

ETHNIC IDENTITY AND CULTURE AS DRIVERS OF TRAVEL BEHAVIOUR: THE CASE OF SOUTH AFRICAN INDIANS AS DOMESTIC TOURISTS

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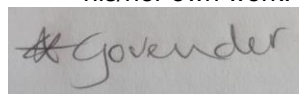
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ABSTRACT

Ethnicity and culture are increasingly considered in the study of travel behaviour given the global movement of people. Historically during apartheid in South Africa, there was not much leisure travel amongst the Black, Coloured and Indian population groups. This discrepancy became a focus of the National Department of Tourism's (NDT) domestic policy after 1994 to encourage all South Africans to travel, explore and experience all facets of our beautiful rainbow country in real time. This study focuses on South African Indians (SAI) as there is limited knowledge of the drivers of travel behaviour amongst such minority populations. Pragmatic mixed methods are used to collect qualitative (focus groups) and quantitative (survey) data amongst SAI living in KwaZulu-Natal and Gauteng provinces. Findings suggest that there is already established domestic travel amongst the population. SAI have strong ethnic and cultural (Indian) identities that form a significant part of their decision-making; though not specifically having bearing on inter-provincial travel decisions. Of note is strong familial bonds extending beyond the nuclear family to their extended family members, influencing their travel behaviour. Other aspects include value for money, cuisine, safety and service. The study provides layered information presenting opportunities for future research. It also presents a profile of the market's travel behaviour that can be useful for destination marketing authorities and travel trade in efforts to attract the SAI market.

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TABLE OF CONTENTS

LIST OF ABBREVIATIONS	VIII
CHAPTER ONE: INTRODUCTION.....	1
1.1 BACKGROUND	1
1.2 PROBLEM STATEMENT	4
1.3 STUDY AIM AND OBJECTIVES.....	5
1.4 ACADEMIC VALUE AND CONTRIBUTION OF THE STUDY	6
1.5 DELIMITATIONS OF THE STUDY	7
1.6 STRUCTURE OF THE DISSERTATION	8
CHAPTER TWO: CULTURE AND ETHNICITY WITHIN TOURIST BEHAVIOUR	10
2.1 INTRODUCTION	10
2.2 OVERVIEW OF CONSUMER BEHAVIOUR IN TOURISM.....	11
2.3 TRAVEL MOBILITIES AS PART OF TRAVEL BEHAVIOUR.....	15
2.4 THE ROLE OF ETHNIC IDENTITY AND CULTURE	16
2.4.1 Brief introduction to identity theory.....	16
2.4.2 Definition and dimensions of ethnicity.....	17
2.4.3 Definition and dimensions of culture	18
2.5 THE ROLE OF ETHNICITY AND CULTURE IN THE SOUTH AFRICAN CONTEXT	19
2.5.1 Introduction to the South African cultural landscape.....	20
2.5.2 Introduction of South African Indians into the South African population	22
2.5.3 South African Indian ethnic and cultural identity	24
2.6 THE IMPORTANT ROLE OF FAMILY AS A REFERENCE GROUP.....	27
2.6.1 Indian family structures	27
2.6.2 Family travel decision	28
2.7 CHAPTER CONCLUSION	30
CHAPTER THREE: SOUTH AFRICAN INDIANS AS DOMESTIC TOURISTS	31
3.1 INTRODUCTION	31
3.2 THE HISTORICAL DEVELOPMENT OF DOMESTIC TOURISM.....	31
3.3 CURRENT DOMESTIC TOURISM LANDSCAPE	38
3.4 PROVINCIAL TOURISM MOBILITY	39
3.5 CHAPTER CONCLUSION	41

CHAPTER FOUR: RESEARCH METHODOLOGY	42
4.1 INTRODUCTION	42
4.2 RESEARCH PARADIGM AND DESIGN	42
4.3 MIXED METHODS CASE STUDY DESIGN	43
4.4 SAMPLING	46
4.4.1 Focus group sample	47
4.4.2 Survey sample	47
4.5 QUALITATIVE DATA COLLECTION METHODS	49
4.5.1 Focus groups	49
4.5.2 Data collection instrument.....	50
4.6 QUANTITATIVE DATA COLLECTION METHODS.....	51
4.6.1 Questionnaire-based survey	51
4.6.2 Construction of the survey questionnaire.....	52
4.7 INTEGRATION OF RESEARCH INSTRUMENTS AND STUDY OBJECTIVES.....	55
4.8 DATA ANALYSIS	56
4.8.1 Qualitative data analysis	56
4.8.2 Quantitative data analysis.....	58
4.9 ASSESSING AND DEMONSTRATING QUALITY AND RIGOUR OF THE RESEARCH DESIGN	60
4.9.1 Bias and errors	60
4.9.2 Validity and reliability	61
4.9.3 Ethical considerations.....	63
4.10 CHAPTER CONCLUSION	64
5. CHAPTER FIVE: RESULTS AND DISCUSSION: QUALITATIVE AND QUANTITATIVE RESULTS COMBINED	65
5.1 INTRODUCTION	65
5.2 SAMPLE PROFILES.....	65
5.2.1 Focus group sample socio-demographic profile	66
5.2.2 Survey sample socio-demographic profile	66
5.3 TO DESCRIBE THE IDENTITY SELF-CATEGORISATION OF INDIANS WITHIN THE SOUTH AFRICAN CONTEXT	68
5.3.1 National identity: Relationship context - Indian and South African.....	69
5.3.2 Ethnic Identity: qualitative results.....	72
5.3.3 Ethnic Identity: quantitative results	74
5.3.4 Cultural Identity (qualitative and quantitative)	77
5.3.5 The role of family	78
5.4 TO DESCRIBE THE PROVINCIAL TRAVEL MOBILITY OF SAI.....	80
5.4.1 Introduction	80

5.5	TO IDENTIFY THE MOTIVATIONS FOR TRAVEL AMONG SAI	82
5.5.1	Introduction	82
5.5.2	Reasons for travel.....	82
5.5.3	The meaning of a “vacation”	85
5.5.4	The value of travelling.....	86
5.5.5	Right to take a vacation at least once a year: qualitative result ..	89
5.5.6	Travel experiences and favourite destinations	90
5.6	TRIP CHARACTERISTICS	93
5.7	DECISION-MAKING AND TRAVEL COMPANIONS	109
5.8	IMPORTANT ASPECTS DURING TRAVEL	117
5.8.1	Introduction	117
5.8.2	Service delivery (Travel and Tourism)	117
5.8.3	Holiday Cuisine	120
5.8.4	Souvenir Shopping	122
5.8.5	Interaction with locals.....	123
5.9	TO IDENTIFY THE CONSTRAINTS TO TRAVEL AMONG SOUTH AFRICAN INDIANS.....	127
5.9.1	Introduction	127
5.9.2	Cost of travelling	127
5.9.3	Spending of discretionary income	130
5.10	TO TEST THE RELATIONSHIP BETWEEN ETHNIC IDENTITY AND CULTURAL IDENTITIES AND PROVINCIAL TRAVEL DECISIONS OF SOUTH AFRICAN INDIANS	131
5.10.1	Introduction	131
5.10.2	EFA: Ethnic identity scale	132
5.10.3	EFA: Cultural identity scale.....	133
5.10.4	Binary logistic regression results	134
CHAPTER SIX: CONCLUSION AND RECOMMENDATIONS		136
6.1	INTRODUCTION	136
6.2	ADDRESSING THE RESEARCH OBJECTIVES	136
6.2.1	To describe the identity self-categorisation of South African Indians	136
6.2.2	To describe the provincial travel mobility of South African Indians	140
6.2.3	To identify the motivations for travel amongst South African Indians	142
6.2.4	To describe the trip characteristics of South African Indians	143
6.2.5	To identify important aspects during travel	144
6.2.6	To identify the constraints to travel amongst South African Indians	149
6.2.7	To test the relationship between ethnic and cultural identities and provincial travel decisions of South African Indians	153
6.3	CONCLUSION, LIMITATIONS AND RECOMMENDATIONS.....	154

REFERENCES	157
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APPENDICES

APPENDIX A: Focus Group Interview Guide	164
APPENDIX B: Survey Questionnaire	170

LIST OF ABBREVIATIONS

The table below contains a list of all the acronyms used in this dissertation.

Abbreviation	Meaning
EFA	Exploratory Factor Analysis
FMCG	Fast Moving Consumer Goods
GDP	Gross Domestic Product
Ho	Null Hypothesis
ITBM	Individual Travel Behaviour Model (Moutinho <i>et al.</i> , 2011)
ITD	Individual Travel Decision - adapted from ITBM (Moutinho <i>et al.</i> , 2011)
KMO	Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy
KZN	KwaZulu-Natal Province
LSM	Living Standards Measure
MEIM	Multi-Group Ethnic Identity Measurement Scale
SAI	South African Indians
SIT	Social Identity Theory (SIT)
SONA	State of the Nation Address
SPSS	Statistical Package for the Social Sciences
VFR	Visiting Friends and Relatives
WTTC	World Travel and Tourism Council
ZCC	Zion Christian Church

LIST OF TABLES

Table 1: South African population groups	34
Table 2: South African population per province.....	34
Table 3: South African Population Group per Province	35
Table 4: Breakdown of the existing scales and their modifications	53
Table 5: Alignment of research instruments to study objectives	55
Table 6: Demographics: Quantitative Sample	67
Table 7: SAI Ethnic Identity	75
Table 8: SAI Cultural Identity	77
Table 9: Domestic Destinations Visited: Quantitative Results.....	81
Table 10: Travel Benefits	87
Table 11: SAI – How does travel contributes to life	89
Table 12: SAI Memorable Travel Experiences in South Africa: Qualitative Results	91
Table 13: SAI future local travel destinations	93
Table 14: SAI Reasons for Domestic Travel	94
Table 15: Reason and Frequency of Travel: Quantitative Results.....	95
Table 16: Vacation type: Quantitative results	96
Table 17: Travel Products: Qualitative results	98
Table 18: SAI Accommodation Preferences	101
Table 19: Method of payment: quantitative results	102
Table 20: Preferred travel months	105
Table 21: Group Size: quantitative results.....	107
Table 22: Family influence travel decision making	113
Table 23: SAI Reference Group Influencers: Qualitative Results	116
Table 24: Reference Group Influencers: Quantitative Results	117
Table 25: Service delivery at Venue / Destination Choice	124
Table 26: Holiday Cuisine.....	124
Table 27: Souvenir Shopping.....	125
Table 28: Interaction with the Locals.....	125
Table 29: Important considerations when travelling.....	126
Table 30: SAI Non-travel reasons	129
Table 31: SAI discretionary income spend	131
Table 32: Factor loadings: Ethnic identity scale	132
Table 33: Pattern Matrix: Culture	133
Table 34: Statistically significant predictors for provinces visited, model fit and classification %.....	135

Table 35: Themes and Questions: Qualitative Data	194
Table 36: Qualitative Results	196
Table 37: Focus Group 1 (FG1) and Focus Group 2 (FG2): Participant profile	198

LIST OF FIGURES

Figure 1 Interaction of elements in the psychological field of the consumer that influence behaviour	12
Figure 2: Major influences on individual travel decision (ITBM).....	14
Figure 3 Major influences on individual travel decision (ITD) (Adapted) ..	14
Figure 4: Methodological choice.....	44
Figure 5: Exploratory Sequential Mixed Methods Design (Adapted).....	45
Figure 6: SAI Ethnic Identity: Quantitative Results.....	75
Figure 7: SAI Immediate Family Members	79
Figure 8: Travel arrangement preferences.....	99
Figure 9: Domestic travel companions: quantitative results	107
Figure 10: Children Influence Travel Decision	108
Figure 11: Members who make up your immediate family	110
Figure 12: Family members that Always influence travel decisions: Quantitative Results.....	114

ETHNIC IDENTITY AND CULTURE AS DRIVERS OF TRAVEL BEHAVIOUR: THE CASE OF SOUTH AFRICAN INDIANS AS DOMESTIC TOURISTS

CHAPTER ONE: INTRODUCTION

1.1 BACKGROUND

Different behaviours form part of the decision-making process when a tourist plans to travel and this is a complicated process (Pearce, 2011). Consumer behaviour originated from the field of marketing, and was later adapted to understand tourist behaviour (Cohen, Prayag & Moital, 2014). The components of tourist behaviour intricately interweave throughout the consumption process from pre-purchase decisions, travel to the destination, experience of the site, travel back home and the post purchase stage (Pearce, 2005). Travel experiences are intangible and the tourist can neither see, nor touch, the product prior to purchasing, or return the product after travelling, if dissatisfaction was experienced (Moutinho, Ballantyne & Rate, 2011). Early segmentation of tourists according to groups or categories offered tailor made tour packages. Many of these product offerings have diversified due to the rise of 21st century travellers whose personal preferences and uniqueness are integrated to fulfil their range of specialised needs. Tourists increasingly desire customised, real-time and unique travel experiences above generic tour packages that are not always personally relevant to the traveller. This becomes complicated as product development shifts its focus away from group package tours which were easier to plan and implement (Ballantyne, Kerr, Rate & Moutinho, 2017; Cohen, Prayag & Moital, 2014; Dixit, 2017; Moutinho *et al.*, 2011). Travel behaviour now revolves around the ever-changing motives of the emerging millennial tourists, presenting challenges to both industry and researchers.

This study focuses specifically on how ethnicity and cultural identity relates to travel behaviour amongst South African Indians (SAI) as a market segment. Heritage and Culture are complex terms, and the definitions, explanations and descriptions provided are within the context of this study. Ethnicity at the most basic interpretation refers to genetics and genetic history. In temporal terms, ethnic identity is an organic construct occurring within a social context that develops over time and space (Park, 2014). Heritage is a master identity of “class distinctions, religious practices or ethnic origins” and these factors define an individual’s sense of their place and belonging on this earth (Pearce, 2011:115). Crouch (2010) postulated that heritage interweaves with cultural identity, belonging, memory and longevity. The meaning of heritage is constantly evolving and manifests as a “continuous emergent in the living” (2010:57). The concept of identity is one of duality at the individual level; personal identity is the way the tourist perceives herself/himself as a unique individual; and social identity refers to the way others perceive the tourist as an individual and as part of a group. The characteristics of social identity include ethnic origin, heritage, religious practice and social life (Pearce, 2011). National identity as a construct links to personal identity, the core value of belonging to a country, and this value becomes complicated when there are different and competing heritages in one country. When the first democratic elections occurred in 1994, South African national tourism was confronted with competing heritages for a space in the new national story of a free South Africa (Pitchford, 2008). These constructs fall within the self-categorisation theory. Individuals can and do act as both individual persons and social groups, with both of these social categorical self-categorisations being valid representations of the individual in different social contexts (Turner & Onorato, 2014).

Culture is “an umbrella word that encompasses a whole set of implicit widely shared beliefs, traditions, values and expectations which characterise a particular group of people” (Pizam & Mansfeld, 1999:407). Moutinho *et al.*, (2011:85) defined culture as an intricate combination of “abstract and material elements” constructed within a community. The traits of culture are language, religion, behaviour and technology, and these traits are unconsciously integrated into the group, and the tourist may not be aware of this subtle influence that inveigles itself to create variations in the mind-set,

and influences the travel decision process. Some travel occurs out of need, and these purchases stem from lifestyles dictated by culture, or from interconnected purchases resulting from conforming to group behaviour or even when imitating others. Tourism managers have to analyse different cultures to create specific tourism products that will appeal to each society (Moutinho *et al.*, 2011).

The tourism history in South Africa has direct links to apartheid when most international tourists avoided visiting South Africa due to its segregation policies. This lack of inbound tourism resulted in a focus on the domestic travel market that had previously focused on the White market. The National Department of Tourism (2011) indicated that there is a lack of leisure travel culture amongst the Black population, with visiting friends and relatives (VFR) tourism being the largest slice in terms of travel motivation (NDT, 2011). Rogerson (2015b) stated that in the last two decades, VFR tourism scholarship has emerged in the USA, Europe and Australia. In Africa, VFR tourism has linkages to historical migration trends dominated by Black travellers who lived in rural areas and travelled to urban area for work reasons, and then returned to their rural homes for visits and vacations. Tourist flows have changed in terms of population dynamics and spatial geographic flows within the local context relating to tourism patterns: VFR, business and leisure trips (Rogerson, 2014; Rogerson, 2015a; Rogerson, 2015b; Rogerson, 2017).

The lack of leisure tourism hinders social development because travel enables tourists to see the world through the eyes of people who live different lifestyles from their own, and the lack of exposure to the world tends to leave non-travellers with lower levels of global learning (Adinolfi & Ivanovic, 2015). Since the dissolution of apartheid, the emergence of a Black middle class has created opportunities to grow the former almost White domestic leisure tourism industry. Domestic tourism is an essential contribution to the tourism economy of a country (Rogerson, 2015b), but arguably still hindered through a limited leisure travel culture amongst previously excluded groups (Adinolfi & Ivanovic, 2015). However, since the dissolution of apartheid, there has been an increase in domestic tourism amongst the Blacks, Coloured and Indians signalling an emerging interest in travel and tourism (Horner & Swarbrooke, 2016).

Current interest in the traveller mobilities seeks commonalities and “sees positive synergy” amongst factors in domestic tourism (Pearce, 2011:5). Mobility tourism primarily focuses on the movement and mobilisation of people, which has attracted sporadic research on a global level. However, on a local level, mobilities tourism in Africa has received minimal attention (Hannam & Butler, 2012). Despite being a minority race, SAI add another element of diversity into South Africa’s rainbow nation. Their eastern oriental ethnicity merges into an already complex environment with various European heritages as well as the existent African tribalism weaved together to form a colourful tapestry to reflect the different heritages of the citizens of South Africa (Park, 2014). This wealth of South Africa’s different cultures would be of interest to the tourist eye (Richards, 2007). To grow domestic tourism, a greater understanding of the movement of emerging market members is necessary, yet little academic knowledge exists on the underlying drivers or travel behaviour of the respective segment. This is especially true for SAI as a market segment given the intricacies and strong influence that ethnicity and culture may have on travel behaviour.

1.2 PROBLEM STATEMENT

Globalisation of the world has led to the diversification of ethnic cultures spreading across the planet – all with individuals who wish to travel the world (Graham, Papatheodorou & Forsyth, 2010). This phenomenon has created a need for research on the variance of tourist behaviour across ethnic cultures regarded as being in its infancy (Li, 2014). There is minimal information on the influence of different groups’ ethnic identity and culture on their travel behaviour. Academic literature on tourism behaviour in various cultural contexts generally suffer from a lack of theoretical frameworks and methodological rigour (Li, 2014).

Understanding culture and ethnicity is very relevant within the context of South African domestic tourism considering the diversity of groups found within the country. Historically, South African tourism “traditionally focussed on the wealth of its wildlife” but it will need to diversify the tourism scope to include the wealth of its ethnic culture groups (Richards, 2007:70). In an African context, more research is required regarding

the motivation, behaviour and impacts of domestic tourists in the leisure market as the African continent has focused on growing inbound tourism. The tourism potential in Africa is significant but underdeveloped (Ghimire, 1997; Ghimire, 2001; Manwa & Mmereki, 2008; Naude & Saayman, 2005).

On the domestic front, South Africa's policies of apartheid kept foreigners at bay during the years of segregation (1948-1990). Visser and Rogerson (2004:201) stated that tourism in South Africa was "anti-developmental" and tourism research centered on the needs of White South Africans. Apartheid legislation also curtailed access to facilities, and certain beaches which were exclusive use for White South Africans. During this period, leisure travel was undertaken predominately by the White population; resulting in limited knowledge regarding the motivation and behaviour of the wider domestic market (Manwa & Mmereki, 2008). There have been progressive efforts since 1994, when South Africa achieved democratic independence for all South Africans, to build domestic tourism. This resulted "in increasing numbers as domestic tourists, especially those previously neglected during the years of segregation through apartheid" were entering the domestic tourism market (Kruger & Douglas, 2015).

SAI travelling in South Africa is specifically under-researched due to their status as a minority group. Cohen *et al.* (2014) similarly stated that minority populations within countries receive minimal research focus globally. SAI forms part of the group of previously neglected ethnic groups that could arguably grow domestic tourism in South Africa (along with Blacks and Coloureds) if strategies are effectively focussed on their unique characteristics (Adinolfi & Ivanovic, 2015).

1.3 STUDY AIM AND OBJECTIVES

This study describes the role that ethnic identity and culture plays within the travel decisions of a minority ethnic group as domestic tourists. For this purpose, a modified version of the Individual Travel Behaviour Model (ITBM) (Moutinho *et al.*, 2011) is

applied to SAI as a case study. Towards this aim, the following empirical objectives are stated.

1. To describe the identity self-categorisation of SAI.
2. To describe the provincial travel mobility of SAI.
3. To identify the motivations for travel among SAI.
4. To describe the trip characteristics of SAI.
5. To identify important aspects during travel.
6. To identify the constraints to travel among SAI.
7. To test the relationships between ethnic and cultural identities and provincial travel decisions of SAI.

To attain the above objectives, a mixed methodological design was utilised. To address objectives one to six, qualitative data was collected from focus groups as well as quantitative data using a survey questionnaire. Objective 7 applied quantitative survey data for further inferential tests, and the following hypothesis was stated:

H₁ There is a significant difference in the influence of ethnic identity and cultural identity on the provincial travel decision of South African Indians.

1.4 ACADEMIC VALUE AND CONTRIBUTION OF THE STUDY

Cross-cultural tourist behaviour is a neglected area in tourism scholarship. The ITBM model includes many factors applied in the numerous tourist behaviour studies; but with the role of culture and ethnic identity tested to a limited extent (Li, 2014). Minority groups have a different heritage to their host country, and are often overlooked and neglected by the host country's government. As a result, these minority groups turn to the history and heritage of their roots country, which results in a gap between political citizenship and culture. In the South African context, some research exists on the

Chinese as one such minority group who had a similar experience to the SAI as they were brought into South Africa to work as indentured labourers in the gold mines in Johannesburg. The Chinese and SAI treatment “were extremely cruel and inhumane” (Harris, 2010:154). Harris (2010:155) compared this to the slave system that preceded the indentured labour system. The key difference was that SAI were considered British subjects whilst the Chinese were not. This resulted in that SAI were originally offered citizenship to remain in South Africa after their indentured service was completed. The British did not repeat their earlier decision, and did not offer citizenship to the Chinese as they were considered a combined Asian threat to the White governance of South Africa. Hence, today Chinese South African nationals number approximately between 10 000 – 15 000 (Harris, 2013:92). This study contributes to the literature by exploring how a minority group views ethnic heritage in terms of their citizenship of their host country, and their ties of connection to their genetic legacy country (Park, 2014). The study applies a recognised scale on ethnic identity and presents a newly developed scale to test cultural identity as a construct. The study applies a novel approach by distinguishing between three self-categorisations of national identity namely Indian, South African and South African Indian during both the qualitative and quantitative sections of the empirical data analysis.

An important reason to grow domestic tourism is that it acts as a direct conduit to international tourism. Domestic tourism creates the foundation for tourism by ensuring that the environment and conditions are established, and it therefore acts as a stepping-stone for international tourism (Manwa & Mmereki, 2008). This study contributes to the literature on South African domestic tourism on the travel habits of SAI as one of the emerging domestic tourism markets. The results offer insights into strategic marketing initiatives customised to effectively serve this lucrative market.

1.5 DELIMITATIONS OF THE STUDY

No research study is perfect and the researcher must admit to this imperfection from the start of the dissertation (Leedy & Ormrod, 2015). In this study, tourist behaviour is

the theoretical basis for this study, with specific reference to the ITBM (Moutinho *et al.*, 2011). The model encompasses various components including “budget, time, facilities, services, other tourists, motivations, decision maker roles, travel choice, learning, perception and attitudes” (Pearce, 2005:17). This study focuses on the travel decisions of the SAI with specificity to ethnic identity and culture as drivers of tourism behaviour. This study does not test all of the constructs presented in the model at inferential level, but provides descriptive data only. The study is cross-sectional and therefore limited to the reported behaviour at a specific point in time (as opposed to understanding changes in travel behaviour over time). The study does not include any of the other emerging domestic tourism market segments.

1.6 STRUCTURE OF THE DISSERTATION

Chapter 2 presents the literature review laying the foundation of the study. It offers an overview of consumer behaviour in tourism, introducing the ITBM model and its adapted version used as basis for this dissertation. The constructs “ethnic identity” and “cultural identity” are described as a prelude to further application within the South African context in Chapter 3.

Chapter 3: presents the background for the study: SAI as domestic tourists. This chapter introduces the historical development of domestic tourism; current domestic tourism landscape; and provincial travel mobilities.

Chapter 4 presents the research methodology: research paradigm and design; mixed methods and goes into detail on the sample population. The data collection methods are explained in detail, and a breakdown is given on the formulation of the instruments used: focus group interview guide and questionnaire. Thereafter, the focus shifts to the data analysis of the quantitative data, followed by demonstration of the quality and rigour as well as ethical considerations.

Chapter 5 presents the results: qualitative and quantitative results are integrated to offer a holistic understanding of the research questions. It starts off with the identity self-categorisation of SAI described in detail; SAI trip characteristics outlined with detailed descriptions; travel preferences and motivations of SAI; as well as important

aspects relating to travel. The non-travel aspects of the study delve into the constraints of travel amongst the SAI population. The results conclude with an in-depth look at ethnic identity and culture, and its impact on travel decision-making.

Chapter 6 presents the conclusion chapter. A summary of findings outlines the manner in which the study addressed each of the research questions, while the limitations are also noted. Recommendations for target marketing as well as for future research are made.

CHAPTER TWO: CULTURE AND ETHNICITY WITHIN TOURIST BEHAVIOUR

2.1 INTRODUCTION

The aim of this chapter is to introduce consumer behaviour in the tourism context. It starts with the popular theoretical frameworks of tourist behaviour. Thereafter, the role of culture and ethnicity is explored within this paradigm; with particular reference to how these two constructs and travel decisions merge. The chapter concludes with the application of these constructs to the South African context with specificity to SAI.

Travel and tourism contributes 10.4% to the world's total gross domestic product (GDP) and as one of the largest thriving industry, tourism contributes to 319 million jobs (3.9%) of total jobs (WTTC, 2018:1). It is a robust industry that will continue to grow as people are moved to see the world in real time. The travel and tourism contribution to the GDP of South Africa is 8.6% or ZAR425.5 billion. In order to ensure the sustainability of the industry, it is essential to understand that tourism is a people-to-people business from production to consumption. The 21st century tourist lives in an era of continuous change and evolving expectations (WTTC South Africa, 2019:1).

Tourism growth differs in countries and it is not homogenous across the world. It is important to understand this discrepancy in the growth and demand of tourism (Churchill & Nuhu, 2018). Tourism growth influenced geography, climate and infrastructure amongst others, and socio-political factors such as ethnic diversity plays a pivotal role to elucidating the difference between tourism revenue and demand within the tourism industry (Churchill & Nuhu, 2018). Developing countries are also more vulnerable to political instability and corruption, and this can hinder tourism if it is not managed properly (Das & Dirienzo, 2010). Tourism stakeholders need to understand the impact that ethnic diversity has on tourist arrivals and tourism revenues within the larger context. Ethnic diversity forms an integral part in reshaping the landscape of the

tourism industry, and be integrated into the existent policies on tourism growth (Park, 2014).

2.2 OVERVIEW OF CONSUMER BEHAVIOUR IN TOURISM

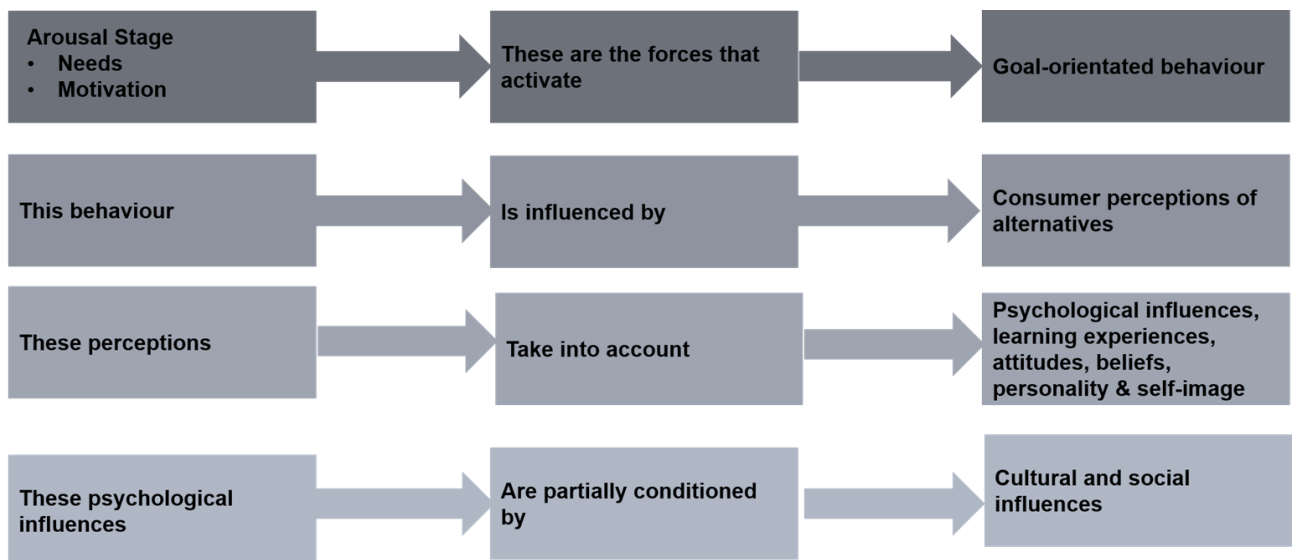
Travel behaviour is a complicated process and tourists make complex decisions when planning to travel (Cohen *et al.*, 2014). Tourists increasingly seek personally relevant experiences (Ballantyne, Kerr, Rate & Moutinho, 2017; Cohen, Prayag & Moital, 2014; Dixit, 2017). Understanding these experiences calls for research on variances across groups as globalisation leads to movement of diversified ethnic cultures (after Hindley & Smith, 2017; Lee, 2017; Li, 2014; Pearce, 2011). To understand [tourist] behaviour, we must seek the origins. Behaviour has its roots in psychology implemented in 1930 as the theory of behaviourism with a focus on visible and observed acts. During the 1970s, academics entered the fray when they introduced the study of tourism as a theory, and focussed on the behaviour patterns of the tourist (Pearce, 2011). Academics soon became weary with using the word behaviour to describe the process of tourism behaviour for they believed, this limited psychological viewpoint alluded only to observable behaviour, and replaced behaviour with experience (Pearce, 2011). From the 1980s to 2000, the original format of behaviourist theory was redefined to portray a holistic understanding of tourism behaviour to include actions that are visibly integrated with psychological traits and stimuli involving tourists (Pearce, 2011).

Moutinho *et al.*, (2011) indicated that travel behaviour is influenced by a multitude of factors: perception of destination choice, travel mode and travel time; travel knowledge; travel decision and consumption; how travel decisions are made and how personality affects these decisions. These five phases of tourist behaviour offer a holistic picture of the tourist behaviour process. A major difference between consumer behaviour and tourism behaviour is the extended time between each of the phases. In the first phase, most tourists dream of their vacation, and it usually takes years to save for such a trip (Pearce, 2005). The vacation tourist will spend thousands on a holiday experience without any expectation of an economic or material return because this

experience is intangible (Moutinho *et al.*, 2011). Spending on tourism products differs from a purchase in the fast-moving consumer goods (FMCG) industry where the product is tangible and usually purchased immediately in response to a desire. In the second phase, the vacation anticipation is an experience as much as the experience of the actual vacation. The pre- and post-travel phases (three and four) creates anticipation and the ability to recall memorable experiences contributes to the overall experience. Then there is the actual experience of the vacation site itself (phase five); the epicentre of the vacation model is normally where the expectation level is the highest (Pearce, 2005).

Moutinho *et al.* (2011) corroborated that social and cultural elements in the travel behaviour model are influenced by psychology in reference to Figure 1 noted below. Figure 1 displays the interaction of elements involved in the consumer behaviour process. This dissertation will focus on cultural and reference group influences within this model.

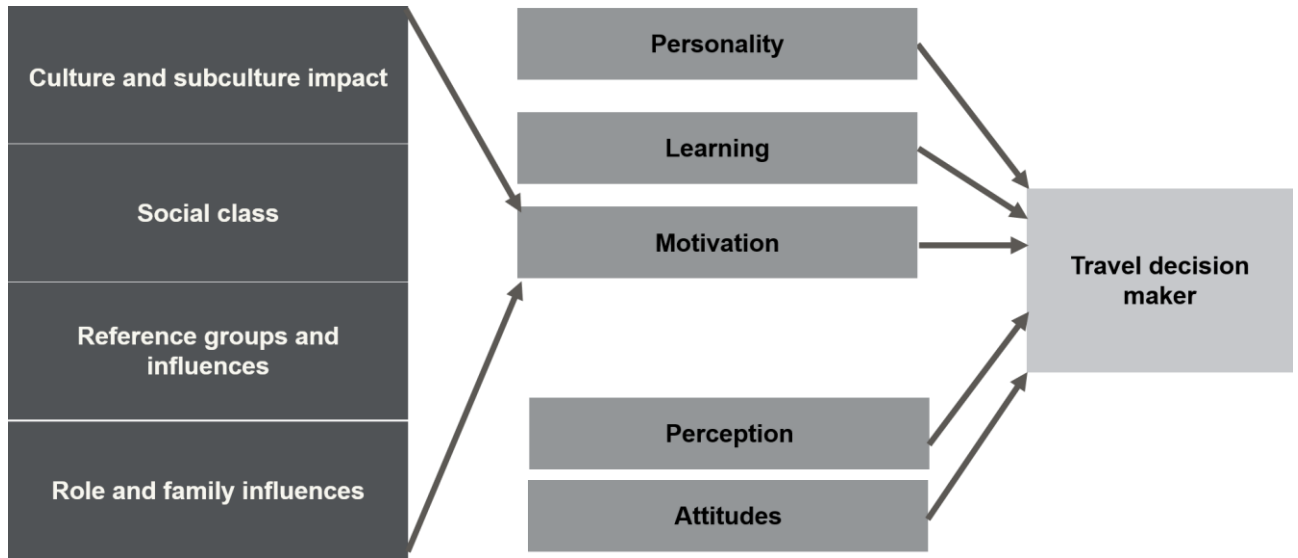
Figure 1 Interaction of elements in the psychological field of the consumer that influence behaviour



Source: Moutinho *et al.* (2011:85)

Tourism is customer-centric and stakeholders must become cognisant of the voice of the tourist. To understand a tourist is a complex process, and tourism managers must heed what drives the individual tourist (Moutinho *et al.*, 2011). The needs of a single individual is varied and extensive and also unique to that individual. The individual makes numerous decisions based on a range of elements, and each element devolves into a number of choices. An example of one such travel decision element is transport to the domestic destination: the type of transport could be air; leading to a choice in carrier; leading to the choice of ground transport for transfers. Thus, the individual is influenced by many factors during the cycle of the pre- to post purchase behaviour: culture, social class, reference groups and influences, as well as the role of family as denoted in Figure 2 below. Stemming from these ideologies, travel behaviour is further devolved to intrinsic levels of influence on the tourist in terms of personality, learning, motivation, perception and attitudes (Moutinho *et al.*, 2011). There are additional elements in tourism consumer behaviour such as values, self-concept and personality, trust and loyalty, expectations and satisfaction (Cohen, Prayag & Moital, 2014). For this study, focus is on ethnic identity and culture as influential factors in the decision making of individuals. In the South African context, there is a gap in the research and due to the global mobilities of people, the role of ethnicity and culture are becoming increasingly important to create meaningful experiences across population groups. Moutinho *et al.* (2011) asserts that travel decisions outside the ambit of the individual are influenced by people around the individual as per diagram Figure 2 below.

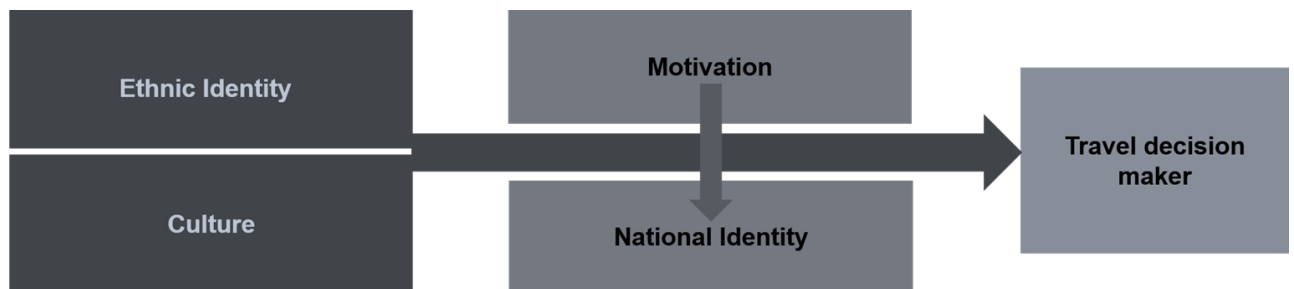
Figure 2: Major influences on individual travel decision (ITBM)



Source: Moutinho *et al.*, (2011:84)

In this study, an adapted version of Moutinho *et al.*'s (2011) model Figure 3 [below] is applied. The focus would be on the roles of ethnic identity and culture on SAI travel decisions. An additional aspect, ethnic grouping is added to represent the issue of SAI national identity within the South African context. The constructs of the model is explored in the subsequent chapters of the literature review.

