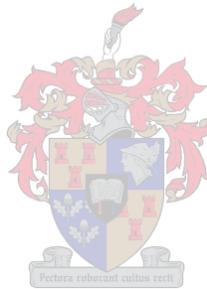


# **AGRITOURISM: MARKET SEGMENTATION PROFILE OF POTENTIAL AND PRACTISING AGRITOURISTS**

**LINDSAY JUSTINE SPEIRS**

Thesis presented in partial fulfilment of the requirements for the degree of Master of Arts  
at the University of Stellenbosch.



Supervisor: Professor JH van der Merwe

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## **DECLARATION**

I, the undersigned, hereby declare that the work contained in this thesis is my own original work and that I have not previously in its entirety or in part submitted it at any university for a degree.

## SUMMARY

Rural tourism and agritourism are in their infant stages in South Africa. It benefits the farmer, the local community, the rural area, the tourist and the country. It is therefore a viable option but requires more research, management, planning and control for it to be successful.

Many agritourism ventures are not as successful as they should be. The problem is that farmers/landowners do not research the demand for tourist products before they deliver them and do not know whom they are catering for. To stay competitive, the tourists' characteristics ought to be understood. This would provide insight into what facilities and services to supply, what resources to utilise and how to promote the agritourism destination.

The aim of this study was to segment the potential and practising agritourists into different clusters, according to their preferences, and to investigate the clusters' characteristics and behaviours.

The objectives were to:

1. Investigate the potential and practising agritourists' socio-economic, demographic and travel characteristics.
2. Rate all the attractions, activities and services according to their popularity.
3. Clarify the preferences of these tourists, concerning attractions and activities, by combining similar ones.
4. Divide the tourists into clusters of similar preferences.
5. Compare the socio-economic, demographic and travel characteristics of the different clusters of tourists.
6. Produce a set of guidelines for entrepreneurs/farmers/landowners, as to what tourist products they should supply or develop, and for whom, and how they should market them.

This study entailed distributing questionnaires to potential and practising agritourists at shopping centres and farms involved in agritourism. The questionnaires provided information on these potential and practising agritourists. One hundred and eight questionnaires were completed. The respondents indicated that 'mountains', 'waterfalls', 'rivers', 'big game',

'swimming', 'picnicking', 'scenic drives', 'dams/lakes/pans' and 'small game' were the most popular agritourism attractions and activities. Factor analysis was used to reduce the number of variables by combining like variables (attractions) and cluster analysis was utilised to segment the respondents into five clusters of tourists with similar preferences for agritourism attractions and activities. Cross tabulation, frequencies and descriptive statistics were used to describe these different clusters. These groups of tourists were described according to their demographic, socio-economic and travel characteristics.

Segmenting tourism markets and compiling profiles of the tourists within each sub-market has proved to be advantageous. Once the demands of the tourists are known, the appropriate facilities and number of facilities can be developed. Knowing who the tourists are and where to target them, will lead to better marketing, planning and promotion of the destination. Customer satisfaction will be increased, as it is known exactly who must be catered for, thereby resulting in repeat visits.

The five clusters of tourists were: 'general nature tourists'; 'urban tourists'; 'hard outdoor adventure tourists'; 'visual or soft outdoor adventure tourists'; and 'agritourists'. All these tourists, except 'urban tourists', are excellent potential agritourists. The results of this study were used to compile guidelines for entrepreneurs. These guidelines could help them in deciding who to target (which clusters), what agritourism products to develop (attractions, activities and services) and how to market them (means of advertising). Appropriate accommodation types and the availability of equipment and facilities for activities also act as attractions.

This study demonstrates an inexpensive method of gathering information about tourists, thereby improving marketing and planning approaches. It illustrates how the potential and practising agritourists can be divided into sub-markets. The agritourism market is a heterogeneous market and must therefore be segmented. Any entrepreneur can use the results of this market segmentation. Any future studies, similar to this one, could consist of a sample much larger. As this study was primarily based in the Western Cape, similar research should be executed in other distinct regions. It would be illuminating to see how the groups of agritourists vary according to geographical areas.

## OPSOMMING

Landelike en agritoerisme is in hul ontluikende fase in Suid-Afrika. Dit bevoordeel die boer, die plaaslike gemeenskap, die landelike streek, die toeris en die land. Dit is 'n lewensvatbare opsie maar benodig meer navorsing, bestuur, beplanning en beheer om suksesvol te wees.

Baie agritoerisme ondernemings is nie so geslaagd as wat dit kan wees nie. Die probleem is dat die boere/grondeienaars nie die nodige navorsing doen omtrent die aanvraag na 'n produk voordat hul dit aanbied nie, en weet ook nie watter toerismesegment hul wil bevredig nie. Om mededingend te bly moet die toeris se eienskappe verstaan word. Dit sal insae gee in watter fasiliteite en dienste om te voorsien, asook watter bronne om te benut om die agritoerisme-destinasie te promoveer.

Die doel van hierdie studie was om potensiële en praktiserende agritoeriste te groepeer in verskillende segmente volgens hulle voorkeure en groeps gedrag.

Die doelwitte was om:

1. Potensiële en praktiserende agritoeriste se sosio-ekonomiese, demografiese en reiseienskappe te ondersoek.
2. Die rangorde van attraksies, aktiwiteite en dienste volgens gewildheid te bepaal.
3. Voorkeure van toeriste aangaande attraksies en aktiwiteite te bepaal deur gelyksoortige groeperings te kombineer.
4. Toeriste in trossgroepe met gelyksoortige voorkeure te verdeel.
5. Die sosio-ekonomiese, demografiese en reiseienskappe van verskillende toeristetrosgroepe te vergelyk.
6. Riglyne vir ondernemers/boere/grondeienaars te formuleer vir watter toeristeprodukte hul behoort te verskaf of ontwikkel en aan wie en hoe hul dit behoort te bemark.

Hierdie studie het die verspreiding van vraelyste aan potensiële en praktiserende agritoeriste in winkelsentrums en plase, betrokke by agritoerisme, behels. Die vraelyste het informasie oor potensiële en praktiserende agritoeriste verskaf. Een-honderd en agt vraelyste was voltooi. Die respondente het aangedui dat 'berge', 'watervalle', 'riviere', 'grootwild', 'swem', 'pieknieks', 'natuurskoonpleierritte', 'damme/mere/panne' en 'kleinwild' die gewildste agritoerisme

attraksies en aktiwiteite is. Faktoranalise is gebruik om die getal veranderlikes te verminder deur soortgelyke veranderlikes (attraksies) te kombineer en trosanalise te gebruik om die respondente te segmenteer in vyf trosgroepe toeriste met gelyksoortige voorkeure vir agritoerisme attraksies en aktiwiteite. Kruistabulering, frekwensies en beskrywende statistiek was gebruik om hierdie verskillende trosse te beskryf volgens hul demografiese, sosio-ekonomiese en reiseienskappe.

Segmentering van die toerismemark en die saamstel van profiele van die toeriste binne elke sub-mark is voordelig bevind. As die vereistes van die toeriste bekend is, kan die gepaste fasiliteite en aantal fasiliteite ontwikkel word. Om te weet wie die toeriste is en waar om hulle te teiken sal tot beter bemarking, beplanning en promosie van die destinasie lei. Kliëntbevrediging sal toeneem, omdat ondernemers presies weet wie om te bevredig en dit sal herhaalde besoeke tot gevolg hê.

Die vyf trosgroepe toeriste was: 'algemene natuurtoeriste'; 'stedelike toeriste'; 'ekstreme buitelig avontuurtoeriste'; 'visuele of nie-ekstreme buitelig avontuurtoeriste'; en 'agrigoeriste'. Al die toeriste behalwe stedelike toeriste is uitstekende potensiële agrigoeriste. Die resultate van hierdie studie is gebruik om riglyne vir ondernemers te kompilleer. Hierdie riglyne kan hul help om te besluit wie om te teiken (watter trosse), watter agrigoerisme produkte om te ontwikkel (attraksies, aktiwiteite en dienste) en hoe om dit te bemark (wyse van advertensie). Toepaslike akkommodasie en die beskikbaarheid van toerusting en fasiliteite vir aktiwiteite dien ook as attraksies.

