to lure the hearts of many local and foreign tourists to frequently visit the region. This study made use of a descriptive quantitative approach by means of self-administered, structured questionnaire as the research tool to collect data from the target population. The questionnaire had three sections which were used to determine the different demographic, geographical and psychographic characteristics of respondents who purchase and own holiday homes. The questionnaires were designed based on previous tourism profiling studies done by Radulescu (2013), Brida (2011), Hoogendoorn and Visser (2015), and Hay and Visser (2014). A non-probability sampling method was used to identify the owners of holiday homes in the areas selected, through selecting the respondents from a targeted pool of holiday homeowners in the Erongo region. The selection of respondents was determined by the availability of targeted respondents that were identified on the Airbnb website (2017) after appropriate appointments were made, and informed consent was provided. As there is no existing list of holiday homeowners, non-probability sampling was implemented, more specifically snowball sampling and judgemental sampling. By means of this sampling technique a total sample size of 131 respondents was obtained. The questionnaires were circulated to the targeted respondents through hand delivery and some through email to those who were not available on the distribution day. Fieldwork lasted an average of an hour on each day to obtain the completed questionnaires, both physically and via email from the targeted respondents. The data collection was done between 14:00 to 17:00 during the months of May and September 2018, at times when all the holiday homeowners were not engaged in their daily tasks. Out of the 200 administered questionnaires, 131 responses were obtained, which resulted in a 65.50% response rate.

Results

Demographic and behavioural results, factor analysis, correlation functions and Chi-square tests were carried out in determining the holiday homeowner profiles.

Demographic profile

Table 2 provides an overview of the respondents' demographic profile which consisted of marital status, gender, age, level of education and household income levels which were also used in the research sample to determine if the results obtained were not biased. The results from the data collected is presented in Table 2. All the respondents were from Namibia of which the majority of the respondents (72%) were based in Windhoek. This study determined that more than half (55.4%) of the respondents were residing in Windhoek, while only 4.6% of the respondents were residents of nearby Henties Bay. The results from the analysis further

showed that the respondents had an average age of 48 years. The lowest being 31 years and the highest 71 years. This shows that the data has been collected from respondents that were within the possible age groups acquiring and owning holiday homes, which consists of the working class and pensioners. These results resonate with the findings of Lemmen (2011) where he indicated that 87.5% of holiday homeowners in Riebeeck Kasteel, South Africa were aged 31 – 70 years of age. The demographic results also established that the majority of holiday homeowners possessed tertiary education qualifications compared to those who only had high school qualifications. The results from the respondents showed that most of the respondents were university graduates, 62.02% had an undergraduate degree. This shows that most respondents had a stronger academic background, who would have spent much of their life studying, and who might need a place away from their normal day-to-day life where they could find a peaceful holiday in a resort area. This supports the findings of Bloze and Skak (2014) who pointed out that vocational and tertiary education increases the ability of owning a holiday home, as education achievement is seen to be the indicator of a positive relationship between employment, a permanent income and holiday home ownership.

Table 2: Demographic profile of participants

Variable	Description	Frequency	Percentage
Gender	Female	75	57.69
	Male	55	42.32
Age	30–39	35	26.9
	40–49	43	33.1
	50–59	31	23.8
	60 and above	20	15.4
Nationality	Namibian	130	100
Marital Status	Not Married	37	28.46
	Married living with partner	63	48.46
	Married living without partner	14	10.77
	Widowed	3	2.31
	Legally separated	11	8.46
	Other	2	1.54
Level of education	High school certificate	3	2.33
	Tertiary Undergraduate degree	80	62.02
	Tertiary postgraduate degree	36	27.91
	Other	10	7.75
Annual household income in Namibian dollar (N\$)	N\$100 001 – N\$300 000	3	2.31
	N\$300 001 – N\$500 000	30	23.08
	N\$500 001 – N\$1000 000	90	69.23
	Above N\$1000 000	7	5.38
Residential area	Windhoek	72	55.38
	Swakopmund	19	14.62
	Walvis Bay	20	15.48
	Henties Bay	6	4.62

Most respondents had high income levels ranging from a minimum of five hundred thousand dollars per annum. This shows that holiday homes were predominantly owned by high income earning individuals and households. The results indicated that most of the holiday homeowners' household income levels fell within the N\$500 001–N\$1000 000 per annum range, i.e., 69.23%. This showed that most owners of these holiday homes come from the elite group of people within Namibia, and most of these owners were mainly high profile, that is high income earning people. This supports the findings by NAR (2006) in the USA that shows

that the holiday home market is determined by income and education. It was also found that most respondents were primarily married couples living together. This means that these homes were serving their purpose of fulfilling family holiday requirements. It was also clear that most people who liked going for holidays in resorts were mostly married people who were living together.