Figure 3 Major influences on individual travel decision (ITD) (Adapted)



Source: Adapted from Moutinho *et al.* (2011:84)

2.3 TRAVEL MOBILITIES AS PART OF TRAVEL BEHAVIOUR

Geographers who work within the tourism industry have core challenges in understanding the spatial dimensions of tourism in Africa. Rogerson (2014) stated that there were uneven mobility trends within South African tourism. In this article, three sites were selected: City of Tshwane; City of Johannesburg and Ekurhuleni. Each site exhibited different data with reference to growth performance (number of trips, bed nights and visitor spend; origin of visitors (domestic or international); purpose of trip (leisure, business or VFR). This information enables tourism management to understand the changing patterns of tourism mobilities and to plan appropriately. Cohen and Cohen (2015a) assert that in emerging sectors: Africa, Middle East, Asia and Latin America engage in domestic and international tourism, which gives credence to the existence of mobilities, and makes it an innovative concept within tourism. In a responsive article, Cohen and Cohen (2015b) attributed credence to power (economic and political) in mobilities, but they conceded that an in-depth understanding of economic and political issues were not investigated due to the massive nature of such a task. This was limited to their original study of (2015a), and a recommended area for future studies. Rogerson (2017a) had also responded to the article by Cohen and Cohen (2015a) to state that business mobilities should be included in their study of mobilities to offer a holistic understanding of mobilities tourism in Africa.

Rogerson (2017a) reiterated that an important facet of geographies migration occurring in the Global South refers to the multi-location households that exist due to labour related circular migration. Circular migration occurs when households are stretched geographically due to labour migration typically from a rural location to an urban location. The worker would travel back and forth between these established households naturally precipitating VFR flows whilst simultaneously stimulating tourism in these sectors. VFR flows stem largely from socially disadvantaged groups that boost the local economies in the location of work as well as the location where the core family resides. Janta, Cohen and Williams (2015) assert that the traditional models of long-term migration have evolved to include short term or circular migration in the context of skilled expats, seasonal migrants and international students as well as

diasporic communities. This spatial dispersion of people to multiple geographical locations has raised many interesting socio-economic questions to how families adapt and connect with each other. VFR mobilities constitutes five diverse reasons: “social relationships, the provision of care, affirmations of identities and roots, maintenance of territorial rights, and leisure tourism” (2015:594).

2.4 THE ROLE OF ETHNIC IDENTITY AND CULTURE

2.4.1 Brief introduction to identity theory

Pichler, Varma and Budhwar (2012) state that Social Identity Theory (SIT) and the similarity attraction paradigm occurs when an individual classifies other individuals as belonging to an in-group or an out-group based on their differences. The in-group consider themselves as part of the group because they have similar social identity characteristics, whilst the out-group does not have the similar social identity characteristics of the in-group, hence, they are left out of the in-group. Self-categorisation theory forms part of SIT (Pichler *et al.*, 2012). Self-categorisation theory propels the improvement of our understanding within intergroup contexts as well as the way subgroups of people internalise group norms and adapt their behaviour accordingly. This has resulted in a greater understanding of motivation, which is aligned with social identity for example group structures, cohesion, deviance and leadership. Research in these arenas would contribute to a greater understanding of identity related constructs (Hogg & Terry, 2000). Nationalism is a related construct and defined as “sharing the commonality of identity, constituted of civilisation, tradition, culture that creates a national identity” (Bhadra, 2017:13).

Pillay (2015) affirms that the label “Indian” was allocated to South Africans of Indian descent during the apartheid years. The racial classification is still currently relevant in contemporary South Africa as the current democratic government recognises “Indian” as one of the racial categories in South Africa. It is therefore only a social construct, and not biologically meaningful. Pillay further argues that SAI from the born-

free and raised-free generations typify a strong South African identity, accept the label as “Indian” with some attributing meaning associated with culture (Pillay, 2015). Cultural minority or grouping is perceived as being different from the host population. This creates the process of othering, when the other cultural minority is made to occupy a separate space, figuratively, and sometimes literally. The grouping of minority populations as a cultural minority creates confusion with the interchangeable meaning of culture.

2.4.2 Definition and dimensions of ethnicity

Ethnic identity is a multidimensional, dynamic construct that evolves over time (Phinney, 2007). To measure ethnicity is complicated because interpretations are different and there is a tendency to mix ethnicity with culture. Ethnicity is measured against country of birth, nationality, home language, country of parent’s birthplace, religion, national and geographic origin, and is a principal part of self-concept. Ethnicity should include a “shared past, shared common origins, group identity and belonging to a group” (Dzansi & Arko-Achemfuor, 2016:148). At the core of understanding, ethnic identity consists of a peoplehood, a culture and setting. It is more than in-group affiliations, the knowledge and understanding as well as the insights and comprehension – the sense of self as a group member that evolves with time through a process of investigation, learning and commitment. Ethnic identity is a construct that is formed over time through the actions and choices of individuals within a group (Dzansi & Arko-Achemfuor, 2016; Moutinho *et al.*, 2011).

Research on ethnic identity tends to focus on the unique elements that differentiate groups from each other, whilst also looking for similarities between the groups. The widely applied Multi-Group Ethnic Identity Measurement Scale (MEIMs) of Phinney (1992) tests similarities and differences in ethnic identity amongst population groups. The MEIM’s construct is used to assess different factors such as self-esteem that is related to ethnic identity. Phinney and Chavira (1992) studied three minority groups in the United States (Asian American, Blacks and Hispanics) in a longitudinal study of three years to test if their self-esteem and ethnic identity are related. The study

confirmed that self-esteem and ethnic identity were linked at the onset of the study, and at the end of the three-year longitudinal study. A high self-esteem would enable individuals to explore their cultural background, and develop a positive viewpoint as a minority group.

2.4.3 Definition and dimensions of culture

Culture is a broad concept, and it may differ from group to group, but similarities can coincide. The building blocks of culture are language, religion, behaviour and technology. Culture encompasses the following characteristics: values, customs, ideas, attitudes, learned beliefs and symbols with meaning (Moutinho *et al.*, 2011). These characteristics integrate into the concept of identity of the person and is carried through the cycles of life within a group to form the foundation of a culture, but more importantly, it shapes a group of people to a specific behaviour pattern thereby creating variations between groups (Moutinho *et al.*, 2011). Family based culture is generational whilst culture in consumer behaviour is the entirety of beliefs, customs and values that is passed through the generations. These characteristics form intrinsic layers of cultural identity that determine the buying behaviour of each society (Moutinho *et al.*, 2011). Culture is an organic process and over time, culture changes. The living generation appraises their culture, and make adaptations to suit their lifestyles within their milieu (Richards, 2007).

White (2004) postulates that ethnicity and culture are controlled by history, for it is history that determines the official selection of today, that will be the story told eons into the future, and the everyday histories of you and I will remain forever lost in time. The world is perceived as being modern, and it is difficult in the current era of increased technological advancements and mobility for a country to retain its identity as a single race country “sharing a common race, language, ethnicity and heritage” (Park, 2014:208). Schouten states that “cultural identity is the expression of one’s place in the world.” As technology continues its trajectory into shrinking the world into a global village, the exposure to multitudes of the varied ethnic population groups has increased the awareness of cultural identity in relation to population groups and

individual identity (2007:35-36). It is important to review how culture is integrated in their lifestyle. For example, Asian families function largely as groups and display strong, loyal familial links with each other extending to relatives (Carteret, 2013). Asian culture plays a significant role in families' structures, and influences the behaviour of individuals belonging within their cultural group (Bhadra, 2017).

Given the importance of this dimension to the livelihoods of SAI, it may arguably also be a major factor to influence travel behaviour. Culture in consumer behaviour is the totality of beliefs, customs and values that are generational. Culture is carried from generation to generation in families, and it differs from group to group. Culture is a broad concept, and it can influence tourists in a subtle manner without a conscious awareness or memory. Purchase can arise out of need, or it can be attained from a cultural endorsed lifestyle, or from interconnected purchases, or it can stem from easy adherence to group criterion or from emulation of others (Moutinho *et al.*, 2011). Cultural heritage acts as influence in the decision-making process, and it simultaneously displays harmony, closeness and connectivity during the communication process (Bhadra, 2017). Each culture can exhibit different behaviour patterns in the tourism decision-making process. The study demonstrated that families with various ethnic backgrounds could display different decision-making patterns and results (Nanda, Hu & Bai, 2007).

2.5 THE ROLE OF ETHNICITY AND CULTURE IN THE SOUTH AFRICAN CONTEXT

The role of ethnicity and culture is important in the South African landscape as South Africa has 4 major population groups: Blacks, Coloureds, SAI and Whites (Stats SA, 2019). The focus of this discussion will be on the SAI population group within the context of the South African landscape.

2.5.1 Introduction to the South African cultural landscape

To maintain a mono-ethnic and monoculture country is likely to be very difficult due to the current age of global assimilation and interdependence (Park, 2014:208). This also applies to South Africa which has four main population groups: Blacks, Coloureds, Indians and Whites. Due to its ethnic diversity, South Africa is called the “rainbow nation” (Dzansi & Arko-Achemfuor, 2016:146). Each race is unique in their own culture: value systems, food, art, traditions, clothing attire, habits, art and music. These multiple layers of ethnicity and culture adds a uniqueness to South Africa – the mixture would always be more interesting, multi-faceted than a single-race country; with each market segment telling its own story. When a strain is ignored, South African tourism becomes less authentic because the missing strain, when unravelled from the tapestry leaves behind an incomplete picture that soon becomes apparent to the tourist eye.

Park (2014) raises the dilemma experienced in South Africa. How can a country with different heritages, safeguard and protect each heritage, whilst simultaneously creating and supporting a national heritage? Each individual heritage has to be recognised and protected by the government whilst simultaneously creating a common South African national heritage on a global platform. The added complication is that White South Africans are additionally predominantly divided between Afrikaans and English (there are a smattering of other European influences within this mix). This example is extended to Blacks with a multitude of different tribes and languages. A positive spin is that national tourism can market South Africa by displaying the ethnic backgrounds and diversity of the South African people to foster an improved understanding between the different races. The added benefit would also make South Africa more appealing as a tourist destination on the African continent compared to other mono-race, -cultural countries that exist in Africa. There is an additional motivation to encourage tourists to visit a country where they feel a sense of familiarity when they view the citizens, and this will create a sense of comfort to other African, Asian, and White visitors. The tourist prefers to visit destinations that they are familiar with in terms of self-image, namely the looking glass concept (Moutinho *et al*, 2011; Fourie & Santana-Gallego, 2013). This serves as a pipeline for tourism to other Indian

tourists living across the world. Migrant populations tend to travel to countries where the local people share similar cultural traits, this is called cultural affinity tourism (Fourie & Santana-Gallego, 2013). The shared traits could refer to language, music, food as well as architecture, ethnicity and pigmentation of skin colour. Cultural affinity is an important tourism pattern and can be used in marketing to effectively expand inbound tourism to South Africa (Fourie & Santana-Gallego, 2013).

As indicated, South Africa has been accorded the title “rainbow nation”, and it takes pride in its diversity. In 1996, two years after apartheid, the Department of Art, Culture, Science and Technology adopted a new slogan, “Unity in Diversity” and committed to preserve the full range of diversity of South African heritages and traditions. A policy of equity was set in motion, focused on correcting past imbalances and aiding development of all South Africans. There are other African countries with a multi-ethnic; multi-cultural; and multi-racial landscapes that developed from a history of racial domination and armed conflict, namely Mozambique, Angola, Namibia and South Africa (Mlambo, 2013). The diversity of South Africans is an important national asset to the country (Department of Arts, Culture and Technology, 1996). The lack of homogenisation amongst the race groups along with enforced isolation from each other by decades of segregation laws, created a deeper divide between the four ethnic groups. The protection of culture is further entrenched in The Constitution of the Republic of South Africa (hereafter referred to as the Constitution) whereby all South Africans hold the right to choose their cultural way of life (Constitution of the Republic of South Africa, 1996).

Schouten (2005) postulated that cultural tourism creates a platform to display the different cultures by the medium of traditions, music, dance, food and crafts that are specific to each group, and the derivatives found in each group. There is a fine balance between cultural identity that emphasises the differences between the four major ethnic groups, and national identity should bring the four major ethnic race groups together by emphasising their commonalities as South Africans. Nationalism is conceptualised through sharing a common identity that is created by civilisation,

culture and tradition, and this typology creates a nation (Bhadra, 2017:13). This remains a challenge for South Africa and its domestic tourism today.

2.5.2 Introduction of South African Indians into the South African population

The SAI population residing in South Africa today originated from India, with majority of the citizens being second, third and even fourth generation. They were contracted in 1860 to work as indentured labourers in sugar cane producing estates situated in Port Natal (after Modi, 2010; Harris, 2010, Dhupelia-Mesthrie, 2000, Pachai, 1979). The first contingent of 340 immigrant Indians arrived in South Africa on 16 November 1860 from Madras in South India. The group consisted of 200 men, 89 women and 59 children from a varied cross section of tradespeople, gardeners, domestics, barbers, carpenters, and surprisingly, very few field workers. The main language spoken was Tamil, one of the main Dravidian languages of South India, as well as a scattering of Telegu speakers within this contingent (Bughwan, 1979:465). From 1861 – 1866, a further 3644 Indians arrived in South Africa which were made up of mostly Tamil and Telegu speaking SAI, and at the close of 1866 there were approximately 5162 Tamil and 1286 Hindi (Bughwan, 1979:466). Overall, during the period of 1860 – 1911, 152 184 Indians arrived in Natal to work on the sugar cane plantations (Harris, 2010:147).

In 1946 the Ghetto Act, more formally known as the Asiatic Land Tenure Act, placed SAIs in certain demarcated areas. This resulted in a new form of social engineering whereby the mixed multi-racial communities disbanded (after Modi, 2010; Dhupelia-Mesthrie, 2000; Maasdorp & Pillay, 1979). The SAI relocated to Chatsworth and Phoenix in modern KwaZulu-Natal (“KZN”), then called Natal, an act that led to the emergence of large mono-race residential townships. Due to the separation of the non-White population, each population group kept to their own type (ethnic identity) and immersed themselves in their own culture (Modi, 2010). Each population’s culture became their core identity that evolved, and became entrenched in their fight for survival, independence and freedom (Modi, 2010). In the earlier years, SAI believed that education was integral to their success and through perseverance and self-help,

their determination led to the establishment of the University of Durban-Westville in the then Natal province (Moodley, 1979).

SAI suffered discrimination, they were perceived as a lower-class race by the Whites, and suffered many hardships (Modi, 2010; Dhupelia-Mesthrie, 2000; Pachai, 1979), and were not allowed to advance economically. Pachai postulated the common fallacy that only the Afrikaner identity was synonymous with racial prejudice, but with the English-speaking Whites based in KZN being equally racist. The South African way of life for SAI that were given permanent citizenship was that they occupied the bottom ranks of the ladder as labourers and consumers, and not as equal competitors within the economy (Pachai, 1979). However, in then 1974, the SAI comprised 24% of the total Natal population [512 060], they had an impact with the introduction of their markets, shops and curios depicting their culture which intrigued the visitors. The colourful apparel of Indian clothing shops and Indian restaurants concentrated in the Durban central business district created an exotic appeal to a largely African city inhabited with Blacks and White English colonists. Despite their contribution to their adopted country, SAI were criticised because of their economic success (Pachai, 1979:ix).

During the 1970s, Mangosuthu Buthelezi, the leader of the Inkatha Freedom Party tried to foster linkages between the Blacks, Coloureds and Indians. Thus, a cohesion of a united struggle started to gain momentum. The strikes of 1973 included a sizeable number of Indians joining the Blacks in public protests. This unity extended to the 1976 strikes where Indians joined the Blacks (Moodley, 1979). Real change in South African society happened after Nelson Mandela's unconditional release from prison on 11 February 1990 after spending 27 years in prison, to become the first democratically elected President of the Republic of South Africa in 1994. This change though welcomed especially by the Black, Coloured and SAI also had to contend with a government that had to deal with self-enrichment policies over the good of all South Africans (Cherry, 2010).

2.5.3 South African Indian ethnic and cultural identity

Non-indigenous societies tend to connect their heritage to the history and traditions of their homeland country. This creates a perceived link between political and cultural citizenship (Park, 2014). However, there is less attention paid on how non-indigenous societies interpret and react to the heritage of a host country. When Indians first arrived in South Africa in 1860, they were a minority group with a strong ethnic identity that has strong ties to their mother country [India]. Their religions, traditions and practices were integral to their culture. Thus, their identity and cultural practices were strong in the first few decades of their arrival (Moodley, 1979). Whilst living in India under poverty-stricken situations, the Indian communities practised a form of endogamy, which is essentially the custom of marrying only within the constraints of your local community with similar linguistics and religion, as Indians could not afford to travel. This lifestyle became generational which eventuated into tradition that became a mode of lifestyle. To the early Indians living in South Africa, merging one's life with a Black or White person was not part of their thinking due to generations of practising endogamic lifestyles. SAI feared a loss of their Indian identity, and therefore during this time-period there were minimal marriages across racial lines (Moodley, 1979). Due to their isolation, SAIs managed to hold tight to their ethnic identity and conform most of their behavioural patterns to their heritage country of India. SAI mostly continued to follow the Hindu religion, though some speak their vernacular languages: Hindi, Tamil, Telugu, and Gujarati (Naidoo & Mahabeer, 2006). In the subsequent generations, their direct contacts with India reduced whilst their ties with their adopted country became stronger. Their adaptation into western politics, culture, education and economics influenced SAI from 1879-1979 (Pachai, 1979).

SAI had to learn to adapt to the concepts of Africanism, and tribalism which is integral to the lives of the Blacks. They also had to embrace the diverse White populations in South Africa: English, Afrikaners, as well as Portuguese, Greeks, Italians and various other Europeans. This preservation of their identity allowed the SAI to survive White oppression, and would assist this diaspora community with the uncertainties of their

future (Moodley, 1979). At the same time, many SAI have continued with “their sanskriti (traditions)” observing their traditions and religion, as well as their dress style, food and maintaining traditional methods of preparing food in their resident country which they considered home (Modi, 2010:56).

The entrenchment of maintaining ethnic identity in terms of business was fluid as the SAI lifestyle adapted to a changing geomorphology within a social context. SAI soon realised the importance of learning English as it had developed into the common language of communication between the different population groups in Port Natal (now called Durban). The SAI domiciling in the then Transvaal and the then Cape learnt Afrikaans and English. The SAI started to lean away from speaking their vernacular languages, and SAI parents accepted this change on the premise that the practical rewards of speaking English would have a significant impact on their economic progress (Moodley, 1979). Over the decades SAIs (98.1%) have adopted English as their home language and approximately 69.3% do not speak any Indian languages (Naidoo & Mahabeer, 2006:123-124).

Historically, SAI moved on to other employment sectors in railways, market gardening, factories and domestic work. Their trajectory over time evolved as professionals in education, medicine, law and commerce. Individuals have become ambitious in job selection according to their education and experience (Moodley, 1979). To provide an example of their newly formed identity: Devi Sankaree Govender is a well-known SAI journalist and host of a talk show on Radio Lotus, a radio station targeted at the Indian market. During a show in April 1999 she asked her listeners whether they viewed themselves as Indians or South African Indians, and which they considered more important. She received 26 callers in the one hour of her show. The breakdown: 18 callers preferred to be called South African; 7 callers preferred to be called South African Indian and one caller preferred to be called Indian (Dhupelia-Mesthrie, 2000:9).

Some of the comments made were as follows:

- *I'm an African. My name is Suresh. I am an African. The continent I come from is Africa. Which part of Africa? South Africa. I am South African full stop.*

- *I'm a South African born and brought up in South Africa and we are simunye – we are one.*
- *If you want to call yourself an Indian then you are a refugee in Africa and at the end of the day people must identify with their country.*
- *When I travelled abroad in India and I wrote in the (arrival) form there “Indian” he (the official) said ... “Nonsense” ... I had to fill the form again “South African”.*

(Dhupelia-Mesthrie, 2000:9)

In a similar study, the role of ethnicity and culture was tested on whether it had an impact on entrepreneurship in South Africa. In South Africa prior to 1994, the Indian and African entrepreneurs were discriminated against by legislation, and the SAI looked at their family and the wider Indian community when needing assistance, and formed part of their target market. Once South Africa achieved democratic independence in 1994, the rate of business ownership and self-employment increased amongst immigrants. Along with Asians and Africans, Indian entrepreneurs gained increased visibility as shop owners in the retail and service industry (Van Scheers, 2010). A study by Adams, Abubakar, Van der Vijver, de Bruin, Arasa, Fomba, Hapunda, La, Mazrui & Murugami (2015:14) found that ethnic identity of Indians in the USA and South Africa strongly identified with feelings of belonging and commitment. The ethnic or racial group membership is more salient in South Africa due to “institutionalised oppression” fostered inclusive ethnic and racial group membership. The African group focussed more on their ethnic heritage to solidify their overall sense of community membership. The biggest fallacy is that policy makers consider all SAI as one homogenous group. Modi confirmed the thinking that SAI were thought of as one monolithic block but they are actually very different, and divided into religions, castes, class and language. Their homogeneity in context of their work ethic is similar to one another. Their other similar qualities are their acceptance of small work pay; leading a simple lifestyle; sharing labour amongst family members; and extending support and credit within the family and community networks. This importance of social capital and networks amongst the Indian community contributes to their success.

There is a perception amongst the general population that all Asians are rich and successful, and yet there are differences in economic status and failures in businesses within the Indian community (Modi, 2010).

2.6 THE IMPORTANT ROLE OF FAMILY AS A REFERENCE GROUP

This chapter was included to ascertain the importance of family as a reference group within the SAI community.

2.6.1 Indian family structures

In the Indian family, the head of the household is usually male, and the main breadwinner of the family, who sets an expectation to standards of behaviour. The head of the household is also the pivotal decision maker in the family group, and would make the key decisions in the travel decision model (Bhadra, 2017). In Asian society, the family is the reference groups in countries for example, Bangladesh, India, Nepal and Pakistan where tightly knitted family groups still exists (Bhadra, 2017). The Asian family model includes the immediate family members as well as grandparents and relatives. Within this family paradigm, members of the family expect loyalty from each other (Carteret, 2013). The extended family may include grandparents, parents, parents-in-laws as well as relatives (Nanda, Hu & Bai, 2007). British families of Indian descent live in one household, and most cases have three generations, even four generations living together (Klemm & Kelsey, 2004). A large percentage of young adult males and females continue to live in their parental home until marriage, and in most cases their married daughters move into the homes of their husbands but their sons tend to stay with their parents after obtaining their tertiary education and gaining employment (Klemm & Kelsey, 2004). Asian culture is a pivotal player in the family dynamic and influences the traveller. The identity of the Asian individual belonging to a group identity is reflected in the travel decision process (Bhadra, 2017). This is confirmed by the data that 78.41% consulted with their families with the details of their travel plans whilst 7.95% consulted on some details of their travel plans and this totals

to 87% of Indians who communicate, consult and share their travel plans with their family (Bhadra, 2017:10).

Culture may be used to grow tourism wherein tourists like to visit countries that are novel to them in terms of ethnic identity and culture. In other instances, tourists want to visit destinations where their cultures are similar, for example cultural affinity is one such example - it is a desire to travel to a country where the local people have a similar identity to that of the tourist. Cultural affinity refers to a common language, music, food, religion as well as similar behaviour, similar features and skin colour (Fourie & Santana-Gallego, 2013). South African Indians originate from India, and India has a citizenship of over 1 billion Indians. There are also large sections of people of Indian origin living across the globe for example: Mauritius (68%); Fiji (45%) and Trinidad and Tobago (42.22%) (Fourie & Santana-Gallego, 2013:415). This equates to endless opportunities to promote cultural affinity tourism in South Africa. Migrants also possess cultural, economic and institutional knowledge of their heritage that can aid tourist development and grow the contribution of tourism to GDP in host countries (Fourie & Santana-Gallego, 2013).

2.6.2 Family travel decision

When making a travel decision, the traveller may seek advice from family, friends and other social groups. People tend to look at specific groups for their yardstick of measurement. Families are small groups with their own culture sets, and incorporate values and expectations that flow from the hierarchical head to the lower levels of the family members. This kind of group is usually hierarchical but it is organic with time (Moutinho *et al.*, 2011). Kozak and Duman state there is voluminous research in the scholarship on tourism decision making, and yet there is not enough research on family holiday behaviour. The data revealed in this study indicated that children have an important level of influence on the parent's vacation decision-making behaviour (Kozak & Duman, 2012). The role of family vacation decision making has evolved to accommodate the lifestyle of two working parents. These parents have more

disposable income, and consider family vacations as an ideal opportunity to reconnect with their children and solidify the family unit (Bronner & De Hoog, 2008).

Moutinho *et al.*, (2011) state that family influences the tourist's decisions on travel-based decisions in terms of attitudes, values and personality. This influence could pertain to when a single member travels, and when the family travels as a group. Either person during group travel could make all the decisions, or the decision-making is spread amongst the family members. Syncretic decision-making is a pattern of decision making in the context of families where majority decisions are made equally by either spouse or they collaborate together. Therefore, decisions can be syncretic, partially syncretic or autonomic based (Moutinho *et al.*, 2011). Demographic characteristics like marital status, religion, age, work status and educational qualifications as well as children changes the fabric of family life which consequently affects decision-making. There is a belief that men dominate decisions regarding crucial factors such as date of vacation, budget, duration of stay and price of accommodation but this occurs in relationships where there is a one-partner dominance (Moutinho *et al.*, 2011). However, majority travel decisions relating to price are made on a syncretic basis whereby both partners have an equal say in their choices. Typically, both partners make the decision to destination choice and budget for the vacation, and men usually decide on accommodation and destination point. Decision making within the family evolves during the different cycles of family from the stage of newlyweds to empty nest retired; and in the in-between period, children and work status dominate the family vacations (Moutinho *et al.*, 2011). Obrador (2012) corroborated that there is minimal research on family behaviour in tourism. Tourism has traditionally focussed on the traditional monolithic individual embarking on a journey of discovery and enlightenment. Additionally, tourism scholarship should also research various viewpoints of the family dynamic as well as the diversified concept of families that exists today. This relates to the constant portrayals of displaying family as the ideal White nuclear family. Tourism scholarship needs to consider the relationship with families and tourism under different social and cultural constructs (Obrador, 2012).

2.7 CHAPTER CONCLUSION

This chapter explored culture and ethnicity in relation to tourism behaviour. I have looked at the origins of tourism behaviour, which originated from consumer behaviour in marketing. A section on mobilities tourism was included as it forms part of a research question on provincial travel mobilities. The roles of Ethnic Identity and Culture were explored intimately for it forms the core of this study. These concepts were interrogated in depth for their singular meaning before being applied in a South African context. Lastly, the role of family as a reference group was explored intimately when making travel decisions.

Chapter Three shifts to domestic tourism in South Africa. The past and current landscape of tourism are explored, and concludes with how mobility tourism continues to affect the industry.

CHAPTER THREE: SOUTH AFRICAN INDIANS AS DOMESTIC TOURISTS

3.1 INTRODUCTION

Since South Africa has four major population groups (Black, Coloured, Indian and White), the effective promotion of domestic tourism is dependent on a deeper understanding of all the race group's ethnicity and cultural factors that drive travel behaviour. Added into this melting pot is the concept of national identities. This chapter focuses on the background aspects of this study in terms of a holistic understanding of domestic tourism integrated with the involvement of SAI travel, and travel mobilities blending into this tapestry.

3.2 THE HISTORICAL DEVELOPMENT OF DOMESTIC TOURISM

Grundlingh (2006:121) stated that in "the 1960s saw the growth of tourism in the wake of an economic boom, relative political quietude and the advent of jet travel...and a relatively sophisticated tourist infrastructure was nevertheless established". The intermittent political unrest since 1976 had reached a climax in the 1980s when South Africa experienced international isolation. This policy placed the tourist industry under severe pressure, however, the tourism industry managed to survive due to the continuous inbound travel. Tourism practices and representations endured and transitioned from the 'old' to the 'new' South Africa in an almost seamless blend (Grundlingh, 2006:121-122). Saarinen (2004:174) stated that transformation of tourist destinations depends on numerous variables:

"...identity of a tourist destination is a historically specific construction composed of the discourses and realms of social relations, meaning and nature in a specific space...[The] transformation process of a destination also contains features from the present, traces from the past, and signs of future changes."

In the late 1980s when South Africa was edging towards the dawn of democratic freedom, a simultaneous advancement of Blacks, Coloureds and Indians had started to gain momentum in the sectors of education, business and politics, including the occupancy of leadership roles. These winds of change also created a forward momentum in academia where the possibilities of dismantling the policies of apartheid were explored, and what this could mean for the country and all its people. Ferraro (1986, 1988) asserted that the South African government was not doing enough to anticipate the future demands of Blacks in domestic tourism. Nevertheless, the slow dissolution of the apartheid restrictions in the late 1980s created momentum within the non-White tourism market, and this was attributed to the increasing levels of financial prosperity amongst the Blacks, Coloureds and SAI.

During the apartheid years, tourism was not perceived as an important contributor towards the GDP of the country and was viewed as a secondary income generator by the government. The total GDP contribution of tourism in 1985 was US\$2 million, and 22% attributed to inbound tourism whilst domestic tourism was US\$1.5 million (Ferrario, 1998:10). The domestic tourism market in the late 1980's was miniscule, and it was not used to effectively grow the economy. Early research in tourism revealed that the tourist industry should become proactive and start preparation in order to meet the expectations of an emerging developing market, as the Black, Coloured and SAI were not included in the tourism efforts thus far (Ferrario, 1986). During these years of segregation, the non-White population of South Africa could only travel to three public resorts and this was Manyeleti, a nature reserve on the border of the Kruger National Park; Umgababa, a seaside resort located in Durban south; and Botaboloso offered chalets near the Botswana border. These three resorts could accommodate 281 tourists, and 723 schoolchildren to serve the leisure needs of the non-White population in South Africa [1988] which was approximately 85% of the total population of South Africa at that time (Ferrario, 1988:23-36).

During the era of apartheid, religious tourism was also prevalent amongst the Black population through pilgrimages. There were two flagship pilgrimages undertaken by members numbered between two and six million to the Nazareth Baptist Church and the Zion Christian Church (ZCC), both founded in 1911 and 1910, respectively. A

major event in the ZCC religious calendar was the annual pilgrimage in Easter, attended by more than five million members at Zion City based in Limpopo (Fairer-Wessels, 2007:44). Rogerson stated VFR tourism is one of the largest components within the tourism economies, and majority of studies have focussed on USA, Europe and Australia. In South Africa, VFR and migration are linked together, and migration trends reveal data that explains VFR mobilities. VFR tourism based on “volume, character and spatial trends,” were dominated by Black travellers due to circular mobilities. This occurs when travellers undertake circular migration from their split households in former homeland areas to the larger metropolitans, and these geographical patterns emerge as VFR patterns (Rogerson, 2015b:152). Rogerson (2015b) stated that in the South African rural areas that VFR tourism remains an important driver of the local tourism economies. Rogerson also touches briefly on second homes as part of VFR mobilities, and to explore further into the details of VFR expenditure patterns to enable a holistic understanding of VFR in totality (Rogerson, 2015b:152). Hoogendoorn and Rogerson (2015:101) assert that 100 articles published within the scope of South African tourism geography scholarship, and some of these studies pertain to business tourism, VFR travel and second home tourism revealing the importance of VFR tourism within tourism geographies.

Alipour, Kilic and Zamani (2013) stated this lack of domestic tourism development was also experienced in other developing countries for example in Iran, tourism is neglected due to various political and social factors attributed to the Islamic revolution in 1979, and that South Africa’s tourism was under developed during the apartheid regime. Tourism should be specifically adapted to each country, and domestic tourism would assist in job creation, the protection of heritage, cross cultural understanding and regional integration. This finding corroborated by Alipour *et al.* (2013) explored the South African tourism landscape especially with our four distinct population groups with competing heritages to be protected and promoted by tourism policy makers. Domestic tourism enables the tourist to learn more about their fellow South Africans, which creates cross-cultural understanding (Pitchford, 2008).

Today, the four main population groups are disseminated widely across South Africa, but there are certain provinces that have a higher density of one race. In KZN

province, there is a higher density of Blacks (85.2%) but it is also the most populated province with SAI (8.3%) (Stats SA, 2019). The overall percentage of SAI contributes only 2.5% of the total population in South Africa. Interesting enough, this number includes Chinese as well as other Asian people who are citizens of South Africa (Stats SA, 2019).

The South African population is made up of 4 major population groups: Black, Coloured, SAI and White. Please see Table 1 below for more information (Stats SA, 2019). From Tables 1 to Table 3, a breakdown of SAI population is shown using a funnel context.

Table 1: South African population groups

South Africa	Population Group	%
Black, African	47 443 259.13	80.7%
Coloured	5 176 750.165	8.8%
Indian/Asian	1 503 006.575	2.5%
White	4 652 006.18	8%
Total	58 775 022.05	100%

Source: Stats SA (2019) - mid-year estimates

South Africa is divided into 9 provinces, and the total population per province is reflected in Table 2 below. Table 2 was included to show the breakdown of the total population residing in each province. Gauteng [26%] and KZN [19%] have the highest percentage of population residing in these 2 provinces (Stats SA, 2019).

Table 2: South African population per province

Total population per province	%
Eastern Cape	11%
Free State	5%
Gauteng	26%
KwaZulu-Natal	19%
Limpopo	10%

Mpumalanga	4 592 186.812	8%
North West	4 027 159.796	7%
Northern Cape	1 263 875.177	2%
Western Cape	6 844 272.355	12%
Total	58 775 022.05	100%

Source: Stats SA 2019 mid-year Estimates

Table 3 reflects the percentage of population group per province. This information was included to show the number of SAI residents living in each province. Majority of the SAI reside in 2 provinces: KwaZulu-Natal [8.3%] and Gauteng [2.4%]. The numbers of SAI living in the other provinces are negligible as shown in Table 3 below (Stats SA, 2001).

Table 3: South African Population Group per Province

Population percentages by province and population group				
Province	Black African	Coloured	Indian or Asian	White
Eastern Cape	87,2	7,7	0,3	4,9
Free State	88	3,1	0,1	8,8
Gauteng	75	3,7	2,4	18,9
KwaZulu-Natal	85,2	1,5	8,3	5
Limpopo	97	0,2	0,2	2,7
Mpumalanga	93,2	0,7	0,3	5,9
North West	89,6	1,7	0,3	8,4
Northern Cape	46,5	42,9	0,2	10,3
Western Cape	26,7	53,9	1	18,4
South Africa	79	8,9	2,5	9,6

Source: Stats SA Population census (2001)

During the growth era of domestic tourism in South Africa after 1994, when domestic tourism was more accessible to all races, it ignited a rivalry between the provinces to become the first destination choice amongst incoming tourists (Marschall, 2005). In the KZN province, the marketing policy focussed solely on the late King Shaka of the Zulu tribe, and welcomed tourists to the Kingdom of the Zulus. Grobler stated that the large density of SAIs who reside in KZN were marginalised. Their ethnic history of

passive resistance and non-violence advocated by Mahatma Gandhi, who lived in South Africa for twenty-one years has been minimalised in the official KZN tourism marketing campaign (Grobler, 2008). Yang (2011) has similarly noted that ethnic minorities tend to be marginalised in tourism marketing management.

Kruger and Douglas (2015) also refer to the emerging markets after apartheid was dismantled in 1994, South African Tourism had previously ignored the non-White population groups during the apartheid era hence there is a lack of travel culture amongst the non-Whites. This fact was confirmed by Richards that South African tourism development and practice had been confined to one small segment of the South African population and was considered a “White man’s thing” (2007:69). When the new government came into power in 1994, the focal issue at hand was to deal with the ravages of the skewed development within the multi-ethnic population groups, and tourism was seen as a tool to alleviate poverty as well as mitigate unemployment especially in the rural areas (Richards, 2007). The current and ongoing agenda for government is too continuously grow the segment of the population who do not travel but can afford to travel. Van Schalkwyk (2004) stated that “we want South Africans to travel more in our own country.”

The South African Tourism launched their first domestic tourism campaign encouraging all South Africans to choose South Africa as their destination of choice when planning their vacations. The Sho’t Left campaign has introduced a range of different travel packages. The most popular product was the Sho’t Left tourism package from Johannesburg to Durban on the ‘Fun Bus’. This package included travel by bus, 2 night’s accommodation at the Holiday Inn beachfront hotel, and vouchers to casinos and cinemas in Durban. These packages used to incentivise people who had not travelled previously, to start integrating travel into their lifestyle choices. This successful venture led to external providers such as Holiday Tours, Thompson Tours, South African Airways and Avis creating holiday breaks and package tours for the emergent tourists (Rogerson & Lisa, 2005). The then Minister of Tourism, Marthinus van Schalkwyk, in his opening speech for the Sho’t Left campaign stated “for too long tourism in South Africa has been something that most

South Africans have heard about, but had little first-hand experience of. We must open up tourism to all South Africans. For too long our people have seen streams of visitors from Europe, Asia and other African countries flocking to our shores and experiencing, in a few days, more of our incredible country than most South Africans see in a lifetime” (van Schalkwyk, 2004). The Minister also targeted SAI, “we want the people of Chatsworth to experience the waters of our Atlantic coast” (van Schalkwyk, 2004), perhaps an indication for SAI to travel to the Western Cape which is surrounded by the Atlantic Ocean.

Yet, domestic tourism in South Africa continues to be affected by factors such as seasonality and geographic spread as well as the “differing levels of travel and tourism culture within population groups” (Kruger & Douglas, 2015:303). A study by Kruger and Douglas (2015) found that national parks for example do not attract the emerging markets segments. A revealing, interpersonal characteristic emerged that family and friends were not interested in visiting the Kruger. These two interpersonal constraints alluded to non-travel culture within this demographic profile (NDT, 2011a). In addition, similar to other studies done on the South African market, respondents often indicated that they seldom go on vacation for the following reasons: unaffordability; lack of time; prefer the comfort of home to travel; unaware of travel options; and perception of destinations/products are difficult to access (Kruger & Douglas, 2015; South African Tourism, 2013).