Hierdie studie demonstreer 'n ekonomiese manier om informasie omtrent toeriste in te win, om bemarking en beplanning te verbeter. Dit illustreer hoe die potensiële en praktiserende agrigoeris ook in sub-markte ingedeel kan word. Die agrigoerisme mark is 'n heterogenemark en moet dus gesegmenteer word. Enige ontwikkelaar kan die resultate van hierdie marksegmentasie gebruik. Soortgelyke navorsing behoort in die toekoms op 'n groter steekproef gedoen word. Omdat hierdie studie hoofsaaklik in die Wes-Kaap gebaseer was, behoort soortgelyke navorsing in ander bepaalde streke uitgevoer te word. Dit sal insiggewend wees om te sien hoe die groepe agrigoeriste volgens geografiese streke varieer.

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## CHAPTER 1: WHAT IS AGRITOURISM?

### 1.1 INTRODUCING AGRITOURISM AND RURAL TOURISM

Rural tourism and agritourism are in their infant stages in South Africa but well practised overseas, especially in Europe. Farmers/landowners in South Africa have a “vast untapped potential to attract visitors” (Mitchell 1989: 10). Unfortunately, they appear to be unaware of these potential attractions or the benefits that rural tourism holds for them. These attractions are extensive and therefore diverse groups of tourists could be attracted to the rural areas of South Africa.

Rural tourism and agritourism benefits the farmer, the local community, the rural area, the tourist and the country. The most important advantages are that it provides farmers with an additional income, it creates employment for the rural community, agricultural diversification occurs and rural areas are revived. It also provides tourists with the opportunity to escape their busy city lives.

Many agritourism ventures are not as successful as they should be. The problem is that farmers/landowners do not research the demand for tourist products before they deliver them and do not know whom they are catering for. To stay competitive, the customers' characteristics ought to be understood. This would provide insight into what facilities and services to supply, what resources to utilise and how to promote the agritourism destination. This study deals with the issues of knowing who the agritourists (potential or practising agritourists) are, their needs, their characteristics and how they can be targeted. However, it is important to firstly clarify what agritourism is.

### 1.2 DEFINING AGRITOURISM

#### 1.2.1 Distinction between rural tourism and agritourism

**Agritourism** is farm tourism and it has no definitive definition. This concept may range from the use of part of a functioning farm building for overnight accommodation or day visitors, to a complete holiday spent on a farm, participating in daily farming activities (Morris & Romeril 1986; Evans & Ilbery 1989). Farm tourism is a form of rural tourism but the two should not be confused. Farm tourism is “rural tourism conducted on working farms where the working

environment forms part of the product from the perspective of the consumer” (Clarke 1999: 27). For the purpose of this study, farm tourism can occur on any farmland, whether it is productive or not.

The **agritourist** is the tourist who spends time at agritourism destinations. These agritourists can be practicing agritourists, who do partake in agritourism activities, or potential agritourists, who have the potential to partake in these activities but have not yet done so.

**Rural tourism** is multi-faceted activities in rural areas (functionally rural and rural in scale) that differ in different parts of the world, as it rests on the everyday happenings of the rural community (Clarke 1999; Hall & Page 1999). Rural tourism (and agritourism) is a form of alternative tourism. **Alternative tourism** encompasses the more benign alternatives of large scale, mass tourism (Fennell & Weaver 1997).

Many types of alternative tourism, such as ecotourism, nature and culture tourism, may occur at agritourism destinations and therefore fall within the context of agritourism and rural tourism. Although agritourism and rural tourism are referred to interchangeably in this study, agritourism is the main focus. The reason why these terms are used interchangeably is because agritourism falls within the context of rural tourism and forms a large part of rural tourism. Agritourism has positive and negative impacts that make it unique but it additionally has the advantages and disadvantages of other tourism types that fall within its context.

## **1.2.2 The advantageous and disadvantageous impacts of agritourism**

### **1.2.2.1 Economic impacts**

Farm tourism provides an additional income for the farmers (Davies & Gilbert 1992; Augustyn 1998; Botha 2000). The labourers that live on the farms are also better utilised, as agricultural activities are seasonal (Pienaar 1993). Other advantages are an increased local expenditure, creation of employment, increase in labour supply, increase in standard of living, increase in capital available, and an increase in foreign investment (Winter 1987; Gilbert 1989; Hall & Page 1999). It has created an opportunity for those living in rural areas to produce and market quality fabricated products (Augustyn 1998) and provides an additional market for agricultural products.

Rural tourism therefore delays the depopulation process of the rural areas and increases rural stability through the economic revival of rural areas (Morris & Romeril 1986). Farm tourism facilitates agricultural diversification and a more diversified economy means less dependency on agriculture (De Swardt 1997).

Other benefits are an increased awareness of the region as a travel destination and increased knowledge concerning the potential for investment and commercial activity in the region (Hall & Page 1999). Creation of new facilities, services, attractions and infrastructure and increase in accessibility of the region are all positive impacts (Hall & Page 1999).

Negative impacts directly from tourism include: localized inflation; undesirable opportunity costs including transfer of funds from health and education; and improper practices. Possible negative results from poorly planned tourism practices are: failure to attract tourists; better alternative investments; capital outflows; inadequate estimation of costs of tourism development; and inadequate facilities, which acquires a poor reputation for the destination (Hall & Page 1999).

#### 1.2.2.2 Social and cultural impacts

There is an increase in interest and participation, by the locals, in agritourism developments. Strengthening of regional values, cultures and traditions will result (Hall & Page 1999). There is growth and awakening of local pride and community spirit (Gilbert 1989) and more awareness of non-local perceptions. Participation of the locals and especially women has beneficial psychological impacts.

There is competition between farmers, for the provision of better recreational facilities on their farms. This creates traits of individualism and initiative (Pienaar 1993). Management and marketing skills are learnt. There are working opportunities for the farmer's wife that she may not have had if agriculture was the only form of income.

The tourist also experiences social and personal development (Gilbert 1989; Baxter 1992; Hall & Page 1999). They are introduced to new cultures and experience the countryside. Farmers feel obliged to educate the city dwellers on farming activities, farmers' needs and problems (Pienaar 1993). The social and cultural barriers between rural and urban dwellers are slowly

disintegrating due to these rural-urban interactions (Pienaar 1993; Jenkins & Prin 1998). Rural tourism is a cheaper alternative for the tourist and is therefore in reach of most socio-economic groups (Baxter 1992).

Commercialization of activities/rituals is at times disadvantageous to the local community. Modifications of rituals, to accommodate the tourist, trivialize their culture. Cultural degradation may occur as the isolated rural community encounters the affluent tourists (Place 1998). There may be visitor and host conflict due to defensive attitudes of the hosts and possible misunderstandings (Hall & Page 1999; Mormont 1987). Farming families may also suffer from a lack of privacy.

#### 1.2.2.3 Environmental impacts

The environmental benefits of agritourism are the conservation of heritage sites, conservation of rural environments/landscapes, (Morris & Romeril 1986; Gilbert 1989) and an increase in environmental awareness and education (Jenkins & Prin 1998). Tourism often saves many buildings and areas through their rehabilitation as an attraction (Davidson 1993).

The harmful impacts are: environmental damage (erosion, trampling of vegetation, disturbance of wildlife, noise and visual intrusions); changes in natural processes; architectural pollution; destruction of heritage; overcrowding (congested rural roads); and changed feeding and breeding habits of wildlife (Glyptis 1992; Hall & Page 1999). When the volume of visitors and their vehicles exceed the environmental capacity, it causes damage (Barkham 1973). However, it is difficult to distinguish between changes induced by tourism and those by other activities (Hall & Page 1999), as there often is no baseline data.

The most important concern is the relationship between tourism and agriculture. In order to integrate the two, “we need a more direct application of planning effort” (Dower 1973: 465). Some believe that tourism competes with agriculture for land and labour resources and increases its reserve prices (Latimer 1985). This should not be the case if there are agreements between tourists, responsible agencies and landowners (Jenkins & Prin 1998). Agritourism should complement agriculture rather than supplement it (Morris & Romeril 1986).

Sound environmental management and sustaining the resource base on which tourism depends must be the central focus if the tourism industry is to prosper (McKercher 1993; Romeril 1989). All involved in the tourism industry must understand the issues of sustainability. The tourists must be aware of the damaging potential of their stay and modify their behaviour and actions accordingly (Cater 1993). Achieving the goal of sustainability requires adopting strategies that are based on the particular experiences of the country or region in question (Augustyn 1998).

Proper planning, research, decision-making, management and control are needed if the negative aspects associated with agritourism are to be reduced and if agritourism is to flourish. Local and national governments and bodies can play a part here (Davidson 1993; Sergeant 1995) as well as geographers.