Respondents were asked how often they travelled to their holiday homes in a year, and more than half of the respondents (51.4%) reported that they spent more than 3 months annually, at their holiday homes. Only 3.8% of the respondents indicated that they spent 1–2 weeks at their holiday homes. The study showed that 86% of respondents indicated that they did not rent out their holiday homes. The length of stay in a holiday home is important, as it determines the median number of years the customer has owned a house (Pammer *et al.*, 2008:6). The research also presented the number of years that respondents have owned their holiday homes. A total of 26.2% of the respondents reported that they have owned their holiday homes between 3–4 years, followed by over 10 years and 5–6 years at 18.5% each.

Results also show that holiday homes can be acquired and owned through family inheritance, or the owner could have purchased the home as an investment, for stability, a feeling of well-being, recreation, capital investment and identity management (Quinn, 2004). More than half of the respondents, 57.7%, reported that their holiday homes were privately owned, while only 2.3% indicated that their holiday home was in a family trust. It is worth noting that more females (64%) compared to their male respondents (49.1%), reported that their holiday homes were privately owned. The study further indicates that about 63% of the respondents obtained their holiday homes through bank mortgages, followed by inheritance from family (19.2%). More females (68%) obtained their holiday homes through bank mortgages compared to their male counterparts (58.2%). On the other hand, more male respondents inherited their holiday homes from families than female respondents (14.7%).

Behavioural and psychographic profile

This section will point out the behavioural and psychological characteristics and how they are all responsible for motivating the respondents for buying and owning a holiday home. Psychological push and pull aspects have an effect on each other, thus people's motivations for owning a holiday home in a certain location and leisure are affected by both these aspects and will influence the activities that they intend to purchase when they visit their holiday homes. The push factors are related to a customer's needs and wants, such as the desire to take risks, relax, be physically active, enjoy nature, learn something new, or engage in social interaction, and are mostly used to explain a customer's decision to travel (Tangeland *et al.*, 2013). Pull factors are those forces that subsequently lead a customer to select a destination (Tangeland *et al.*, 2013:367). The pull factors are linked to external, situational, or cognitive factors, such as the attributes (hiking, landscape and scenery) of the chosen destination (Tangeland *et al.*, 2013:367). These attributes motivate people to travel or purchase a holiday home in certain destinations. Dykes and Walmsley pointed out that various consumers' preferences of holiday homeowners are based on their differences in terms of needs, locations, holiday home structures, amenities, method of obtaining the house and reasons for purchasing a holiday home. Holiday homes have seen a high distribution in rural and coastal areas over the years. This is due to the rich amenities, historical links, and life status these areas offer to the owners of the homes (Dykes & Walmsley, 2015).

According to research done by NAR (2013:37) and Boyarkina (2014:33) holiday homes exist in popular locations such as close to the sea, lakes, and in mountainous areas. The study showed that 43.8% of the respondents reported that their holiday homes were in Walvis Bay. The three favourite holiday home locations (Walvis Bay, Swakopmund and Henties Bay) in



Namibia are all situated on the coast and the natural features of these towns are some of the reasons for purchase. Results indicated a fair distribution of respondents within the three major towns that were attractive to tourists within the Erongo region. This was evidenced by Walvis Bay having 57 holiday homes, whilst Swakopmund had 41 homes, and lastly Henties Bay had 32. The results further indicate that 60% of the respondents revealed that their holiday homes were in residential areas, followed by locations near the ocean/beach at 33.8%.

This study explored the reasons for purchasing holiday homes by the respondents and identified reasons which motivated the need for these homes. Ranking/priority variables were used to assess the need for purchasing the houses. A total of 70% of the respondents indicated that they purchased a holiday home as a retirement investment, whilst 60% indicated that they wanted to earn extra income. 51.5% of the respondents purchased holiday homes as an investment of their children. Table 3 shows that the motivation behind the purchasing and owning of holiday homes is driven by increasing factors that affect customers' behaviour. Research has shown that people buy holiday homes to fulfill a certain lifestyle or as an investment (Paris & Thredgold, 2014). Some of these factors are presented in the study, pointing out why respondents purchase and own holiday homes in the selected towns.