Kruger and Saayman (2010) undertook a study to understand travel motivation of tourists visiting two of the largest national parks: Kruger National Park and Tsitsikamma National Park in South Africa. Data collection had occurred over eight years, and the questionnaires were collected in the Kruger National Park (2899), and Tsitsikamma National Park (829). The majority visitor demographic profile was Afrikaans speaking (70%) at the Kruger National Park, and Afrikaans speaking (55%) and English speaking (35%) at Tsitsikamma. The figures for Kruger National Park did not reveal the other 30% population groups who had travelled, and the same for Tsitsikamma, the population represented 35% English speaking visitors. The remaining 10% does not mention the population group as well. This percentage could have been other South African population groups, or even international visitors. This

article was published in 2010, approximately 16 years after South Africa achieved democratic status, and this tourism research study confirmed that game parks are mostly populated by a largely White tourist demographic. This number may include the English and Afrikaans speaking Coloureds (Kruger & Saayman, 2010:101).

Four years later in another study, Kruger and Saayman (2014:6) stated in their article focussed on the Kruger National Park that respondents in the survey in June – July 2011 were Afrikaans speaking 64% and English speaking 32%; and in the survey conducted in December 2011 and January 2012 were Afrikaans speaking 64% and English speaking 34%. There is no data on race, and yet it is stated that the respondents' demographic details were collected: "including language, gender, age, and race" but no mention is made on the numbers of the other groups travelling to the national park so it cannot be determined if all the English-speaking tourists were Whites only. The visitors in this study was 92% South Africans in June / July 2011, and 88% South Africans in December 2011/January 2012 (Kruger and Saayman, 2014). This study revealed that the Kruger National Park continued to predominantly attract mostly the White demographic. This was apparent when Kruger and Douglas (2015) had explored the constraints of consumption that kept the emerging domestic market away from visiting the Kruger National Park on vacation. The natural question that follows studies such as these is how SANParks can develop marketing campaigns that would motivate Blacks, Coloureds and SAI (approximately 92% of the total South African population – refer to Table 1) to visit their national parks because in simple business terms, an increased market share equals increased profits.

3.3 CURRENT DOMESTIC TOURISM LANDSCAPE

In South Africa, tourism contributed 8.6% to the GDP of the country in 2018 (WTTC, 2019:1). President Cyril Ramaphosa said in his first State of Nation Address (SONA, 2018) that tourism is growing despite the technical recession that South Africa is currently experiencing.

“Tourism is another area which provides our country with incredible opportunities to quite literally shine. Tourism currently sustains 700 000 direct jobs, and it is performing better than most other growth sectors” (SONA, 2018:8).

South African tourism contributed ZAR425.5bn (USD31.1BN) toward GDP in 2018 (WTTC, 2019:1). President Ramaphosa promised support to enhance destination marketing in key tourism markets. “There is no reason why it can’t double in size. We have the most beautiful country in the world, and the most hospitable people.” He also conceded to reduce regulatory controls that constrain tourism. He especially requested that “all South Africans to open their homes and their hearts to the world” (SONA, 2018:1).

There is room for growth in domestic tourism in South Africa. In 2004, the former Minister of Tourism, Marthinus van Schalkwyk said that domestic tourism is a pivotal construct of national tourism as it has the potential to elevate international tourism. By building pride and expanding a sense of ownership of tourism into every community. South Africans who have travelled their country would become educated and informative ambassadors for South Africa (Van Schalkwyk, 2004). Despite the figures from the WTTC stated above, it is nevertheless difficult to ascertain the true net worth of domestic tourism, because in the segment of VFR tourism, visitors often seek accommodation with family and friends. The difficulty in these cases is to ascertain the statistics in this niche market (George, 2007). This statement corroborated by Rogerson reiterates the expenditure patterns of VFR tourists be explored intimately to understand the impact on destination economies visited (2015b).

3.4 PROVINCIAL TOURISM MOBILITY

3.4.1 Introduction to Tourism Mobilities

Within the domestic tourism context, understanding inter-provincial travel is very important to understand tourist preferences concerning the different types of tourism as well as tourism mobilities in terms of destinations visited by the tourist.

Cohen and Cohen (2015a) stated that the application of a mobilities approach within the tourism industry would assist in ascertaining contemporary problems. In addition, Rogerson (2015a) stated domestic tourism is not well represented in tourism scholarship. In South Africa, domestic tourism contributes a significant portion of the overall tourism numbers. There have been spatial changes in the tourism flows whereby eThekweni Metropolitan Municipality (Durban and surrounding areas) has emerged as the leading domestic destination, and Cape Town has lost its foremost position in the domestic tourism category, and weakened considerably. National government has re-energised tourism, but has also focussed on creating an improved spatial flow of tourists throughout the country (Rogerson, 2015b). Rogerson focussed on the uneven domestic tourism spatial flows that revealed a dominance in certain metropolitan areas (2014). To grow domestic tourism, the focus is to build up leisure and business travel as VFR continues to dominate domestic tourism. The circulatory migration adopted prior to democratic rule has continued as migratory workers travel from rural areas to urban areas for work purposes (Rogerson, 2015b). In the past two decades, VFR tourism has been robust and prominent within the tourism industry. The VFR spatial patterns have been unpacked and comparisons drawn from historical and contemporary tourism flows revealed that circular migration continues with geographically stretched households from rural to urban homes, and vice versa. The flow of these members between their households precipitate VFR mobilities. In South Africa, VFR tourism is dominated by the socio-economically, disadvantaged groups (Rogerson, 2017b).

Evidently, limited information exists on the travel behaviour of SAI, as well as understanding of the deeper factors underlying behaviour. Arguably domestic travel decisions are influenced by the extent to which an individual associates with cultural and ethnic group that he/she belongs. Especially in the context of SAI, where family bonds are strong and play a determining factor. As indicated in the statistics, there are definite regions (Gauteng and KZN) where larger populations of SAI reside. Arguably, the varying degrees of association to their cultural and ethnic grouping may influence travel decisions between the different provinces within the domestic tourism landscape.

The following hypothesis is stated:

H₁ There is a significant difference in the influence of ethnic identity and cultural identity on the provincial travel decision of South African Indians.

3.5 CHAPTER CONCLUSION

This chapter explored the role of SAI as domestic tourists. It looked at the historical development of domestic tourism as it forms the background to this study. The contemporary domestic tourism landscape rounds this holistic frame by painting a picture of tourism today. The chapter concluded by offering a brief overview of provincial tourism mobilities, past and present, and the possibilities available in the futurism of mobilities within the tourism paradigm in South Africa.

The following chapter on Research Methodology outlines the research paradigm and design. Information is presented on the sampling methods; data collection and data analysis.

CHAPTER FOUR: RESEARCH METHODOLOGY

4.1 INTRODUCTION

The chapter on research methodology indicates briefly the research paradigm for this study. Research methodology refers to the body of knowledge and processes that regulates the acquiring of knowledge in a specific field and is the strategy used by the researcher to collect data (Leedy & Ormrod, 2015). This chapter includes the research design: mixed methods; the sampling methods used; the data collection methods are outlined with a close look at the development of the data collection instruments. Thereafter, the data analysis methods are discussed. The chapter is concluded discussing the quality and rigour of the research design.

4.2 RESEARCH PARADIGM AND DESIGN

The research was guided by pragmatism and utilised mixed methodology; the collection of both quantitative and qualitative data. Qualitative data was collected through focus groups (11 participants), and quantitative data was collected through a questionnaire-based survey (368 respondents). The focus groups were undertaken first to inform the development of the questionnaire: exploratory sequential mixed methods design. Pragmatists believe that to use one form of data collection hindered the results, and thus there is a preference for using at least two types of data collection methods that strengthen and validate the research. The logic used is inductive, which refers to specific findings in the data and analysing the data to create a general principle, or put differently, the creation of new ideas that emerges from the data based on the research questions that constrained the scope of the study. Inductive approaches usually explore new phenomena or look at existing data from a different perspective. Emphasis is placed on internal validity and credibility that show rigour of the study. On the possibility of generalisation: focus is on external validity and transferability issues. For these reasons this study adopted an idiographic

approach in the format of a case study design and involved an in-depth analysis of SAI on an individual basis (Teddie & Tashakkori, 2009:88).

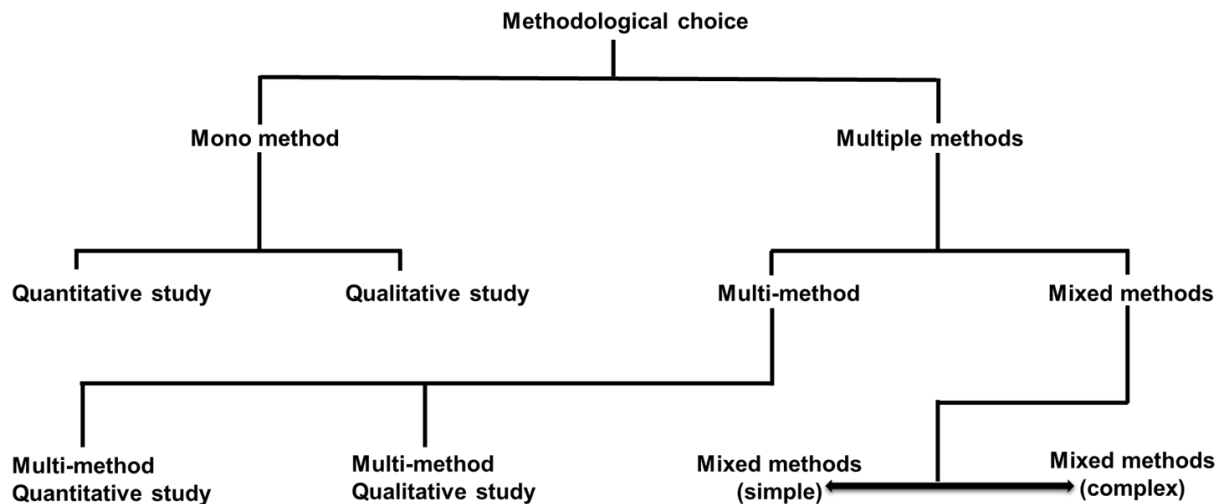
Case study research has been extensively used since 2000 (Hyde *et al.*, 2012:9) and is an appropriate research design in situations where little or no research has been done. Case studies seeks to “clarify, deepen, and impassion the investigator” (Hyde *et al.*, 2012:4). It enhances understanding and creates templates for similar studies. The main limitation in a single case study is the uncertainty whether the research findings are applicable to other similar case studies (Leedy & Ormrod, 2015). Still the case study design embraces the four cornerstones of research: “accuracy, generality, complexity/coverage and value/impact” (Hyde *et al.*, 2012:1). This case study focused on SAI born in South Africa with a genetic history that originated from India.

4.3 MIXED METHODS CASE STUDY DESIGN

Mixed method entails the collection, analysis and interpretation of two types of data, enabling the researcher to integrate the data to form a cohesive picture. There are five common types of mixed method designs: convergent, embedded, exploratory, explanatory and multiphase iterative designs (Saunders *et al.*, 2016). This study utilised both exploratory and explanatory approaches in the two phases of data collection (Saunders *et al.*, 2016). Mixed methods can be divided into two sections: mono method and multiple methods as depicted in the diagram below. It is important that data collection aligns with the study inquiry. One way is considering all the different types of data collection methods available: quantitative and qualitative as well as the combination of both, referred to as mixed methods. Thereafter, one discards each method, one by one, until the best data collection method is determined for the study (Saunders *et al.*, 2016). Mixed methods add credibility to the study as it produces more knowledge than a research study using one data collection only. It is complementarity as the results can be interrogated to discover additional depths to the meaning, and if the findings, contradict or converge together (Leedy & Ormrod, 2015). Triangulation adds clarity to the meaning when the diverse raw data is extracted from the two different types of research. The utilisation of mixed

methods eliminates weaknesses that arise when using only one data collection method. (Leedy & Omrod, 2015).

Figure 4: Methodological choice

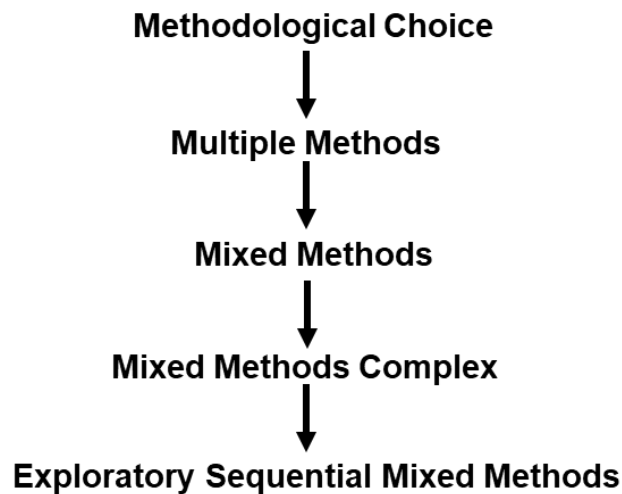


Source: Saunders *et al.* (2016:167)

The first phase used focus groups to gather qualitative data exploring the ways in which ethnic identity and culture could potentially drive tourism behaviour; providing depth of information on ethnicity and culture as drivers of travel behaviour that has not yet been explored (Leedy & Ormrod, 2015). The information received from the participants was layered with intimacy, personality and experience; true to the fact that human beings are complex and different (Saunders *et al.*, 2016). This data was reconfigured using thematic analysis that linked to the research questions and informed the development of the survey questionnaire. The second phase included the survey where quantitative data was collected from SAI residing in both KZN and Gauteng provinces; exploring the travel behaviour of SAI, but also explaining provincial travel choices.

The case study design used in this study was exploratory sequential mixed methods research design.

Figure 5: Exploratory Sequential Mixed Methods Design (Adapted)



Source: Saunders *et al.* (2016:167)

The quality of the research design adopted has to withstand the scrutiny of the evidence and conclusions drawn in this study. The research design must also assist the researcher from deceiving himself/herself with regards to the scientific methodologies used, and to prevent the researcher from creating subjective hunches that develop between themselves and the material presented in their research studies (Saunders *et al.*, 2016). The exploratory type of research studies are increasingly being used in tourism research, especially when it relates to new research themes which is relatable to this dissertation, or when relooking at an existent concept from a new perspective. This exploratory sequential mixed methods research design was not used previously because there was very little to guide researchers using this research process. During this process, the initial step by the researcher would be to use exploration as a starting point, and thereafter the research process follows sequential steps using a systematic approach (Mason, Augustyn and Seakhoa-King, 2010).

The exploratory sequential mixed methods research design will encompass both qualitative and quantitative data. Thus, the importance of a systematic approach is highlighted as being critical and relevant for these types of research studies. The exploratory sequential mixed methods design is used by medical scientists for their

studies. Shamsalinia, Moradi, Farahani, Masoudi, Ghadimi, Rad, Ghaletaki and Ghaffari (2020:1) conducted their study in Iraq using the following data collection methods: face-to-face interviews, semi-structured interviews and a deductive literature review as the exploration phase. This was followed by the quantitative exploratory factor analysis (n=367). Jokiniemi, Meretoja and Pietila (2018:1428) used exploratory sequential mixed methods as the research design in a longitudinal study from 2013 – 2017 in Finland. This study involved four phases: “a Policy Delphi study; cross-mapping of preliminary competency criteria against international competency sets; content validity study of expanded competency criteria and verification of competency criteria with practising CNSs”. The reason why this research study is used by researchers is because it gives researchers a comprehensive understanding of their findings when the qualitative and quantitative data are integrated, and the results allow the findings to be presented from diverse perspectives (Ramaraj & Nagammal, 2017).

4.4 SAMPLING

There are two types of sampling techniques utilised when selecting a population sample for the data collection: probability sampling and non-probability sampling (Leedy & Ormrod, 2015). Probability sampling also known as representative sampling is often used with survey research. It arrives at conclusions based on evidence and reasoning to support or contradict the research questions and hypothesis. Probability sampling encompasses four elements: identify a sample frame based on research questions and hypothesis; determine a sample size; choose an appropriate sampling approach and sample; and ascertain if the sample adequately represents the target population (Saunders *et al.*, 2016). It is further broken down into: simple random sampling, systematic sampling, stratified random sampling and cluster sampling (Wagner, Kawulich & Garner, 2012).

For the purpose of this study, non-probability sampling was selected, for both the focus groups and survey. This method implied that there was “no way of predicting or guaranteeing that each element of the population will be represented in the

sample”. There are four types of non-probability sampling: convenience sampling, snowball sampling, quota sampling and purposive sampling (Leedy & Ormrod, 2015:182). Some researchers state that there are a further three types of sampling mainly used in qualitative studies: maximum variation sampling, critical case sampling, and theoretical sampling (Wagner *et al.*, 2012). In this study, convenience sampling and snowball sampling were utilised. Convenience sampling is also referred to as accidental sampling: “it takes people or other units that are readily available” (Leedy & Ormrod, 2015:182). Snowball sampling was used in this study to reach the sample population that were unknown to the researcher. The word of mouth from one respondent that referred other respondents to the researcher facilitated a convenient and easy access to these respondents. The snowball data collection method would be utilised until saturation of the data was achieved (Wagner *et al.*, 2012).

4.4.1 Focus group sample

Two focus groups were held and recorded and 11 participants took part in these two sessions: SAI who reside in Gauteng. The researcher used convenience and snowball sampling to set up the focus groups. The first focus group lasted one hour and 27 minutes, and the second focus group was just over one hour. The data yielded was rich and full of depth. The focus groups were recorded and the researcher has a copy of these recordings as well as transcripts.

4.4.2 Survey sample

Data was collected in the urban areas situated in small Indian communities as well as from the larger townships e.g. Phoenix and Chatsworth. All participants were over 18 years old. The selection criteria also included permanent residents who resided in South Africa. The researcher used her family and friend contacts in KZN and Gauteng (Johannesburg and Pretoria) where most of the SAI population reside.

The data was collected in a 4-month period from April 2018 to July 2018 at the following locations:

- Phoenix, an Indian township outside Durban in KZN; Chatsworth, an Indian township in KZN; and Springfield, Durban.
- Port Edward on the Hibiscus coastline in KZN; businesses around Durban; and outdoor sports clubs in Durban.
- Various religious places of gathering for example temples and churches in Phoenix; Intercepting people in public areas in Durban; and various residential areas: Randburg and Weltevreden Park; and business areas like Midrand, Fourways and Roodepoort around Johannesburg.

Regarding the sample size, the basic rule is “the larger the sample, the better” (Leedy & Ormrod, 2015:184). Common sense and logic dictate that it would be impractical to survey 1, 503 006 million South African Indians (Statistics SA, 2019) and therefore only a sample would be selected of the target population (Saunders *et. al.*, 2016). The critical factor when selecting a sample size is whether the sample selected would imbue all the characteristics that will reflect the totality of the target population. Selecting the sample size would be based on the following determinant: the margin of error will determine the percentage of accuracy of the data collected from the target population. Ultimately, the sample size will be based on the researcher’s judgment and calculations relevant to the target population, and the sample (Saunders *et. al.*, 2016). Statisticians have demonstrated the relationship of central limit theorem based on evidence: the larger the sample size of the target population brings the distribution in close proximity to the normal distribution. This makes the study more robust, and also ensures a 95% accuracy of the characteristics of the data to represent the target population (Saunders *et. al.*, 2016).

A sample offers the study a greater accuracy of the data which would indicate that the researcher can spend more time collecting the data from a small sample. Simultaneously, attention can be focused on details, and to ensure accuracy and testing before data is actually analysed (Saunders *et al.*, 2016). Over 800 questionnaires were disseminated and 368 usable questionnaires were collected, a 46% response rate.

4.5 QUALITATIVE DATA COLLECTION METHODS

In this study, 2 data collection methods were used: focus groups for the qualitative portion, and a survey questionnaire for the quantitative portion. These 2 data collection methods will be discussed further in the chapters below.

4.5.1 Focus groups

The researcher used the phenomenological approach to grasp the participants' life and worldview, and focussed on specific phenomena related to domestic travel decisions. Studies following emergent designs include participant observation, participatory research, focus groups and unstructured in-depth interviews but the researcher only used focus groups (Welman, Kruger & Mitchell, 2007). A focus group is a group interview that centres on a specific topic, issue, product or service. This forum encourages open and free dialogue amongst the participants (Saunders *et al.*, 2016). Two focus groups were held, varying in size between five and six SAI participants, respectively. Less than four participants would constrain the depth of the conversation within the group, and over twelve participants will inhibit some participants leading to a limited response rate. The composition of the group included different genders, religion, age and levels of education. The participants discussed questions based on providing answers to the research questions, and debate encouraged the emergence of unscripted responses. This led to the expansion of new thoughts and ideas that would elevate the dimensions of the discussions. The researcher played the critical role of moderator or facilitator. The funnel structure was used, where research questions were approached on a broad level, leading to an in-depth discussion. The facilitator encouraged participants to feel relaxed and at ease with each other to enable a lively discussion. An assistant was used to capture notes, and this ensured that the facilitator was not distracted from the group dynamics, and did not miss nuances and overt body language. The researcher also ensured that a transcript was recorded to ensure validity of this research process (Wagner *et al.*, 2012).

The limitation of the focus group as a population sample is that the size is small, and may not be an adequate representation of the target population (Wagner *et. al.*, 2012). Other issues around biases are also involved when conducting focus groups; as highlighted in section 4.8.

4.5.2 Data collection instrument

The research guide was developed as the starting point of the qualitative data collection, which was linked to the empirical objectives stated in Chapter 1 of this study. To answer these objectives, each objective was connected with a theme, and this is noted below (refer to Appendix A to view the completed version of the discussion guide):

Objective 1 focussed on ethnicity in relation to national identity. The test questions delved into SAI sense of belongingness with the country of their birth. The researcher was interested in their perception and definition of how SAI thought of themselves. Questions related to India were included to test the level of acculturation as South African citizens, and genetic legacy from India.

Objective 2 focused on provincial travel mobilities. The interest was to which provinces, cities, places SAI travel to and for what reason. Also, how often are trips planned and which months are preferred. An important question related to travel, was whether SAI's domestic travel extended to international travel. Lastly, this question related to future travel, and asked the question whether the individual would consider visiting in South Africa, if they had not travelled yet.

Objective 3 looked at the motivations for travel amongst SAI. Starting at the basics, the reason for travel was ascertained. The questions thereafter were specific in relation to the benefits of travel, and focused on experiential travel as well as best travel memories. Lastly, a philosophical question was put forth to capture some critical thinking related to the concept and value of taking a vacation.

Objective 4 focused on trip characteristics and SAI preferences. These were general but inquisitive questions used to discover their travel habits. Questions related to vacation type, travel products, travel agency usage and payment options.

Objective 5 delved into important aspects of travel. The questions related to travel but were asked from the SAI perspective. Familial questions were asked related to family roles and reference groups. Reflection on impact of cultural and social norms for example food, shopping, facilities for children, socialising and safety had on SAI travel.

Objective 6 was specifically added by the researcher because there was a need to understand why so many SAI travel so infrequently, or not at all, when a fair majority have the funds for domestic travel. This curiosity delved deeper into the reasons that constrained travel, and this question was repeated in the survey questionnaire. And lastly, the impact of “bad customer service” have on travel decisions, and to what extent.

Objective 7 specifically related to ethnic identity and culture, and if there are correlations to provincial travel decisions amongst the SAI population.

4.6 QUANTITATIVE DATA COLLECTION METHODS

A survey questionnaire was used to collect data for the quantitative portion of the study. This is discussed in greater depth in the chapters below.

4.6.1 Questionnaire-based survey

A survey in the form of a questionnaire comprises a series of questions to be completed by willing respondents to provide answers to the hypothesis in a research study. The data is converted into a statistical significance that the researcher can interpret to create a holistic framework for the problem (Leedy & Ormrod, 2015). Surveys are used to reach a large sample of the population. Examples of surveys are a written questionnaire, telephone interview and the face-to-face interview (Leedy & Ormrod, 2015). In this study, a written questionnaire was constructed in a structured format that allowed for self-completion by the respondent. Through a face-to-face contact with the respondents, the researcher achieved a more successful response rate as opposed to what is often achieved through questionnaires administered via the post and electronic emails (Leedy & Ormrod, 2015).

The limitations of measurement are in self-report questionnaires when reactivity occurs. The respondent's response is affected when he/she is aware and focused on the researcher rather than completing the questionnaire. In situations where the questions are extremely personal, the respondent may not be as clear and concise due to a feeling of being judged (Wagner *et. al.*, 2012). Instrumentation occurs when there are changes in the measurement of the independent variable. Statistical regression happens when an identical questionnaire is administered over and over again, and the response evolves to an average statistical result (Wagner *et. al.*, 2012). Social scientists experience difficulties when measuring data as it is challenging to measure the attitude, beliefs, behaviour, emotion and personalities of participants and respondents. The introduction of validity and reliability gives the study acceptance in the academic field. Each variable is attributed with code/s, and the level of measure speaks directly to this relationship (Wagner *et al.*, 2012).

There are four levels of measurement:

- Nominal measurement level pertains to the values allocated to each attribute imbued to a variable.
- Ordinal measurement level pertains to the values allocated to each attribute imbued to a variable. In this instance, the values are ranked.
- Interval level pertains to the values allocated to each attribute imbued to a variable. In this instance, the values are ranked and the distance is specified.
- Ratio measurements are variables that are meaningful even when there is an absolute zero
(Wagner *et. al.*, 2016).

In this study, measurements included categorical and scale data.

4.6.2 Construction of the survey questionnaire

The results of the focus group were used to support and guide the questionnaire development. Please refer to the survey questionnaire in Appendix B.

Table 4 contains a breakdown of the items of the established scales and how they were adapted for the study. Questions 4 – 19 on travel behaviour, as well as

questions 20 – 32 were derived from previous tourism questionnaires used by my Supervisor.

Table 4: Breakdown of the existing scales and their modifications

Constructing: Quantitative Questionnaire	
Question 1:	Section A: SAI ethnic identity. The questions were taken directly from Phinney's Multi-Group Ethnic Identity measure.
Ethnic identity scale	Scale: (1) Strongly Disagree; (2) Disagree; (3) Neutral; (4) Agree; (5) Strongly Agree; (8) Prefer not to answer
MEIM1.	I have spent time trying to find out more about my ethnic group, such as its history, traditions, and customs. (Choose one)
MEIM2.	I am active in organisations or social groups that include mostly members of my own ethnic group. (Choose one)
MEIM3.	I have a clear sense of my ethnic background and what it means to me. (Choose one)
MEIM4.	I think a lot about how my life will be affected by my ethnic group membership. (Choose one)
MEIM5.	I am happy that I am a member of the group I belong to. (Choose one)
MEIM6.	I have a strong sense of belonging to my own ethnic group. (Choose one)
MEIM7.	I understand pretty well what my ethnic group membership means to me. (Choose one)
MEIM8.	In order to learn more about my ethnic background, I have often talked to other people about my ethnic group. (Choose one)
MEIM9.	I have a lot of pride in my ethnic group. (Choose one)
MEIM10.	I participate in cultural practices of my own group, such as special food, music, or customs. (Choose one)
MEIM11.	I feel a strong attachment towards my own ethnic group. (Choose one)
MEIM12.	I feel good about my cultural or ethnic background. (Choose one)
	(Phinney, 1992:156-176)
Question 2: SAI Identity scale	I had outlined options available: Please tick most relevant option: Indian / South African Indian / South African / African / Prefer not to say, Other?

	The respondent had to select only one option. I came up with the above options, using the focus group results and logical thinking.
Question 3: Culture scale	<p>The first six culture scales was obtained from VSM 94 Values Survey Module 1994 Questionnaire English version (Hofstede, 1994), and the rest of the culture scale was adapted from Phinney's MEIM scale on ethnicity (Phinney, 1992:156-176).</p> <p>The response key is provided to guide you with your responses. Scale: (1) Strongly Disagree; (2) Disagree; (3) Neutral; (4) Agree; (5) Strongly Agree; (8) Prefer not to answer</p> <p>3.1 I tend to adhere to my family's values. 3.2 My life loses its meaning if I don't know my position within my <i>family</i>. [Replaced <i>society</i> with family] 3.3 The <i>family</i> I belong to is a significant part of who I am. [Replaced <i>group</i> with family] 3.4 I am proud of my cultural heritage. 3.5 I am no one without my family. 3.6 It is important for me to identify with my cultural background.</p> <p>The following questions were adapted from MEIM scale (Phinney, 1992:156-176). 3.7 I participate in activities that teach me about my culture. 3.8 I experience aspects of my culture, food, music, Bollywood movies and Indian television programmes. 3.9 I attend public events showcasing my culture e.g. Diwali expo. 3.10 I read books, articles, magazines, internet related to my culture. 3.11 I participate in activities related to my culture, e.g. Indian classical dancing, singing, playing Indian instruments. 3.12 I am clear about what my culture means to me. 3.13 My culture is very important to me. 3.14 I enjoy my culture e.g. eating Indian food, dress in traditional attire.</p>
Travel Behaviour Questions 4 - 19	<p>Trip patterns including destinations, months, types (Beeco & Hallo, 2014). Travel motivations and purpose of trip (Pearce, 2011) Travel preferences and memorable experiences (Kim, Ritchie & McCormick, 2012; Division Tourism Management, 2017). Elements identified during the first qualitative phase (discretionary income spend, the role of family) and barriers to travel (Kruger & Douglas, 2015).</p>
Section C Questions 20 - 32	Demographics: Age, gender, marital status, family structure, employment, income, education, place of origin, place of residence and South African citizenship.

To pre-test the questionnaire it was disseminated to about 16 SAI to test the response and ascertain whether it would achieve the intended purpose. A number of adaptations were made including refinement of items, changes to response formats and changing the question order. Leedy and Ormrod (2015) stated the validity of the measurement instrument was duly formulated and assessed to be in line with the research objectives of this study. The validity refers to the effectiveness of the questionnaire

that it would be able to measure what it was constructed and intended to measure. The validity of the measurement instrument are personalised to different situations: face validity and construct validity, which was used in this research study. Measurement instruments should demonstrate: “a table of specifications, multitrait-multimethod approach and judgement by a panel of experts” (Leedy & Ormrod, 2015:116). Validity and reliability used together would reveal errors in the measurement instrument and the data collected (Leedy & Ormrod, 2015).

4.7 INTEGRATION OF RESEARCH INSTRUMENTS AND STUDY OBJECTIVES

Table 5 below provides an overview of how the respective research objectives were addressed in both the focus groups and surveys.

Table 5: Alignment of research instruments to study objectives

Objectives	Focus group discussion guide Themes and Questions	Survey questionnaire Questions
1) To describe the identity self-categorisation of Indians within the South African context.	Theme 1, Q1 – 7 Theme 3, Q20-22	Questions 1, 2, 3, 5, 23, 24
2) To describe the provincial travel movement of South African Indians.	Theme 3, Q20-22 Theme 1, Q4 – 6	Questions 4, 7, 9, 11, 18
3) To identify the motivations for travel among South African Indians.	Theme 2, Q1-19 Theme 3, Q20-22 Theme 1, Q4	Questions 4, 6, 7, 8, 11, 13
4) To describe the trip characteristics of South African Indians.	Theme 2, Q1-19 Theme 3, Q20-22	Questions 4, 5, 6, 7, 8, 9, 10, 11, 12, 18, 30, 31
5) To identify important aspects during travel of South African Indians.	Theme 2, Q1-19 Theme 3, Q20-22 Theme 1, Q4	Questions 4, 11, 18

6) To identify the constraints to travel amongst South African Indians.	Theme 4, Q23-27	Questions 14, 15
7) To test the relationships between ethnic, cultural and national identities and domestic travel decisions of South African Indians.	Theme 1, Q1 -7 Theme 2, Q1-19 Theme 3, Q20-22 Theme 4,23 - 27	Questions 1 - 32

4.8 DATA ANALYSIS

The data analysis used for the qualitative data were thematic and content analysis. The data analysis for the quantitative study was Statistical Package for the Social Sciences (SPSS). Both of these data analyses are discussed in the chapters below.

4.8.1 Qualitative data analysis

Qualitative research uses inductive thinking based on observations. This data collection is subjective as it involves an in-depth analysis of perusing large bodies of data to locate themes and patterns. The researcher must be immersed in the data to be able to fully construct a deep analysis that will reveal the results (Leedy & Ormrod, 2015). Qualitative research includes various methodologies, and each approach has two common factors. It focuses on a phenomenon occurring in the real world, both past and present. The second commonality refers to the process of research, and studying the complexity of the research problem (Leedy & Ormrod, 2015). Social scientists search for patterns in the sample population through the medium of observation, interviews and focus groups. Qualitative research often requires an iterative process also known as the constant comparative method. This simply means that the researcher constantly moves between the data collection and the data analysis. It requires immense consideration on which data collection method to use to yield the most pertinent results of the research objectives (Leedy & Ormrod, 2015). Then there is planning, and working with the sample population spread across a geographic spatial distance. The researcher can test the results in real time, and assists in uncovering problems and ideas that exist, which are evaluated to produce

results. This process enables the researcher to find and develop new theory when it emerges (Leedy & Ormrod, 2015). The qualitative research design for this study was case study research. To ensure validity and reliability of the data collections, the researcher ensured that all bias was eliminated and to create a culture of reflexivity during the research process. Triangulation was utilised to discern consistencies and inconsistencies in the data, seek patterns, but also looking for exceptions and contradictions (Leedy & Ormrod, 2015:269-279).

Thematic analysis was one of the data analysis techniques adopted in this research study. Thematic analysis is methodical: identify, analyse and report patterns within qualitative data, and the methods used must be recognised and valued, and the research should be rigorous and methodical to yield data that is trustworthy (Nowell, Norris, White & Moules, 2017). There is a stereotypical perception amongst qualitative researchers that content analysis and thematic analysis are the easiest qualitative research methods whilst thematic analysis has been poorly branded. Despite this belief, thematic analysis does not produce simple and inferior findings (Vaismoradi, Turunen & Bondas, 2013). Thematic analysis detects patterns within contents that includes interviews, media and images. It simultaneously looks at themes, and delves deeper into each construct to discover latent or tacit themes. Thematic analysis is systematic and transparent that utilises coding and reliability checks which enables other researchers to re-trace this process (Joffe, 2012). The most notable disadvantage of thematic analysis is the lack of literature compared to grounded theory, ethnography, and phenomenology (Nowell *et al.*, 2017). The benefits of thematic analysis is flexibility for it has an absence of clear and transparent guidelines. It does not become limited and constricted. It is an accessible method for new qualitative researchers to utilise. Thematic analysis summarises key themes of large data sets that offers a thick description; highlights similarities, and differences in the data set, generates insights not predicted; produces qualitative analyses to inform policy development (Braun & Clarke, 2006).

Content analysis is defined by (Leedy & Ormrod, 2015:102) as “A detailed and systematic examination of the contents of a particular body of material...for the

purpose of identifying patterns, themes, or biases within that material". Saunders *et al.*, (2016:608) states that "content analysis is an analytical technique that codes and categories qualitative data in order to analyse them quantitatively". Content analysis looks at data in the following formats: printed, electronic and verbal. Content data identifies 3 approaches: conventional content analysis codes categories directly from the data; directed approach use theory as guidance to coding; and summative content analysis searching for keywords, counting and making comparisons which is then followed by interpretation. Qualitative content analysis is criticised when the extraction methods are based on frequency, and when the meaning extracted is not in the content (Bryman, Bell, Hirschsohn, Dos Santos, Du Toit, Masenge, Van Aardt & Wagner, 2014).

4.8.2 Quantitative data analysis

Quantitative data analysis enables the researcher to make sense of the numerical data collected (Wagner *et al.*, 2012). After the data is collected, it is uploaded onto a spreadsheet and it must be checked for accuracy. The data is then analysed to obtain the most meaningful information pertinent to the study. The statistical software used was SPSS. Its functionality is very broad; it has a range of a number of statistical procedures that effortlessly handles large volumes of data sets. It is easy to use as the programs use logic. The key feature of statistical programs is to make assumptions based on the characteristics of the population. An important by-product is that the software displays the information in graphic formats for example bar graphs, pie charts and tables. This saves time for the researcher whilst simultaneously providing a professional finished product that could be inserted into the dissertation to visually authentic results (Leedy & Ormrod, 2015). This study utilised two types of statistics to analyse the data: descriptive statistics and inferential statistics (after Wagner *et al.*, 2012). Dr Marthi Pohl assisted with the inferential quantitative data analysis of this study.

Descriptive statistics indicate the nature of the data. Aspects considered include points of central tendency, the amount of variability and the connection between two and more variables. (Saunders *et al.*, 2016). Central points of tendency include the mode, median and mean. The mode refers to a single number that occurs the most.

The median is the central number after being placed in a sequential order. The mean in reference to mathematics is the average of the scores in each data set (Leedy & Ormrod, 2015). Descriptive statistics was used to provide an initial description of the data for all the questions in the questionnaire. After completion of the descriptive statistics, two types of inferential statistics were used, namely factor analysis, and binary logistic regression.

Factor analysis at its core is used to reduce or summarise data to manageable portions. It groups together similar variables into smaller portions. There are two types of exploratory analysis; namely exploratory and confirmatory analysis. In this particular study, Exploratory Factor Analysis (EFA) was used to determine dimensionality of the ethnic and cultural identity, travel motivations as well as desired travel experiences scales. It is a popular technique used in a marketing context (Hadi, Abdullah & Ilham, 2016). Methods applied were Principal Axis Factoring extraction and promax with Kaiser Normalisation rotation (Kline, 2011; Pallant, 2016). Bartlett's test of sphericity (significant at 0.5 or smaller) and the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy (exceeding 0.6) indicated data suitability (Pallant, 2013). Factors with Eigenvalues ≥ 1 were retained. Though standardised loadings are ideally $>.70$, values above 0.30 were considered (Nusair & Hua, 2010). Cronbach's Alpha tested factor reliability (> 0.6 regarded as acceptable) (Kline, 2011). Multivariate Analysis of Variance (Manova) tested the relationships between the three levels of acculturation (national identities) versus ethnic identity, cultural identity, travel motivations and preferred travel experiences. Wilks' lambda test statistic indicated overall significance ($p < 0.05$), with Duncan post hoc test identifying differences between categories (Pallant, 2013).