### **1.3 WHERE IS THE GEOGRAPHY IN TOURISM STUDIES?**

Before the geography of tourism can be discussed, a few terms need to be clarified. **Leisure** is a state of mind, a freedom of obligations and put in the context of time. **Recreation** is activity or inactivity engaged on a voluntary basis during leisure time, for the purpose of pleasure. **Tourism** is a form of recreation but it involves travel (Butler & Clark 1992).

#### **1.3.1 The geography of tourism and recreation**

Before the 1960s, studying tourism from a geographical point of view was new and offered inviting possibilities, yet geographers paid little attention to tourism studies (Hall & Page 1999). Today there exists a dearth of techniques, spatial analysis, interpretation, cartographic representation of geographical data, theory, and models. There is sparse literature, by geographers, and there is no widely accepted paradigm to guide research. This lack of interest by geographers has raised questions about the status of the geography of tourism and recreation, although there was an increase in texts, by geographers, in the 1960s and 1970s (Hall & Page 1999).

Most research on this topic has been done by other social scientists other than geographers. Tourism research, executed by geographers, is often not published in geographical journals and many tourism geographers are operating in non-geography departments or in the private sector. Research into the geographical dimensions of tourism may be lacking because of the little

interest; not regarding it as a serious scholarly subject; unresolved theoretical issues; weak theorization; little research funding; and geographers not participating in theoretical debates (Hall & Page 1999).

The geography of tourism includes: the study of the patterns and volumes of tourism flows from origin to destination; tourism-related developments (Keyser 2002); microscale spatial structure; social, cultural, environmental and economic impacts; and compositions and behaviour of tourists (Britton 1991). By re-examining the interface between tourism and geography, tourism can provide geographers with a vehicle through which to examine social and cultural questions (Squire 1994) and how to create social meaning and materiality of space and place (Britton 1991). The study of outdoor recreation and tourism, like that of geography itself, embraces both physical and human aspects of the subject, as this recreation depends not only on the natural environment, which provides the resources, but also on the social, demographic and economic characteristics of the population which uses it (Coppock & Duffield 1975).

There are signs of transformation. There has been growth in the number and quality of publications by tourism geographers and an attempt to develop a theoretical base for tourism geography. Tourism and recreation geographers are promoting their work more actively in academic and non-academic spheres (Hall & Page 1999).

### **1.3.2 The geography of rural tourism**

Geographers have valuable roles to play in considering rural tourism as a process and phenomenon with spatial implications, i.e., space consumption, space competition and possible conflict. Geographers are concerned with the increasing participation of different socio-economic groups using rural areas for recreational activities, coupled with the impact of car ownership, the development of rural destinations/sites, the human interaction here and the environmental impacts at these sites (Hall & Page 1999).

Geographers are interested in the spatial distribution of resources, what and how resources are used, what exists, how they are impacted upon and how they should be conserved and sustainably managed. At a time when quality of life and conservation of the natural

environment are major concerns, geographers should turn in increasing numbers to tourism studies and its effects on the countryside (Coppock & Duffield 1975).

While there is research on demand, supply, impacts and management, not much well-developed literature exists from geographers. More interest is shown in the social and cultural impacts of rural tourism on rural areas and rural cultures. The role of women in rural tourism has also started attracting interest (Hall & Page 1999). Geographers have started contributing to the debate of rural tourism and sustainability. Geographers can contribute more to the policymaking, planning and development processes (especially with the use of GIS).

Spatiality, place, landscape and region are not only important to the geography of tourism but to tourism studies as a whole. All the sub-disciplines of geography are involved in the different aspects of tourism studies and therefore “it is worth considering the skills and techniques the geographers can harness in tourism and recreation research” (Hall & Page 1999: 18) at scales from the global to the individual.

In this study, the geography lies in the studying of demographic, socio-economic and travel characteristics, such as age, gender, income, education, car ownership, distance travelled, of individuals. These geographical variables shape the spatial patterns of participation in agritourism and influence the preferences of the individuals. Demand, supply, development of agritourism sites, travel behaviour of individuals and marketing and advertising methods are explored by this study.

#### **1.4 THE PURPOSE AND STRUCTURE OF THIS STUDY**

The aim of this study is to segment the potential and practicing agritourists into different clusters, according to their preferences, and to investigate the clusters' characteristics and behaviours. This study will provide insight into the customers who visit farms in South Africa and potential visitors.

To achieve this aim, the following objectives are addressed:

1. Investigate the potential and practising agritourists' socio-economic, demographic and travel characteristics.
2. Rate all the attractions, activities and services according to their popularity.

3. Clarify the preferences of these tourists, concerning attractions and activities, by combining similar ones.
4. Divide the tourists into clusters of similar preferences.
5. Compare the socio-economic, demographic and travel characteristics of the different clusters of tourists.
6. Produce a set of guidelines for entrepreneurs/farmers/landowners, as to what tourist products they should supply or develop, and for whom, and how they should market them.

Chapter One provides a brief explanation of agritourism, the importance thereof and the geography therein. The problems of not researching the demand and knowing whom to target, are stated, as well as the aim and objectives of this study. Chapter Two investigates the importance of market segmentation and the methods of data collection and analysis. Ratings of all the attractions and activities by all the respondents as well as the results of reducing the agritourism attractions and activities into factors, is displayed and discussed in Chapter Three. The agritourists were segmented according to their ratings of agritourism activities and attractions, thereby producing groups of tourists with similar preferences. Profiles were compiled, for the different tourist clusters, by examining their sociodemographic and travel characteristics. Chapter Four develops these results. Chapter Five consists of a summary of the results from Chapter Four. Here the contributions and recommendations of this study are mentioned.

## **CHAPTER 2: MARKET SEGMENTATION AND TOURIST PROFILES**

Most rural tourism research focuses on the attitudes of the locals about tourism development issues rather than on the nature of the rural visitor. It is the same for agritourism; the perspective of the farmers or locals is studied and not that of the tourist. This study deals with agritourism from potential and practising agritourists' point of view. Their needs, desires and preferences are emphasised. An understanding of the demands of tourists will be to their benefit, but will ultimately lead to the benefit of the farmer/landowner, agritourism developer/operator and/or those involved in tourism marketing.

### **2.1 RESEARCHING TOURISTS' DEMANDS**

The principle concerns of the geographer, with respect to the demand for rural tourism, involves research on changing demands of the tourists, the increasing participation among different socio-economic groups, as well as the degree of customer satisfaction. Researching the expectations of tourists and how they approach their touring experience (De Swardt 1997) will allow development of the appropriate number and diversity of attractions or facilities, thereby catering for the needs of the different groups of tourists (Clarke & Gunn 1994). High financial loss can be suffered when facilities are erected, prior to research on the demands that exist or when an oversupply of attractions or facilities have been developed (Augustyn 1998). Tourists do not want to pay for amenities and services they did not use (Arimond & Elfessi 2001).

Problems in the tourism industry are prevalent because of marketing failures (Hall & Jenkins 1998). Not knowing who to cater for and how to target certain types of tourists is a major problem. According to Ashworth and Goodall (1988) the most troublesome characteristic of tourism is the difficulty in defining both product and customer, and the successful promotion of destination images presupposes knowledge of what precisely is to be promoted and to whom. Many have neglected these issues, perhaps because they are thought to be tedious. This explains the abundance of vague, generalized marketing, and there are too many examples of this ineffective marketing (Ashworth & Goodall 1988).

The biggest mistake would be to treat rural tourism and agritourism as a homogenous travel market (Gee, Makens & Choy 1997; Kastenholz, Davis & Paul 1999). The travel market is composed of many sub-markets, called market segments. Market segmentation is the process by which the market is divided into groups of consumers with similar requirements (Ashworth & Goodall 1988; Ahmed, Barber & d'Astous 1998).

Market segments are constructed by using profiles of tourists' characteristics (Gee, Makens & Choy 1997; Hall & Page 1999). A person's characteristics, including his/her psychological make-up, socio-economic circumstances and demographic characteristics, determine their desire to travel to a particular tourist destination (Keyser 2002).

## **2.2 CHANGING TOURIST DEMANDS**

Changes in lifestyle affect the length and choice of holidays. More people find travelling important. Population in most developed countries seem to prefer shorter but frequent holidays (Gee, Makens & Choy 1997). Increased disposable income, dual household incomes, longer holidays with pay, improved opportunities for mobility, better education and wider dissemination of information have all contributed towards changing people's attitudes about taking their holidays away from home (Goodall 1988; Davies & Gilbert 1992).