Research has further indicated that many individuals who are employed and live in busy urban areas utilise their finances to purchase holiday homes to escape from the busy city life into nature. People are motivated to purchase a holiday home as it creates some form of identity and owners feel it provides a type of wealth and quality of natural and cultural resources (Radulescu, 2014). The respondents were provided with 14 statements in the questionnaire, related to owning holiday homes. They were requested to rate these statements on a five-point Likert scale, where 1 represented not important and 5 represented extremely important.

Table 3: Main reasons for purchasing holiday homes

Variable	Not important	Less important	Important	Very important	Extremely important
	%	%	%	%	%
To earn an extra income	7.7	13.8	5.4	10.0	63.1
To rent it out to friends and family	38.5	26.9	14.6	15.4	4.6
To escape from the busy city life	33.8	35.4	9.2	12.3	9.2
A retirement investment	3.8	7.7	2.3	16.2	70.0
Tax benefits	49.2	35.4	5.4	6.2	3.8
Medical/health reasons	77.7	20.8	0.0	1.5	0.0
Investment for my children	2.3	14.6	14.6	16.9	51.5
To be close to family and friends	6.9	46.2	9.2	27.7	10.0
To relax	20.0	48.5	13.8	16.2	1.5
It is part of my lifestyle	33.1	25.4	17.7	23.1	0.8
To be close to recreational landscapes	21.5	60.0	13.8	4.6	0.0
To partake in tourist leisure activities	50.8	23.8	16.2	8.5	0.8
To experience natural sceneries	21.5	53.8	18.5	5.4	0.8
To partake in business activities	3.8	25.4	12.3	25.4	33.1

Table 3 indicates that the main reasons for purchasing holiday homes are to generate money, to rent it out, and for retirement purposes. The variables had highly important values from the responses of 63%, 70%, and 51.5%, respectively. A total of 26.2% of the respondents normally visited family and friends when they were visiting their holiday homes. More than 46% percent



reported that it was less important to purchase holiday homes to be close to family and friends and to relax and 35.4% indicated that it was less important to purchase holiday homes to escape from the busy city life. Furthermore, more than 33% revealed that it was not important to purchase holiday homes to rent it out to family and friends or as part of their lifestyle. These results support the views of Quinn (2004) which showed that holiday homes are often acquired for investing, stability, a feeling of well-being, capital investment identity management and recreation.

Radulescu (2014) points out that natural elements such as water, topography of the place, climate, vegetation, and wildlife in coastal and mountainous areas become attractive hotspots for holiday home development. Thus, it is very important that holiday homes are in areas with improved transportation and good landscape characteristics for tourism activities (Hiltunen & Reuhnen, 2014). According to Pesch and Bussiere (2014) most of the respondents from central and west Minnesota have owned their holiday homes for more than 20 years and ranked natural amenities as one of the motivational factors for purchasing the holiday home.

The motivation that drives people to purchase a holiday home may be based on pull and push factors. Pull and push factors of tourism are based on the individual's motives which encourage him/her to travel away from home to a more attractive destination (Boyarkina, 2014:11). The pull factors are linked to external, situational, or cognitive factors, such as the attributes (hiking, landscape, and scenery) of the chosen destination (Tangeland et al., 2013:367). These attributes motivate people to travel or purchase a holiday home in certain destinations. Push factors are seen as socio-psychological factors that determine a customer's travel needs (Swartbrooke, Beard & Pomfret, 2003:67). Table 4 indicates the importance of facilities/services in the area where their holiday home is located. Respondents were provided with a question that asked how they would rate the importance of these services on a five-point Likert scale, where 1 represented not important and 5 represented extremely important. The question focused on four services which were municipal, banking, health, and tourism leisure services.