To test the hypothesis on the relative influence of ethnic, cultural and national identities on inter-provincial travel, binary logistic regression was used. The null hypothesis (H_0) was tested to determine if the result was by chance, or that the occurrence resulted from a specific factor/s that caused the deviation. When this occurs, the null hypothesis is rejected (Leedy & Ormrod, 2015). Factor-based scores derived from the EFAs were subsequently calculated as the mean score of the variables included in each factor and used for the logistic regression. Regression

tests the complex relationships between variables and forms predictive equations to identify where specific independent variables (in this case ethnic, cultural and national identities) are statistically significant predictors of the dependent variable (the provinces visited). Logistic regressions were used given the binary dependent variable (yes/no – did travel to the province or not). All of the variables were tested as a linear model to determine whether there is a significant difference between the probable (odds ratios) and observed variables, as well as the strengths of the relationships (standardized Beta-coefficients). Model-fit was tested using the Hosmer-Lemeshow test, with a non-significant p-value indicating good fit (Hosmer & Lemeshow, 2000). The pseudo R^2 (Cox & Snell R square) compared competing models, thus indicating whether the chosen variables were the optimal predictors (King, 2008)

4.9 ASSESSING AND DEMONSTRATING QUALITY AND RIGOUR OF THE RESEARCH DESIGN

Every research study must demonstrate the quality and rigour of the research design. This is discussed further in the chapters below.

4.9.1 Bias and errors

Bias can easily creep into qualitative research. The researcher had to guard against this from happening, and be alert and aware throughout the research process. There are different types of bias in research studies: sampling bias, instrumentation bias, response bias and researcher bias data (Leedy & Ormrod, 2015). The research instrument was compiled to focus on answering the SMART objectives and was not slanted. In terms of response bias, the researcher ensured that she stepped away whilst the forms were being completed to not influence the respondent. In instances, where the researcher was asking the questions, the researcher used a neutral voice and showed no reaction to the answers. Lastly, the researcher must acknowledge that an element of personal bias could have been integrated into the study because it is not possible to be objective. “Beliefs, expectations and cultural values” may

unknowingly, and covertly creep in during the interpretation of the research, and this possibility must be acknowledged by the researcher and documented data (Leedy & Ormrod, 2015:319). The researcher may have inadvertently added her own biases, values, expectations and predisposition in the interpretation of the data despite being cautious and did “strive for balance, fairness and completeness” when interpreting the data (Leedy & Ormrod, 2015:319).

4.9.2 Validity and reliability

Credibility and reliability is applicable to qualitative research. Qualitative researchers often interchange the term validity for quality, credibility, confirmability, trustworthiness and interpretive rigour (Leedy & Ormrod, 2015). Qualitative researchers do take steps to ensure that their methods, findings and conclusion are validated. They will use the following strategies to substantiate their research: “spend extensive time in the field, analysis of outliers and contradictory instances, use thick descriptions with sufficient details; acknowledgement of personal bias, participant validation, and feedback from other academics and professionals” (Leedy & Ormrod, 2015:106)

Validity and reliability are applicable to quantitative research. Validity and reliability of a mixed methods quantitative study, focuses on (1) the internal validity that portrays a defensible conclusion that show cause and effect, and also indicates the relationships between other variables; (2) external validity where the efficacy of the results are shown to be generalised to the larger population, or not; and (3) general credibility and trustworthiness that indicate the extent that other individuals and the public find the results convincing, and take it seriously (Leedy & Ormrod, 2015). The instruments and research methods used for testing are valid and reliable. The scales used in the quantitative data was established scales with proven validity. The themes were derived from members of the SAI target population. Throughout the facilitator’s engagement with the participants, she received clarity on the matter, and an indication of the dimensions involved in the issues that she wanted to measure. This was also used to help build the survey instrument, and it was useful to ask valid

questions for example, important aspects during travel such as family or the issue of family roles. Using a similar line of thinking, the researcher also used well-known and widely applied questions to ask details regarding trip characteristics to ensure trustworthiness and credibility. The researcher took precautions to not allow personal prejudice, and judgment to influence the research process. During the qualitative process, the researcher would make a number of decisions, and judgements regarding the validity of the data, then coded and evaluated the findings.

The researcher requested a colleague to code the data, and this comparison would reveal if there was any bias from the lead researcher. During the interpretation process of the qualitative data, the researcher carefully documented how the data was organised according to the themes leading to the subsequent results. This process allowed the neutral researcher to replicate the research with the same findings. The researcher tested the coding of the qualitative data with the study supervisor as well. To ensure the validity and reliability of the data, the researcher utilises unobstructed measures to not influence the data collection process; use multiple methods of data collection; participant validation; and triangulation (Wagner *et al.*, 2012).

The different types of validity are:

- Content validity tests the validity of the content in comparison to the construct being measured, or by conducting a literature review.
- Criterion validity tests the performance of the measure when it is compared against a pre-determined benchmark.
- Construct validity tests the construct of your study against the theoretical construct.

(Leedy & Ormrod, 2015)

Construct validity of the two measurement scales were tested as explained in the previous section (the two types of factor analyses).

The different types of reliability are:

- Inter-rater reliability occurs when two or more observers offer different viewpoints of the same phenomenon, and the reliability of the data must be checked.
- Test-retest reliability test the data over different period of time using the same pre-determined checklist with the same respondents/participants.
- Parallel-forms reliability occurs when the same respondent / participant assess the same construct but uses different research methods.

(Leedy & Ormrod, 2015)

Internal consistency reliability occurs when the respondent measures the instrument in an identical manner even though the questions are phrased as opposite thinking. To test the reliability of the two measurement scales, Cronbach's Alpha was used.

(Leedy & Ormrod, 2015:80-82).

In triangulation, multiple sources of data are collected in the hope that the findings will answer the research objectives formulated in a research study. Triangulation is often used in qualitative research by using informal observations, focus groups, semi-structured interview and in-depth interviews. The researcher would then look for common threads that has a similar theme. Triangulation is also used in mixed methods studies that incorporate both qualitative and quantitative data collected to answer a single research question (Leedy & Ormrod, 2015).

4.9.3 Ethical considerations

Research encompasses the following elements: "protection from harm, voluntary and informed consent, and participant's right to privacy". The researcher obtained the necessary approvals from the research ethics committees of the institution where the studies are being completed (Leedy & Ormrod, 2015:337). For the focus groups a contact information sheet was completed and retained for future reference. However, the participants remained anonymous during presentation of the study findings. For the focus groups, each participant was also requested to sign a confidentiality form. The researcher requested permission from participants to record the conversations.

For the survey, the questionnaire was completed by adults 18 years old and over. The permission page containing the informed consent form of the questionnaire was signed by all the participants. Questionnaires were collected by the researcher herself to ensure the integrity of the data collected, and in instances where the researcher could not be on site of the data collection, the said questionnaires were perused to ensure that the minimum criteria had been fulfilled, and if there are any doubts to the validity of the questionnaire, it was discarded.

4.10 CHAPTER CONCLUSION

In this chapter, the focus was on the research methodology: the paradigm, design and mixed methods were discussed in detail. The data collection was specified with explanations: focus groups and surveys. The data instruments used were outlined from its point of origination to the final version used, and the quantitative data analysis was explained in detail. The chapter ended with a brief overview of the quality and rigour of the research design. The validity and reliability were discussed, and closed with the importance of ethical considerations in a research study. Chapter 5 presents the results, integrating both the qualitative and quantitative data.

5. CHAPTER FIVE: RESULTS AND DISCUSSION: QUALITATIVE AND QUANTITATIVE RESULTS COMBINED

5.1 INTRODUCTION

The chapter will introduce SAI as the sample profile. As indicated in the methodology chapter, both qualitative and quantitative data were collected from the target population. The purpose of the focus groups was to determine the most appropriate and relevant questions to include in the survey instrument. Similar questions were posed in the questionnaire. The data analysis outlined below presents both qualitative and quantitative datasets aligned to the study objectives. Each sub-section represents a research objective in the order outlined below. The results from the focus group sample are presented first, followed by the survey sample; allowing for triangulation of the findings.

- 1) To describe the identity self-categorisation of SAI within the South African context.
- 2) To describe the provincial travel mobility of South African Indians.
- 3) To identify the motivations for travel among South African Indians.
- 4) To describe the trip characteristics of South African Indians.
- 5) To identify important aspects during travel.
- 6) To identify the constraints to travel among South African Indians.
- 7) To test the relationships between ethnic and cultural identities and provincial travel decisions of South African Indians.

5.2 SAMPLE PROFILES

The sample profiles of the sample used relates to their social-demographic profiles which is set out in the paragraphs below.

5.2.1 Focus group sample socio-demographic profile

Refer to Table 33 titled Pattern Matrix: Culture summarising the sample description. The sample for the qualitative data ranged in age from secondary school to pensioners. The gender breakdown of the sample were males 55%, and females 45%. Majority of the participants were born in KZN whilst the younger participants were born in Gauteng. The participants resided in Gauteng, and worked in the province. In terms of family relationships, they considered their parents, siblings and grandparents as part of their immediate family, despite some participants who lived away from their parents. In terms of religion, the focus group was majority Hindu at 82%, whilst the Christian and other Spiritual categories were both 9% each. The qualitative result revealed that majority of the participants were varied in age from a scholar, university student, and adults ranging between their twenties to sixties. The qualitative results did not indicate salary due to confidentiality. However, all the adult participants were gainfully employed with the exception of the scholars and the pensioners. Though majority of the participants were well educated; the participants had all matriculated with the following exceptions: pensioner with a primary school education, one University student, and a scholar in secondary school. The remainder of the participants had a Bachelor's degree from university, with certain participants who had postgraduate qualifications as well.

5.2.2 Survey sample socio-demographic profile

Total sample included 368 usable questionnaires from over 800 questionnaires disseminated in Gauteng and KZN provinces. Referring to Table 6, majority of respondents were females (58.1%). Majority of the respondents were married (53.9%). Majority (51.7%) had a tertiary qualification. The vast majority followed one or another religion. Excluding the respondents that did not want to indicate their income, the remaining majority could possibly have some discretionary income to travel. Majority of respondents were both born (90.6%) and resided in KZN (76.6%). 84.2% of the population sample was born in South Africa Those born in South Africa were asked how long they were citizens in South Africa. Majority (26.3%) indicated that their family line resided in South Africa for over 50 years, and 38.5%

indicated over 100 years of citizenship. Only 19.7% could indicate with certainty that their family generation line went back to 1860 when the first Indians arrived in South Africa to work as indentured labourers in the sugar plantations of Port Natal, also known as KZN province today (Dhupelia-Mesthrie, 2000:11).

Table 6: Demographics: Quantitative Sample

Variable	Category	Percentage
Age (n=362)	Under 25 years	20.4%
	26 – 40 years	38.4%
	41 – 50 years	24.0%
	51 – 64 years	11.9%
	65 plus	5.2%
Gender (n=356)	Male	41.9%
	Female	58.1%
Marital status (n=362)	Single	35%
	Married	53.9%
	Divorced	4.7%
	Widow/Widower	3.6%
	In a committed relationship	2.8%
Education (n=346)	Primary	9.0%
	Matric	39.3%
	Diploma	23.7%
	Degree	17.3%
	Postgraduate Degree	10.7%
Religion (n=337)	Hindu	38.3%
	Christian	40.9%
	Muslim	8.6%
	Atheist	9.8%
	Other	2.4%
Income	Prefer not to say	42.8%
	Less than R10 000 per month	11.9%

	Between R10 000 and R15 000 per month	13.4%
	Between R15 000 an R20 000 per month	11.3%
	Between R20 000 and R50 000 per month	12.5%
	Over R50 000 per month	8.1%
Country of Birth	South Africa	84.2%
	Other	15.8%
Province of Birth	KwaZulu-Natal	90.6%
	Gauteng	8.8%
	Western Cape	.6%
Province of Residence	KwaZulu-Natal	76.6%
	Gauteng	23.4%
Family citizen line	Over 10 years	5.3%
	Over 50 years	26.3%
	Over 100 years	38.5%
	Since 1860	19.7%
	Don't know	10.2%

Note: N=368; missing values replaced with mean value

5.3 TO DESCRIBE THE IDENTITY SELF-CATEGORISATION OF INDIANS WITHIN THE SOUTH AFRICAN CONTEXT

This number introduces the first objective in the study, and links objective 1; *To describe the identity self-categorisation of SAI* with the findings that emerged from the data collection. Self-categorisation was discussed in the literature review when Devi Sankaree Govender, a radio show host asked viewers on her radio show, whether they viewed themselves as Indian or South African Indian or South African, and which they considered more important. From 26 callers, the results were 18 [South African]; 7 [SAI] and 1 [Indian] (Dhupelia-Mesthrie, 2000:9). The qualitative and quantitative results were slightly different: qualitative

were mostly SAI followed by South African and just 1 Indian. The quantitative results (n=368) were: 64% [SAI]; 23% [Indian], and 11% [South African].

5.3.1 National identity: Relationship context - Indian and South African

The qualitative results revealed that majority participants considered themselves as SAI. One participant considered himself an Indian despite being born in South Africa. Three participants who considered themselves South African included two students and a pensioner. A further scrutiny on the pensioner revealed that he was well travelled, and his global vision had given him an overall understanding of his ethnic identity. He identified himself first by nationality, and thereafter by his ethnicity.

Most participants in the focus groups were unclear on the length of their family line citizenship. The researcher feels in her opinion that these figures are largely an estimate as most respondents do not actually know when their family line had first moved to South Africa, 10.2% indicated that they did not know how long their family had resided in South Africa as this information has been lost in time. The majority of respondents 90.6% were born in KZN province whilst the remainder of 8.8% were born in Gauteng, and only 0.6% were born in the other provinces of South Africa. Majority of the respondents still live in KZN at 76.6% and only 23.4% live in Gauteng. In the qualitative results, majority of the focus group: pensioners and adults were born in Durban but had migrated to Johannesburg as far back as thirty years for work opportunities, and subsequently their children were born in Gauteng: scholar and university student. The participants at the time the focus groups was held had resided in the Gauteng province.

Linking to this discussion about inter-racial relationships, participants were asked whether **they see themselves as part of a national identity**, popularly referred to as the “Rainbow Nation”. The following participants responded in the affirmative: FG2-P1, FG2-P2, FG2-P3, FG2-P4, FG2-P5 and FG2-P6, and the other participants also confirmed that they felt in a similar way but added more dialogue. There was a general sentiment that South African society had changed more quickly in metropolitan cities like Johannesburg, thus opening up

relationships across racial and cultural groups. In the past, people were not comfortable with such interactions, concurred by FG1-P1 and FG1-P2.

A question was posed to participants of who they would support in the 2019 cricket world cup final if India and South Africa were playing the finals. Both FG1-P1 and FG1-P5 stated South Africa because they saw themselves as being South African. FG1-P2 and FG1-P4 agreed on supporting India, with FG1-P2 expressed slightly divided loyalty:

“I am an Indian – will support India if they are playing another country, and if it is South Africa versus India, then it is partial but more India.”

From the conversations it became apparent that among the participants there was very little evidence of a strong ethnic identity as Indian alone. Majority of the participants associated a South African identity, but continued to view themselves as SAI. To further test **ethnicity and cultural belonging of SAI, the participants were asked have you previously travelled to India**. Despite majority of the group had travelled internationally, only some participants had actually visited India. FG1-P2, FG1-P3, FG2-P5 and FG2-P6 had visited India previously. FG2-P6 found Chennai beautiful, and she wanted to revisit the country whilst FG2-P5 stated that he did not like Mumbai. FG1-P3 said that she had visited India previously, and would like to go again. FG1-P2, FG1-P3, FG2-P5 and FG2-P6 who had travelled to India were asked if they had also **travelled abroad to other countries**. This question was put forward to test their travel behaviour in relation to their ethnicity; that is to ascertain the strength of this relationship. FG1-P2 had visited Singapore, China, Italy, Kuala Lumpur, Dubai and the USA. FG1-P3 has visited Mauritius twice. FG2-P5 has been to Singapore, and FG2-P6 had visited Mauritius.

However, those participants who had not visited India indicated that they would all like to visit India sometime in the future. FG1-P1 responded that she had not been but her husband was keen to visit India. However, she does concede that India would be an interesting country to visit, and she would definitely visit India but not quite yet,

“I have seen a lot of travel programmes and for them, it is the most amazing experiences whether it is Gordon Ramsey, Rick Stein, they always rave about India.”

FG2-P4 has not visited India as yet but does want to visit in the future. FG1-P5 said “I do want to go, my grandad’s grandad was from the south of India, and I would like to go see

my roots, where I came from. Marschall (2015:888) refers to roots tourism as the need for descendants to travel to the land of their ancestors so that they can “conduct family history research in archives, and libraries” and to seek personal connections to extended family members. Ghana has also established roots tourism to attract diaspora African Americans who would like to trace their ancestral roots and to reconnect to the land, culture and learn more about their origin (Mensah, 2015:213).

The other remaining participants: FG1-P1, FG1-P4, FG1-P5, FG2-P1, FG2-P2, FG2-P3 and FG2-P4 had not visited India as yet but did plan to go in the future. These participants were also asked if they had **travelled abroad to other countries**. Their responses were FG1-P1: Germany, UK, Namibia and Swaziland, FG1-P4: Mauritius, Canada, New York, Netherlands, Ghana, Nigeria, Zambia, Malawi and Swaziland, FG2-P1: Italy, Brussels, Germany, France, Netherlands, Austria, Hungary, Spain, Portugal, Slovakia and Czech Republic, FG2-P2: Columbia, Vietnam, Nigeria, Rwanda, Kenya, Mozambique, Cameroon and Swaziland. FG2-P3: Kenya and FG2-P4: USA and Dubai. In comparison FG1-P5 was the only participant who had not left the borders of South Africa.

FG1-P2, FG1-P4 and FG2-P2 had indicated that some of the countries travelled overseas were business travel. But we can glean from the data provided that even though these participants visited other countries abroad for leisure; only FG1-P2 and FG1-P3 actually visited India as a leisure trip. This indicated that the other participants had funds but they chose not to visit India as yet. A possible reason would be that SAI already have a more than average understanding of culture and lifestyle of India but by deliberately choosing countries from Europe and the Americas indicated an interest to explore countries with cultures different from their own. This could be an indication that their personal identity is stronger than their group identity, hence their personal desires and needs, overrides their social identity belonging to a group. However, the results yielded that their SAI identity is stronger compared to their identity as Indian only. The other participants who had travelled overseas for leisure trips but not visited India were FG1-P1, FG1-P4, FG2-P1, FG2-P2 and FG2-P4. Their response corroborated the above findings in this paragraph that their South African identity is viewed as stronger than their Indian identity. However, all the participants who had not visited had placed India in their bucket list, and the participants who had been

to India, had expressed their intention to visit India again. Therefore based on the data, the South African identity is overall stronger but there are still lingering ties to India.

5.3.2 Ethnic Identity: qualitative results

The participants were asked how they identify themselves in terms of their ethnicity. The majority of the participants identified themselves as SAI. In comparison, some considered themselves as Indians despite being born in South Africa, and being South Africa citizens. The minority considered themselves wholly South Africans without a need for an ethnic identifier attached to their identity. The qualitative results revealed that there is a distinction between South African Indian and Indian. One participant summed up this distinction very aptly,

“I would like to clarify that I am South African Indian. I can’t say that I identify myself with Indian people from America and India. I don’t.”

Participants were asked with which **ethnic group they identified** themselves with. FG1-P3, FG2-P2, FG2-P3, FG2-P4, FG2-P5 and FG2-P6 all stated SAI. However with the other participants, the question raised mixed responses, with some of the participants changing and then clarifying their initial responses after some discussion. FG1-P1 identified herself as an Indian, but changed her answer to SAI. FG1-P2 identified with being South African. He left out the Indian factor because he thought of his identity in relation to country only. FG2-P1 also responded as South African. A further analysis revealed that FG1-P2 is a retired male and FG2-P1 is a female university student. There is no common link between both participants, who met on the day of the focus group, apart from being SAI but it was later gleaned, that both participants have travelled locally and internationally. This is their only similarity.

FG1-P4 initially gave a roundabout answer by discussing the issue of self-identification, but later stated that he considered himself to be an Indian. FG1-P5 did not actually give an answer to which ethnic group he identified himself with. Instead, he said that, he and people from his generation group do not think of themselves as an ethnic group. He later clarified that he sees himself as a South African. This change of acceptance in attitude was not

necessarily implemented by all members of the SAI communities, FG1-P3 stated that “it was not always this way” and for others it is not easy to integrate as one cohesive social group even after apartheid was dissolved. Much of the conversation revolved around the issues of **patriotism and interaction across the racial groups** in South Africa. FG1-P2 stated that in his opinion South Africans are not patriotic because of what is happening in the country due to state capture and corruption. However, FG1-P2 concurred with FG1-P4 that there were moments of social cohesion for example during sport matches. FG1-P5 inferred that there is minimal interaction between the four population groups of South Africa: Blacks, Coloureds, Indians and Whites, a legacy of behaviour from the apartheid regime. The participant’s opinion was that his generation have different ideologies since the dissolution of apartheid in 1990 (he was born in 1992) and that his generation socialised more easily with other racial groups. FG1-P2 concurred with the statement above made by FG1-P5, that the younger generation is different. He said that this evolvement is not perpendicular to one generation, but a change in society could also affect the older generations. The implication being that to socialise with other race groups was not the norm, when he was growing up, but he has adjusted as society adjusted.

On the question, do you feel that **your ethnicity (South African Indian) affects your travel decisions** when you travel: FG1-P1, FG1-P2, FG1-P3 and FG1-P5 felt that being Indian did not affect their travel decisions? However, FG1-P4 did feel that his ethnicity impacted him during his travel but did not offer any examples.

FG2-P5 believed his ethnicity did impact on his travel experience abroad and locally,

“What you eat, how people respect Indians when you go to different places. In that manner, when you go to another country, they don’t respect Indians, they don’t respect your culture, and you would not want to go there because you are not relaxed, you don’t feel comfortable.”

FG2-P5 has experienced this in every province except KZN. He stated that when you walk into a restaurant, and ask if they have a certain type of food, and the answer is no. This is a clear indication that they are not interested in you. There was a more mixed reaction with FG2-P1 and FG2-P3, who both affirmed that their ethnicity does not influence their travel choices, but both conceded that they visit Durban more frequently for VFR. FG1-P1 shared

that that she has not been to Bloemfontein in the Free State province, and it has never been a destination of choice for her. This comment made by FG1-P1 pertained to the years of apartheid where SAI were not allowed to live and work in the Free State. This resulted in a lack of interest in the province due to their minimal exposure and experience of the province. There is no need to visit the Free State for VFR reasons.

The generations Y and Z did not seem to think their ethnicity affected their travel experience. FG1-P5 stated that he believed that he is equal to the other population groups in South Africa. FG2-P1 also advised that she did not believe that her being Indian affected her travel decisions. She visited places that are of interest to her, and if other population groups are unhappy with her being SAI, then that is their problem. The participants were asked if they thought their social class influenced their travel decisions. FG2-P5 responded positively, and FG2-P3 corroborated in the affirmative with an explanation that social class is linked to cost and money, and what the tourist can afford. FG2-P1 agreed that social class did affect her travel decision, whilst FG2-P2 said that social class is linked to income.

5.3.3 Ethnic Identity: quantitative results

The respondent's ethnicity was tested to explore the levels of strength to the concepts of ethnicity and belonging to being Indian (refer to Table 7). This concept is tested against the backdrop of South Africa where SAI co-exist with Blacks, Coloureds and Whites. SAI are South Africans by birth and citizenship, but not by ethnicity. The respondents scored the highest on the items related to affinity with their ethnic group. *I feel good about my cultural or ethnic background* ($m = 4.3$) and *I have a strong sense of belonging to my own ethnic group* ($m = 4.1$). The sample population affirmed a high level of belonging, a sense of pride and happiness in their identity as SAI. The respondents' identity as an Indian is steadfast and they showed a strong attachment to being Indian: *I understand pretty well what my ethnic group membership means to me* ($m = 4.09$) and *I have a clear sense of my ethnic background and what it means for me* ($m = 4$). The interest amongst the respondents declined in the participation based items (starting from "I participate in cultural practices"), and the interest wavered with the scales that required personal action from the respondents to authenticate ethnicity by participating in activities that reinforce belief and belonging to

their ethnic group: *I participate in cultural practices of my own group, such as special food, music, or customs* ($m = 3.9$); and *I think a lot about how my life will be affected by my ethnic group membership* ($m = 3.3$). Though this scale required an action response from the respondents in terms of exploring their identity, but instead the respondents did not want to explore their ethnicity with action, and were fine with only demonstrating a tacit response.

Figure 6: SAI Ethnic Identity: Quantitative Results

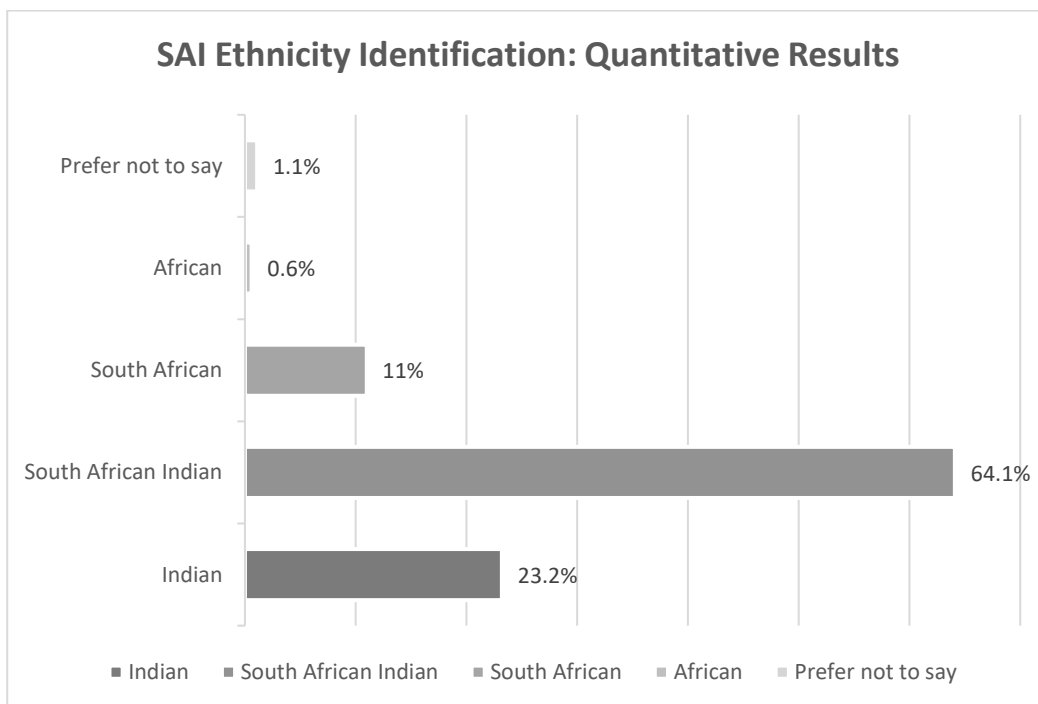


Table 7: SAI Ethnic Identity

Ethnic Identity items	Mean Score	Std. Deviation
I feel good about my cultural or ethnic background	4.306	.8698
I am happy that I am a member of the group I belong to	4.199	.9030
I have a strong sense of belonging to my own ethnic group	4.117	.9370
I understand pretty well what my ethnic group membership means to me	4.096	.8557
I have a lot of pride in my ethnic group	4.090	.9641
I have a strong attachment toward my own ethnic group	4.083	.9746

I have a clear sense of my ethnic background and what it means for me	4.014	.9204
I participate in cultural practices of my own group, such as special food, music, or customs	3.966	1.0667
In order to learn more about my ethnic background, I have often talked to other people about my ethnic group	3.621	1.0139
I have spent time trying to find out more about my ethnic group, such as its history, traditions and customs	3.615	.9777
I think a lot about how my life will be affected by my ethnic group membership	3.300	1.0900
I am active in organisations or social groups that include mostly members of my ethnic group	3.140	1.1486

Note: N=368; missing values replaced with mean value

The quantitative results revealed that majority of the respondents indicated that in terms of identity they thought of themselves as SAI, Indians and South Africans (refer to Figure 6). In the qualitative studies, the participants showed a strong identification to being SAI and a strong sense of pride emerged with regards to their SAI identity but the respondents less so because they did not feel compelled to participate in such activities to demonstrate their commitment towards their ethnicity.

The findings revealed in the qualitative results was that majority of the participants thought of themselves as mainly SAI. The outliers categorised themselves as either South African only, or Indian only but overall all the participants professed to have a strong connection to being Indian, and their strong connection to India consisting of an emotional and intellectual responses: mother country (ancestral roots) and origin country, respectively.

Overall, the similarity revealed in the mixed methods results is that SAI considered themselves foremost South African Indians, a combination of South African and Indian with a strong ethnic identification to India, but a stronger national identification to their birth country South Africa, which to them meant home.

5.3.4 Cultural Identity (qualitative and quantitative)

The theme of cultural identity did not emerge as strongly during the focus groups as was the case with ethnicity. The researcher observed that the participants were proud to be SAI. Those participants who had dropped the identifier of Indian had considered themselves as South Africans, and they still practised the SAI culture by socialising with SAI people, eating Indian cuisine and dressing in Indian clothing as well as participating in Indian festivals and public prayers. In the survey, (refer to Table 8) respondents were asked statements using scales to test their level of cultural identity to being of Indian ethnicity living in an African country with African, Caucasian and mixed-race descendants called the Coloureds in South Africa. The scale with the highest mean, *I am proud of my cultural heritage* scored ($m = 4.4$); and in contrast the least important aspect of culture was an action task, *I participate in activities related to my culture, e.g. Indian classical dancing, singing, playing Indian instruments* ($m = 3.2$). Similar to the ethnic identity scale, the respondents showed a clear preference for the tacit actions rather than the tangible actions that test cultural ethnicity. This identical response also emerged in the results of the ethnicity test where the non-action scales were mostly selected, and the scales with actions were least selected. The only exception to this rule was *I enjoyed my culture e.g. eating Indian food, dress in traditional attire* ($m = 4.2$) – it was not considered an exploratory action to gain knowledge about culture. It scored high because it is an unconscious tangible action - SAI eat Indian cuisine and use traditional Indian clothing at cultural and religious events as well in their households and at work.

Table 8: SAI Cultural Identity

Cultural identity	Mean	Std. Deviation
I am proud of my cultural heritage	4.485	.7737
The family I belong to is a significant part of who I am	4.458	.8309
I tend to adhere to my family's values	4.410	.8209
I enjoy my culture e.g. eating Indian food, dress in traditional attire	4.279	.9311
My culture is very important to me	4.209	.9299
I am clear about what my culture means to me	4.124	.9182

It is important for me to identify with my cultural background	4.064	.9787
I experience aspects of my culture: food, music, Bollywood movies, Indian television programmes	4.047	.9934
I am no one without my family	3.889	1.2414
I participate in activities that teach me about my culture	3.771	1.4231
My life loses its meaning if I don't know my position within my family	3.724	1.1960
I attended public events showcasing my culture: e.g. Diwali expo	3.672	1.1610
I read books, articles, magazines, internet related to my culture	3.528	1.1361
I participate in activities related to my culture, e.g. Indian classical dancing, singing, playing Indian instruments	3.230	1.2210

Note: N=368; missing values replaced with mean value

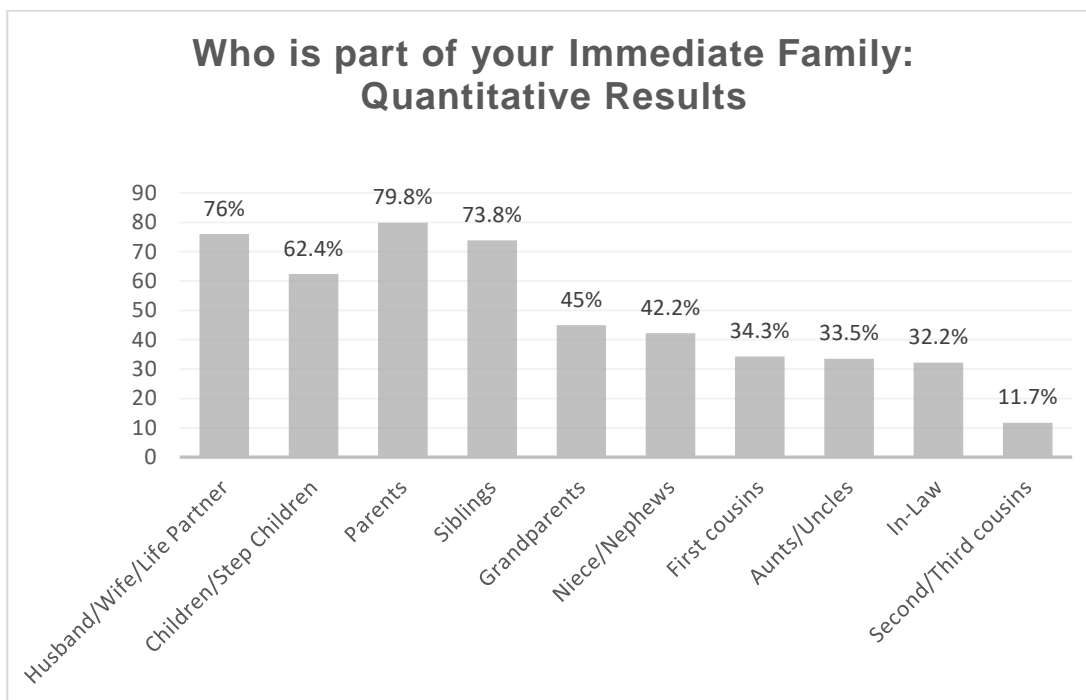
5.3.5 The role of family

The role of the family is important to this study as the concept of the family structure and decision-making stemming from the family unit differed from a western concept of a family unit, nuclear family: mother, father and 2 children. Nanda *et al.*, (2007) stated that an Asian family included the nuclear family, siblings and their children; grandparents and first cousins. Indian family structures are patriarchal with the father being considered the head of the family, and consequently is the decision maker in the family unit. The Indian culture does influence travel decision when member/s of the family participate in travel (Bhadra, 2017).

During the focus group discussions, the participants were asked to list the **family members who live at home**. The results showed that all the participants lived with members of the nuclear family with the exception of three participants (FG1-P1, FG2-P1 and FG2-P6) who lived with members of their extended family as well. Whilst some SAI families lived with just their spouse and children, there are still a large volume of families, whose parents still reside with them. The single working adults lived on their own because their family unit (parents) live in Durban. Children studying for higher degrees in their hometown continued to live with their parents even after graduation and finding jobs. In some instances, married children starting their own families may decide to live independently from their parents, but there are still some married children with families of their own who continued to share a living space with their parents, and even other siblings as well. There were few instances when married, and single adult children moved to other cities, and their parents become empty nesters.

To test the concept of familial relationship within SAI family structures, the respondents were asked which family members were considered part of their family group (refer to Figure 7). The respondents were asked who they considered as part of their immediate family: parents (79.8%); husband/wife/life partner (76%); children/stepchildren (62.4%); siblings (73.8%); grandparents (45%); niece/nephews/first cousins (34.3%); aunts/uncles (33.5 %); in-laws (32.2%); second/third cousins (11.7%) (Respondents could choose more than one option).

Figure 7: SAI Immediate Family Members



Surprisingly enough, the data (refer to Figure 7) revealed that the relationship between the respondents and their parents scored higher (79.8%) in contrast to their spouse and life partners (76%). The variance (refer to Table 6) could be attributed that 20.4% of the respondents were under the age of 25 (35.1%) were single; divorced (4.7%) and widowed (3.6%). This indicated a close affiliation towards parents, who naturally occupy first position in the family hierarchy until marriage, thereafter the spouse occupied first position in the hierarchy. Overall, parents, partners, siblings and children are considered being part of the family group. The familial construct before marriage, and after marriage differs. The factor

that scored the lowest were second/third cousins (11.7%). The data revealed that SAI considered members of their immediate and extended family as part of their family group.

The SAI breakdown is South African, followed by Indian and lastly, integrated South African Indian. Though SAI have different self-categorisations, they still consider themselves South Africa citizens, and consider South Africa their home. Marketing campaigns to be structured around their South African identity to encourage SAI to travel beyond KZN and Gauteng to discover the beauty of the country they call home.

5.4 TO DESCRIBE THE PROVINCIAL TRAVEL MOBILITY OF SAI

5.4.1 Introduction

This section introduces the second objective in the study, and links objective 2; *To describe the provincial travel mobility of SAI* with the findings that emerged from the data collection.

Travel mobilities forms an essential element within the travel process. The participants were questioned on **where they have travelled in South Africa**. Van Schalkwyk (2004) stated that six out of ten South Africans travel only within their province for tourism purposes, and from the segment that travelled outside their province of habitation, only 60% travelled to KZN, Gauteng and Eastern Cape whilst the Western Cape ranked fourth in attracting domestic tourists (Van Schalkwyk, 2004:1). The under-utilisation of the Western Cape by SAI is confirmed in the results of this study as the 5th favourite province to visit, which is only 13% of the sample population that had actually visited Cape Town, but the majority of the participants visited Cape Town in the Western Cape Province.

In the focus groups, all of the participants were born in Durban, and now reside in Johannesburg. There were two exceptions FG2-P1 and FG2-P4 who were born in Gauteng. The participants reside in Gauteng for work and family reasons. All the participants engaged in domestic tourism but most of the participants have not visited every province in South Africa. Only two participants FG2-P3 and FG2-P5 had visited all 9 provinces. In totality, the

participants visited the following places in South Africa: Cape Town, Drakensberg, Durban, George, Johannesburg, Klerksdorp, Kimberley, Nelspruit, Pretoria, St Lucia, Sun City, Welkom and the Garden Route.