Behavioural sciences have helped to explain why people travel. Different motivations influence people to travel (Goodall 1988). These motivators are usually psychological. Consumers are after personal development and want to learn about other cultures, history and customs (Gilbert 1989; Nickerson 1996; Vanhove 2001). They often feel the need to escape and relax. Many individuals want social contact with other tourists and travel for many represent fashions and fads (Nickerson 1996; Gee, Makens & Choy 1997). People travel to 'in places' and try to keep up with the 'Joneses'.

Tourists demand higher quality and value-for-money products and services (Buhalis 2001). Attractions, amenities, facilities, and accessibility of destinations may affect the tourists' decisions. Consumers want meaningful or spiritual vacations. People have become more health conscious and activity orientated. Tourists have become more environmentally friendly, which will affect their choice of a destination, activities undertaken and products consumed

during their holiday (Buhalis 2001). This is why holidays in rural areas are on the increase. Rural tourism (including agritourism) also involves more choice and flexibility. It offers a new set of tourism satisfactions, such as less lavish accommodation (barn type); hedonism; activity holidays; and communing with nature (Gilbert 1989).

Tourists need information about destinations so that they can make a choice. Herein lie opportunities for promotion. Heightened travel awareness and desire has resulted from increased promotion of destinations through symbolic information from the media and social groups (Gee, Makens & Choy 1997). Knowledge of the factors that influence tourists' travel choices, will lead to better understanding of the tourists. Achieving this will result in successful market segmentation. Selection of the appropriate method of segmentation, to support the study at hand, is vital.

### **2.3 SEGMENTING TRAVEL MARKETS**

There are many ways to segment markets. The method selected needs to produce the most meaningful results for the study done by the particular organization, business or researcher. The primary bases for segmentation include demographic, geographic, psychographic (psychological profiles of consumers and lifestyles), buying behaviour and benefits sought (Vanhove 1994; Kastenholz, Davis & Paul 1999). Segmentation can occur according to individual or group tourists, the purpose of travel (business or nonbusiness) and frequency of travel (Gee, Makens & Choy 1997).

Some researchers believe it is more accurate to develop profiles of tourists according to their psychographics, rather than demographics (Keng & Cheng 1999). Psychographics has gained popularity. It takes into account the activities, interests, opinions, personality and life stage of guests (Weber 1994; Nickerson 1996). They feel that demographics do not reveal motivations for travel or value structures that guide travel behaviour. People with similar demographics do not necessarily have the same travel interests (Lawson 1994; Keng & Cheng 1999).

Demographics are more readily available and are easier to analyse, operationalise and understand (Weber 1994). Sociodemographic variables are important factors influencing the formation of the tourist images and perceptions of travel experiences (Ashworth & Goodall

1988). These characteristics portray basic differences, which are the determinants of tourists' behaviour (Weber 1994). They merely describe, they do not provide an understanding. A combination of demographic and psychographic data offers greater insights into tourist preferences.

Others feel that "segmentation based on benefits sought has generally been found to predict behaviour better than the other more descriptive variables such as demographics and geographics" (Kastenholz, Davis & Paul 1999). Literature shows that different studies call for different measures and that no method should replace another.

## **2.4 REVIEW OF LITERATURE ON SEGMENTATION**

The usefulness of market segmentation has been seen in a large portion of travel literature over recent years. Here are a few examples of studies showing how market segmentation is beneficial for those involved in tourism, noting the different methods of segmentation.

Woodside & Pitts (1976) concluded that lifestyle information might be more important in predicting foreign and domestic travel behaviour than demographic variables. Abbey (1979) found that tour travellers prefer tour designs based on vacation lifestyle information rather than those based on demographic data. Mill & Morrison (1985) investigated the motives and beliefs behind a person's behaviour. These researchers believe that a person's psychographics or lifestyle is derived from his or her personal value system and personality. This involved the measurement of his/her attitudes, interests and opinions (AIO). Davis, Allen & Cosenza (1988) segmented Florida residents according to their AIO towards tourism. They too found demographics to be of little value when describing segments.

Perreault, Darden & Darden (1977) executed a psychographic classification of vacation life styles. Cluster analysis grouped together people with similar vacation AIOs. Differences within the groups were then analysed. Results indicated that there exists generalized vacation life styles, central life style interests and vacation AIOs. Vacation life styles differ according to sociologically relevant variables.

Keng & Cheng (1999) segmented Singapore vacationers visiting overseas destinations, based on their psychographics. The data obtained came from a structured questionnaire. Factor analysis reduced the data, followed by cluster analysis to classify the tourists into tourist roles. The roles of the tourists were then crosstabulated with personal values, sociodemographic information and trip characteristics for a better understanding. The results of the sociodemographic profiles were homogenous, thus reiterating the need for a more discerning basis for segmentation.

While many find sociodemographic variables to be of little value, others find them useful. Baloglu (1997) examined motives of West German travellers to the United States in terms of trip characteristics and sociodemographics. He identified six image factors (using factor analysis) of what the tourists wanted to see and these factors varied concerning their sociodemographics and trip characteristics.

Heung, Qu & Chu (2001) identified the relative importance of vacation motives as perceived by Japanese travellers; they identified the underlying dimensions of the vacation motives. They examined the significant differences between the derived vacation factors, sociodemographic variables and travelling characteristics. Heung, Qu & Chu (2001) believed that by understanding the consumers' travel decision-making and choice of destination helps in developing appropriate marketing strategies. Factor analysis methods extracted vacation attributes and the study indicated that there was a significant relationship between some vacation factors and travellers' sociodemographic and trip variables.

Using factor-cluster market segmentation, Cha, McCleary & Uysal (1995) attempted to delineate the motivations of Japanese travellers. Identification of three distinct groups occurred, based on the motivation factors. Age and education showed to be significant among these groups. They believe that people travel because they are pushed by their own internal needs and pulled by external forces of the destination attributes. Formica & Uysal (1998) examined the behavioural, motivational and demographic characteristics of festival visitors, in Italy. Factor analysis determined the leading motivation for attending the festival and cluster analysis identified groups of respondents based on motivational behaviour. There were significant differences between the segments in terms of age, income and marital status.

Other researchers prefer to segment according to benefits sought but in combination with demographic and psychographic data. Ahmed, Barber & d'Astous (1998) segmented the Canadian winter sun travellers on the basis of product benefits sought, using factor and cluster analysis. Demographic and psychographic data described these segments. Kastenholz, Davis & Paul (1999) segmented and profiled the needs of rural tourists to better understand rural tourism in Portugal. Using factor (principal component) analysis and cluster analysis (hierarchical), they created market segments of tourists in rural areas, according to benefits sought. There were substantial similarities and differences between and within the four clusters identified.

Tatham & Dornoff (1971) determined the socio-economic characteristics and activity preferences of selected market segments of outdoor recreation market. Further analysis provided the demands for recreational activities of these segments, enabling more accurate planning to fit the needs of the various segments. Preston & Fuggle (1988) present profiles of visitors to three South African nature reserves. Their preferences for amenities and utilisation of them, together with these profiles was integral to the planning of nature reserve amenities.

Morrison, Braunlich, Cai & O'Leary (1996) provided profiles of different resort type tourists. There were differences between the groups of tourists, according to their sociodemographics, trip planning characteristics, activity participation patterns and benefits experienced.

Stevens (1992) found that qualitative factors (beautiful scenery, quality of accommodation and different cultures) are more important than price when initially selecting a travel destination. Typologies based on behaviour, performed by Ryan (2001) to the visitors to Litchfield National Park, Australia showed that there was a relationship between landscape type, recreational activities and duration of stay. He established that perceptions of the park differ among different user segments. Clustering of the visitors went according to their ratings of the importance of facilities.

Some researchers use different methods, all depending on the type of study. Perdue (1996) segmented the downhill skiing industry of Colorado according to existing sales and incremental sales potential. Mudambi & Baum (1997) segmented the visitors to Turkey based on their

country of origin (primary segmenting variable) and a number of behavioural and demographic characteristics (secondary segmenting variables).

Segmenting tourist markets and profiling tourists is well researched in tourism literature. These methods are important for many reasons. The importance of market segmentation needs to be highlighted, as it should be used more often in tourism development, planning, marketing and research, especially in South Africa and especially in agritourism.