Table 4: Importance of facilities/services in the area where the holiday home is located

Variable	Not important	Less important	Important	Very important	Extremely important
	%	%	%	%	%
Municipal services in the area of holiday home	0.0	18.6	16.3	20.9	44.2
Banking services in the area of holiday home	3.9	9.3	35.7	43.4	7.8
Health services in the area of holiday home	3.1	36.4	40.3	19.4	0.8
Tourism leisure in the area of holiday home	3.9	36.4	6.2	17.1	36.4

Table 4 also depicts that 40.3% of the respondents revealed that it was important to have health services in the area where the holiday home was located, and 36.4% of the respondents indicated that it was extremely important to have tourism leisure activities in the area where the holiday home was located. According to Kotler *et al.* (2014: 227) people's actions are determined by psychographic variables that differentiate people according to their attitudes, values, lifestyles, interests, opinions and behavioural variables which are based on the customers' user rate, user status, occasion, loyal status, and attitude towards the consumption of, or response to a product.

Factor analysis results

An exploratory factor analysis (EFA) was employed to determine the psychological characteristics of the homeowners, which motivated them to purchase and own holiday homes. The results of which are presented in Table 5. The main reason for using an EFA was to use the Varimax Rotation in order to simplify the number of variables, interpret and clarify the relationship between variables (Williams, Onsmann & Brown, 2010). The Cronbach Alpha reliability analysis carried out indicated that the reasons for purchasing a holiday home value scales comprised of 4 items. Cronbach's Alpha showed the results to reach an acceptable reliability of 0.70 implying that most items appeared worthy of retention, resulting in the alpha decreasing if deleted. The EFA utilised the Kaiser-Meyer-Olkin (KMO) test to assess the suitability of the respondent data and the proportion of variance among variance for the factor analysis. The KMO values between 0 and 1 usually indicate that the sampling is adequate (Abdullah, Hadi & Ilham, 2016). The KMO of the EFA was 0.647, which indicates that the sampling tool that was used to collect data from the sample group was adequate, thereby giving adequate results for analysis which assisted in reaching the research objectives. Table 5 shows all factors extracted from the analysis along with their Cronbach Alpha values, having a minimum of 0.345. The EFA revealed four main factors, namely *Escape and Income Generation*, *Tourism and Leisure*, *Family and Recreation* and *Investment and Health*. The percentage of total variance was 57%.

Table 5: factor analysis results

Variable	Factor loading	Mean	Average interterm covariance	Cronbach Alpha
Factor 1: Escape and Income Generation	0.23	2.85	0.66	0.692
To make an extra income	-0.75			
To rent out to friends and family	-0.56			
To escape from the busy life	0.63			
Factor 2: Tourism and Leisure	0.38	2.15	0.31	0.345
To relax	0.42			
It is part of my lifestyle	0.62			
To partake in tourist leisure activities	0.67			
To experience natural sceneries	0.73			
Factor 3: Family and Recreation	0.48	2.97	0.30	0.682
Investment for my children	0.78			
To be close to family and friends	0.68			
To be close to recreational landscapes	0.65			
Factor 4: Investment and Health	0.57	2.76	0.61	0.869
A retirement investment	0.83			
Tax benefits	0.49			
Medical/health reasons	-0.57			
To partake in business activities	0.45			

Factor1: Escape and income generation

The factor scored the second highest mean of 2.85, with a Cronbach Alpha value of 0.69; this factor is considered reliable and included variables such as to make an extra income, to rent out to family and friends and to escape from the busy life. These results affirmed with the

findings of Paris (2014), Radulescu (2014), and Hoogendoorn and Visser (2014) where they found that most holiday homeowners prefer to visit their holiday homes in order to escape from their busy lifestyles in the city.

Factor 2: Tourism and leisure

This factor consists of variables such as to relax, it is part of lifestyle, to partake in leisure activities and to experience natural sceneries. This factor has a mean of 2.15, and a low Cronbach Alpha value of 0.345. This factor is considered to have a low reliability and the least important factor for holiday home ownership. Tourism and Leisure was also identified by Boyarkina (2014), and Pesch and Bussiere (2014) as one of the push factors that motivate individuals to purchase holiday homes for recreational leisure activities. This factor was also identified by Paris and Thredgold (2014), and Wesley and Pforr (2010) as a construct in the ownership of holiday homes.

Factor 3: Family and recreation

Factor 3 managed to score the highest mean of 2.97 and a Cronbach Alpha value of 0.68. These results show that the factor was reliable in determining the psychological and behavioural characteristics of the holiday homeowners. The factor included variables such as to be close to family and friends, investment for my children and to be close to recreational landscapes. The results from this factor resonate with the findings of Hay and Visser (2014:162), which indicate that homeowners are used to visiting their friends from the city or permanent residents who were previously second homeowners in Rosendal. Further research from Radulescu (2014), Tangeland *et al.* (2013) and Boyarkina (2014) pointed out that recreational activities were seen as motivational factors that motivate owners to own and utilise holiday homes.