Every participant had visited KZN for leisure and VFR tourism. VFR was the most common reason for visits. The participants in the focus group had travelled and experienced South Africa. Some of the participants had travelled more than others. All the participants with the exception of one participant had travelled to Cape Town. The only city that everyone had visited was Durban in KZN mainly for VFR, business and leisure reasons. In terms of education, the younger participants studied in schools and universities based in Gauteng rather than travelling to KZN or elsewhere in South Africa. In the survey (refer to Table 9), respondents were asked to indicate the provinces that they have travelled to, whether it was their favourite, as well as perceptions about service delivery in that province. As indicated in Table 9 that majority of the respondents (29%) have travelled to Gauteng which was the number one destination. The respondents indicated the highest level of customer satisfaction at (29%) in the Gauteng province. The overall favourite destination choice in South Africa was KZN (38%), and yet conversely it also scored the highest for worst customer service (4%). The least favourite province amongst the SAI was the Free State (1%). The surprise was that Western Cape (Cape Town) featured 5th on the list, and only a small percentage (13%) had visited Cape Town, and from this minute sample Western Cape was considered their favourite destination (23%) and good service (12%).

Table 9: Domestic Destinations Visited: Quantitative Results

Have you travelled locally				
Local destinations	Have Travelled	Your Favourite	Good Service	Bad Service
Gauteng	29%	20%	29%	2%
KwaZulu-Natal	25%	38%	16%	4%
Eastern Cape	23%	7%	15%	2%
Mpumalanga	16%	6%	12%	2%
Western Cape	13%	23%	12%	2%

Free State	12%	1%	9%	2%
Limpopo	11%	2%	6%	2%
Northern Cape	11%	3%	7%	0.6%
North West	10%	2%	10%	2%

SAI have specific preferences for travel and prefer the following locations in South Africa: KZN and Gauteng. Despite living in KZN, SAI prefer this province over every other province in South Africa as they consider it their favourite province. SAI travel most often to Gauteng province than any other province. The hospitality sector should focus on offering business packages for work travel, and also for VFR purposes. The tourism industry should focus on offering SAI opportunities to travel throughout South Africa.

5.5 TO IDENTIFY THE MOTIVATIONS FOR TRAVEL AMONG SAI

5.5.1 Introduction

This section introduces the third objective in the study, and links objective 3; *To identify the motivations for travel among SAI* with the findings that emerged from the data collection.

5.5.2 Reasons for travel

The qualitative results revealed that all participants travelled for VFR. This was the most popular form of travel, and had the most trips per year. VFR amongst the SAI participants are not only for leisure purposes, but include other reasons for example: visiting family who are ill; death in the family; social celebrations like milestone birthdays, milestone anniversaries; school and university graduations; auspicious prayer days in the Hindu religious calendar; Good Friday and Christmas religious days in the Christian calendar; Muslim religious days as well as engagements and weddings. Five participants: FG1-P1, FG1-P2, FG1-P4, FG2-P2, FG2-P3 do travel regularly for business and most of the participants have travelled internationally. The participants travel a minimum of two business

trips per annum whilst the others can go over 5 business trips per annum. One participant travels frequently because when his clients requests to see him, he has to pack his bags and get on a plane to travel to his clients based in South Africa, and the rest of Africa.

Majority of the participants all travel with their family, and also with their extended family on leisure trips. There was one participant FG1-P5 who undertakes only VFR trips because he does not have the money to fund leisure trips at this stage in his life. The participants: FG2-P4 and FG2-P1 at school and university also undertake educational tours with their educational institutions, and usually travel with their fellow learners and students, respectively. These trips are usually organised by the schools and universities, who in turn use travel agencies who have contractual relationships with these educational institutions.

The qualitative data revealed that all the participants travelled on vacation in South Africa. Participant FG2-P3 indicated that she travelled within South Africa for business purposes every second and third month. She has the funds for international travel but she has not travelled internationally yet because the desire is not prevalent within her family group. They prefer domestic travel for their vacations. FG1-P5 is a young adult male, and he has undertaken domestic trips independently, and with his nuclear family as well as his extended family but he has no funds for international travel as yet since he has just started his career in the corporate sector. The rest of the qualitative contingent had all travelled overseas and in the African continent, some more often than others, and their destination choices were mostly Europe, Asia and the Americas. The reasons attributed for majority of local travel are VFR, leisure, business and school tours. The travel within the focus groups ranged from one trip to at least three trips for some participants per annum. Leisure travel was the least travel option undertaken due to increased travel costs against the sliding economy experienced in South Africa. Statistics SA has reported that South Africa's GDP growth rate had declined in the 2nd quarter 2018 by 0.7% (Statistics South Africa, 2018). In the fourth quarter of 2019, South Africa's GDP had decreased by 1.4% (Statistics South Africa, 2019).

The popular destination for VFR was Durban. VFR is a popular choice for SAI because they stay with family because it is their culture to stay with family first rather than in paid accommodation. This is a reciprocal relationship. The additional advantage is that it includes free accommodation and food. The VFR travel covered a range of reasons for travel: FG2-

P2, FG2-P3, FG2-P4, FG2-P5 and FG2-P6 displayed a tendency to travel to Durban for VFR and leisure during the December month. FG2-P1 said she travels to Durban for VFR and recreational purposes for example going to the beach. FG2-P2 said we travel a lot to Durban, approximately 6/7 times for personal reasons, his mother in law was terminally ill with breast cancer; and this included visits of support and eventually attending the funeral. FG2-P3 travelled to Durban with her husband 4 times per year for leisure purposes. FG2-P6 stated that she normally travels for VFR during December to Durban, and sometimes during the school holidays. She also travels when the need arises, like to attend social events: funerals, prayers, weddings and milestone birthdays. FG2-P1 travels locally for ad hoc social reasons when the need arises for example attending her cousin's twenty first birthday party, and attending the funeral of her mother's cousin. FG1-P4 will only travel to the Durban south coast one week before school opens to avoid the crowds of tourists as most tourists would have returned home to prepare for school and work. FG2-P3 and FG2-P5 travelled every school holiday to Durban on vacation. FG1-P2 is a young adult who relocated to Johannesburg for work. He lives alone and can only afford VFR travel annually to Durban. He has to save the whole year for this trip.

The participants with children and university students: FG1-P1, FG1-P4, FG2-P1, FG2-P2, FG2-P3, FG2-P4 and FG2-P5 were constrained by the school calendar and could only travel during peak season. Whereas in direct contrast the two retirees could travel at any time and enjoyed the flexibility of slightly cheaper travel with less tourists. FG2-P4 is still a scholar, and he travels on school trips both nationally and internationally. This is an important segment in educational tourism today as some schools take their students on educational trips on a local, national, African and international basis for education, sports and cultural reasons. FG1-P1 vacationed in Cape Town during the December 2017 holiday period, and this was a first trip to Cape Town for her husband and children whilst she had travelled previously for leisure and business reasons. FG2-P2 stated business travel is undertaken on an ad hoc basis according to his client's needs, and he has no choice but to travel to service his clients, and majority of his clients are based in the African continent. FG4-P3 indicated that she travels almost every month for work but only within South Africa.

5.5.3 The meaning of a “vacation”

During the focus groups, respondents were asked **what construed a holiday**. There were different points of view amongst the participants. FG1-P1 clarified that taking a vacation meant that she had to be away from home. If she stayed at home, she would have to do domestic chores for example cleaning the house, cooking and looking after the children. This is her normal daily behavior, and would include going to work as well. FG1-P2 said that when he stayed at home during his vacation, his wife would cook, feed and entertain visitors. He said the only time his wife rested was when they went away on vacation.

To the contrary, FG1-P4 stated that there are different schools of thought to this, and explained that sometimes some people get more benefit when they stay at home during their vacation leave. He preferred to relax, read a book or do some DIY chores at home. FG1-P2 said that this scenario would not work in their household because they were retired and would just continue their normal everyday living during their vacation time. He said that to rest and relax, they usually go away on holiday. FG1-P4 did not want to travel during his leave period even though his wife preferred going away during vacation but he preferred to stay at home. The decision to take a vacation would become a negotiation in their household with the person who had the funds to finance the trip having sway over the decision. FG1-P1 said that her family was of the opinion that a vacation is away from home, whether it is 10kms or 100kms. These vacations tend to be shorter vacations at destinations closer to home, and is referred to as “staycation”. During periods of financial decline in the local economy including periods of global recession, staycation is usually the preferred choice for a vacation (Papatherodorou, Rossello & Xiao, 2010:49). Staycation is also utilised during long weekend breaks for easy access to destinations closer to home. She stated that when they travelled, she and her husband would make joint decisions as a couple. The participants also believed that vacations added intangible benefits: FG1-P2 absolutely unwind; PG2-P5 de-stress.

5.5.4 The value of travelling

To holistically understand the reasons for travel, the focus group participants were asked whether they think **travelling could benefit or add to them as a person** (refer to Table 10). FG2-P2 stated that travelling does benefit you, and she added that that she has learnt different things from the different people that she met during her travels. FG2-P4 stated that when he travelled on school tours to other places his learning increased, he said that he probably learnt a lot more from what he expected a place to look like, and to what it actually looked like when he saw it for the first time. He also understood that the mechanics of life is different in each country.

The participants were asked whether they believed that travelling has other benefits besides visiting the tourist destination. Some of the responses revealed besides the expected responses of unwind, relax and discovering and getting to know the destinations. Some of the participants said that they were also exposed to lives of other people and their lifestyles. Some of the participants appreciated their own lifestyles more, after they had seen the local's struggles and poverty of the destinations that they had visited. The columns below represent the personal opinions of some of the participants made in the focus groups.

Table 10: Travel Benefits

Do you think that travelling benefits or adds to a person										
FG1-P1	FG1-P2	FG1-P3	FG1-P4	FG1-P5	FG2-P1	FG2-P2	FG2-P3	FG2-P4	FG2-P5	FG2-P6
Opened her eyes to the way other people lived. Very different from hers.	Absolutely Unwind	See how people live in comparison to us We take our life for granted	Looks at tourist versus local lifestyle Tourism must be overhauled	Consensus with Participant 1 viewpoint	New ways to live my life Different ways to enjoy life Different ways to do things	Yes, definitely A lot of poverty out there, appreciate what you have	More knowledge, more tolerant	Yes referring to visit NASA in USA Food in USA expensive (exchange rate)	Makes you wiser, tolerant Grass not always greener on the other side	No response

FG2-P5 said that travel made him wiser, made him more tolerant. It also made him realise that the grass is not always greener on the other side. FG2-P2 agreed with this statement as he travelled extensively to other African countries for business. He said that there is a lot of poverty in Africa, and this taught him to appreciate what he had, and what his parents had given him, and the way he was brought up. He appreciated the things that we take for granted: a house to live in, a bed to sleep in, and a car to drive. FG2-P2 commented that unfortunately for the people living in Africa, they do not have these benefits that people living in first world countries take for granted. FG2-P1 added that in first world countries, the public transport infrastructure is so well developed and efficient, that there is no need to purchase a motor vehicle for transportation purposes. In this instance, South Africa is a developing country that experiences the lack of a first world infrastructure that is a blueprint of all developed countries. It is with a deeper sense of understanding that despite South Africa being perceived more developed than the rest of Africa, it still also has to deal with its fifty shades of lack compared to first world countries.

FG2-P1 said on a personal level that travelling in South Africa had shown her new ways to live her life, the various ways to enjoy it, and the different ways that people from different cultures and communities think. Travel broadens her understanding of the world, and it also showed her our commonalities. FG2-P3 was of a similar mindset as FG2-P2, that the benefit of travelling increased her knowledge to understand people. She has travelled nationally, and this had given her a better understanding of people and culture, their thinking, and how they live. It has made her more grateful for what she has achieved thus far in her own life, and for the place she calls home. Travel has inspired her, and during her travels she gets ideas that she can implement in her home and business. Thus far travel can be a positive experience, and if the experience has been negative, then she leaves it behind, and if positive, she incorporates the experience into her life as much as possible.

The main theme in the above discussion was to value and cherish what we have, no matter how little it is because there are plenty people in the world, especially in Africa who are in worse situations. These feelings also test ethnicity for their place in the South African landscape.

In the survey, the respondents were also asked whether travel contributes to their quality of their life, and the response received that it improved their quality of life through understanding (m = 3.9%); education (m = 3.9%), increased cultural awareness (m = 3.8%), and discernment (m = 3.7%) and sophistication (m = 3.6%) were the outliers.

Table 11: SAI – How does travel contributes to life

Travel contributes to life (n=368)		
	Mean	Std. Deviation
Understanding	3.958	.8472
Education	3.925	.9118
Increased cultural awareness of other race groups	3.890	.9175
Discernment	3.799	.8722
Sophistication	3.649	.8674

Note: N=368; missing values replaced with mean value

Both the qualitative and quantitative results indicate that travel increases the quality of life. Travel reduces stress and increased their knowledge base so that it made them more tolerant of life. Exposure during travel has shown different ways to doing the same things, and this introduces more efficient ways of living life and doing things.

5.5.5 Right to take a vacation at least once a year: qualitative result

This question was included to look at the concept of vacation, and to critically analyse the necessity of taking a vacation, or not. The participants were asked if they believed it should be **a legal right for a person to take a holiday at least once a year**. Majority of the participants with the exception of FG1-P4 initially agreed that it should be a choice, and not a legal right. FG1-P5 summed up this feeling when he said that he feels amongst society it should be a right, but not in the constitution. The other participants elucidated on their response. FG1-P5 said that he works the whole year, and he needs a break. This was corroborated with FG1-P1 and FG1-P2 with the principle of taking time to enjoy themselves after working the whole year through. However, FG1-P4 wanted clarification to whether a holiday could be categorized as staying at home and not travelling. He stated that he did not want to see another car or traffic, and preferred to stay at home. FG1-P4 said he does not

believe that taking compulsory holidays should be a legal right. FG1-P2 changed his mind from choice to it should be made law. The reason attributed was health reasons, and the stressful lives that we live today. The other participants also had a change of thinking, and were swayed in this direction. FG1-P2 corroborated that we do lead stressful lives. For health reasons, we need to de-stress. FG1-P1 said that stress was giving her grey hair. FG1-P2 stated that when he was working, their staff were compelled by the company's rules and regulations to take compulsory leave. He said this policy increased productivity because their staff were well rested and relaxed. FG1-P4 responded by saying that in the finance field, it is legal that they have to take 14 days consecutive leave. FG1-P1 who also worked in finance, advised that previously she could sell her leave but now she had to take compulsory leave for health reasons. FG1-P2 concluded by stating that if it is included in the constitution, then the choice of taking a vacation would be denied as the law would compel all South Africans to go on vacation. However, FG1-P4 said that if it is a legal right then the ANC (the current ruling government) should pay for it or the Guptas (alleged to be complicit with President Zuma's state capture of public funds).

Some of the participants wanted to know where payment would come from. FG2-P2 and FG2-P5 stated if the government paid for state mandated vacations for families then they should take compulsory vacations. They agreed that there would be financial implications, and the larger the families, the more the burden of cost will become to the State. FG2-P5 said that majority South Africans would take a vacation if the government was paying for them but the important question is how the government would fund this endeavor. FG2-P3 concurred that the government could not afford this, and FG2-P2 stated it would create chaos because creating the infrastructure and implementation would be difficult to implement and manage. FG2-P3 concluded that approximately 26% South African citizens pay tax, and the government could never afford endeavors such as these.

5.5.6 Travel experiences and favourite destinations

The participants were asked about their experiences and to indicate their notable memorable experiences during their travels.

The columns below in Table 12 represent the personal opinions of some of the participants made in the focus groups.

Table 12: SAI Memorable Travel Experiences in South Africa: Qualitative Results

DOMESTIC TRAVEL EXPERIENCES										
Have you experienced a moment that stood out during your domestic travel experiences as well as your favourite destinations?										
FG1-P1	FG1-P2	FG1-P3	FG1-P4	FG1-P5	FG2-P1	FG2-P2	FG2-P3	FG2-P4	FG2-P5	FG2-P6
Beauty of the country Cape Town Nelspruit Mpumalanga	Cape Town is geared for Tourism Redline buses	God's Window Mpumalanga	Self-service is the best Chatsworth	Cape Town sunsets at 8pm	Meeting new people of different cultures	Being away from home	Adventure of visiting new places	Different things that they have.	Adventure	Shopping

The participants had one common thread when talking about their travel experiences within South Africa, and that was that South Africa is a beautiful country. All the participants agreed that they **experienced a stand out moment** during their domestic travels except for PG2-P6. FG2-P3 said that whenever she travelled in South Africa, by road to Johannesburg or to Durban, Bloemfontein, North West, the Cape, the changing scenery stood out for her. "The landscape just changes from province to province, it is unique and all are beautiful. Even when you visit Mpumalanga, and you reach the coal mines, it has a harsh beauty that is unique to that part of the world." FG2-P5 still loves the beaches in Durban, and said that the municipality kept the beaches well maintained so that people can swim as well as feel safe with the lifeguards present. In contrast, other departments within the municipality are not working as effectively hence the sewage issues affecting certain beaches. FG2-P1 said that for her it is the late sunsets in the Cape, and the Greater St Lucia Wetlands Park which was declared a world heritage site in 1999 by UNESCO, "that was really amazing for me," as well as the Christmas lights decorating Durban's West Street.

The participants were asked what they like best about their travel experiences in South Africa. FG2-P1 said meeting new people of different cultures, eating different kinds of food, the different atmosphere were some of her memorable experiences. FG2-P4 felt the best part of leisure travel is being away from home. FG2-P4 said for him it was the products that were unique to the place being visited that he has not seen in his hometown. "It is how you feel when you are there." FG2-P5 liked his travels to be adventurous, and FG2-P6 liked shopping. FG2-P3 liked the adventure of visiting new places. Some comments stated by the participants were: *"Drakensberg is also stunning"; "The beauty of the country. South Africa is a stunning country"; "God's Window"; "Mpumalanga"; "Garden Route stands out"; "The country as a whole is a stunning country."*

The researcher then asked the participants to list their bucket list travel options for domestic travel. The response was pleasantly surprising, and when the other participants were speaking of the local places that they had visited as their favourite choices in glowing terms, this created a need to visit these places amongst the participants. This word of mouth advertising worked well within this frame of reference. This data would be valuable for forthcoming marketing and advertising opportunities within the domestic tourism market.

In Table 13 listed below are choices for future travel in South Africa that emerged in the focus groups.

The participants were asked **where they would like to travel within South Africa in the future**. The responses were varied: Knysna, Cape Town, Drakensberg, God's Window, Nelspruit, Paarl, Plettenberg Bay, Winelands, Eastern Cape and more of the Cape. FG2-P1 said that she has not been to Namaqualand, and would like to visit when the flowers bloom. FG2-P2 said that she has been to Nelspruit and God's Window, and would like to visit these sites again, and FG2-P6 said that she would like to visit Cape Town again. FG2-P2 stated that they have been to Cape Town, but he would like to go to Paarl, the winelands. FG2-P3 said that he would like to visit Cape Town, and FG2-P2 said that he should take some water with him alluding to the water shortage experienced in the Western Cape.

Table 13: SAI future local travel destinations

Please indicate where you wish to travel in the near future in SA										
FG1-P1	FG1-P2	FG1-P3	FG1-P4	FG1-P5	FG2-P1	FG2-P2	FG2-P3	FG2-P4	FG2-P5	FG2-P6
Knysna	Cape Town – like to revisit	Drakensberg	Chatsworth Cape Town	Plettenberg Bay, Knysna	Northern Cape North West	Paarl Winelands	Nelspruit God's Window	Cape Town	Nelspruit Mozambique	Cape Town, I would like to go again

It is quite obvious that SAI like to travel in South Africa, and they find travelling a deeply enriching experience that has led to self-enrichment, and travel packages can be designed around motivations to inspire SAI to travel more frequently, and to experience all parts of their country in real time.

5.6 TRIP CHARACTERISTICS

5.6.1 Introduction

This section introduces the fourth objective in the study, and links objective 4; *To describe the trip characteristics of SAI* with the findings that emerged from the data collection.

To understand trip characteristics, a holistic perspective was used, and the qualitative results are integrated in this section to give a holistic understanding using both mixed methods data. Firstly, the reasons for travel were ascertained when SAI was asked for what reason do you travel. The quantitative results yielded that SAI travel for various reasons throughout South Africa (refer to Table 14), with vacation ($m = 4.2$) emerging as the most cited reason and the least reason to travel was to learn more about my ancestral roots ($m = 2.5$). The qualitative results yielded that VFR was the most popular form of travel, followed by leisure and business trips.

Table 14: SAI Reasons for Domestic Travel

Reasons for Travel (n=368)		
	Mean	Std. Deviation
Vacation	4.231	.8286
Visit friends and family	4.006	.9011
Business reasons	3.000	1.1049
Visit cultural landmarks, eg. Hare Krishna temple in Chatsworth	2.893	1.1006
Food – purchase selective grocery items, e.g. chilli powder, spices	2.842	1.1191
Shopping for ethnic clothing	2.811	1.0716
Religious reasons	2.769	1.0609
Attend Asian shows / concerts	2.703	1.0756
School/university	2.681	1.1007
Medical / Health reasons	2.600	1.0186
Learn more about my ancestral roots.	2.539	.9888

Note: N=368; missing values replaced with mean value

The participants were asked how often they have travelled per annum in the past. The travel varied according to affordability and availability in the school: university and work calendars. FG2-P1 said she travelled domestically once a year, and internationally every 2/3 years due to affordability. She also mentioned that sometimes they travelled to Durban more often for VFR purposes due to family commitments. Other times when they needed to visit Durban was for educational reasons. FG2-P2 said that in 2017 they had to travel more often than they previously undertaken due to family reasons. His mother-in-law was diagnosed with breast cancer, and they (his wife and children) had to make a number of visits for support and to assist their family in Durban. FG2-P5 said he travelled every school holiday to Durban

with his family. FG2-P6 said she travelled every December to Durban to spend time with her children and her extended family, namely her sisters with their families. Since she has four sisters living in Durban, she spends time with each one. She also attends any important family events during the course of the year. FG2-P4 said he normally travels with his family, and they usually visit Durban for VFR approximately 3 times per year. FG2-P2 said she visits her family in Durban almost every school holiday, and she also travels frequently for work reasons as well. She said due to her work travel, she has visited every province and she has covered a lot of territory in South Africa.

In the survey, respondents were simultaneously asked to indicate the reason for travel with the frequency of travel for that reason (refer to Table 15).

Table 15: Reason and Frequency of Travel: Quantitative Results

Frequency of Travel (n=367)					
Reason for Travel	Annually	2-3 times pa	4-6 times pa	Every few years	Never
Visiting family and friends (VFR)	24.1%	37.8%	25.7%	9.0%	3.4%
Holiday purposes	32.4%	42.0%	17.1%	6.9%	1.5%
Business / Work	16.0%	19.1%	20.6%	5.4%	38.9%
School / University	13.4%	7.8%	4.6%	7.4%	66.8%
Other (Please specify)	6.2%	3.1%	15.4%	6.2%	69.2%

Respondents indicated the reason for their trips and the frequency of their trips (see Table 15). The focal reasons for their travel were for holiday purposes (32.4%), with the least likely reason being to attend school and university (13.4%). The number of trips indicated that VFR were undertaken at least 2-3 times a year (37.8%). Holiday purposes were undertaken also 2-3 times a year (42%).

The qualitative results revealed that during the course of one year, the participants travelling history revealed that they all had travelled on one trip for VFR but most conceded that it was multiple trips (3 – 4 times) dependent on their personal circumstances. Most of the participants undertook at least one leisure trip but there were only few participants who

travelled on business trips. The quantitative results revealed that most respondents travelled 2 – 3 times per annum for VFR (37.8%), and some respondents had never travelled per annum for VFR (3.4%). Leisure trips were 2 – 3 trips (42%), and only (1.5%) never travelled. Business trips indicated a major proportion did not travel (38.9%) and only (20.6%) travelled but their travel was between 4 – 6 trips per annum. The results indicated an extensive travel history (VFR and leisure) between both groups.

The **type of vacation preferred** naturally followed after the reason and travel frequency was determined. In the survey, respondents had to describe their preferred type of travel on a scale from 1 (strongly disagree) to 5 (strongly agree).

Table 16: Vacation type: Quantitative results

Preferred type of travel (n=368)		
	Mean	Std. Deviation
Relaxing	4.373	.7252
Beach	4.194	.7998
Luxurious	3.954	.9181
Adventurous	3.909	.8788
Cruise	3.679	1.0550
City: urban	3.603	.9329
Safari / Bush	2.986	1.1672
Camping	2.888	1.2224
Rural	2.496	1.0900

Note: N=368; missing values replaced with mean value

The qualitative data indicated that the participants had a different interpretation to that of the respondents. The focus group discussions interpreted vacation preferences to the type of accommodation preferred and they mostly answered in this context (this data will be discussed later in this chapter). However, FG1-P3 did indicate a preference for *luxury*, and *no camping*. The quantitative results indicated that most respondents preferred *relaxing* ($m = 4.3$) and least preferred vacation type was *rural* ($m = 2.4$).

The participants were asked do you **generally book and purchase your travel products** (refer to Table 17). The participants all used a combination of booking procedures: internet, travel applications, cellphone applications and travel agencies. All of them, at one stage or another had done their own bookings using the internet. FG1-P5 stated that the internet is

very efficient. FG2-P1 stated that she preferred package travel, and has travelled with Cost Saver, Trafalgar and Insight, and that she would definitely purchase Contiki in the future. Contiki offers reasonably priced packaged travel tours focused on the youth market, age group 18 to 35 inclusive. FG2-P2 also preferred to use package deals when travelling with his family, and preferred staying at a B&B when travelling with his family. FG2-P3 stated that she abhors package tours, and preferred to book her own accommodation on the internet after her family decided where they want to travel to. FG2-P3 said that travel agencies charged a service fee which added to the travel amount, and she preferred internet bookings where these fees are usually waived. FG2-P3 said that she and her family preferred to make their own bookings via the internet. She does not prefer packages, and as a family they will do their own research on the destination choice and travel arrangements. It is especially important to them that they plan their trips at their own pace, “when you book packages, then you are on someone else’s time table, and we prefer to determine our own schedule and do what we want to do.”

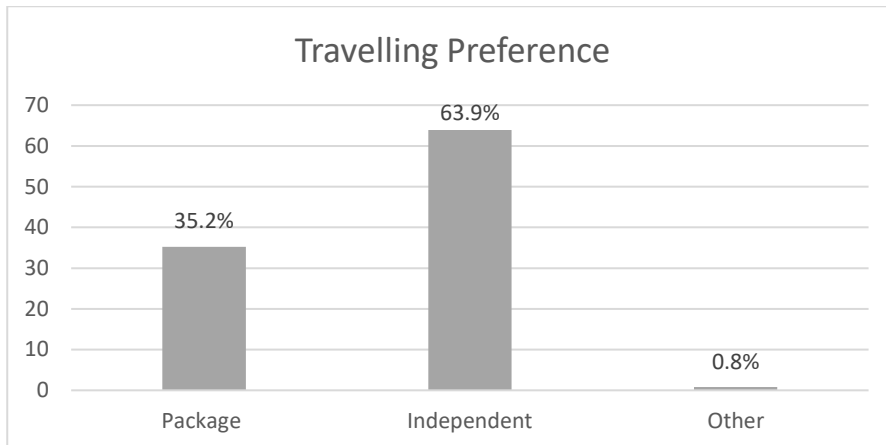
FG2-P6 said she travelled alone, and since she is not well versed with the internet, she normally requests the assistance of her children and relatives to do her travel bookings. In other instances, the rest of the participants used travel agents to make local bookings, and also used their timeshare. Majority of the travel products were procured by the participants via the internet for example Trivago. Some of the participants did use travel agents but mostly for business trips for example Flight Centre, Serendipity Tours, Seekers Travel agency and Pentravel. This question was not asked in the survey.

Table 17: Travel Products: Qualitative results

Where do you generally book and purchase your travel products?										
FG1-P1	FG1-P2	FG1-P3	FG1-P4	FG1-P5	FG2-P1	FG2-P2	FG2-P3	FG2-P4	FG2-P5	FG2-P6
Internet Emirates airlines	Internet	Advice from family and friends who visited destinations on your bucket list.	Package deals on the internet Flight Centre Serendipity Tours and RCI	Internet	Internet My mother organises our travel.	Travel agents (personal) Dedicated travel agent (business)	Internet Cell phone Apps Trivago Work: Seekers Travel Agency	Parents School	Internet	Bookings done by children/niece

The travel preferences spoke about what **type of vacation planning** preferred by SAI. The quantitative results (refer to Figure 8) revealed almost similar preferences whereby most respondents (64%) preferred making their own decision whilst the balance of the sample indicated that they preferred (35%) package tours.

Figure 8: Travel arrangement preferences



Independent travel scored a high 64%, this is the case where tourists make their own decisions regarding all aspects of travel. It does add pressure on the tourist to ensure that all the bookings are done, and for the logistics to fall into place as planned out but sometimes plans fall awry, and would result in the tourist sorting out travel issues in the midst of their journey. This can detract from the total enjoyment and immersion in the travel experience. Tourists choose the independent option because of the convenience of making online bookings using the internet, and to also save money by not paying unnecessary costs. Plus, there is the added advantage of being able to acquire travel packages from online travel promotions. Choosing such options, enables the traveller to set their own pace for travel. Package tours are popular to countries where the tourist does not speak the language and / or all the arrangements are organised by a tour company or a travel agent for example: options for destination choice, flights, hotel accommodation, tours, visa and shuttle transport. The negativity of this travel arrangement is that the tourist would travel on someone else's schedule. Other scored 0.8% and since it is so minimal, there is no need for further discussion except to say that some respondents preferred both options, that is, package and independent travel. The question of holiday accommodation preferences was

not asked in the survey, and data presented below originates from the focus group discussions. Table 18 indicates accommodation preference as an important point of discussion in the travel flow. All of the participants preferred the following type of accommodation: hotels, chalets, lodges and B&B. The idea of camping was not well received, and FG1-P1 summed it up well when she said that some people do camping but she had never taken to it, and preferred hotels, chalets or a lodges instead of a tent or caravan. Naturally, since quality accommodation tends to be on the expensive side, there was a robust discussion on the price of accommodation. FG1-P2 stated that he has travelled extensively in India, and the accommodation and food costs were cheap in comparison to South Africa. FG1-P5 could not afford to pay for accommodation, hence he undertakes VFR travel only. For one participant FG1-P3, the price of accommodation was not an issue as she is single professional with no children, and she preferred luxury accommodation when undertaking leisure travel. The data revealed a distinct lack of desire for camping. There was a preference to stay with family during VFR, and sometime leisure as the accommodation is free, and the food in some cases as well.

The participants were asked what **form of payment you prefer** to use when travelling. The participants used a combination of credit card, cash and EFT to transact before and during their vacation, it all depended on the amount. FG1-P1, FG1-P2, FG1-P3 and FG1-P5 preferred the convenience of using credit cards to pay for their travels. This was not an indication that they travelled on credit but more, that it was a convenient method of payment. Since South Africa has a high statistical crime rate, South Africans have gotten into the habit of not carrying too much cash on their person. "South African statistics point to alarming increases in serious crime over recent years" (Lemanski, 2004:101). McMichael (2018:281) states that there is a "grip of crime" in South Africa that particularly extends towards women and children that are easy targets for predators. But there is an exception to this rule, and FG1-P4 said he preferred to use cash only. He is an executive in the financial sector, and he does not believe in using a credit card and getting into debt for a want, and he considered a vacation as a want.

Table 18: SAI Accommodation Preferences

What are your accommodation preferences when on vacation?										
FG1-P1	FG1-P2	FG1-P3	FG1-P4	FG1-P5	FG2-P1	FG2-P2	FG2-P3	FG2-P4	FG2-P5	FG2-P6
Hotel, Chalet, Lodge	VFR	VFR vacation, Luxury vacation, no camping		VFR vacation type	VFR Hotels	VFR Hotels Chalets B&B	VFR B&B	VFR Hotel	B&B	VFR Chalets

FG1-P5 was willing to fly now and pay later due to having insufficient funds for vacation purposes. In the case of minors travelling, the parents paid for them. FG2-P4 is a scholar who used cash when he travelled on school tours since his parents considered him too young for the responsibility of keeping a credit card. They gave the cash in envelopes to the teachers in charge, and during the trip, the teachers accordingly disseminated these envelopes using a pre-arranged schedule with the scholars. FG2-P6 stated that her children usually paid for her travel tickets, and she sometimes refunded them with the cash. When she travelled to India, she used a travel agent.

The quantitative results (refer to Table 19) revealed that *debit card* was used most during travels (42%) and *payment solutions* were the least used. The *credit card* was the second most used form of payment (38%). In the focus groups, the participants revealed that they used the credit card due to risk factors and convenience. Majority of the participants used their credit cards to pay for their travel expenditure apart from the students, and one pensioner. The respondents indicated that they used cash, credit cards, debit card and electronic funds transfer (EFT) when it involved paying a large sum of money.

Table 19: Method of payment: quantitative results

Payment method	Always	Sometimes	Never	Depends on amount
Cash up front	32.6	33.7	9.4	24.3
EFT (Electronic funds transfer)	41.2	41.6	7.8	9.3
Debit Card	42.0	31.8	18.0	8.2
Credit Card	38.1	27.1	24.2	10.6
Payment solution (fly now, pay later)	7.5	8.1	75.8	6.2

The **preferred travel months** revealed in the qualitative results stated that majority of the participants travelled in December when South Africa's workforce breaks for the summer vacation. All schools and universities shut down because their annual academic year ends in November and/or early December. The two retired Baby Boomers indicated that they travelled throughout the year since they are retired, but they also travel during December to

join members of their family on VFR and/or leisure trips. One participant, FG1-P4 stayed at home and only travelled for leisure one week before school opened with the family. He usually visited Durban for VFR and/or leisure travel because at this stage of the holiday season, most holidaymakers returned home to prepare for school and work resulting in popular holiday destination like Durban would be less crowded with tourists. Some participants also travelled during winter vacation in July, when tourists leave Johannesburg to migrate to warmer cities like Durban (KZN province) which enjoys a subtropical climate annually, and the winters there are mild compared to the Gauteng winters. Three participants: FG1-P2; FG2-P3; FG2-P5 travelled during every school vacation: April, July, September, December and January whilst schools are closed for VFR and/or leisure travel purposes.

The qualitative results revealed that the preferred months for VFR travel were similar to the survey findings (refer to Table 20), with the peak seasonal months being December (60%), January (20%) and July (23%). For leisure travel, the data emulated the same results (52.3%) in December; (19.6%) in January, and (22.3%) in July. In contrast, the business peak travel months were (12%) in March and (13%) in June. The travel for educational purpose peaked during January at (4%) when schools opened, and the travel was the lowest in December at (1%).

On the questions with **whom do you generally travel with and group size?** This was to enquire further into ethnicity and cultural belonging, and to determine to what extent SAI travel with their families: immediate and extended. The qualitative data revealed a rich stream of information. All the participants responded that they travelled with their family group for leisure and VFR tourism. Not all their trips were taken with their nuclear family but they take trips with their extended family as well. FG1-P1 travelled with her husband and 2 children, and she also included her parents on some trips since they live with her. FG1-P4 travelled usually with his wife and children, and he also travelled with his extended family. If he can coincide his holidays with his three brothers and their families, then they we will go on vacation together. He mentioned that the planning of these trips are left to their wives to plan and implement. FG1-P5 travelled with his family and friends and shared the expenses of the trip. FG2-P6 travelled alone as all her children are married with their own families, and

she sometimes joined her children with their families on some of their holidays. FG2-P4 also travelled alone on school trips without his family. .

Table 20: Preferred travel months

Reason for visit	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Visiting family and friends	29.2%	11.4%	15.8%	25.3%	9.8%	20.4%	23.2%	11.4%	12.3%	9.0%	12.3%	60.2%
Holiday purposes	19.6%	8.2%	10.4%	13.4%	3.8%	17.7%	22.3%	5.2%	9.0%	4.4%	7.4%	52.3%
Business / Work	10.1%	12%	12.3%	10.9%	9.8%	12.8%	13.1%	9.5%	10.4%	8.7%	8.2%	7.9%
School / University	4.4%	2.7%	3.3%	2.5%	2.5%	3.5%	2.7%	2.2%	1.9%	2.2%	2.2%	1.4%
Other (Please specify)	0.5%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0%

FG1-P2 usually travelled with his wife but he sometimes travelled in groups of 6-8 people, usually his adult children and siblings when visiting destinations like Swaziland and Cape Town. FG1-P2 stated that before his mother-in-law passed away, they would include her in their trips as he had a good relationship with her. FG1-P2 displayed a strong sense of family and belonging because after his retirement, he moved from Durban [coastal city] to Johannesburg, the business hub of South Africa. He did the opposite of typical retirement behaviour where retired people relocate from the city to coastal areas for a laid back and relaxed lifestyle. FG1-P2 reason for relocation after retirement was to be closer to his children. His son lives in Cape Town, and daughter lives in Johannesburg, and he also has extended family residing in Johannesburg. He said that Johannesburg was the convenient middle ground where he and his wife could enjoy a closer relationship with their son as well because he frequently undertakes business travel to Johannesburg, and they can now enjoy more time with both their children than they would have had they remained in Durban post retirement.