## **2.5 THE IMPORTANCE OF TOURISM SEGMENTATION**

Segmentation is possible since each group has distinctive needs and preferences, similar sociodemographic characteristics and some products will appeal to certain segments more than others will. Furthermore, effectiveness of marketing can be improved by developing specific products to cater for specific market segments (Ashworth & Goodall 1988).

Understanding why people decide to travel and what influences their choice of destination is advantageous. Tourism marketers will benefit by predicting and anticipating destination choices as well as the activities that the tourists will participate. This information will lead to better segmentation of the market and successful strategy designs (e.g. promotional messages and holiday packages) (Cha, McCleary & Uysal 1995; Heung, Qu & Chu 2001) as well as predicting future travel patterns (Cha, McCleary & Uysal 1995). The key to success in tourism development is a promotional plan. The promotional message must communicate the important information required by the target market (Michie 1986; Cha, McCleary & Uysal 1995).

By having a better understanding of the motivations and behavioural patterns of tourists, marketers of tourism products can maximize the impact of the marketing expenditure through better use of market opportunities (Keng & Cheng 1999). The cost of a promotion action is very high. It is therefore imperative to select the strategically important tourist segments and then to design products, packages and marketing strategies around them (Vanhove 1994).

Knowledge of the tourists and their recreational desires is vital in proper planning for recreational development (Tatham & Dornoff 1971). This will prevent development of an

oversupply of facilities and amenities that are not in demand. The planners can direct their efforts to those groups who will be most important in terms of revenue or heavy use (Perreault, Darden & Darden 1977) or adapt existing products to the chosen groups (Vanhove 1994). Recreational planning was orientated towards resource use and traditional activity combinations (Tatham & Dornoff 1971) but segmentation would lead to better understanding of these tourists and their demands, thereby providing a means for optimal planning of recreation.

Competition in the tourism industry has been intense and will continue to intensify (Perdue 1996). Targeting specific market segments, therefore, offers tourism marketers, planners and service providers a competitive strategy, a guide to market planning and promotional strategies (Ahmed, Barber & d'Astous 1998; Kastenholtz, Davis & Paul 1999). It helps them to efficiently allocate scarce marketing resources toward attracting and retaining profitable tourism segments (Kastenholtz, Davis & Paul 1999). It can expand the demand for a product or counter a previous decline (Prentice 1994).

Market segmentation has contributed to the move away from mass tourism. Targeting a limited number of well-defined market segments is effective and these customised offerings to distinct markets are advantageous. The tourists will be satisfied and will possibly return to the destination as market segmentation results in catering well for the tourists, looking after them and understanding them better. Satisfaction is paramount in current visitors as it generates future success for a specific destination (Kastenholtz, Davis & Paul 1999; Buhalis 2001; Heung, Qu & Chu 2001; Keyser 2002).

Segmenting the travel market not only records the desired facilities and services wanted by the different tourism segments but it is also a less expensive, easy-to-use survey method (Arimond & Elfessi 2001) that can be used by the tourism industry. If segmentation was to reach its full economic potential, obtaining more systematic information on potential markets is needed (Ashworth & Goodall 1988) and the use of more micro-level data is necessary (Mudambi & Baum 1997). Segmentation analysis is also more effective when performed on a regular basis as it helps to detect and assess trends and changes in the marketplace (Formica & Uysal 1998).

The purpose of this study is to segment the agritourism market in South Africa. This would help the farmer to understand his customers better and realise the above-mentioned advantages of market segmentation. Methods of data collection and analysis are explained, next, and then the results are examined.

## **2.6 DATA COLLECTION**

### **2.6.1 The questionnaire**

A questionnaire was compiled to obtain information regarding practising and potential agritourists, thereby attending to the **first objective**. The questionnaire was in the format of an on-site survey and it was a self-administered questionnaire. On-site surveys are useful for obtaining information about the domestic tourism market (Keyser 2002).

The questionnaire consisted of three pages and a covering letter explaining the research topic. The questions were divided into four sections (see questionnaire in Appendix A). The sections consisted of questions relating to the respondents' background, family, tourism participation and attractions, activities and services preferred.

### **2.6.2 Study area and target population**

Selecting farms in the Ceres, Tulbagh and Wolseley region of the Western Cape, for the distribution of these questionnaires, was the original intention. Brochures were used to select farms offering different types of agritourism attractions and activities. This area was chosen due to the diverse forms of agritourism that occur here. Questionnaires were distributed to the guests at these farms by the landowner/farmer during October 2001 to February 2002. The landowners/farmers were contacted telephonically and asked for their permission and help in distributing the questionnaires to their guests. The questionnaires were either posted to them with a return envelope, or delivered in person, by the researcher. This sample would represent the practising agritourist.

Although the Western Cape has many tourists during this time, many landowners/farmers claimed to have had no guests to complete the questionnaires. Others said that they were too busy and did not find the time to give their guests the questionnaires. Due to these problems

and the lack of interest from the landowners/farmers, insufficient numbers of questionnaires were returned. Of the 150 that were handed out, only 22 were returned.

An Outdoor Adventure Exposition held at Canal Walk shopping centre presented another opportunity to distribute the questionnaires. Different regions and tourism organizations of South Africa were there to promote themselves. Those promoting their agritourism venture distributed these questionnaires on their return home. They were placed in return envelopes. Twenty-four of the thirty were returned.

A sample representing the potential agritourists was obtained by handing out the same questionnaires, in return envelopes, to randomly selected people at shopping centres. Large shopping centres have diverse groups of people and therefore a representative sample of the public at large could be obtained. The shopping centres were deliberately selected to target the full socio-economic spectrum. Canal Walk in Century City, is a new centre and still a novelty, therefore people shopping there are from different classes and residential areas. Tygervalley Shopping Centre represented mainly the upper and middle classes from the northern suburbs. Somerset Mall is frequented by a mixture of upper and middle classes from the rural fringe towns of Stellenbosch, Franschhoek, Strand, Somerset West and other towns in the area.

During November 2001 to January 2002, sixty questionnaires were handed out at each of these three shopping centres, 30 during the week and 30 over a weekend. An additional 10 were distributed at the Outdoor Exposition at Canal Walk, to those visiting the exposition. Every fifth person leaving the shopping centre, before climbing into his/her car, was given a questionnaire. If the fifth person refused to take it, the next fifth person was approached, and so on. Of the 190 questionnaires handed out, 62 were returned (33% response).

Distributing questionnaires at shopping centres posed many problems. People were abrupt, disinterested and unfriendly. They immediately assumed that a handout or donation was to be made. Many factors influence people's willingness to listen, such as where the researcher approaches them on the premises, what he/she wears and what he/she uses as an approach line. This sample of 108 respondents was adequate and representative. Table B1 in Appendix B shows that these respondents represented many different rural and urban areas, they differ greatly with respect to their occupation, and are representative of socio-economic status. The

respondents were reasonably evenly distributed in age groups and gender (see Table B2 in Appendix B).

## **2.7 RESEARCH DESIGN AND ANALYTICAL PROCEDURES**

The data from the questionnaires was compiled and analysed in SPSS for Windows version 10. A total of 108 questionnaires were returned, therefore the data consisted of 108 cases (rows) and numerous variables (columns). The respondents were asked to rate selected agritourism attractions and activities. This produced a large amount of variables relating to their preferences. In order to reduce the number of these variables, the attractions and activities that were similar were to be identified and grouped into factors. Individuals were then clustered into homogenous segments through cluster analysis. The factor-clustering segmentation method was therefore used in this study (Smith 1989).

Figure 2.1 illustrates the research plan of this study. What follows is an explanation of the different analytical procedures involved in the analysis of the data collected.

### **2.7.1 Variable reduction through Factor analysis**

Execution of factor analysis resulted in the reduction of the large number of original variables, by combining them into a smaller number of factors. Factor analysis is a broad term, used for a family of techniques that explore the relationships between variables (Robinson 1998), make generalisations and reduce the complexity of the real world into a set of basic dimensional traits and their spatial patterns (Davies 1984). Principal component analysis (PCA) and common factor analysis are the most common methods (Goddard & Kirby 1976). Factor analysis rewrites the common variance as a new set of variables. It focuses on the common variance and weights the variables according to their inter-relationships with the others (Johnston 1978). PCA can have as many components as variables and the new component accounts for as much of the total variance as possible, in the original set of variables (Johnston 1978).