Factor 4: Investment and health

Factor 4, received a mean of 2.76. This factor included variables such as retirement investment with the highest factor loading, tax benefit, to partake in business activities and medical and health reasons had a negative factor loading. This factor was viewed as reliable as it managed to score a 0.869 as its Cronbach Alpha. This factor was also identified by Vagner and Fiolava (2011) and Boyarkina (2014) as a motivational reason for the purchase of holiday homes. Radulescu (2014), Dykes and Walmsley (2015) and Marjavaara (2008) also indicate that holiday homes were obtained for the purpose of investment.

Discussion

A theoretical analysis of literature revealed that there is a need to better understand the profile of holiday homeowners, especially in a developing economy such as Namibia. A better understanding of market profiles and their associated needs and wants may lead to better service provision in this market. As such, this study aimed to generate a profile of the holiday homeowners within the Erongo region. The results provided a description of the different characteristics of the holiday homeowners, and these were used to test if these characteristics related to each other. The study also managed to conclude that certain push and pull motivational factors determine the reasons for holiday home ownership in Erongo region.

Findings revealed a general profile of respondents which could be extrapolated in the form of a metaphor. The general holiday homeowner in the Erongo Region of Namibia is female, in her 40s in terms of age and is married or living with a partner. She is well educated, possesses post high school qualifications and falls in the mid to upper LSM in terms of income. She is Namibian and resides in Windhoek.

The location of these holiday homes are dependent on two core aspects, namely the provision of municipal services at the destination and tourism leisure facilities in the area. There were four distinct reasons for this person to own such a holiday home. Firstly, and most importantly for escape and income generation where the property is utilised as a platform to escape the city and for short term holiday rental for extra income. Secondly, the property is used for personal tourism and leisure reasons, followed by a means to entertain and host family and for recreation. The last reason for purchasing these properties is for long term investment and for health reasons.

Conclusion and recommendations

The research aim was to determine the profile of holiday homeowners in the Erongo region. The research looked at the various characteristics of the holiday homeowners, through which data were collected using a questionnaire. Several descriptive statistical analyses were conducted to be able to obtain meaningful results which could be used to explain the various profiles of the holiday homeowners within the Erongo region. The findings revealed significant post relationships between the income levels and ownership structure, acquisition type and frequency of visits to these holiday homes. The psychological and behavioural results showed that most holiday homes were acquired by the owners to invest for their retirement, i.e., to act as income generating business units and not for leisure/holiday purposes. In order for local governments to stimulate the development of holiday homes in an area, there is a need for greater expansion of recreational activities and facilities for the purpose of holiday home tourists. This will enable guests/tourists to have a variety of activities to enjoy when they visit these holiday homes. There is also need for more holiday homes to be used for the purposes of hospitality services for guests and tourists which may choose to visit the place for holiday purposes. This will enable the expansion of hospitality services within the region and country at large, which in turn will boost tourism and the whole economic development. Local governments and destination marketing organisations should develop cooperative frameworks with holiday home owners to develop and market holiday homes in the area.

Although the research managed to achieve its objectives, there is still room for further studies to be conducted to expand the available literature on holiday homes. The research recommends that further research is needed to investigate the various factors which are affecting the growth of holiday homes within the tourism industry in Namibia. Such a study can endeavour to obtain some qualitative factors such as the cultural and social factors which are leading to the reduction in the expansion of holiday homes. The study further recommends that different methodological approaches to be employed to further explore the realm of holiday homes and tourism. A deeper and more detailed understanding of motivations is required, for example, qualitative inductive approaches such in-depth interviews. The study further recommends the need for educating all classes of people about the importance and need of holiday homes within the economy, through building awareness of the potential advantages of holiday homes in the tourism industry. This will help to create a balance among all classes of people owning holiday homes, despite their educational backgrounds or income levels. This education should focus on those marginalised groups who may not be actively involved in the provision of holiday homes. This could be implemented through the development of social tourism networks or empowering residents to make use of disruptive technologies such as AirBnB or social media. This study opened the channels for further discourse on the topic of holiday home development, management and promotion. It opened more windows for further studies to be conducted on holiday homes, not only in Namibia, but also in developing economies as a whole.

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