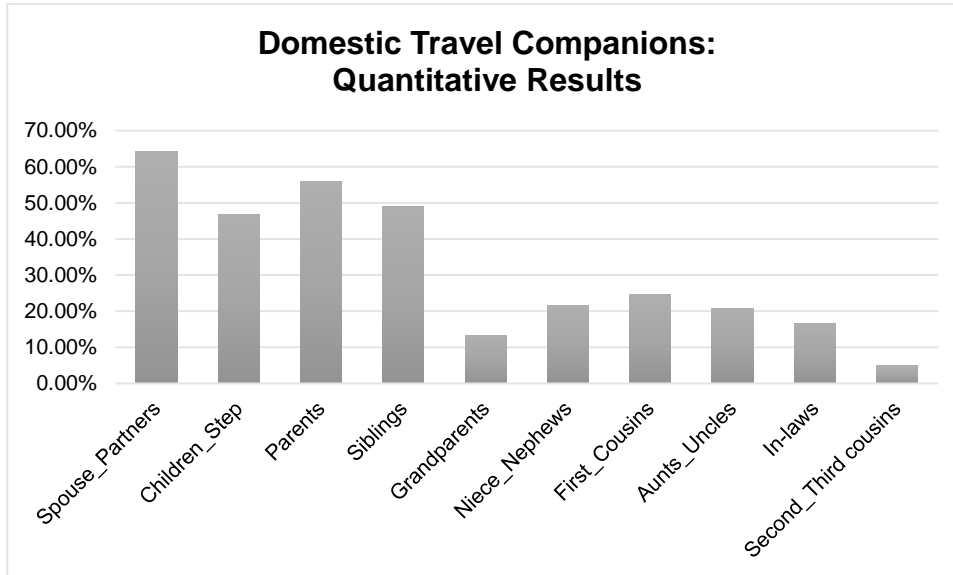
FG2-P2 and FG2-P3 travel frequently for business, with the former travelling in Africa, and the latter travels nationally almost every month. They travel alone without members of their family accompanying them.

The qualitative results stated that majority of the participants travel, including their extended family as well. They also spend leisure time with their immediate family only. Majority of the participants especially enjoyed the extended family vacations because they could spend quality time with family, as well as enjoy the camaraderie, holiday spirit and belonging when on holiday with large groups of people that they have a close intimacy with. However, there were two participants who indicated that they travel only with their nuclear family group.

The quantitative data (refer to Figure 9) revealed that spouse and partners was the most selected person to travel with (64%). Thereafter, it was parents (56%) and children (47%); and this is in alignment with the high unmarried percentile (35.1%) of the population sample which has an effect throughout the results. Keeping to this trend, siblings were included (49%). The least considered in the group were second and third cousins (5%). Other (14.2%) included colleagues, friends, grandchildren, and senior citizens.

Results from both the data sets indicate that SAI do travel with the extended members of their family groups and they are important influencers of travel decisions.

Figure 9: Domestic travel companions: quantitative results



Survey respondents were asked to indicate group size for the various type of travel that they undertake. The highest frequency of travel within a group of 1 to 2 people was business related activities (73.3%), and the highest frequency of travel within a group of 3 – 5 people was for VFR travel (63.1%). The highest frequency of travel within a group of 6 – 10 people was for holiday purposes (25.6%), and this finding was replicated between 11 – 20 people (6%). The VFR and leisure travel is most associated with large groups whilst business travel, and travel for education purposes are mostly associated with small groups.

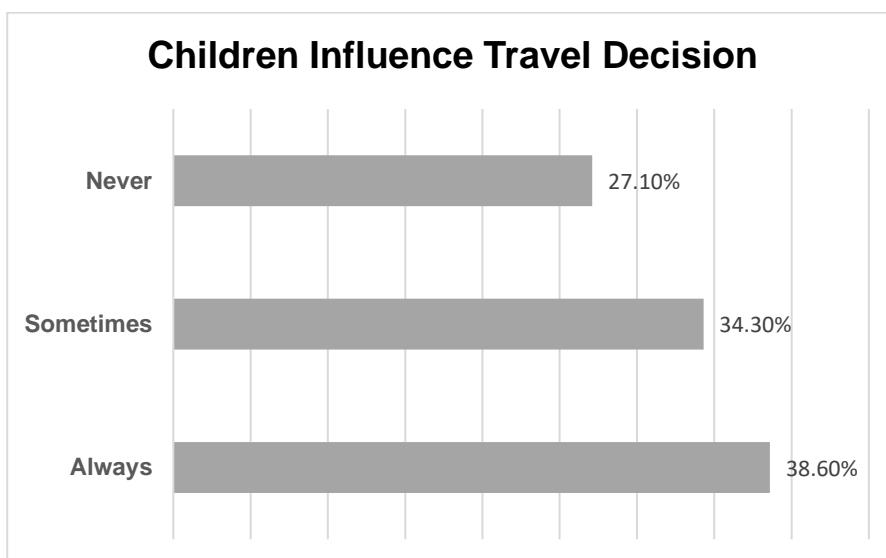
Table 21: Group Size: quantitative results

Group size when travelling					
Reason for Travel	1 - 2 people	3 – 5 people	6 - 10 people	11 - 20 people	21+ People
Visiting family and friends	21.1%	63.1%	12.3%	3.5%	0%
Holiday purposes	11.4%	54.2%	25.6%	6.3%	2.4%
Business / Work	73.3%	19.8%	5.8%	0.6%	0.6%
School / University	67.9%	16.7%	9.5%	1.2%	4.8%

The participants were asked if **facilities for groups and children** at their accommodation is an important feature of their trip. The overall response indicated that this need was only relevant to participants with young children, which were FG1-P1, FG1-P4, FG2-P2 and FG2-P4. FG1-P1 commented that since she has kids, then this is important to her family. She said that kids need to be kept entertained throughout the vacation. Access to the internet via WIFI is an essential requirement when travelling. FG1-P4 children are teenagers, hence the need for free internet. This would continue to be an escalating demand in South Africa, and the rest of the world due to the constant changing face of technology as more and more people live their life largely on the internet. FG2-P2 stated that we do look for family venues since we have two boys, the venue must have entertainment appropriate for young boys. We specifically look for venues where supervision is offered so that we (the wife and I), can go out and enjoy the entertainment.

The other participants had different needs with FG2-P3 stating that since she and her husband are almost empty nesters, and they tend to stay away from venues with too many young children as they have lost patience when dealing with young children. FG2-P1 said that she no longer required such facilities as she is now grown up, and FG2-P6 said that she is a pensioner with adult children, and she only visits such venues when she travelled with her daughter who has two young children.

Figure 10: Children Influence Travel Decision



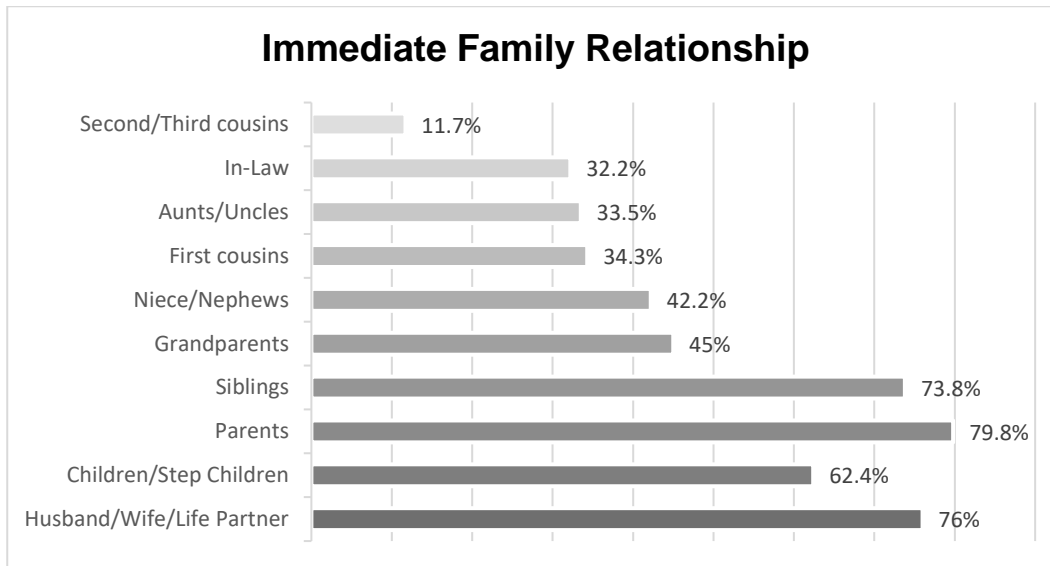
The respondents were not asked if **facilities for groups and children** at their accommodation is an important feature of their trip. The question rather asked if children featured in the decision making of adults (refer to Figure 10). The quantitative results indicated that most parents with children inferred that their children influenced their travel decision (38.6%) - Always and (34.3%) - Sometimes.

Trip characteristics included travel products, booking choices, group size, accommodation; payment options; holiday facilities for children and travel months. Since majority of SAI are proficient in Information technology, the Tourism industry should offer lucrative online travel packages. Travel agencies should offer different categories of travel products that would appeal to the different demographics and Living Standards Measure (LSM) markets.

5.7 DECISION-MAKING AND TRAVEL COMPANIONS

The family group influence on decision-making indicate that SAI families place paramount importance on the concept of family, and continue to live in generational homes. To test this premise, the following question was asked in the survey who do **you consider as part of your immediate family group**. Figure 11 states that SAI consider *Parents* as part of their immediate family (79.8) followed by Husband/Wife/Partner (m = 76%) and siblings (m = 73.8%). The least members considered to be part of the immediate family relationship are second/third cousins (m = 11.7%).

Figure 11: Members who make up your immediate family



The qualitative results looked at who **you would consider as part of your immediate family group** from a slightly different perspective and the participants were asked who lived with them at their home. Most participants just lived with their immediate family, and only 3 participants (FG1-P1, FG1-P3 and FG2-P6) indicated that they lived with their extended family. The other participants indicated that most of their extended family still resided in Durban.

There is an indication from the qualitative and quantitative results that the SAI concept of immediate family does include extended family members.

To continue the pursuit of understanding the SAI family dynamic and the resultant impact on travel, the following question was asked does your **family influence your decision when making travel plans**. Majority of the participants indicated that they made their travel decisions together with their spouses, partners and children. The following participants: FG1-P1, FG1-P2 and FG1-P5 all had joint decision making with their partners. FG1-P3 sought advice from her family and friends when making decisions to travel. FG1-P1 stated that her husband and more especially her children influenced her travel decisions, and when they travelled as a couple without their children, on a recent sports tourism trip to the United Kingdom. In terms of the decision making, her husband chose the destination so that he could watch Manchester United Football club play at Trafford, and she chose all their other activities for example Madame Tausauds and Stonehenge, and confirmed the bookings.

However, when they travelled to Cape Town on a family vacation with their children, they made all the decisions together jointly as a couple. FG2-P3 said she discussed choices with her husband and daughter for leisure vacations, and business travel is done independently through the company. FG1-P2 lived alone with his wife for years as they are empty nesters. They make travel decisions together as a couple, and sometimes his wife would influence the destination choice. Since they are both retired, they travel whenever they want to.

FG1-P3 made independent decisions, and she did not consult her mother with whom she lived with as she paid for both of them when they travelled together. FG2-P6 who is retired, made her own travel decisions as well since she financed her own trips. FG2-P4 said that since he is a scholar, his parents are naturally involved in the decision-making process and they have to give him permission to travel on school trips, and also financed the trips. FG1-P5 said his grandparents influenced his travel decision based on their need to travel to KZN province. When they travelled with him, they assisted him with funding, specifically with petrol and toll fees. He also shared travel costs with friends who required transport to Durban. FG1-P4 stated in his family unit, the person with the money (either his wife or himself) financed the travel, and made majority of the travel decisions. If the vacation included the extended family, then their wives consult and make plans. Overall, it was evident that with majority of the participants that their family does influence their decisions. This is especially in the case of married couples, where the spouses made joint decisions as a couple. In families with children, their input were taken into consideration during the decision making process. The single participants made their own travel decisions based on external factors for example affordability and job priorities.

The qualitative results revealed that the spouse and partners as well as children and step-children had an equal influence on the decision-maker. Though one participant added that though travel decisions are usually made by his wife and himself, the greater influence was on the person who financed the trip. This influence was closely followed by siblings, nieces and nephews, and aunts and uncles. Strangely enough, the focus group showed that parents had a lesser influence than the quantitative results. A reason attributed for the strong quantitative result is that there were more single people in this study than the qualitative study. Another reason would be logistics: the focus group was carried out in Gauteng and

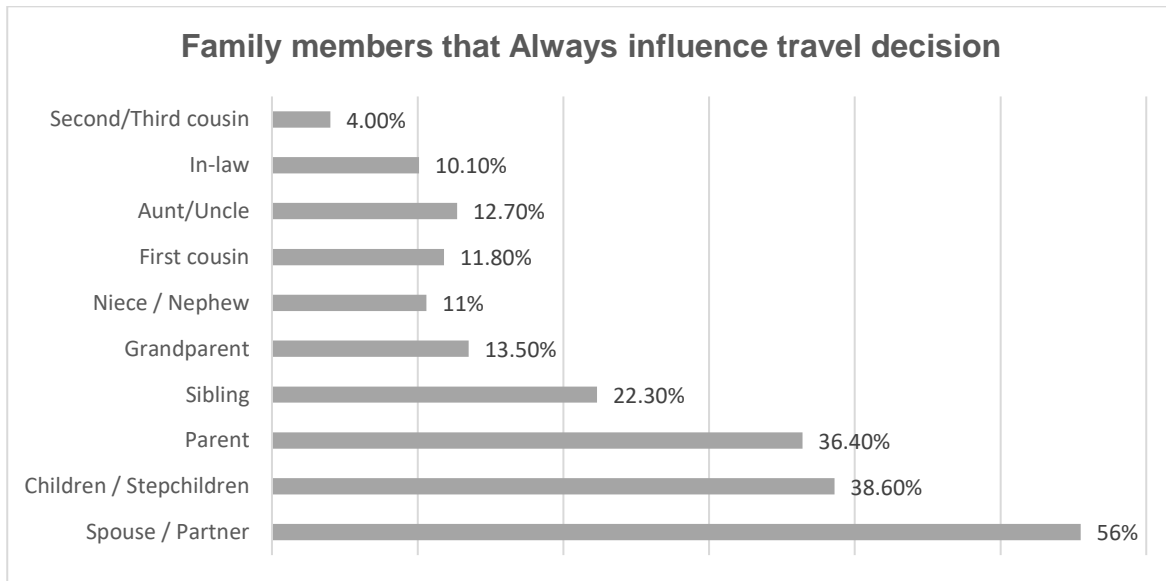
most of the participant's parents resided in Durban resulting in the proximal influence diminished by the time space continuum. Grandparents and first cousins did not have that much influence, and in-laws had even less influence. Second and third cousins did not influence the focus group participants at all.

Table 22: Family influence travel decision making

Does your immediate family influence your decision when making travel plans (Spouse, partner, children)										
FG1-P1	FG1-P2	FG1-P3	FG1-P4	FG1-P5	FG2-P1	FG2-P2	FG2-P3	FG2-P4	FG2-P5	FG2-P6
Joint Children	Joint	Herself	Depends on who has the money and Extended family	Grandma and Grandpa	Mother	Local: Wife and husband Int: Family unit	Leisure: Joint family decision Work: Company decision	Dad and mom	Family Decision	My children influence me

In the survey (refer to Figure 12), respondents had to indicate which person within their family group *always* influenced their travel decisions. The spouse/partner had the most influence with the respondents (56%), this was followed by the children (38.6%) and parents (36.4%). The least influential family members were second and third cousins (4%).

Figure 12: Family members that Always influence travel decisions: Quantitative Results



Both in the qualitative and quantitative data, it was revealed that the SAI concept of family extended beyond the nuclear family, and the line of influence extended to the whole family group but the influence decreased across each consecutive lower layer.

The Reference group influence on decision-making was added to ascertain the other determinants that influenced SAI on their travel decisions in order to achieve a holistic understanding of SAI travel decisions. This topic was discussed extensively in the literature review as the SAI family model would include immediate family members, in-laws, grandparents and relatives (Nanda, Hu & Bai, 2007). This is typical of Asian families wherein family members serve as reference groups living in Bangladesh, India, Nepal and Pakistan, where the family groups are tightly knitted (Bhadra, 2017). Bhadra (2017) confirmed that 78.41% consulted with their families regarding their travel decisions whilst 7.95% consulted to some extent on their travel plan decisions. The qualitative results (refer to Table 23)

revealed that majority of the participants were influenced by travel websites. Travel programmes also had an impact but not as great as travel websites. Travel programmes on television in South Africa are available on pay TV such as DSTV which has a Travel Channel that features shows on different places (countries) to visit, a food channel that offers different programmes on global cuisine, and the home channel features different types of homes available throughout the world. These programmes motivated the participants to want to visit these countries so that can experience it for themselves. Family friends had a good influence as they have previous travel experience and could make useful recommendations – FG1-P1 said that “*you can trust them to say it exactly how it is*”.

Thereafter, other categories of influence were religious friends, sports friends and colleagues. One participant said her colleagues are well-travelled, and they can offer their experiences so that she can make more informed choices when planning a trip.

In the survey (refer to Table 24), respondents had to indicate who had *a/ways* influenced their travel decision from outside of their families. The family friends had the most influence (24.9%), followed by hobbies (15.7%); Travel TV (14.9%) and Travel Websites (13.6%). The least influence derived from social acquaintances met at bars and clubs. Other references (5%) were senior citizens, tourism information and recommendations.

It can be seen from both the qualitative and quantitative data that there was a mixture of different influences that emanated from the focus groups: internet, colleagues, education friends and sporting interests. The quantitative results revealed that family friends were the most influential followed by internet and broadcasting shows, and the least influencers were neighbours, religious friends and social acquaintances.

Table 23: SAI Reference Group Influencers: Qualitative Results

Which reference groups influence your decision when making travel plans?										
FG1-P1	FG1-P2	FG1-P3	FG1-P4	FG1-P5	FG2-P1	FG2-P2	FG2-P3	FG2-P4	FG2-P5	FG2-P6
Colleagues Word of Mouth Friends Trip Advisor	Extended Family	Extended family Friends Travel websites	Internet	No response received	Tourism class at university Travel channel	Manchester United Football Club YouTube Int shows (waterslides) rollercoasters Mauritius tourism	Internet Travel shows YouTube	Fellow learners at private school	Zuma (country junk status) More advertising local tourism Hare Krishna temple	Extended family, her sister and brother in law.

Table 24: Reference Group Influencers: Quantitative Results

Reference Group Influencer/s	Always (%)	Sometimes (%)	Never (%)
Family friends	24.9	55.0	20.1
Hobbies, e.g. surfing, cooking	15.7	34.8	49.5
Travel TV	14.9	45.1	40.0
Travel websites	13.6	45.9	40.5
Education friends (school / university / college)	10.4	27.4	62.2
Travel blogs	9.5	34.3	56.2
Colleagues	9.4	50.6	39.9
Sports friends	7.7	29.2	63.1
Neighbours	6.7	25.6	67.7
Religious friends (temples, churches, etc.)	6.5	36.4	57.1
Social acquaintances (meet at clubs, bars, etc.)	5.6	19.0	75.4
Other (Tours, Senior Citizens)	5.0	20.0	75.0

5.8 IMPORTANT ASPECTS DURING TRAVEL

5.8.1 Introduction

This section introduces the fifth objective in the study, and links objective 5; *To identify important aspect during travel* with the findings that emerged from the data collection. A number of important aspects emerged as themes during the focus group discussions, as subsequently discussed.

5.8.2 Service delivery (Travel and Tourism)

The participants were asked about their customer service experienced during their travels (refer to Table 29). FG1-P2 commented that South Africans are not geared for tourists to the extent some other countries in the world are. There was consensus between the participants that they all experienced bad service when they travelled in South Africa. When questioned about the bad service they received during their travels, they were verbose with their answers as the focus groups created a medium for participants to elucidate their experiences.

During the travel component of their tourism travels, more than one participant encountered flight delays, airlines losing their luggage, poor service from airline carriers, and the long distances between venues and airports. FG2-P5 said he has experienced bad service with SAA, and FG2-P3 conferred with this statement. FG2-P2 and FG2-P3 stated that they both experienced lost luggage whilst flying but failed to mention with which airline. FG2-P1 spoke about flight delays with specific reference to Mango Airlines. FG1-P1 and FG1-P4 both experienced flight delays. The researcher has also experienced similar delays but more with Kulula Airlines than any other local low-cost airline. Saha and Theingi (2009:367-368) stated in a study carried out in Thailand measuring low cost airline passenger's expectations with regards to service. Service quality remained an integral part of customer satisfaction. The dimension of the flight schedule scored the lowest mean amongst the population sample, and the data revealed that flight schedules would need to be reassessed. The passengers found the timely operation of scheduled flights unreliable and this component was critical to meeting their expectations of customer satisfaction. An additional finding was that customers who did not take the time to complain to the low-cost airlines simply moved their business to another airline.

FG1-P2 stated when travelling to Durban on the N3 toll road he experienced copious number of accidents that delayed his journey. Accidents on the national freeways especially accidents on the N3 to Durban, and congested traffic made travelling to Durban by road difficult. On a separate point, participants were asked if they used the Gautrain to travel to the airport and majority of the participants had not used this service except for FG1-P5. The only issue was price which was discussed in chapter 5.9 constraints to local travel. FG2-P2 said that when he travelled to other countries in Africa he noticed that most of the citizens could not afford motor vehicles, and their transportation options were either walking or riding motorbikes.

Service is an important consideration during travel and participants discussed the service levels of the different places they had visited in South Africa. FG1-P1, FG1-P2, and FG1-P4 considered Cape Town very expensive, and this cost is attributed to the influx of international tourists that visit Cape Town. The hospitality sector also received criticism: bad customer service in restaurants, accommodation rooms are not clean, food is unappetising and staff are not friendly. FG1-P4 stated that the restaurants in Cape Town differ in the service levels

between local and international visitors with local tourists being side-lined in preference to international tourists with their US dollars and pounds. This is a relevant concern amongst domestic tourists and back in 2004, the Minister of Tourism, Marthinus van Schalkwyk said it was important to treat domestic tourists with the “same welcome, the same uncompromising levels of service, and the same enthusiasm that we offer our international visitors” (Van Schalkwyk, 2004). FG1-P4 elucidated on what service levels meant to him that as locals we complain of the service levels in Durban and Cape Town but for the international tourists, it is like paradise. When he visited Cape Town, and eats at the local restaurants, and he gets irritated with the slow service. This is not the same standard of service behaviour in Johannesburg – everything is quick and on point. FG1-P1 corroborated that the service levels were slow and poor in Cape Town, and added that Cape Town and Durban are known to be slow service tourist destinations especially towards South African citizens.

FG2-P3 stated that for her bad customer service is when you book a room at a hotel and B&B, and you do not usually get what you booked for, the room is not clean or the food is not good, or the staff are not friendly. This is the worst form of customer service because this is not what she expected. FG1-P2 stated he has to beg for service, and then you get upset because the service levels are shocking. One notable feedback received from FG2-P5 was the pollution at some of the Durban beaches needed to be sorted out.

FG1-P3 said when she visited Mauritius one week ago, their service is better equipped for tourism than in South Africa, and far superior to anything she experienced in Cape Town or KZN, and the Mauritian people were friendly and hospitable. FG1-P4 who had been to Mauritius agreed with FG1-P3. FG1-P4 asked FG1-P3 to compare the service in Mauritius to service in Durban and Cape Town, and her response was efficiency. FG1-P4 stated the service in Mauritius was “10 x better, faster and efficient” than service he received in South Africa. The service levels were then extended to the rest of Africa, and FG1-P4 stated that in Africa, countries for example Ghana and the Democratic Republic of Congo, that he had to stay in 4- and 5-star hotels to receive some level of service, and when he stayed in a 3-star and below rated accommodation, he did not receive any service. FG1-P2 who has travelled extensively both locally and internationally, said in his opinion, that South Africa is not geared for tourists to the extent other countries in the world are. These countries treat you like royalty for example Mauritius and India. He said that in India, the Indians would go out of their way

in terms of service delivery to receive a decent tip. However, when he visited the United States, a first world country, it is a different standard because the Americans are snobbish and unfriendly.

FG1-P4 concluded that there is a discrepancy in the service levels within the hospitality sector between local and international tourists in South Africa. The discrimination between locals versus internationals with their US dollars, so the waiters get tips in dollars, and they focus more on these customers. It is a behaviour pattern, and the dynamic here is service, quality and discrimination.

5.8.3 Holiday Cuisine

On the question whether **food** (refer to Table 29) is an important feature of a trip as part of the SAI culture. The importance of food to SAI was emphasised in the literature review (Dhupelia-Mesthrie, 2000) and was confirmed in the findings. The data revealed a myriad of responses of the importance of food to the SAI when they travel. To some participants it did not really matter what they ate, and they were eager to eat the local food as part of the travel experience. This was the case for FG1-P5, he felt that food was less important but it depended on which places he visited, and he was happy to try out the local food. But for those participants where food was considered critical for their health and/or religion, they were very passionate about the type of food they ate during their travels. For FG1-P1 it is a health issue because she has food allergies. For this reason, food is a critical component of the decision-making process because it is about her quality of life. When FG1-P1 eats the wrong type of food, it makes her sick and her quality of life is severely reduced. She said that food is difficult because she has many food allergies, whereas her husband can eat anything that walks without suffering from the same consequences as her. FG2-P2 also stated that food is very important especially when he travelled in other African countries for work purposes where there is not much western food available, so his choices are severely restricted. FG1-P3 stated that she eats white meat, that is, fish and chicken. She does struggle to find chicken and fish on the menus, and there is a limited range offered especially with fish. In contrast, food is important to FG1-P2, FG1-P4, FG2-P3, FG2-P5 and FG2-P6 for religious reasons. FG1-P4 said that food is most important but he preferred to cook his own food, and prefers to eat mainly Indian cuisine.

FG2-P3 said that food is important because of her religion. She is Hindu and cannot eat beef as the cow is considered a sacred animal in the Hindu religion. She said that she struggles to get chicken or fish as beef and pork are more prevalent on the menu, which she does not consume due to religious reasons. FG1-P2 stated food is very important, and though he consumes other types of food, he prefers eating Indian cuisine so he will try to find an Indian restaurant. He mentioned that during his travels abroad, he went searching for an Indian restaurant, and he paid a fortune just so that he could eat an Indian meal. FG2-P1 also experienced this similar issue when she travelled in Europe. She said that she had been travelling for over 20 days in Europe, and she was in Paris, and she was desperate to eat curry. The only recommended Indian restaurant that served curry was closed as the owner had closed between Christmas and the New Year. FG2-P5 said that when he traveled to other provinces besides KZN and Gauteng, he had issues with the meat. When he asked if they had mutton on the menu, the waiter would look at him and asked if that is meat? FG2-P2 agreed with FG2-P5, and said when he travelled overseas, and asked for mutton or lamb, he would be served goat. He said in India, he had to eat mostly goat.

FG2-P1 said that after a couple of days into a trip and eating only western food, then she started to crave curry. But she qualified her craving to a definite expectation of what she deemed was a good curry. It must be cooked the way SAI in Durban cook curry. FG2-P3 said that she experienced eating curry that is not really curry. It is advertised as local curry but tastes nothing like what you would eat at home and she calls this “fake curry”. FG2-P5 added the restaurants in other parts of South Africa serve curry, but they put raisins in the dish and other types of fruit (inferring that this is something not normally done when SAI cook curry). The menu stated that this is a curry dish but it is not Indian cuisine. FG2-P4 also added his input into this discussion; it will say local curry but it is not the same as SAI food. FG2-P1 responded that SAI have certain expectations to what they deem as curry, and experience dissatisfaction when their expectations are not met. FG2-P2 said that when he travelled and he ate curry that was not prepared by a SAI, then to him this is what they considered as curry, so he adjusts his expectation and behaviour, and enjoys the food. But FG2-P5 did not agree with FG2-P2, and said the menu must redefine the curry and state: “if they think it is curry, then they must say Afrikaans curry, then we know that it is not the real thing. So we spend the money on this curry, and we do not like what we get”. FG2-P1

clarified this assumption by saying that when we (SAI) think of curry, we think of curry cooked by SAI.

The researcher would like to state that no Muslims participated in the qualitative data collection, and felt it was important to state that halal food should also be available for Muslims during their travels. From the observations made by FG2-P5, it would seem that very little effort is made to cater for SAI who have dietary requirements related to their religious beliefs outside of Gauteng and KZN. FG2-P5 said that we realised that if we do not make a fuss then nobody realises, or cares. For FG2-P5 this is the only way to create change.

5.8.4 Souvenir Shopping

Shopping is important to all participants in both focus groups except for FG1-P4 and FG2-P5, who indicated that due to global technology, they can go online and buy whatever they want from all over the world without the need to travel. But, majority of the participants believed that shopping was part of the tourism experience. FG1-P1 said that she wanted to come back with something significant from that country as a reminder of her travel experience but she said price was important. FG2-P1 stated that buying souvenirs was part of her travel experience, and she always bought a snow globe from the countries that she has visited. She also purchased an item unique to the place visited as a remembrance of her travel experience. FG2-P2 said when he bought souvenirs during his travels, it served as a remembrance of that happy time. FG2-P3 said that they have a rule that they have implemented when buying souvenirs, “before you buy it, you must know where you are going to put it in the house”. We saw an art piece made by a local artist and purchased it because we knew exactly where to place it in the house. “Now every time we look at it, it is always a reminder of the holiday, that happy time”.

FG2-P4 said that he particularly liked the different variety of products that were available compared to home. FG2-P6 said that she enjoyed the shopping part when she travelled, and she especially liked the variety of Indian products that were available when she travelled to India that were not sold in South Africa. FG1-P2, FG1-P4 and FG1-P5 were all males living in Johannesburg, and when they visited Durban they must buy Indian spices and

masala because Durban has better quality Indian products, and FG1-P5 said that shopping in Durban is cheaper. The researcher who was born in Durban and now lives permanently in Johannesburg for over 2 decades, also purchases spices and apparel from Durban due to their extensive variety and cheaper prices.

5.8.5 Interaction with locals

During their domestic trips, the participants said that **socialising** with the locals is viewed as part of the holistic travel experience. FG1-P1 stated that when travelling, she expects the local people to be friendly and forthcoming because meeting the locals is part of the travel experience, otherwise she is going to think that the country is stunning but the people are so unfriendly. FG1-P4 stated that he would like to get know the local people, and FG1-P5 said that he can get vital information from the locals. FG2-P1 said that socializing with the locals eases her travel, it is more relaxing when she gets along with the local people. FG2-P2 stated that when he travels, he learns about the people, and their culture. He tastes their food, and sometimes learns how to cook it. FG1-P3 believed that the locals being friendly to her is important (as a tourist). FG2-P3 made a very discerning comment when she said that she learned things from the locals that she would not find on the internet. She gets firsthand knowledge and experiences from the locals, and FG2-P2 agreed with her.

The important aspects revealed in the data were service delivery, cuisine, souvenir shopping and interaction with the locals. Experiencing the different provinces and the different population groups expand the SAI's understanding of South Africa. When the positives of travel is emphasized, and that it is a life changing experience then travel increases personal understanding of South Africa.

In an effort to make your customer happy, the Tourism industry and the hospitality sector understands that when they better understand their population groups, and their specific cultures, only then are they able to design more effective marketing campaigns.

In the survey results indicated below, the same chronological order is used in the qualitative results: service delivery, holiday cuisine, souvenir shopping and interaction with the locals. In terms of **service delivery**, the most important needs at a venue whilst on vacation was personal safety, and safety of possessions ($m = 4.4$). Thereafter, the SAI holiday mode

reverted to enjoyment of the trip ($m = 4.3$); friendly and helpful staff ($m = 4.3$), and value for money ($m = 4.2$). The least requested item was personalised service ($m = 3.7$) which rated the same as free Internet and WIFI – this was surprising for the researcher as she thought this need would have scored much higher as a compulsory need.

Table 25: Service delivery at Venue / Destination Choice

Service Delivery at Venue / Destination choice (n = 368)	Mean	Std. Deviation
Safety of ourselves and our belongings	4.458	.7970
Just have a nice holiday / visit	4.388	.6992
Have helpful and friendly staff	4.373	.6621
Value for money	4.278	.7575
Receiving the same level of service as everyone else	4.200	.8697
Provide fast and efficient service at reception/entry	4.172	.7456
Be convenient to get to	4.064	.7927
Have good signage and directions	4.050	.8548
Have an efficient parking / access system	4.021	.8168
Access to internet / free WIFI	3.765	.9989
Offer personalised service	3.737	.9437

Note: N=368; missing values replaced with mean value

SAI have varying preferences about what they eat, and from the qualitative results, it was noted that religious and dietary requirements were fundamentally important, and to the affected SAI, their holiday cuisine had to meet these requirements. For the other SAI who did not have these issues, they were keen to eat the local cuisine as part of their holistic holiday experience. The quantitative data revealed that the respondents ($m = 3.4$) actually wanted to eat Indian food during their vacation whereas only ($m = 3.3$) wished they could eat Indian food whilst on vacation.

Table 26: Holiday Cuisine

Holiday Cuisine (n = 368)	Mean	Std. Deviation
Eat Indian food	3.422	1.0993
Being able to eat Indian food	3.355	1.1413

Note: N=368; missing values replaced with mean value

The SAI quantitative data revealed that only ($m = 3.2$) wanted to participate for souvenir shopping. This result lends credence to the qualitative result whereby most of the males decided that can easily purchase an item from another part of the world by shopping online. Whereas the female participants wanted that experience of purchasing an item whilst visiting the country for example buying a leather handbag in Florence, Italy.

Table 27: Souvenir Shopping

Souvenir Shopping	Mean	Std. Deviation
Being able to buy souvenirs	3.259	1.0589

Note: N=368; missing values replaced with mean value

The respondents viewed interaction with the locals as part of the holistic holiday experience. For SAI, they wanted to be treated the same as everybody else by the locals ($m = 4.2$); but they enjoyed beautiful places ($m = 4.4$) and discovering new places ($m = 4.3$). Their least interest was architecture ($m = 3.5$).

Table 28: Interaction with the Locals

Interaction with the Locals at Destination Choice	Mean	Std. Deviation
Enjoy the beautiful surroundings	4.455	.6696
Explore a new place that I have never been before	4.368	.7702
Learn new things	4.338	.7222
Being treated the same as everybody else by locals	4.216	.8597
Meet the local people and eat the local food	3.850	.9673
Have a spiritual experience (opportunity to reflect)	3.660	1.0050
Uniquely designed infrastructure / architecture	3.526	.9887

Note: N=368; missing values replaced with mean value

Table 29: Important considerations when travelling

IMPORTANT CONSIDERATIONS DURING TRAVEL?										
Customer Service										
FG1-P1	FG1-P2	FG1-P3	FG1-P4	FG1-P5	FG2-P1	FG2-P2	FG2-P3	FG2-P4	FG2-P5	FG2-P6
Flight delays and slow service in Cape Town	Accidents on N1 to DBN	Service level is poor compared to Mauritius	Flight delays Distance bet venue and airport Bad customer service restaurants	Bad Traffic Accidents on N1 to DBN long delays	Yes Quality of service is not up to standard	Yes When your baggage gets lost	Yes Room is not clean, food is not good, staff are not friendly	Yes Stupid questions that people ask	Yes SAA, Pollution of DBN beaches	No response
Is food an important feature of your trip?										
FG1-P1	FG1-P2	FG1-P3	FG1-P4	FG1-P5	FG2-P1	FG2-P2	FG2-P3	FG2-P4	FG2-P5	FG2-P6
Most important (personal issue of allergies)	Very Important (traditional food; curry)	Very Important (dietary preference – vegetarian)	Very important (cook own food)	Less important (open to new tastes)	Yes Crave curry Certain expectation Must be cooked like Indian curry	Yes Food is important when travelling	Yes Religious reasons: cannot eat beef and pork Struggle to get chicken and fish on menus – beef and pork are more available	Yes Local curry but it is not	Yes Do not want fake curry Do not want Afrikaans curry Must make a fuss, food is important to me.	

5.9 TO IDENTIFY THE CONSTRAINTS TO TRAVEL AMONG SOUTH AFRICAN INDIANS

5.9.1 Introduction

This section introduces the sixth objective in the study, and links objective 6; *To identify the constraints to travel among SAI* with the findings that emerged from the data collection.

5.9.2 Cost of travelling

The focal reason attributed for **non-travel amongst all the participants is price**. Though price was not a question directly asked to the participants but it reared itself time and time again, without any prompting from the researcher. Price emerged as a golden thread that was interwoven throughout the discussions in both focus group sessions, and the word price has appeared approximately 44 times in the results. Holistically, price is an integral element of the tourism flow as well as a critical component of the marketing mix: product, *price*, people, promotion and place. Setting the right price is key to making a profit. Price determines the market: a premium price reflects the uniqueness and value of the product; value for money indicates an average price is charged; and cheap value pricing is used to undercut competitors and triggers immediate purchasing (Magatef, 2015:46).

FG1-P5 generated a specific discussion thread in relation to the general cost of tourism in South Africa due to the current economic upheavals experienced stemming from President Zuma's reign whilst he was President of South Africa. He alluded to the results of state capture capitulating the economy into a downslide with the resultant negative impact it had on the lives of everyday South Africans. FG1-P5 a young male who lives by himself in Johannesburg focused on the cost of travel itself. He said that he usually visited Durban for VFR a few times a year to visit his parents but since the country has been allocated a junk status, and the fuel price and the road toll fees keeps increasing, it takes him longer to save because he has less disposable income for travel. At this stage, he can only afford VFR travel and he stayed with his parents because his accommodation and food costs were covered by his parents. This high cost was corroborated by FG1-P2 who estimated that a return road trip between

Durban and Johannesburg costs approximately R2000.00 on petrol alone, and that excludes toll fees. Kruger and Douglas (2015) also confirmed that affordability, and the distance as well as the importance of time were constraints to travel amongst the Black, Coloured and Indian populations in South Africa.