A separate factor analysis was done for each set of variables, in SPSS. These sets were natural landscape features, faunal attractions, floral attractions, cultural attractions, and outdoor

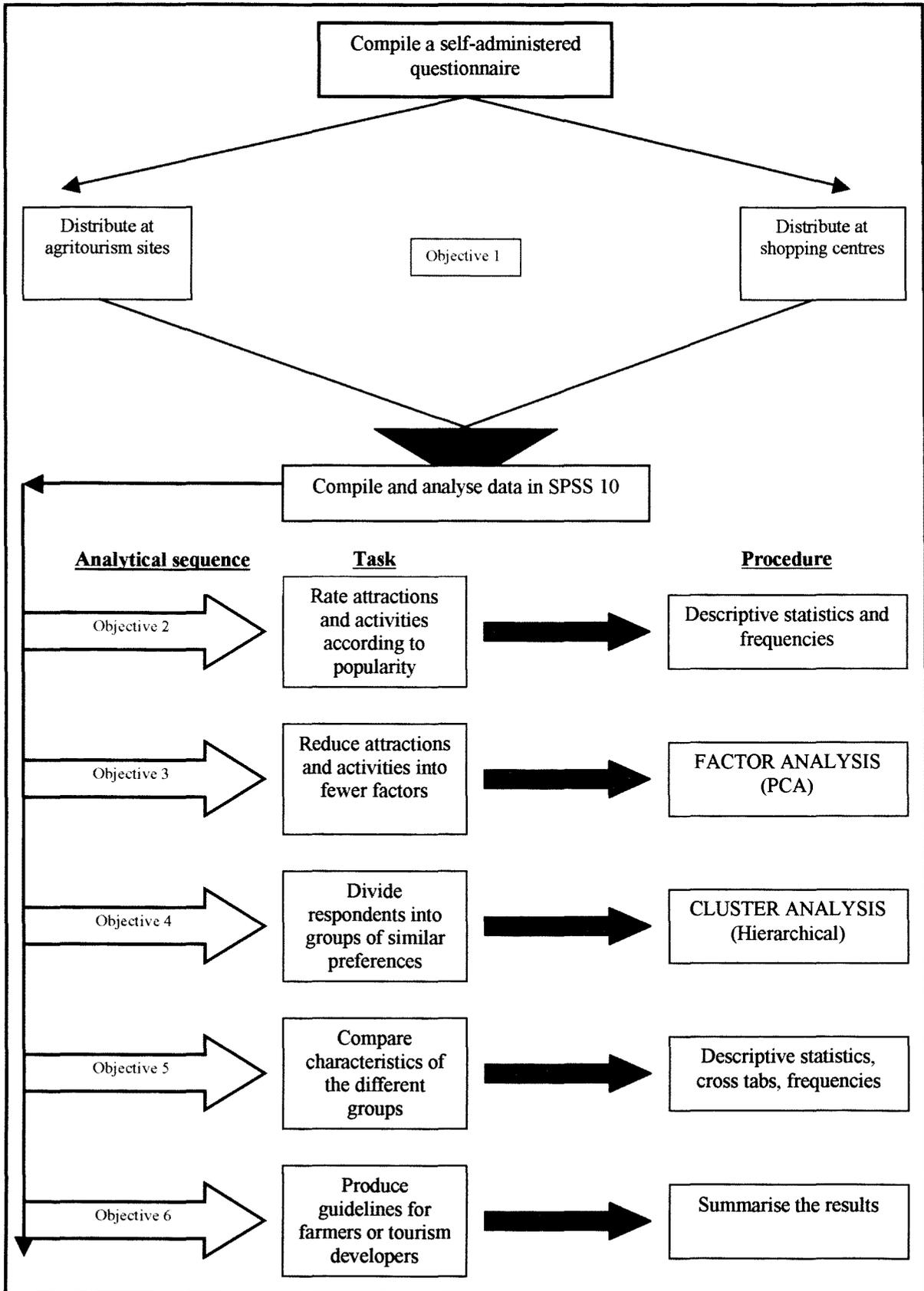


Figure 2.1 Research design of this study

activities. Transforming the data was not necessary as it was in an interval or ratio scale as stipulated (Davies 1984; Arimond & Elfessi 2001) and it was continuous numeric data.

Since the **extraction method**, common factor analysis, contradicts the purpose of identifying groups of variables with shared variance (Johnston 1978) the extraction method used was principal component analysis. "Principal component analysis is mostly used in geographical work to identify groups of related variables" (Robinson 1998: 123) and in tourism studies (Formica & Uysal 1998; Keng & Cheng 1999; Heung, Qu & Chu 2001). The first component has maximum variance, while successive components explain progressively smaller portions of the variance (Johnston 1978).

**Component scores**, instead of factor scores, were calculated and saved as new variables for the cluster analysis. Component scores can be computed directly, and factor scores are only estimated (Goddard & Kirby 1976; Johnston 1978; Robinson 1998). "Component scores are values for the observations on the new variables, reflecting their values on the original variables and the contribution each component (new variable) makes to the variance of these" (Johnston 1978: 152).

A lack of theory exists on methods that determine the **number of factors** extracted (Robinson 1998). There are a large number of alternative procedures. These procedures are divided into three categories. Firstly, there are the statistical tests that are rarely used (Davies 1984); secondly, statistical indices; and thirdly, a series of 'rules of thumb', including the 'Eigenvalues over 1.0 rule' (Goddard & Kirby 1976; Davies 1984; Smith 1989), the Scree Test and using a proportion of the explained variance (Davies 1984). When using a proportion of the explained variance, the cut-off can be as high as 10% of the variance (Bennett & Bowers 1976) but mostly a 5% cut-off is used (Davies 1984). It is the researcher's responsibility to choose the procedure that he/she feels is most appropriate as "the ultimate test is the interpretability of the resulting factors" (Goddard & Kirby 1976:24). In this study, extracting factors with Eigenvalues over 1.0 was selected, as it was the better option to have a satisfactory amount of explained variance and the least number of factors.

Each set of variables used in the factor analysis was rotated with a Varimax orthogonal rotation. For computer use, Kaiser's Varimax rotation is the most commonly used rotation

(Johnston 1978; Keng & Cheng 1999). The procedure entails rotating the resultant vectors until the factor loadings are near -1, 0 or +1 (Johnston 1978; Robinson 1998). Rotation in PCA is said to be meaningless as it refers to the common variance only, but there are examples in literature of the rotation of components (Johnston 1978; Robinson 1998). In this research study, the rotated loadings were clearer and easier to interpret and this procedure was followed.

Interpretation of the factors depends on the variable **loadings** (Van der Merwe 1990). There is no agreed upon 'cut-off' value, above which loadings are important. These loadings are interpreted in the same way as correlation coefficients, so the square of the loadings indicates the proportion of the variance in that individual variable (Bennett & Bowers 1976; Johnston 1978). A minimum value of  $\pm 0.3$  (Bennett & Bowers 1976; Davies 1984) has been adopted by many, although more emphasis should be placed on loadings above  $\pm 0.7$ , as this means that almost 50% of the variance is explained (Davies 1984). High loadings indicate high correlation between the original variable and the factor (Smith 1989). Davies & Lewis (in Davies 1984) divided the loadings into cases with low (from  $\pm 0.3$  to 0.49) medium  $\pm 0.5$  to 0.69 and high (those above  $\pm 0.7$ ) association. In this study, the highest loadings determined which factor that variable belonged to or associated with most strongly. The Davies and Lewis categories were used in deciding whether the loadings were highly significant or not.

### **2.7.2 Group segmentation through Cluster analysis**

Cluster analysis is frequently used in market segmentation (Punj & Stewart 1983). Cluster analysis is a generic term for a set of techniques that produce classifications, or 'homogenous groups' from initially unclassified data (Bijnen 1973; Everitt 1980). It helps reduce the data by organizing it into manageable groups. In this study, the procedure was used to divide respondents into groups of similar agritourism preferences.

An **agglomerative hierarchical cluster analysis** was performed in SPSS. The component scores of the new variables (factors) were used as input data. Transformation or standardisation of the data was therefore not necessary. Using a hierarchic classification procedure, the classes are grouped by repeating the process at different levels until terminal classes are generated that cannot be further subdivided (Everitt 1980; Arimond & Elfessi 2001). These procedures produce larger and more inclusive clusters by combining smaller clusters

(Smith 1989). Agglomerative methods “fuse individuals or groups of individuals which are closest (or similar)” (Everitt 1980: 25).

For the purpose of this study, **Ward’s method** was deemed the better option among the agglomerative methods, as it is highly efficient (Bijnen 1973; Everitt 1980), produces stable and interpretable results (Kastenholz, Davis & Paul 1999), and produces clusters of smaller size. Ward states (in Everitt 1980) that the loss of information, in any stage of the analysis, which results from grouping individuals into clusters, can be determined by the total sum of squared deviations of every point from the mean of the cluster to which it belongs.

Although Euclidean distance is the most commonly used measure for clustering (Everitt 1980), **squared Euclidean distance** measure produces better results when performing Ward’s method. Squared Euclidean distance is obtained by the sum of the squared differences between the values for the items (SPSS 1999).

There are no fixed rules in determining the **number of clusters**. There are many different methods proposed in the literature to determine the appropriate number of clusters but there is “no completely satisfactory solution” (Everitt 1980: 66). It is the researcher’s task to determine which method is most appropriate. The cluster analysis procedure results in a **dendrogram**, a branching structure, used to determine the number of clusters. A dendrogram firstly shows the highly correlated pairs of observations, which are then grouped with unattached observations until all are combined into one single group (Robinson 1998). The researcher must decide the level of the cut-off of the branching dendrogram so that distinct groups of observations can be extracted (Van der Merwe 1990). This method seemed the most effective way in determining the number of clusters in this study.

**Bar graphs** were used in deciding what factors mainly represented or characterised the clusters. The bars indicate the mean of the component/factor score loadings for a particular factor. The completed bar graphs indicate what factors are rated highly, for each cluster, and therefore provide distinct tourist group profiles.

### 2.7.3 Descriptive and relational analysis

In the questionnaire, respondents rated all the attractions and activities according to their popularity, on a scale from 1 to 5, where 1 is very low, 2 is low, 3 is moderate, 4 is high and 5 is very high. Average ratings were calculated and analysed by constructing a bar graph, where the bar indicated the mean rating for each attraction or activity. A mean rating equal to or above 3 was considered as a relatively high rating.

Each cluster was analysed to distinguish the demographic, socio-economic and travel characteristics of its members. Descriptive statistics and frequencies were calculated as well as cross tabulations. For cross tabulations, a significance test for observed trends had to be done. Of all the non-parametric tests, chi-squared test has the greatest utility and is very popular in geographical research (Robinson 1998).

The **chi-square test** operates on data of nominal scale (Shaw & Wheeler 1985; Robinson 1998), therefore the data did not have to be transformed. The chi-square test can be used to see if one set of data corresponds with a particular type of distribution (Robinson 1998). It can be applied to two samples arranged in a contingency table, in which the two samples of observations are compared with one another. The null hypothesis is that there is no difference between the two samples (Shaw & Wheeler 1985; Robinson 1998). In SPSS, the null hypothesis is that the two variables are independent of each other. A significance level of 0.05 is used. If the significance level value is less than 0.05, then there is a significant relationship between the two variables (SPSS 1999 - Results coach). If expected frequencies are too small, chi-square may not be a valid statistical test (Howell 1999). For small contingency tables (nine or fewer cells), all expected frequencies should be at least five (Robinson 1998; Howell 1999). However, because of insufficient sub-sample size, the test results are not reported here.

The guidelines for the farmers or tourism developers were produced from summaries of the results of the above analyses. An important point to remember is that these are merely guidelines. With this chapter having provided background theory and methods, the results of the overall ratings of attractions and factor analysis are discussed in the following chapter.

## CHAPTER 3: AGRITOURISM ATTRACTIONS AND ACTIVITIES

With the poor exchange rate of the Rand, farm holidays are a cheaper alternative to overseas holidays for South Africans (Pienaar 1993). People are tired of the mundane daily routine and 'rushing around' of city life. The quiet, peaceful atmosphere and ambience of the farm is therefore welcomed. Tourists also enjoy the hospitality and personal attention they receive from the farm family (Botha 2000).

There are many attractions that 'pull' people to farms. These attractions have been divided into five categories: natural landscape features; faunal attractions; floral attractions; cultural attractions and outdoor activities. Indoor activities also attract people to farms.

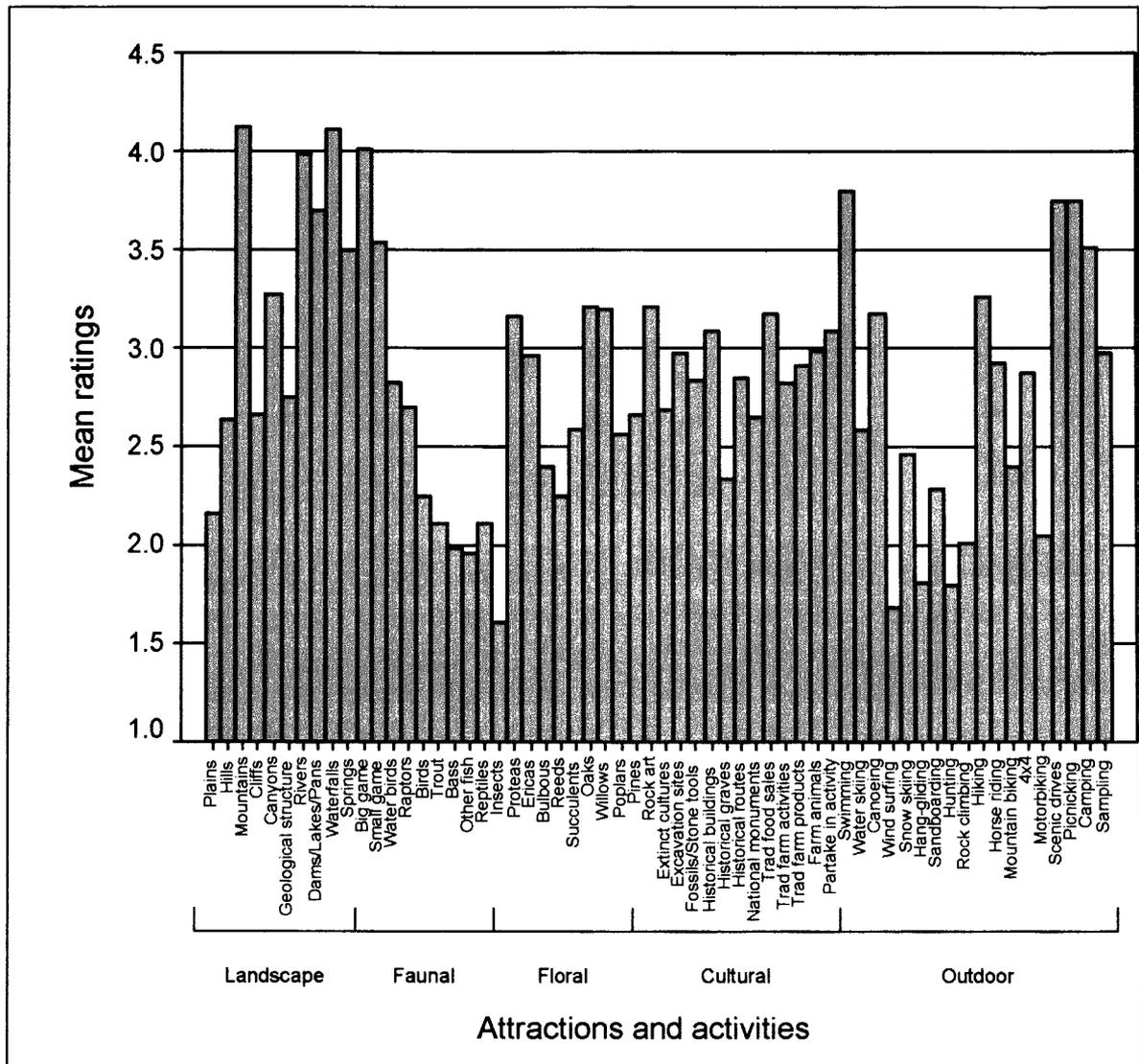
### 3.1 OVERALL RATINGS OF INDIVIDUAL AGRITOURISM PRODUCTS

The appreciation of and/or attraction value of the individual features and attractions are firstly evaluated. This is followed by an effort to isolate groups of like attractions.

#### 3.1.1 Ratings of all attractions and activities by all respondents

**Objective 2** is met by rating all the attractions, activities and services collectively. When examining the ratings given by all the respondents who participated in the study, natural landscape features, followed by outdoor activities, generally have higher mean ratings than other attractions.