FG1-P4 moved the discussion to cost of food whilst travelling. He said he knew of some friends who travelled from Johannesburg and stayed at a hotel. Since it is too expensive to eat out, they took their gas cylinder and bought groceries at the Pick n Pay grocery supermarket and cooked a meal in their hotel room. This behaviour was seen as aberrant by FG1-P1 but despite her misgivings, she agreed with all the participants that room service was prohibitively expensive, and eating in restaurants was also very pricy, and she summed up very aptly that travellers look for affordable means to eating in as opposed to eating out whilst on vacation. FG2-P4 stated that if she is going to pay R150.00 per person, and there is a family of four people in the room, that totalled R600.00 per meal x 7 days for breakfast, lunch and supper = R12 600.00 for food only. FG1-P4 discussed the cost of food incurred for the stereotypical family of 4 persons. He said as a rule, eating out every day on holiday was too expensive especially for families. To eat out 1 night of the 7 would be considered a treat, and with 2 adults and 2 kids x seven nights to be eating out for breakfast, lunch and supper, it is prohibitively expensive. FG2-P2 agrees with the high cost of food in restaurants which he experienced at a restaurant near uShaka Marine World when he booked a table for six people, and it cost him approximately R2000.00. As a counter measure towards the high costs of restaurant prices, FG1-P2 said that when he travels, he eats out for 1 or 2 nights, and after that he goes for takeaways at a fast food outlet that he enjoys. This gives him the opportunity to see the place.

FG1-P2 brought pricing where locals are charged a lower rate than tourists in the tourism industry. He referred to the different pricing that is charged in the overseas market, FG1-P2 stated that because he has visited India six times, he had the opportunity to get to know the Indian tourism industry quite well. India offered two prices for the same product, the cheaper one for the locals, and a higher price for international tourists for example when he visited the Taj Mahal, he paid a visitor's price that is different from the local. FG1-P4 further expounded on the cost of tourism

to the locals. Due to the exorbitant costs, the locals do not visit the local tourist attractions. He mentioned that his family residing in Durban only visit the beach once a year. He stated that some of his friends living in Durban have not visited the Ushaka Marine World, and he assisted one friend to pay the entrance fee costs for his family, and it becomes an expensive outing. He said his circle of friends living in Durban don't usually visit their local attractions because of price, and some cases the lack of transport.

Price of accommodation may be a deterrent in tourism due to the exorbitant price of accommodation. Though there are different levels of accommodation types and even the relatively so-called cheap accommodation is still considered too expensive, or the quality of the accommodation could be below standard which made the travel experience unpleasant, and not one that bears repeating. FG1-P4 said that leisure travel is spent with his extended family consisting of his siblings and their family units. When he visited Cape Town, there are always massive numbers of international tourists which pushes up prices. This statement was immediately corroborated by FG1-P1 and FG1-P2. FG1-P4 said the price is like 3 times that he would normally pay during peak season but now it is becoming the norm to charge these inflated prices throughout the year to South Africans. FG1-P4 stated that South Africa is an attractive destination for international visitors due to the exchange rate that is in their favor. The flow of conversation then naturally progressed to service levels which has been discussed extensively in chapter 5.7.

Table 30: SAI Non-travel reasons

Reasons for non-travel (n = 368)		
	Mean	Std. Deviation
It is too expensive to travel in South Africa	2.835	.9846
Travelling for holiday in SA involves too much risk.	2.572	.8556
Family commitments keep me from travelling on holiday.	2.371	.8347
I don't have the time to travel on vacation	2.316	.8229
I don't have access to different places.	2.225	.7644
I don't know about places to visit.	2.160	.7717
My family and friends are not interested in travelling in South Africa.	2.129	.7556
I am not interested in travelling	2.114	.8909
My health does not allow me to travel.	2.024	.7324

Note: N=368; missing values replaced with mean value

The focal reason for not travelling was high costs associated with travelling ($m = 2.8$) (refer to Table 30), and the next reason was the risk factors related to the high levels of crime in South Africa ($m = 2.5$). The other factors were attributed to social factors such as family commitments and lack of time as reasons for non-travel at ($m = 2.3$). Then there was a lack of knowledge of the places to visit, lack of interest in travelling by the respondents and their families and friends ($m = 2.1$). Poor health ($m = 2$) was the least reason given for lack of travel.

5.9.3 Spending of discretionary income

The researcher was curious to know where the SAI community spent their discretionary income, and translated to the tourism industry meant that SAI undertook less trips or no trips per annum based on the economic principle of opportunity cost, and what SAI was spending their disposable income on. The qualitative results revealed that majority of the discretionary funds were spent on entertainment: eating out, watching movies, bowling and visiting theme parks for example Gold Reef City. This was followed by home renovations which included updating home and ongoing repairs and maintenance. Education also eat into the funds because some participants send their children to private schools for their scholastic education, and thereafter SAI will pay for their children's degrees in higher education as this is a critical component for a successful future. The participants also use money to purchase books for recreational reading. The next option that scored well was the purchase of branded clothing as it emulates a successful life to their family, peers and colleagues. Other interests included the women spending some quality time on themselves: spa days and grooming expenditures. The lowest categories were the purchase of luxury sedans and building a swimming pool at home. Some qualitative responses were (FG2-P1), *books and clothes*; (FG2-P2), *build a pool*; (FG2-P3), *shopping, shoes and clothes*; (FG2-P4), *Makro*; (FG1-P1), *it is something that just happens*; (FG1-P4) *you don't make a conscious decision to spend money, it just happens*.

In the survey (refer to Table 31) respondents also indicated that majority of their disposable income was mostly spent on entertainment ($m = 3.5$) and the least spent on gambling ($m = 1.9$).

Table 31: SAI discretionary income spend

Discretionary income spending (n = 368)		
	Mean	Std. Deviation
Entertainment	3.506	.8461
Eating out	3.485	.8730
Education	3.484	.9097
Home Renovations	3.246	.9294
Branded clothing	2.847	1.0009
Sports	2.746	.9072
Expensive cars	2.34	.8738
Gambling	1.944	.8535

Note: N=368; missing values replaced with mean value

Price is a major hindrance to travel and tourism. Price your product right, and ensure that it is affordable for all South Africans. Safety is an important issue to all South Africans. Reduce crime and tourism will increase. Most importantly, educate tourists on how to experience South Africa safely – create do's and don'ts list for each geographic location.

5.10 TO TEST THE RELATIONSHIP BETWEEN ETHNIC IDENTITY AND CULTURAL IDENTITIES AND PROVINCIAL TRAVEL DECISIONS OF SOUTH AFRICAN INDIANS

5.10.1 Introduction

This section introduces the seventh objective in the study, and links objective 7; *To test the relationship between ethnic identity and cultural identities and provincial travel decisions of SAI* with the findings that emerged from the data collection.

5.10.2 EFA: Ethnic identity scale

An Exploratory Factor analysis was used to test the dimensionality of the two scales using principal axis factoring as extraction method and promax as rotation method (refer to Table 32 for the summary). The Kaiser-Meyer-Olkin (0.919) and Bartlett's tests ($p=0.000$) indicated data suitability for EFA. Two factors emerged (Eigenvalues >1), explaining 52.33% of the variance. Factors were all above the .3 threshold (Nusair & Hua, 2010) and were retained where they loaded highest and labelled as suggested by Musso *et al.* (2018). Using Cronbach alpha, the internal consistency (reliability) for the factors were above the threshold of 0.7, deeming them reliable (Kline, 2011).

Table 32: Factor loadings: Ethnic identity scale

Ethnic Identity items	Factor	
	Ethnic belonging	Ethnic participation
<i>Cronbach</i>	.914	.714
I have spent time trying to find out more about my ethnic group, such as its history, traditions and customs		.763
I am active in organizations or social groups that include mostly members of my own ethnic group		.533
I have a clear sense of my ethnic background and what it means for me	.447	
I think a lot about how my life will be affected by my ethnic group membership		.589
I am happy that I am a member of the group I belong to	.638	
I have a strong sense of belonging to my own ethnic group	.752	
I understand pretty well what my ethnic group membership means to me	.684	
In order to learn more about my ethnic background, I have often talked to other people about my ethnic group		.468
I have a lot of pride in my ethnic group	.707	
I participate in cultural practices of my own group, such as special food, music or customs	.685	
I feel a strong attachment toward my own ethnic group	.888	
I feel good about my cultural or ethnic background	.908	

Extraction Method: Principal Axis Factoring

Rotation Method: Promax with Kaiser Normalization.^a

a. Rotation converged in 3 iterations.

Findings confirm the two known dimensions of ethnocultural identities (after Phinney & Ong, 2007): (i) ethnic/cultural exploration as the extent to which an individual

explores the meaning of his/her ethnicity/culture, and (ii) ethnic/cultural commitment as the extent to which an individual is committed to the ethnic group (ethnic commitment).

5.10.3 EFA: Cultural identity scale

To test the dimensionality of the cultural identity scale, an explorative factor analysis was conducted, using Principal Axis factoring as extraction method and Promax as rotation method (refer to Table 33). The Kaiser-Meyer-Olkin Measure of Sampling Adequacy (0.905) and the Bartlett's Test of Sphericity which was significant ($p=0.000$) both indicates that a factor analysis is appropriate.

Table 33: Pattern Matrix: Culture

Cultural identity items	Factors		
	Cultural belonging	Cultural participation	Family belonging
Cronbach	.888	.825	.774
I tend to adhere to my family's values	.782		
My life loses it meaning if I don't know my position within my family			.783
The family I belong to is a significant part of who I am			.452
I am proud of my cultural heritage	.942		
I am no one without my family			.776
It is important for me to identify with my cultural background	.430		
I participate in activities that teach me about my culture		.493	
I experience aspects of my culture: food, music, Bollywood movies and Indian television programmes		.438	
I attended public events showcasing my culture, e.g. Diwali expo		.711	
I read books, articles, magazines, internet related to my culture		.891	
I participate in activities related to my culture, e.g. Indian classical dancing, singing, playing Indian instruments.		.796	
I am clear about what my culture means to me	.691		
My culture is very important to me	.732		
I enjoy my culture e.g. eating Indian food, dress in traditional attire	.533		

An additional factor “family belonging” emerged in the cultural identity scale; in agreement with the known strong family group identities of Indians (Bhadra, 2018; Nanda et al., 2007). Ethnic and cultural commitment (objective stance) featured stronger than exploration (behaviour) across the sample (based on mean scores); alluding to affinity but limited engagement in a wide variety of ethnocultural activities. Individuals that identify themselves as being Indian however, differ significantly from the other two groups with greater ethnocultural identity as expressed through exploration.

5.10.4 Binary logistic regression results

This study aimed to determine whether or not the independent variables, ethnic identity and cultural identity, were statistically significant predictors of the provinces visited. As such, H₁ was stated:

H₁ There is a significant difference in the influence of ethnic identity and cultural identity on the provincial travel decision of South African Indians.

To conduct the binary logistic regression, each of the provinces were coded as a 0 if not being chosen to visit or participated in and 1 if it was chosen or participated in. In assessing the model adequacy and fit, Table 34 sets out the information regarding the predictors included in the model and the information regarding overall model fit for provinces visited. The number of respondents included in the models was 368 as a case-wise removal process was used for missing data on any of the variables.

Table 34 indicates the statistically significant predictors for each of the provinces visited, the associated standardized Beta-coefficients and odds ratios (in brackets) and their level of statistical significance (*p < 0.01, ***p < 0.10). The Hosmer and Lemeshow test showed non-significance for all of the provinces and thus adequate fit of the data to the models (Hosmer & Lemeshow, 2000). The pseudo R² measures ranged between 0.40% to 2.8%. However, as the pseudo R² measures used do not indicate variance explained but are rather used when comparing competing models, they can only be seen as a mechanism to indicate that alternative models should be considered.

The results indicate that there is no significant difference in provincial travel based on the levels of ethnic and cultural identity of individuals.

Table 34: Statistically significant predictors for provinces visited, model fit and classification %

Variables	Eastern Cape	Free State	Gauteng	KwaZulu-Natal	Limpopo	Mpumalanga	North West	Northern Cape	Western Cape
Ethnic belonging	-0.111(0.895)	-0.155(0.856)	0.640(1.896)	0.180(1.197)	0.271(1.311)	0.158(1.171)	0.138(1.147)	-0.151(0.860)	0.210(1.233)
Ethnic participation	-0.153(0.858)	0.136(1.146)	-0.344(0.709)	-0.047(0.954)	-0.140(0.870)	-0.042(0.958)	-0.060(0.942)	0.235(1.265)	0.042(1.043)
Cultural belonging	-0.127(0.880)	-0.080(0.923)	0.137(1.146)	0.193(1.213)	-0.575(0.563)	0.038(1.039)	0.200(1.221)	0.215(1.240)	0.159(1.173)
Cultural participation	0.236 (1.266)	0.160(1.173)	-0.050(0.951)	-0.208(0.812)	0.162(1.176)	-0.060(0.942)	-0.103(0.902)	0.080(1.083)	-0.012(0.988)
Family belonging	-0.008(0.992)	-0.048(0.953)	0.076(1.079)	0.103(1.109)	0.170(1.186)	0.120(1.127)	-0.060(0.941)	-0.136(0.873)	-0.184(0.832)
Classification % model 0 (model 1)	52%(52%)	73%(73%)	82.8%(82.2%)	85.1%(85.1%)	76.1%(76.1%)	62.6%(62.6%)	73.6%(73.6%)	74.7%(74.7%)	53.7%(56.6%)
Hosmer and Lemeshow (p values)	15.221 (p=0.055)	9.919 (p=0.271)	3.619(p=0.890)	1.606(p=0.991)	4.996(p=0.758)	11.118p=(0.195)	8.046(0.429)	7.660(0.467)	4.735(0.785)
Nagelkerke R² (Cox & Snell R square)	0.011(0.009)	0.006(0.004)	0.047(0.028)	0.011(0.006)	0.016(0.011)	0.008(0.006)	0.006(0.004)	0.013(0.009)	0.019(0.014)

Note: Standardized Beta-coefficients and odds ratios (in brackets) are presented. *p<0.05

CHAPTER SIX: CONCLUSION AND RECOMMENDATIONS

6.1 INTRODUCTION

The concluding chapter of this dissertation outlines the main findings of this study that links the findings with the research objectives and literature. The researcher adopted a pragmatic approach to discover whether a link exists between ethnicity, culture and travel behaviour. The literature review delved deeper into ethnicity and culture within tourist behaviour; the role of ethnicity and culture in the South African context and South African Indians as domestic tourists. The empirical results provided evidence of the phenomena under questions through both qualitative and quantitative data. This chapter concludes by indicating how each of the study objectives were met through the research. Limitations of the study and recommendations for future research are offered.

6.2 ADDRESSING THE RESEARCH OBJECTIVES

In this section, each research objective is stated and linked with the findings from the data collected in this research project.

6.2.1 To describe the identity self-categorisation of South African Indians

Objective 1 aimed to describe the self-categorisation of Indians based on ethnocultural and national identities. SAI national **identification** is spread amongst three distinct national identities or levels of acculturation. The majority being South African Indian, followed by Indian and lastly South African. This indicates that the SAI majority considered themselves South African Indians as integrated whilst Indian as diaspora and South Africans as multi-cultural. These results were similar to the qualitative results were as follows: South African Indian, South African and Indian. In terms of

their **South African citizenship**, the focus group participants could not confirm the length of the citizenship. Majority of the survey respondents could confirm citizenship of their family lines for over 100 years or specifically since 1860. Very few could give an indication, or had a recent (less than 50 years) history. All the focus group participants indicated a desire to travel to India; echoing a typical diaspora's desire to return "home" (after Chhabra, 2013; Huang *et al.*, 2013; Tie & Seaton, 2013); this despite individuals identifying themselves as being South African. This self-categorisation of the SAI is related to self-categorisation theory whereby subgroups of people internalise and adapt their behaviour according to group norms. Social identity creates group structures, cohesion and leadership (Hogg & Terry, 2000). Pillay (2015) states that the term *Indian* is a social construct created during the apartheid era. This racial classification of the SAI still exists today within the stable of the four main population groups in South Africa. Pillay further states that the born free generation (born from 1994 onwards) have redefined the meaning of Indian as a cultural construct. Nonetheless, individuals considered themselves South African Indians; with a strong kinship to South Africa. The findings corroborated the importance of levels of acculturation supports Hindley and Smith's (2017) argument that nationality remains an important consideration along with other psycho-social dimensions of individuals in cross-cultural studies.

Findings confirm the two known dimensions of ethnocultural identities (after Phinney & Ong, 2007): (i) ethnic/cultural exploration as the extent to which an individual explores the meaning of his/her ethnicity/culture, and (ii) ethnic/cultural commitment as the extent to which an individual is committed to the ethnic group (ethnic commitment). An additional factor "family belonging" emerged in the cultural identity scale; in agreement with the known strong family group identities of Indians (Bhadra, 2018; Nanda *et al.*, 2007).

Despite their strong cultural ties to India, individuals consider themselves as citizens of South Africa and South Africa is their home. The data in this study has already shown that SAI do travel within South Africa, and could be motivated to increase their domestic trips to various provinces by the use of effective marketing campaigns targeted at SAI. Both the qualitative and quantitative samples indicated strong ethnic and cultural connections of being immersed in the Indian culture. Essential to product

offerings will be authenticity of the experience; as supported by the fact that individuals showed strong ethnocultural identities (Weaver, Kwek & Wang, 2017). In the ethnic and cultural identity scales, ethnic and cultural “commitment” (objective stance) featured stronger than “exploration” (behaviour) across the sample. This means that SAI have a strong affinity toward their culture, but would not necessarily engage in a wide variety of activities such as cultural dancing, music, writing and events. Marketers should therefore have to focus on other ways that allow SAI to express their identities.

Importantly, SAI should experience a sense of belonging, and having the right to travel in their own country. In a study on domestic tourism in Israel, the domestic tourists are creating a new definition for themselves. They no longer wish to be referred to as tourists, and prefer other titles: travellers, vacationers or holidaymakers. This creates added layers to the definition of tourist. Israeli citizens fervently hated being called tourists because they consider themselves residents of Israel. They believed they had a right to view heritage attractions due to their status of citizen. Their conclusion is that they become tourists when visiting other countries but in their own country, they consider themselves not being a tourist. They have a sense of entitlement to visit attraction and heritage sites in their own country, and feel a sense of possession and ownership. Their findings suggest that tourism businesses should understand the difference in the travel behaviour of an inbound tourist versus the domestic traveller, and create marketing campaigns specifically to meet these different emotions (Singh & Krakover, 2015).

Other important factors during travel would also come into play here when designing products – as will be discussed in subsequent sections. At this point it is worthy to discuss the role of family as it has shown to be a strong factor, and also made a unique, separate factor in the cultural identity scale. Family togetherness and related aspects would be key considerations when designing products for this market, for example, creating facilities that cater for various family sizes, activities, preferences and so forth. **The role of the family**, and the role of the Indian factor within the SAI family and whether ethnicity and culture had an impact on the travel decisions of SAI. To test the strength of ethnicity, the question asked in the data collection was which **members form part of your immediate family?** To accept that the role of family belonging is pivotal to understanding SAI ethnicity and culture. In this context, SAI was asked in

the quantitative sample, which members were considered as part of their immediate family. The response received, ranked from highest to lowest were: parents, spouse/partners, siblings, children/step-, grandparents, niece/nephews, first cousins, aunts and uncles, in-laws and second/third cousins. This clearly indicates SAI family concept include the nuclear family members (husband, wife and children) and extended family members. Many SAI families have multi-generational homes where up to three generations live in one household.

This line of interrogation was continued with the following question **which family members influence your travel decisions?** The findings revealed that their travel plans were made together with their partners and children. The unmarried participants consulted their current partners and family, and mostly indulged in VFR trips due to their small pockets of discretionary income. Overall, SAI family members, including children influenced their travel choices, and even if the children were too young to actively contribute to the decisions but their very existence determined the choices the adults made on their behalf. The order of influence in priority in qualitative results were spouse/partners, children/step-children, and parents. The quantitative order had differed, and this is the influential order: spouse/partners, parents and children/stepchildren. This resulted from the high density of unmarried adult children that occurred in the quantitative sample where they acceded authority to their parents, and were perceived culturally as being children in their family group in line with decision making despite their adult status. The outliers where grandparents and second/third cousins.

The third question asked in this stream of thought; **which family members do you travel with for VFR and leisure?** To test the strength of their relationship in terms of ethnic identity and cultural belonging, the question with who do you generally travel with was integrated into both samples. The participants confirmed that they all travelled with their immediate family and their extended family but this was not all of the time. It depended on availability, merging of their calendars together, and finance. The families who lived alone (nuclear families) would sometime travel alone but if the nuclear family had extended family for example grandparents living with them permanently, then they would include them in their family vacations. The quantitative results revealed that spouse/partners, children, parents, siblings and grandparents

accompanied them on their trips. The quantitative results had indicated that the travel companions were: spouse/partners, children, parents, siblings, grandparents, niece/nephews, first cousins, aunts and uncles, in-laws, and second/third cousins. As already explained, the parents were due to the high number of single adults in the quantitative results but surprisingly the in-laws were included. This is an indication that family for SAI is important even to the extent of including their in-laws, and that family loyalty and commitment were extended to the family that their children marry into.

The fourth question asked **what your family group size is when you travel for VFR and leisure**. The group size also validated the strong sense of belonging within the SAI. The majority of SAI travel together for VFR reasons with groups ranging from 1 person to 10 people. The VFR result was duplicated in the leisure travel, and again majority of SAI travel together for leisure reasons with groups ranging from 1 person to 10 people. The outliers in both categories were groups that ranged from between 11 and 20 people. There were also significant differences between the acculturation sub-groups. In this instance, agreement is found with Bhadra (2018) and Nanda *et al.* (2007) who stated that strong family group identities of Indians reflect in travel decisions. This necessitates taking the unique dimensions of family decision making (after Kozak & Duman, 2012; Obrador, 2012) and the influence of family and friends' recommendations (after Li *et al.*, 2019) into consideration.

The ability to design market tourism packages for SAI should be underlined by a deeper understanding of tourists' experiences during specific cultural activities, whether being cuisine, artistic expression (dance, arts) or media as relevant. Dimensions of the cultural and ethnic identity scales can give direction in experience designs for the different markets.

6.2.2 To describe the provincial travel mobility of South African Indians

Objective 2 aimed to describe the provincial travel mobility of SAI in South Africa. Rogerson (2014) stated that mobilities research is a critical component to understand the changing mobilities to allow for effective planning and management of the tourism

sector. Cohen and Cohen (2015a, 2015b) asserted the importance of further study of mobilities in tourism in the Global South. This was verified by Rogerson (2017a) when he stated that studies on mobilities should include business mobilities, and not focus only on leisure mobilities as this does not offer a holistic understanding of travel mobilities in South Africa. The travel mobilities amongst the SAI revealed that all the participants and majority of the respondents had travelled within South Africa. For some SAI, this travel had extended to regional travel within the African continent as well as international travel. Rogerson (2014) had indicated that there were uneven mobility trends in South African tourism, and this is confirmed by the quantitative data. The quantitative sample revealed detailed data regarding SAI mobilities in South Africa. The researcher was surprised that despite Cape Town being globally recognised as the most popular province to visit for leisure purposes in South Africa that only 13% of SAI had visited the province, and from this small contingent only 23% indicated that it was their favourite destination. On the other hand, Gauteng was the most visited province and this could be attributed to business and VFR. Johannesburg in Gauteng province is considered the business hub of South Africa, and the African continent. The qualitative results revealed that majority of the participants had moved to Johannesburg for work reasons despite the fact that the majority were born in KZN.

The least travelled provinces were Limpopo and Northern Cape, and the least favourite province to visit is Free State. The domestic travel mobilities within South Africa resulted from VFR, business and leisure purposes. The qualitative data revealed that the participants had all visited KZN province for VFR, business and leisure reasons. Though most of the participants had been born in KZN, they had moved to Johannesburg for work reasons. Janta *et al.* (2105) and Rogerson (2017a) stated that traditional models from long term migration had extended to circular migration in context to socio economic issues emerging in the workforce where the Blacks, Coloureds and SAI travelled from their home province to their work province, and then back to their home province, and this circular migration had an impact on the mobilities.

6.2.3 To identify the motivations for travel amongst South African Indians

Objective 3 aimed to identify the motivations and ascertain the reasons for SAI's domestic travel. The identification of motivations for travel amongst SAI is linked to inter-provincial travel. The results revealed that leisure travel occupied first position followed by VFR and business trips whilst educational trips were the outliers in this category. The data also indicated that SAI travel most often for VFR and leisure. The most visited provinces are Gauteng and KZN with the Free State being the least visited province. SAI also have specific travel preferences and their top three vacation preferences listed in consecutive order are relaxation, beach settings and luxury. The bottom three choices were safari/bush, camping and rural. SAI also believed that travel contributed to the overall quality of life in understanding; education; increased cultural awareness, discernment and sophistication. In the course of determining the motivations for domestic travel, the researcher wanted to define what a vacation meant to SAI, and this was very effectively done during the qualitative component of the data collection. The data was based from an experience standpoint; one participant alluded that a vacation was when she locked up her home, and went to another city, province or country. Another participant revealed that when they stayed at home during vacations, they were constantly entertaining, which created extra work for their family as there was little or no downtime to relax, and to just be. Another participant created a paradox when he stated that he could happily spend his vacation at home and he would occupy his time by reading a good book, catching up with his favourite television series and watching sport. Another participant said whether it is 10 kilometres or 100 kilometres, she preferred to be away from her home on vacation.

There are over 2.5 million SAI living in South Africa (Stats SA, 2019). There are different levels of travel and tourism culture within the four population groups in South Africa as well as various preferences. Kruger and Douglas (2015) stated that some of the reasons for non-travel with the South African emergent markets were unaffordability, lack of time, preferred to stay at home rather than to travel, unaware of travel options, and a general perception that destinations are difficult to access. However, the results of this study revealed that SAI do undertake domestic travel for VFR, business, leisure and educational reasons. The important facets of SAI travel

are their specific needs, interests and requirements are not identical to the other population groups for example that the White tourist demographic in South Africa prefer to visit game parks (Kruger & Saayman, 2010; Kruger & Saayman, 2014). This non-interest displayed by Blacks, Coloureds and SAI to visit game parks in South Africa was also confirmed by Kruger and Douglas (2015) that game parks struggle to attract the emerging markets. This is a future research study in the tourism emerging market to collect data on the reasons why emerging target markets do not travel to game parks. Once this data is collected then SANParks and private companies can better understand the needs of SAI tourists, and conceptualise how to market game parks to the SAI and to other emerging markets: Blacks and Coloureds. Presently only a small segment, the White population group, which is 8% of the total population (Stats SA, 2019) is visiting the game parks in South Africa.

6.2.4 To describe the trip characteristics of South African Indians

Objective 4 described the trip characteristics, which included travel products, booking choices, accommodation; payment options; holiday facilities for children and travel months. The details of the vacation were always important because good planning eliminates unnecessary problems whilst on vacation.

The focus group discussions revealed that though some participants used travel companies to do their vacation bookings on their behalf, many of the participants preferred making their own bookings using the internet especially for local travel. This gives families more control over their bookings and saves them the additional costs that would be incurred when using a travel company. A participant made a critical observation when she said that she preferred her own schedule than adhering to someone else. Since it is the age of technology, the participants used the internet to make bookings, and those who did not want the bother of organising their travel passed their bookings to travel agencies, and were willing to pay the fees. Some participants relied on the first-hand experience of their family, friends and colleagues. Therefore, marketing companies can use the same platforms to target SAI because they are familiar with the internet, travel agencies and Tourism Associations.

The quantitative results revealed that the respondents travel preference were majority independent followed by some who preferred packaged tours. In this instance, marketers can target SAI as part of the general tourism market for both independent travel offers and package tours. However, SAI did display specific requirements in terms of their accommodation preferences: hotels, chalets, lodges and B&Bs, and their resistance against camping and caravans are duly noted. Kruger and Douglas (2015) indicated in their results that the emerging markets did not prefer to travel to game parks whilst Kruger and Saayman (2015) indicated that it is mostly Whites that displayed a preference to visit game parks. This indicates to marketers that SAI have specific accommodation preferences, and also prefer specific types of vacations. Therefore, marketers need to use market segmentation when creating travel offers that focuses on type of vacation, and even more important, what type of accommodation is offered in these travel promotions.

Payment is an essential part of any holiday trip, and results revealed that SAI use a variety of payment options, but are least likely to use credit for example a fly now and pay later travel package. They are not likely to make debt for holiday purposes.

The preferred travel months usually occurred in December during the South African annual summer vacation, and in July during the winter vacation. Easter holidays in April and spring break in October are considered short term breaks. Facilities for children were considered important to parents or guardians with children. The participants with adult children or no children actually shied away from such venues as they did not want to be exposed to other people's children.

SAI seek quality experiences integrated with value for money. Marketers should incorporate these SAI characteristics when planning and designing travel opportunities targeted at the SAI market.

6.2.5 To identify important aspects during travel

Objective 5 revealed that the important aspects in the data were service delivery, cuisine, souvenir shopping and interaction with the locals. **Service delivery** forms an integral part of the tourism experience. Nkwanyana, Bekebu and Mhlongo (2018) said

that customer expectation, experience and satisfaction is integral in every service sector within the tourism industry. Tourists have expectations when they travel and service quality at its optimum has a positive impact on the destination. Such a study was carried out at the Royal Natal National Park in the Drakensberg (KZN) where the visitors' expectations were met and they were offered a quality memorable experience with an overwhelming 95% recommendation to their friends, families and colleagues. Brett (2019) findings on service level at game lodges in KZN revealed that the state managed game reserves and rest camps had received a customer satisfaction score (72.8%) and the small game reserves scored (85.5%). Service delivery is relevant throughout the travel experience but particularly relevant to these study objectives on trip characteristics and important aspects when travelling. Transportation forms part of trip characteristics, and the qualitative results revealed the participants had personally experienced bad customer service in the travel component, and the rich data provided ample examples: flight delays, lost luggage, long distances between destination choice and airports. Saha and Theingi (2009) stated that airline passengers found the timely operation of scheduled flights were of paramount importance to meeting their expectations, and revealed that most customers did not complain to the airline but instead moved to a competing airline. Road travel was also highlighted as negative experiences included accidents on the motorway causing delays, peak travelling time during the holidays, and the high costs of petrol and toll fees. Service delivery in regards to transportation is, however, important to all travellers, and not unique to SAI.

Service delivery was also explored in relation to service once at the destination. The qualitative results revealed actual examples of bad customer service in restaurants, accommodation not clean, food unappetising and staff were not friendly. There were numerous responses regarding treatment of SAI in Cape Town. The participants believed their focus is on international tourists with their foreign currency. Gauteng was perceived to offer the best service overall. Interestingly, KZN is considered to be the favourite province to visit for vacation reasons. The Western Cape and Mpumalanga received a combined fourth place for best customer service. In terms of the hospitality experience, the qualitative data revealed that the hospitality service (restaurants) in coastal cities like Cape Town and Durban were not on the same level of international cities, including Johannesburg. The service delivery in the quantitative

results revealed that safety for themselves, and their belongings was their most highly anticipated need that SAI expected at a venue or destination choice. Once they felt safe, then they would step into the holiday mode, and settle down to enjoy a good holiday. They expect the staff to be helpful and friendly, and above all want value for their money. SAI expect to receive the same level of service as everyone else. They prefer a fast and efficient service at entries into the venue, and speedy service at reception. The venue must be convenient to travel to with ample signage and good directions provided. There is a need for internet and free WIFI, especially if their children are young adults or teenagers. Lastly, they desire a personalised service but it is not essential for their overall enjoyment of their vacation experience. The Tourism industry should always offer excellent service continuously, and uniformly, as well as consistently upgrade their products and service to new levels of excellence.

Food featured as a very important aspect when travelling, and it is integral to the travel experience. Ndlovu and Ojong (2018:5) indicated that Indian food was important to SAI from the responses received from the sample: "...Indian food traditions have become our tradition, through learning and remembering how our great grandparents used to eat, drink, sing, dress and speak, we can easily associate and identify ourselves" (Respondent 10); "what makes us unique is our memorable identity which is based on what we eat, what we prefer, what we choose not to eat, and food that we associate with" (Respondent 2); and "...in Durban, consuming food is becoming one of the most sought after activity, as food has become both a form of nourishment, recreation activity and experience. Food is one burgeoning element that identifies us, and gives us a distinct uniqueness" (Respondent 6). There were some participants who were happy to experiment with the indigenous food of the destination they visited but they would search for Indian cuisine after a few days of not eating it. The other participants' food needs differed according to health and/or religious reasons. These participants were of the opinion that most of South Africa, apart from KZN and Gauteng provinces, did not cater adequately to meet their religious needs. This issue was experienced by SAI Muslims who have to eat meat that is halal as per the doctrine of their religion. Battour (2018) stated that halal food and drinks should be available for Muslim travellers in non-Muslim destinations. Muslims are not allowed to eat pork, or buy products or food where the proper Muslim rites have not been conducted.

The participants did indicate that they had experienced similar issues when travelling in Europe and USA, where this was expected but felt that when they travelled in their own country, then South Africans should provide food that they could eat. SAI tend to be fussy about the food they eat. This is confirmed by Ndlovu and Ojong (2018:5) who showed an understanding of the SAI mentality towards their food: “Hindus have a heritage of social division and stratification where food taboos are a very important part of life”. SAI participants stated in the qualitative results that they have religious and dietary requirements that is fundamentally important to them, and they will keep to these requirements even when travelling despite the lack of availability of the food that they usually eat. In the quantitative results, the SAI respondents said that they actually wanted to eat Indian food during their vacation, and the others wished they could eat Indian food whilst on vacation, with the implication being, is that they could not find Indian food at their holiday locations.

The South African hospitality sector focuses mainly on western cuisine despite the fact that western culture is a minimal representation of the whole country’s population demographic (approximately 92% of the total South African population are Blacks, Coloureds and SAI – refer to Table 1) (Stats SA, 2019). A possible solution is that restaurants and hotels that are preferred destination choices for tourists that fall within the 92%, should attempt to incorporate holiday menus that include the cuisine of all the population groups within South Africa. If this is not feasible, then maybe adapt the menus to accommodate your target markets. If the effort is made and done with good intentions, then word-to-mouth marketing will naturally occur.

SAI are different with their own unique needs. They want to be recognised and respected, and treated fairly by the tourism industry and the hospitality sector. The tourism stakeholders to not force people to be what they are not, and what they don’t want to be. Adapt your menus to cater for Indian cuisine, and the other population groups.

Souvenir shopping was also mentioned as important for all the survey participants. Some of the male participants stated that due to global technology they would be able to shop from their home. But majority of the participants wanted the experience of

actually buying a souvenir from the place, city or country that they were actually visiting in real time. Souvenirs acted as a catalyst of remembrance to a happy time of life, and brought back joyful memories spent together with family and friends. Tourism stakeholders are already well versed with the importance of souvenir's as part of the travel experience. Paraskevaidis and Andriotis (2015) said that souvenirs have a four-value system according to the needs of the end user: (i) use-value as tangible reminders of the vacations' memories; the (ii) exchange-value related to souvenirs that were cheap and banal commodities due to price constraints. These souvenirs were not procured for investment purposes. Thirdly, (iii) sign-value alluded to elements that tied the tourist to prestige and social investment. Lastly (IV) spiritual-value wherein individuals attributed superhuman powers to material commodities through religious belief.

The quantitative data did indicate a need to purchase souvenirs by the respondents but the number was not as high as anticipated. Perhaps, the qualitative results could shed light that most of the male participants felt there was no need to shop during their travels, as they could purchase anything online from their home. The women thought differently, and actually wanted to purchase the item from the place of origin, whilst they were there visiting in real time. A suggestion would be to ascertain what appeals to each population group as well as age, gender and price ceilings on tourism souvenirs.

All the participants wanted at minimum for the **locals** to be friendly towards visitors. They were some participants who wanted a more holistic experience of their travel experience. They wanted to meet the locals, interact with them and learn about their lives from the locals themselves, and it was important to see them in their natural habitat going about their daily routines. One participant declared that this sort of experience can never be found on websites. The SAI expectations of the local people behaviour and attitude to tourists visiting their cities and towns would be the same as the other population group visiting. Together they can raise the tourism ceilings with their combined weight than doing it alone. Experiencing local culture has been explored as an important motivational factor for travelling (Funk & Bruun, 2007; Richards, 2002; Sharpley & Sundaram, 2005). When tourists interact socially with the locals of the place being visited, they increase their knowledge and understanding of

the locals, who are often culturally different, and in this way acquire global citizenship (Ryan, 1998). Tung and Ritchie (2011) postulated that as part of the memorable tourism experience includes meeting the locals, learning and experiencing their culture, and discovering their language in a personal way by attempting to learn a few words and using it, and this is corroborated by Morgan and Xu (2009) when they suggested that when tourists interact with local people and their culture, it creates a memorable holiday experience for the traveller. The respondents considered the interaction with the locals as part of the holiday experience. Their most immediate need was to enjoy the beautiful surrounding especially in a place that they have never visited before. During this experience, they wanted to learn new things, and be treated by the locals in the same manner that they treat the other population groups. They want to extend this experience to meeting the local people in their natural habitat, and eat the local food but it is important for SAI to have an opportunity to reflect and enjoy the spiritual experience of their holiday experience. The least interest for them would be the architecture of the dwellings.

6.2.6 To identify the constraints to travel amongst South African Indians

Constraints to travel amongst SAI was delved into by the researcher to determine whether money was the only issue. The results revealed the two main reasons were **Price** and **Safety**. The focus groups revealed a golden thread central to most conversations; price is an important factor in the tourism flow. Since tourism relies on discretionary income for majority of the revenue generated in the industry, and in this discussion, business travel is not included as companies pay for business trips. Historically, the tourism sector has always remained vulnerable during economic uncertainty and volatility in the market. During these phases, tourists prefer to keep their cash for basics: “food, shelter, illness, education and other basic necessities” (Papatherodorou, Rossello & Xiao, 2010:49). Price during economic upheavals will hinder tourism revenues, and consequently constrain the market. Tourism products have become expensive, and cater mostly for the top end of the market. There are also not enough tourism products priced right to capture the mass market (George, 2007:25). The importance of price, especially the affordability aspect of price was elaborated by Minister Schalkwyk to the tourism industry to “guard against overpricing

tourism products”. Suppliers must formulate packages with promotion targeted on the non-traditional tourism communities as well as include other communities in this simultaneous communication channel with travel information, and opportunities within the domestic tourism market (Van Schalkwyk, 2004).

The cost of travelling was identified throughout the focus groups as a critical component in the tourism sector. A major revelation was centered on different pricing offered in the tourism industry in other countries. SAI believed that this policy was not very prevalent in South Africa, resulting in travel being pushed out of reach of the average South African. This was corroborated by a participant in the focus groups that prices in Cape Town trebles to accommodate foreigners with US dollars and the British pounds but South Africans with their struggling currency, the Rand, does not have much value and welcome in the Mother city. This observation was seconded by all of the other participants who had visited Cape Town. Due to the unaffordability of tourism to most South Africans corroborates what Minister van Schalkwyk said that foreigners see more of our beautiful country than everyday ordinary South Africans. Kruger and Douglas (2015) listed affordability as a constraint to travel amongst the new emerging markets comprising of Blacks, Coloureds and SAI. Pricing of accommodation and food were highlighted as being expensive. The cost of accommodation was considered prohibitively expensive, and less cheaper forms of accommodation for example caravans or camping does not appeal to the SAI demographic. Though these are valid points, this change will mean more money spent on marketing campaigns, and on a more realistic point, tourist managers to be able to discern the traveller from the tourists (domestic vs inbound) and, though a contentious issue, more destinations in South Africa should include two pricing systems: affordable pricing system for South African citizens, and a more expensive pricing system for foreigners.

The quantitative results revealed that the top three reasons for non-travel were: it was too expensive to travel; travelling for holiday involved too much risk and family reasons kept SAI from travelling. This was followed by the individual not wanting to travel for the following reasons: I don't have the time to travel on vacation; I don't have access to different places, and I don't know about places to visit. The next two reasons alluded to a non-interest in travel: my family and friends are not interested in travelling in South

Africa, and I am not interested in travelling. Finally, the last reason cited was my health does not allow me to travel.

The researcher was curious to know what discretionary income was being spent on, if it was not spent on travel. The qualitative responses revealed a shopping mentality amongst SAI, and their discretionary income was spent on branded clothing, books, entertainment, spa days, grooming expenses for men and women, and the more expensive expenditures included luxury sedans, education and home renovations. The quantitative results were similar but actually showed the ranking of products as per demand: entertainment, eating out and education, home renovations, branded clothing, sports, luxury motor vehicle and gambling was the outliers. These reasons clearly indicate that SAI does have money to participate in domestic travel. Apart from education and home renovations, they can use their discretionary funds for travel purposes. Tourism stakeholders need to understand that SAI have money to travel but the SAI mind-set is that travel is very expensive, and that it is not safe to travel in South Africa. This thinking must be changed because this ripple effect can spread to inbound tourism.

The researcher was curious to know where the SAI community spent their **discretionary income**, and translated to the tourism industry meant that SAI undertook less trips or no trips per annum based on the economic principle of opportunity cost, and what SAI was spending their disposable income on. The qualitative results revealed that majority of the discretionary funds were spent on entertainment: eating out, watching movies, bowling and visiting theme parks for example Gold Reef City. This was followed by home renovations included updating home and ongoing repairs and maintenance. Education also eat into the funds because some participants send their children to private schools for their scholastic education, and thereafter SAI will pay for their children's degrees in higher education as this is a critical component for a successful future. The participants also use money to purchase books for recreational reading. The next option that scored well was the purchase of branded clothing as it emulates a successful life to their family, peers and colleagues. Other interests included the women spending some quality time on themselves: spa days and grooming expenditures. The lowest categories were the purchase of luxury sedans, and building a swimming pool at home. Some qualitative responses were *books and clothes; build a pool; shopping, shoes, Makro; you don't*

make a conscious decision to spend money, it just happens. In the survey respondents also indicated that majority of their disposable income was mostly spent on entertainment; eating out; education; and home renovations. This was followed by branded clothing and sports. The least spend was on gambling. Price is a major hindrance to travel and tourism. Price your product right, and ensure that it is affordable for all South Africans.

Safety was the second reason linked to the study objective, constraint of travel that has evolved into a continuous variable that constricts South Africa's tourism GDP. The participants in the focus groups agreed unanimously that safety was of paramount importance to every single person when travelling in South Africa. One participant said that safety is compromised everywhere in South Africa. Another participant stated "wherever you go, whether it is for business and pleasure, you always have to be alert, there is no place where you can let your guard down. Not even when you are sitting on the beach." South Africans are aware that South Africa is considered one of the most violent countries in the world with a high crime statistic. There is an awareness amongst domestic tourists that they are not safe because even in the sanctity of their homes, South Africans do not feel safe. The crime reported in South Africa is cyclical within a period of 4 years, with the exception of the period 2004 – 2008. Crime has been reduced by 2% in the period 2015-2016, which means this reduction will not be sustainable. This statistic offers very little hope for a peaceful and crime free society for South Africans in the near future. (Statistic SA, 41).

This issue of crime was addressed by President Ramaphosa in his first State of Nation Address ("SONA") that we must intensify the fight against crime to build safe communities to improve the quality of life for all South Africans. This outcome will start with some tangible examples: implementing a community policing strategy to involve communities to help the fight against crime. To distribute resources needed at police stations to restore capacity and experience to combat crime (SONA, 2018). To increase the tourism slice in the GDP. The issue of safety lies in the hand of tourism stakeholders, the government and the South African Police to work collaboratively together to minimise risk to both local and international tourists. The other reasons that constrained travel were family commitments; lack of time; and no access to

destination choice. Lack of knowledge and lack of interest in travelling amongst respondents and family and friends were similar. Poor health was the outlier factor.

6.2.7 To test the relationship between ethnic and cultural identities and provincial travel decisions of South African Indians

Objective 7 aimed to determine whether individuals' levels of ethnocultural and national identities played a significant role in driving travel to different provinces. The binary logistic regression result revealed that there were no significant differences in the provinces that SAI visited due to their different levels of identities (ethnic, cultural, national). The data indicated that SAI prefer to visit Gauteng and KZN for vacation reasons. Only a minimal portion of the sample travelled to other provinces. There was no pull to travel to these provinces e.g. want to experience certain things, and simultaneously there was no strong pull for certain types of SAI to travel to a specific province due to them being Indian. At the same time, both Gauteng and KZN can be equally regarded as being more desired by SAI of different identities. SAI visit these two provinces for educational reasons, VFR visit to support a family member suffering from a terminal illness whilst other participants indicated that travel costs were unaffordable, and only undertook VFR where their accommodation and food were free. The majority go there, and they equally go to both (e.g. a person that is more strongly associated with being "Indian" would not necessarily choose to go to KZN more than any of the other. Or a SAI living in Gauteng is not more likely to go to KZN than somebody that sees him/herself as a South African. Similarly, somebody that is South African is not more likely to explore other provinces (away from the KZN / Gauteng pattern) because they are more open to the South African experience. They would still travel equally to KZN and Gauteng than the others. The fact that ethnic and cultural identity doesn't contribute to the different provincial travel choices, means that other factors would have a stronger influence. This is what should be explored in future research. In a sense, SAI can be marketed as a target market, looking at the factors identified as important (family, food, service, price, safety and interaction with locals), and it would be true to everyone. This would be a starting point for marketers to motivate SAI to travel to their province. Furthermore, marketers can then delve deeper

to look into small sub-groups that would be attracted to niche products (luxury) but they would still want the “typical Indian” things noted above as important factors.

6.3 Conclusion, limitations and recommendations

In this study, focus was on exploring ethnicity and culture as drivers of travel behaviour. Increasingly, researchers are seeking to understand the difference in travel experiences between cultural groups as globalisation spreads more people across destinations. The study provides insight into a minority group of which very little research has been done, especially in the tourism context. It shows that this group has a strong affinity toward South Africa, and most likely integrate their Indian heritage with being a South African. Encouraging wide-spread provincial travel will allow SAI the opportunity to travel South Africa, to learn about the other population groups that they share this space with, and bridge the historical divide between the population groups. A good side-result, perhaps, could be improved understanding, increased empathy and minimising the existent barriers, to create harmonisation and reside side by side as South Africans. But equally important, it would allow SAI to leave behind their physical boundaries, to travel to places that they have not been before “I took the one less travelled,” and it has made all the difference (Frost, 2019). Travel expands the mind and understanding to build a more substantial person.

The study contributed to literature by exploring whether SAIs’ travel decisions were influenced by their ethnic identity and culture. Due to the global movement of people, ethnicity and culture are increasingly considered in the study of travel. Historically during apartheid, there was not much leisure travel amongst the Blacks, Coloureds and Indians. SAI being a minority group means that there is limited knowledge of the drivers of travel behaviour among minority populations. Minority groups have a different heritage to their host country, and are often overlooked and neglected by the host country’s government. As a result, these minority groups turn to the history and heritage of their roots country, which results in a gap between political citizenship and culture. The findings indicated an already established domestic travel pattern amongst the SAI. SAI have strong ethnic and cultural (Indian) identities that form a significant part of their decision-making, the three self-categorisations of national identity namely

Indian, South African and South African Indian emerged during the qualitative and quantitative sections of the empirical data analysis. This does not specifically have bearing on inter-provincial travel decisions. SAI displayed strong familial bonds extending from the nuclear family to their extended family members, influencing their travel behaviour. The important aspects determined were value for money, cuisine, safety and service. Dissertation findings are used to present a profile of the market's travel behaviour that can be useful for destination marketing authorities, and travel trade in efforts to attract the SAI market.

The study does not come without limitations. This dissertation was based on a delimited version of the ITBM model by Moutinho *et al.* (2011). Aspects including social class, personality learning and attitudes were not discussed. Future research could build on the work done in this study. The empirical research was only conducted in Gauteng and KZN provinces where the greatest numbers of SAI are situated. The collection of data was constrained to a period of over four months in Gauteng, and two weeks specifically in KZN as the researcher is employed full time and used her vacation leave to collect data in this province. The collection of data in KZN was limited as the researcher could only afford to travel to KZN twice due to limitations of her funds as she paid for all her costs and expenses as well as her dependent daughter who had to travel with her as she is a single mother.

The study focused on the SAI population because there has been very little to no research done on this group as domestic tourists in South Africa. However, future studies could explore other population groups, which would be especially relevant given the increasing interest among academia in travel experiences across cultural contexts. Each of the population groups (Black, Coloured, White) would arguably have unique factors contributing to behaviour. This could make for meaningful comparisons between the groups. The influence of age as an increasingly significant dimension of tourist behaviour in general should be explored to a greater extent (after Hindley & Smith, 2017) as levels of acculturation are strongly associated with generational lines (Huang *et al.*, 2016; Li *et al.*, 2019). Age groups will have different levels of ethnocultural identities as expressed through ethnic and cultural commitment (objective stance) versus exploration (behaviour). Understanding these expressions

may not only assist in experience design for gender sub-groups, but also the potential of the different groups to sustain domestic ethnocultural tourism.

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Appendix A

QUALITATIVE DATA COLLECTION RESEARCH QUESTION

ETHNIC IDENTITY AND CULTURE AS DRIVERS OF TRAVEL BEHAVIOUR: THE CASE OF SOUTH AFRICAN INDIANS AS DOMESTIC TOURISTS

- FOCUS GROUP INTERVIEW GUIDE -

DETAILS OF THE PARTICIPANT

Participant's name _____

Cellphone / Email _____

Date _____

Time _____

Approved consent to participate

OPENING STATEMENT TO PARTICIPANTS

Thank you for allowing me the opportunity to have this interactive session. The focus of our discussion will be whether ethnic identity and culture drives tourism behaviour amongst South African Indians as domestic tourists. There are no right or wrong answers but we would like to hear your own personal opinions and experiences in this regard. Our discussion will be guided by four themes: describe your travel behaviour as an Indian domestic tourist; the link between ethnic identity and travel decisions; the link between aspects of culture and travel decisions; and lastly the constraints to travel behaviour. I will be recording the conversation for data capturing purposes, and you will not be identified in person through your answers.

- Theme 1 – Describe the travel behaviour of South African Indians as domestic tourists.
- Theme 2 – Test the relationship between ethnic identity and travel decision.
- Theme 3 – Test the relationship between aspects of culture and travel decision.
- Theme 4 – Identify the constraints to travel among non-travelling South African Indians.



Faculty of Economic and Management Sciences

**Informed consent for participation in an academic
research study**

Division of Tourism Management

**ETHNIC IDENTITY AND CULTURE AS DRIVERS OF TRAVEL BEHAVIOUR: THE
CASE OF SOUTH AFRICAN INDIANS AS DOMESTIC TOURISTS**

Research conducted by:
Ms. L.K. Govender (04841043)
Cell: 084 555 0805

Dear Participant

You are invited to participate in an academic research study conducted by Lynette Govender, a Masters student from the Division Tourism Management at the University of Pretoria.

The purpose of the proposed study is to determine if ethnic identity and culture drive tourism amongst South African Indians as domestic tourists.

Please note the following:

- This study involves an anonymous focus group discussion. Your name will not appear on the data sheet and the answers you give will be treated as strictly confidential. You cannot be identified in person based on the answers you give.
- Your participation in this study is very important to us. You may, however, choose not to participate and you may also stop participating at any time without any negative consequences.
- Please participate in the focus group by being honest as possible. The discussion should take approximately 60 minutes of your time.
- The results of the study will be used for academic purposes only and may be published in an academic journal. We will provide you with a summary of our findings on request.
- Please contact my supervisor, Dr E. du Preez, on tel. (012) 420-3957 (email: elizabeth.dupreez@up.ac.za) if you have any questions or comments regarding the study.

Please sign the form to indicate that:

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

Participant's signature

Date

ETHNIC IDENTITY AND CULTURE AS DRIVERS OF TRAVEL BEHAVIOUR: THE CASE OF SOUTH AFRICAN INDIANS AS DOMESTIC TOURISTS

- FOCUS GROUP INTERVIEW GUIDE -

DETAILS OF THE PARTICIPANT

Participant's name _____

Cellphone / Email _____

Date _____

Time _____

Approved consent to participate

OPENING STATEMENT TO PARTICIPANTS

Thank you for allowing me the opportunity to have this interactive session. The focus of our discussion will be whether ethnic identity and culture drives travel behaviour amongst South African Indians as domestic tourists. There are no right or wrong answers but we would like to hear your own personal opinions and experiences in this regard. Our discussion will be guided by four themes: describe your travel behaviour as an Indian domestic tourist; the linked relationship between ethnic identity and travel decisions; the link between aspects of culture and travel decisions and lastly the constraints to travel. I will be recording the conversation for data capturing purposes, but none of you will be identified in person through your answers.

- Theme 1 – Describe the travel behaviour of South African Indians as domestic tourists.
- Theme 2 – Test the relationship between ethnic identity and travel decision.
- Theme 3 – Test the relationship between aspects of culture and travel decision.
- Theme 4 – Identify the constraints to travel.

THEME 1: The ethnic and cultural identities of South African Indians.

- Q1.** With which ethnic group do you identify yourself with?
- Q2.** Do you feel a part of the rainbow nation?
- Q3.** Please list who lives with you at home (marital status, family role, race).
- Q4.** Do you feel your being Indian affects your travel decisions when you travel? (How?).
- Q5.** Have you previously travelled to India? (Why/why not/future intention?)
- Q6.** Have you previously travelled abroad (names of countries visited, how often, when)?
- Q7.** Who would you support in the 2019 cricket world cup final if India and South Africa are playing the finals? (Defining the relationship with India).

THEME 2: Travel behaviour of South African Indians that have travelled.

- Q1.** Where have you travelled in South Africa?
- Q2.** For what reason/s do you travel?
- Q3.** How frequent do you travel?
- Q4.** In which months do you prefer to travel? (Why?)
- Q5.** With whom do you generally travel with? (Indicate group size when travelling and why).
- Q6.** What kind of vacation would you prefer?
- Q7.** Which travel products have you purchased, or would like to purchase in the future?
- Q8.** Where do you generally book and purchase your travel products?
- Q9.** What form of payment do you prefer to use?
- Q10.** Have you ever experienced bad customer service during your travel? (Yes/no. Please give some examples).
- Q11.** Have you ever experienced a moment that stood out when travelling in South Africa? (Yes/no).
- Q12.** Give some examples of what you like best of all your travel experiences.
- Q13.** In what way do you think travel contributes to your self-development?

THEME 3: Aspects of culture that become important when making travel decisions.

Q14. Who or what influenced your decision when making travel plans?

Q15. Are there important features of a trip because of your culture?

Q16. Do you think your social class / lifestyle influences your travel decisions? (How?)

THEME 4: The constraints to travel among non-travelling South African Indians.

Q17. If you have not travelled, please indicate why?

Q18. Please indicate where you spend your disposable income?

Q19. Would you like to travel, and if yes, please elaborate where in South Africa you would like to visit.

Q20. Do you think that travelling could benefit or add to you as a person? (How?)

Q21. Do you believe that it should be a right for a person to take a holiday at least once a year? (Why/why not?)

**QUANTITATIVE DATA COLLECTION
SURVEY QUESTIONNAIRE**



Dear Respondent

You are invited to participate in an academic research study conducted by Lynette K. Govender, a Masters student from the Division Tourism Management at the University of Pretoria.

The purpose of the proposed study is to determine if ethnic identity and culture drive travel behaviour amongst South African Indians as domestic tourists.

Please note the following:

- This study involves an anonymous survey. Your name will not appear on the questionnaire and the answers you give will be treated as strictly confidential. You cannot be identified in person based on the answers you give.
- Your participation in this study is very important to the research. You may, however, choose not to participate and you may also stop participating at any time without any negative consequences.
- The results of the study will be used for academic purposes only and may be published in an academic journal. We will provide you with a summary of our findings on request.
- You are welcome to contact my study leader, Dr Elizabeth du Preez, on tel. (012) 430-3957 (email: elizabeth.dupreez@up.ac.za) if you have any questions or comments regarding the study.
- Please answer the questions in the attached questionnaire as completely and honestly as possible. This should not take more than 15-20 minutes of your time.

Thank you for your kind assistance.

Please sign the form to indicate that:

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

Respondent's signature

Date

SECTION A: PERSONAL BACKGROUND

1. Please indicate your level of agreement (1 – strongly disagree; 5 – strongly agree) with the following statements:

	Strongly Y	Disagre e	Neutral	Agree	Strongl y agree	Prefer not to
I have spent time trying to find out more about my ethnic group, such as its history, traditions, and customs.	1	2	3	4	5	8
I am active in organizations or social groups that include mostly members of my own ethnic group.	1	2	3	4	5	8
I have a clear sense of my ethnic background and what it means for me.	1	2	3	4	5	8
I think a lot about how my life will be affected by my ethnic group membership.	1	2	3	4	5	8
I am happy that I am a member of the group I belong to.	1	2	3	4	5	8
I have a strong sense of belonging to my own ethnic group.	1	2	3	4	5	8
I understand pretty well what my ethnic group membership means to me.	1	2	3	4	5	8
In order to learn more about my ethnic background, I have often talked to other people about my ethnic group.	1	2	3	4	5	8
I have a lot of pride in my ethnic group.	1	2	3	4	5	8
I participate in cultural practices of my own group, such as special food, music, or customs.	1	2	3	4	5	8
I feel a strong attachment toward my own ethnic group.	1	2	3	4	5	8
I feel good about my cultural or ethnic background.	1	2	3	4	5	8

2. How do you identify yourself? Please tick (✓) the most relevant option.

Indian	
South African Indian	
South African	
African	

Prefer not to say	
Other (please specify):	

3. Please indicate your level of agreement (1 – strongly disagree; 5 – strongly agree) with the following statements:

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Prefer not to
I tend to adhere to my family's values.	1	2	3	4	5	8
My life loses its meaning if I don't know my position within my family.	1	2	3	4	5	8
The family I belong to is a significant part of who I am.	1	2	3	4	5	8
I am proud of my cultural heritage.	1	2	3	4	5	8
I am no one without my family.	1	2	3	4	5	8
It is important for me to identify with my cultural background.	1	2	3	4	5	8
I participate in activities that teach me about my culture.	1	2	3	4	5	8
I experience aspects of my culture: food, music, Bollywood movies and Indian television programmes.	1	2	3	4	5	8
I attended public events showcasing my culture: e.g. Diwali expo.	1	2	3	4	5	8
I read books, articles, magazines, internet related to my culture.	1	2	3	4	5	8
I participate in activities related to my culture e.g. Indian classical dancing, singing, playing Indian instruments.	1	2	3	4	5	8
I am clear about what my culture means to me.	1	2	3	4	5	8
My culture is very important to me.	1	2	3	4	5	8
I enjoy my culture e.g. eating Indian food, dress in traditional attire.	1	2	3	4	5	8

SECTION B: TRAVEL BEHAVIOUR

4. Have you travelled locally? Please indicate YES with a tick (✓) where relevant.

Local destinations	Have travelled (Yes=✓)	Your favourite (Yes=✓)	Good Service (Yes=✓)	Bad Service (Yes=✓)
Eastern Cape				
Free State				
Gauteng				
KwaZulu-Natal				
Limpopo				
Mpumalanga				
North West				
Northern Cape				
Western Cape				

5. With whom do you generally travel during your vacations? Please tick (✓) all the relevant option/s

Spouse / Partners	
Children/Stepchildren	
Parents	
Sisters / Brothers	
Grandparents	
Niece / Nephews	
First cousins	
Aunts/Uncles (Father and mother's siblings)	
In-law	
Second/Third cousins	
Other (please specify):	

6. What are your reasons for travelling in South Africa? Please indicate your level of agreement (1 – strongly disagree; 5 – strongly agree) with the following statements:

Purpose of the trip	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Food – purchase selective grocery items, e.g. chilli powder, spices.	1	2	3	4	5
Shopping for ethnic clothing.	1	2	3	4	5
Religious reasons	1	2	3	4	5
Learn more about my ancestral roots.	1	2	3	4	5

Purpose of the trip	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Visit cultural landmarks, eg. Hare Krishna temple in Chatsworth.	1	2	3	4	5
Medical / Health reasons	1	2	3	4	5
Attend Asian shows / concerts.	1	2	3	4	5
Business reasons	1	2	3	4	5
Visit friends and family.	1	2	3	4	5
Vacation	1	2	3	4	5
School/university	1	2	3	4	5
Other	1	2	3	4	5

7. How often do you travel for the following reasons? Please tick (✓) where relevant.

Reason for visit	Once a year	2 – 3 times a year	4-6 times a year	Every few years	Never
Visiting friends and relatives					
Holiday purposes					
Business / Work					
School / University					
Other (please specify):					

8. Please indicate group size when travelling. Please tick (✓) where relevant.

	1 – 2 people	3 – 5 people	6 – 10 People	11 – 20 people	21+ People
Visiting friends and relatives.					
Holiday purposes					
Business / Work					
School / University					
Other (please specify):					

9. Which are your preferred travel months when travelling for various reasons? Please tick (✓) where relevant.

Reason for visit	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Visiting family and friends												
Holiday travel												
Business travel												
School/University travel												
Other (please specify):												

10. What kind of travelling do you prefer? Please tick (✓) where relevant.

Package Tour (pre-arranged, all inclusive, one price)	
Independent travel (make own bookings, separate purchases)	
Other (please specify):	

11. Which words describe your preferred type of vacation? Please indicate your level of agreement (1 – strongly disagree; 5 – strongly agree) with the following statements:

Preferred vacation type	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Luxurious	1	2	3	4	5
Adventurous	1	2	3	4	5
Relaxing	1	2	3	4	5
Beach	1	2	3	4	5
Cruise	1	2	3	4	5
Camping	1	2	3	4	5
Safari / Bush	1	2	3	4	5
City: urban	1	2	3	4	5
Rural	1	2	3	4	5
Other (please specify):	1	2	3	4	5

12. What form of payment do you prefer to use when travelling. Please tick (✓) where relevant.

Payment method	Always	Sometimes	Never	Depends on amount
Cash up front				
EFT (Electronic funds transfer)				
Debit card				
Credit card				
Payment solution (fly now, pay later)				
Other (please specify):				

13. Do you believe that travel has contributed to your self-development in different ways? Please indicate your level of agreement (1 – strongly disagree; 5 – strongly agree) with the following statements:

Contribution of travel to my life	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Education	1	2	3	4	5
Cultural awareness of other race groups have increased.	1	2	3	4	5
Sophistication	1	2	3	4	5
Understanding	1	2	3	4	5
Discernment: a better understanding of self	1	2	3	4	5
Other (please specify):	1	2	3	4	5

14. If you have not travelled anywhere in South Africa, what are the reasons? Please indicate your level of agreement (1 – strongly disagree; 5 – strongly agree) with the following statements:

Reason for not travelling	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
It is too expensive to travel in South Africa.	1	2	3	4	5
I am not interested in travelling.	1	2	3	4	5
I don't have the time to travel on vacation.	1	2	3	4	5
My family and friends are not interested in travelling in South Africa.	1	2	3	4	5
Travelling for holiday in SA involves too much risk.	1	2	3	4	5
My health does not allow me to travel.	1	2	3	4	5

Reason for not travelling	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Family commitments keep me from travelling on holiday.	1	2	3	4	5
I don't have access to different places.	1	2	3	4	5
I don't know about places to visit.	1	2	3	4	5

15. If you do not travel, please indicate the things that you spend your discretionary (extra) money on. Please tick the appropriate columns. Please indicate your level of agreement (1 – strongly disagree; 5 – strongly agree) with the following statements:

I spend my money on	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Branded clothing	1	2	3	4	5
Expensive cars	1	2	3	4	5
Home Renovations	1	2	3	4	5
Education	1	2	3	4	5
Gambling	1	2	3	4	5
Eating out	1	2	3	4	5
Entertainment, movies, etc.	1	2	3	4	5
Sports: golf, soccer, etc.	1	2	3	4	5
Other, please state:					

16. Who in your family group influences your travel decisions e.g. destination choice, hotel, etc. Please tick (✓) where relevant.

Family influencing my travel decisions	Always	Sometimes	Never
Spouse / Partners			
Children/Stepchildren			
Parents			
Sisters / Brothers			
Grandparents			
Niece / Nephews			

Family influencing my travel decisions	Always	Sometimes	Never
First cousins			
Aunts/Uncles (Father and mother's siblings)			
In-law			
Second/Third cousins			

17. Who in your non family group influences your travel decisions? Please tick (✓) where relevant.

Other influencers of my travel decisions	Always	Sometimes	Never
Family friends			
Religious friends from temples, churches, etc.			
Sports friends			
School / University / College Friends			
Hobbies e.g. surfing, cooking			
Colleagues from work			
Neighbours			
Social acquaintances meet at clubs, bars, etc.			
Travel blogs			
Travel websites			
Travel programmes on TV			
Other (please specify):			

18. To what extent is the following true for you? Please indicate your level of agreement (1 – strongly disagree; 5 – strongly agree) with the following statements:

Statements about your travels	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
The following is true:					
When I travel the following is important:					
Safety of ourselves and belongings	1	2	3	4	5
Being able to eat Indian food	1	2	3	4	5
Access to the internet / free WI-FI	1	2	3	4	5
Being able to buy souvenirs	1	2	3	4	5
Receiving the same level of service as everybody else	1	2	3	4	5
Value for money	1	2	3	4	5
Being treated the same as everybody else by locals	1	2	3	4	5
When I travel I want to:					
Meet the local people and eat the local food	1	2	3	4	5
Explore/see a new place where I have never been before	1	2	3	4	5
Have a spiritual experience (opportunity to reflect)	1	2	3	4	5
Just have a nice holiday/visit	1	2	3	4	5
Enjoy beautiful surroundings	1	2	3	4	5
Learn new things	1	2	3	4	5
Take a break from my routine	1	2	3	4	5
Eat Indian food.	1	2	3	4	5
The places I visit should:					
Have uniquely designed infrastructure/architectures	1	2	3	4	5
Have good signage/directions	1	2	3	4	5
Be convenient to get to	1	2	3	4	5
Have an efficient parking/access system	1	2	3	4	5
Provide fast and efficient service at reception/entry	1	2	3	4	5
Have helpful and friendly staff	1	2	3	4	5
Offer me personalized service	1	2	3	4	5

19. Your favourite city and/or province (South Africa) to visit on holiday is:

SECTION C: DEMOGRAPHICS

20. Please state country of birth:

21. If born in South Africa, where were you born?

KwaZulu-Natal	
Gauteng	
Western Cape	
Other - List province	

22. In which province do you live?

KwaZulu-Natal	
Gauteng	
Western Cape	
Other - List province	

23. Who do you consider as part of your immediate family? Tick all the relevant options.

Husband / Wife / Life Partner	
Children/Stepchildren	
Parents	
Sisters / Brothers	
Grandparents	
Niece / Nephews	
First cousins	
Aunts/Uncles (Father and mother's siblings)	
In-law	
Second/Third cousins	

In the following questions, please tick appropriate row/s:

24. If you are a South African citizen, please state more or less how long your family group has been citizens of South Africa.

Over 10 years	
Over 50 years	
Over 100 years	
Since 1860	
Don't know	

25. Please indicate your age:

Under 25	
26 – 40	
41 – 50	
51 – 64	
65 plus	

26. Please indicate your gender:

Male	
Female	

27. Please indicate your marital status:

Single	
Married	
Divorced	
Widow / Widower	
Living together	

28. If you have children, how many?

29. Please indicate your highest level of education:

Primary school	
Matric	
Diploma	
Degree	
Post graduate degree	

30. Are you currently employed?

Are you currently employed?	Yes / No	Do you have enough money to travel in South Africa
Employed		
Self employed		
Out of work		
Homemaker		
Student		
Retired		
Unable to work		
Other, please specify		

31. Please indicate your level of income

Prefer not to say	
Less than R10 000 per month	
Between R10 000 and R15 000 per month	
Between R15 000 and R20 000 per month	
Between R20 000 and R50 000 per month	
Over R50 000 per month	

32. What religion are you?

***** THANK YOU FOR YOUR COOPERATION *****

Table 35: Themes and Questions: Qualitative Data

Qualitative Data: Final version: Questions for Focus Groups	
Research Objectives	Questions
<p><u>Question 1:</u> To describe the national identities of Indians within the South African context.</p>	<ul style="list-style-type: none"> • With which ethnic group do you identify yourself with? • Do you feel a part of the rainbow nation? • Who would you support in the 2019 cricket world cup final if India and South Africa are playing the finals? (<i>Defining the relationship with India</i>). • Have you previously travelled to India?
<p><u>Question 2:</u> To describe the trip characteristics and preferences of South African Indians.</p>	<ul style="list-style-type: none"> • What kind of vacation would you prefer? • Which travel products have you purchased, or would like to purchase in the future? • Where do you generally book and purchase your travel products? • What form of payment do you prefer to use?
<p><u>Question 3:</u> To describe the provincial travel movement of South African Indians.</p>	<ul style="list-style-type: none"> • Where have you travelled in South Africa? • Would you like to travel, and if yes, please elaborate where in South Africa you would like to visit. • How frequent do you travel? • In which months do you prefer to travel? (<i>Why</i>) • Have you previously travelled abroad?
<p><u>Question 4:</u> To identify the motivations for travel among South African Indians.</p>	<ul style="list-style-type: none"> • For what reason/s do you travel? • Do you think that travelling could benefit or add to you as a person? (<i>How</i>) • Do you believe that it should be a right for a person to take a holiday at least once a year? (<i>Why / why not</i>) • Do you think your social class / lifestyle influences your travel decisions (<i>How</i>) • Have you ever experienced a moment that stood out when travelling in South Africa? (<i>Yes/no</i>) • Give some examples of what you like best of all your travel experiences. • In what way do you think travel contributes to your self-development
<p><u>Question 5:</u> To identify travel preferences of South African Indians.</p>	<ul style="list-style-type: none"> • What kind of vacation would you prefer? • Do you feel your being Indian affects your travel decisions when you travel (<i>How?</i>). • Have you previously travelled to India (<i>Why / Why not / future intention</i>) • Have you previously travelled abroad (<i>names of countries visited, how often, when</i>) • Which factors influence your decision when making travel plans?
<p><u>Question 6:</u></p>	<ul style="list-style-type: none"> • If you have not travelled please indicate why? • Please indicate where you spend your disposable income?

<p>To identify the constraints to travel among non-travelling South African Indians.</p>	<ul style="list-style-type: none"> • Have you ever experienced bad customer service during your travel? <i>(Yes/no. Please give some examples).</i>
<p>Question 7: To test the relationships between ethnic and cultural identities and provincial travel decisions of South African Indians.</p>	<ul style="list-style-type: none"> • Please list who lives with you at home <i>(marital status, family role - who lives in the same household in terms of immediate and extended family members, strength of familial relationship)</i> • With whom do you generally travel with?

Table 36: Qualitative Results

Qualitative Results										
For what reasons do you travel?										
1 x Leisure 1 x VFR	1 x VFR 2 x Business	No response	3 x Business 1 x VFR	1 x VFR	VFR Leisure Beach School Tours	VFR (mostly KZN) Leisure Business	VFR Leisure Business	VFR Leisure School Tours	VFR Leisure Business	VFR Leisure
How frequent do you travel per annum?										
domestic x 2	domestic international x 4	1 x domestic	domestic and international x 4	domestic x 1	Domestic x 1 International (not recently)	Durban (VFR)	Domestic x 4	Domestic x 3/4 International x 1	Domestic x 4	Domestic x 2
In which months do you prefer to travel?										
December	Anytime	December	One week before school	December	December (Local) June/July (Int)	December Ad hoc: VFR	School holidays x 4: April, June/July/Oct Dec/Jan	December Ad hoc: VFR	School holidays x 4: April, June/July/Oct Dec/Jan	School holidays x 4: April, June/July/Oct Dec/Jan
With whom do you generally travel with?										
Immediate family and also extended family	Immediate family and also extended family	Immediate family	Immediate and also extended family	Alone and also with extended family	2 as a family	4 as a family	3 as a family	4 as a family Alone on a school tour	3 as a family	Travel alone
What kind of vacation would you prefer?										
Hotel, Chalet, Lodge	VFR	VFR vacation, Luxury vacation, no camping		VFR vacation type	VFR Hotels	VFR Hotels Chalets B&B	VFR B&B	VFR Hotel	B&B	VFR Chalets
Where do you generally book and purchase your travel products?										
Internet Emirates airlines	Internet	Advice from family and friends who visited destination	Package deals on the internet Flight Centre	Internet	Internet My mother organises our travel.	Travel agents (personal) Dedicated travel agent (business)	Internet Cellphone Apps Trivago Work: Seekers	Parents School	Internet	Bookings done by children/niece

		on your bucket list.	Serendipity Tours and RCI				Travel Agency			
Is facilities for Groups/Children an important feature of a trip?										
Yes	Not anymore	No	Yes	Yes	No	Yes, has 2 young boys	No	Yes	We used to buy not any longer	Pensioner, so no.
Is shopping an important feature of a trip?										
Yes – relevant if you have kids	Not any longer – empty nesters	Not Important, no children	Yes, must also have free WIFI	Yes, if you have children	Very, very important	Good to buy souvenirs as a remembrance	Rule: Souvenirs must have a space at home	Yes, In USA they have more shoe brands than we have in SA	Customs takes the fun out of travel shopping	Shopping is very nice in India...they have more choice.
Please list who lives with you at home										
Husband, 2 kids, my parents	Wife	Mother	Wife, son twin daughters	Own	Mother and cousin.	Wife, 2 sons, dog	Husband and child	Dad, mom, brother and dog	Wife and child	Daughter, son-in-law, husband, 2 grandchildren, 1 dog
Does your immediate family influence your decision when making travel plans (Spouse, partner, children)										
Joint Children	Joint	Herself	Depends on who has the money & Extended family	Grandma and Grandpa	Mother	Local: Wife and husband Int: Family unit	Leisure: Joint family decision Work: Company decision	Dad and mom	Family Decision	My children influence me
Which reference groups influence your decision when making travel plans?										
Colleagues Word of Mouth Friends Trip Advisor	Extended Family	Extended family Friends Travel websites	Internet		Tourism class at university Travel channel	Manchester United Football Club YouTube Int shows (waterslides) rollercoasters Mauritius tourism	Internet Travel shows YouTube	Fellow learners at private school	Zuma (country junk status) More advertising local tourism Hare Krishna temple	

Table 37: Focus Group 1 (FG1) and Focus Group 2 (FG2): Participant profile

	FG1-P1	FG1-P2	FG1-P3	FG1-P4	FG1-P5	FG2-P1	FG2-P2	FG2-P3	FG2-P4	FG2-P5	FG2-P6
Age	42	69	46	43	25	20	43	48	14	52	72
Gender	Female	Male	Female	Male	Male	Female	Male	Female	Male	Male	Female
Employment	Financial sector	Retail Retired	Banking Sector	Financial Sector	Private Sector	University student	Private Sector	Private Sector	Student (Pvt school)	Private Sector	Retired
Marital status	Married	Married	Single(never married)	Married	Single	Single	Married	Married	Single	Married	Female
Children	2	2	0	3	0	0	2	1	0	1	4
Travel in SA	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Travel in Africa	✓	✓	x	✓	x	x	✓	✓	X	✓	x
Travel to India	x	✓	✓	x	x	x	x	x	X	✓	✓
Travel overseas other	✓	✓	✓	✓	x	✓	✓	x	✓	✓	✓