The most popular attractions overall are 'Mountains' and 'Waterfalls', followed by 'Rivers' and 'Big game' (Figure 3.1). 'Swimming', 'Picnicking' and 'Scenic drives' are next, followed by 'Dams/Lakes/Pans'. 'Camping', 'Small game' and 'Springs' are also rated above average and just above average, there is 'Canyons', 'Hiking', 'Proteas', 'Oaks', 'Willows', 'Rock art', 'Canoeing', 'Partaking in farming activities' and 'Historical buildings'.



**Figure 3.1** Mean ratings of all the respondents for all attractions and activities

In order of popularity, the top 10 attractions and activities are:

1. 'Mountains' and 'Waterfalls'
2. 'Rivers' and 'Big game'
3. 'Swimming', 'Picnicking' and 'Scenic drives'
4. 'Dams/Lakes/Pans'.
5. 'Small game'
6. 'Camping' and 'Springs'
7. 'Canyons' and 'Hiking'
8. 'Proteas', 'Oaks', 'Willows', 'Rock art' and 'Canoeing',
9. 'Partaking in farming activities' and 'Historical buildings'
10. 'Ericas', 'Archaeological excavation sites', 'Farm animals' and 'Product sampling'

Considering the different families of attractions, the most popular landscape features are 'Mountains', 'Waterfalls', 'Rivers', 'Dams/Lakes/Pans' and 'Springs', as indicated in Figure 3.1. 'Rock art', 'Traditional food preparation and sales', 'Historical buildings', 'Observing/partaking in farming activities', 'Excavation sites' and 'Farm animals' are the most liked cultural attractions.

Of the faunal attractions, 'Big game' and 'Small game' are more popular (Figure 3.1). When one now considers individual attraction elements listed in Table 3.1, elephants are the most referred to species of big game. Leopard, lion and rhino are also mentioned. Generally, these respondents prefer any of the big five or members of the cat family. All types of antelope seem to be well-liked, especially Springbok. Flamingos and pelicans are common sought after water birds, probably because they are large. All types of eagles are mentioned, especially the Black Eagle. Crocodiles, tortoises and snakes are also listed as favourite species by some respondents.

'Oaks', 'Willow', 'Proteas' and 'Ericas' have the highest mean ratings (see Figure 3.1). Nearly 20% of the respondents are fond of all Protea species but more prefer the King and Giant Protea (consult Table 3.1). Lithops, cacti and vygies seem to be the favourite succulent species.

'Swimming', 'Scenic drives', 'Picnicking', 'Camping', 'Hiking', 'Canoeing' and 'Sampling' are the more popular outdoor activities as seen in Figure 3.1. The least popular outdoor activities are 'Wind surfing', 'Hang-gliding' and 'Hunting'. Tourism developers should not develop facilities and rent equipment to support these activities, unless that particular market is specifically targeted. It must be remembered that these respondents are mainly South Africans. Overseas visitors may be interested in different activities.

### **3.1.2 Activity equipment required**

Most respondents have their own camping equipment and their own vehicles to enjoy scenic drives, as seen in Table 3.2. Over 85% of the respondents answered that they would use their own vehicle for scenic drives and over 75% have their own camping equipment for camping activities. Of the respondents who indicated whether they would rent or own a 4x4, half

**Table 3.1** Favourite wildlife species of all the respondents

Species	Frequency	%	Species	Frequency	%	Species	Frequency	%
<b>Big game (n = 50)</b>			<b>Raptors (n = 24)</b>			<b>Proteas (n = 11)</b>		
Elephant	15	30.0	Eagles	14	58.3	King	5	45.5
Leopard	7	14.0	Black eagle	4	16.7	Giant	2	18.2
Lion	7	14.0	Fish eagle	2	8.3	All Protea	2	18.2
Rhino	5	10.0	Kites	1	4.2	Pin-cushion	1	9.1
Giraffe	3	6.0	Bateleur	1	4.2	Repens	1	9.1
Big Five	4	8.0	Jackal buzzard	1	4.2	<b>Succulents (n = 4)</b>		
Buffalo	2	4.0	All raptors	1	4.2	Lithops	2	50.0
Cat family	2	4.0	<b>Other birds (n = 12)</b>			Cacti	1	25.0
Eland	1	2.0	All birds	3	25.0	Vygies	1	25.0
Kudu	1	2.0	Kingfisher	1	8.3			
Cheetah	1	2.0	Flamingos	1	8.3			
Gemsbok	1	2.0	Ducks	1	8.3			
All big game	1	2.0	Kites	1	8.3			
<b>Small game (n = 44)</b>			Knysna loerie	1	8.3			
All antelope	10	22.7	Sunbirds	1	8.3			
Springbok	7	15.9	Weavers	1	8.3			
Zebras	5	11.4	Love birds	1	8.3			
All small game	4	9.1	Robins	1	8.3			
Klipspringer	3	6.8	<b>Fish (n = 8)</b>					
Bontebok	2	4.5	Marine fish	2	25.0			
Kudu	2	4.5	Tuna	1	12.5			
Grysbok	1	2.3	Elf	1	12.5			
Gemsbok	1	2.3	Salmon	1	12.5			
Eland	1	2.3	Yellowtail	1	12.5			
Monkeys	1	2.3	Sword	1	12.5			
Porcupine	1	2.3	Game fish	1	12.5			
Rabbits	1	2.3	<b>Reptiles (n = 22)</b>					
Meerkat	1	2.3	Crocodiles	8	36.4			
Honey badger	1	2.3	All snakes	3	13.6			
Warthog	1	2.3	Tortoise	3	13.6			
Small predators	1	2.3	Iguana	2	9.1			
Impala	1	2.3	Cobra	1	4.5			
<b>Water birds (n = 31)</b>			Vipers	1	4.5			
Flamingos	7	22.6	King cobra	1	4.5			
Pelicans	6	19.4	Lizards	1	4.5			
All water birds	4	12.9	Chameleon	1	4.5			
Kingfisher	3	9.7	Leguan	1	4.5			
Fish Eagle	3	9.7	<b>Insects (n = 10)</b>					
Ducks	2	6.5	Dung-beetles	3	30.0			
Geese	1	3.2	Butterflies	3	30.0			
Egyptian geese	1	3.2	Any bugs	1	10.0			
Swans	1	3.2	Beetles	1	10.0			
Goliath heron	1	3.2	Koringkriek	1	10.0			
Heron	1	3.2	All insects	1	10.0			
Swallows	1	3.2						

**Table 3.2** Renting or owning of equipment for all the respondents

	Valid	Frequency	Percentage	Total Responses
<b>Water-skiing</b>	Rent	53	76.8	69
	Own	16	23.2	
<b>Canoeing/boating</b>	Rent	73	83.9	87
	Own	14	16.1	
<b>Windsurfing</b>	Rent	53	93.0	51
	Own	4	7.0	
<b>Snow-skiing</b>	Rent	62	92.5	67
	Own	5	7.5	
<b>Hang-gliding</b>	Rent	55	98.2	56
	Own	1	1.8	
<b>Sandboarding</b>	Rent	66	94.3	70
	Own	4	5.7	
<b>Hunting</b>	Rent	34	66.7	51
	Own	17	33.3	
<b>Rock-climbing</b>	Rent	43	79.6	54
	Own	11	20.4	
<b>Horse-riding</b>	Rent	74	93.7	79
	Own	5	6.3	
<b>Mountain biking</b>	Rent	42	59.2	71
	Own	29	40.8	
<b>4x4</b>	Rent	38	50.0	76
	Own	38	50.0	
<b>Motorbiking/Motorcross</b>	Rent	39	67.2	58
	Own	19	32.8	
<b>Scenic drives</b>	Rent	10	13.7	73
	Own	63	86.3	
<b>Camping</b>	Rent	18	22.5	80
	Own	62	77.5	

indicated that they already own a 4x4. Forty per cent of the respondents answered that they have their own mountain bikes. Regarding the remaining activities, most of these respondents seem to prefer to rent the equipment rather than buy their own.

Providing equipment and facilities for activities that are in demand, will be profitable. People are looking for adventure but often cannot afford to purchase equipment used in outdoor activities. The top rated adventure activities are activities that do not require equipment, which goes to show that people are not always willing to purchase equipment and facilities for outdoor activities. Renting out such equipment will act as a 'pull' factor to the destination.

Farms can host certain indoor activities. This is sometimes the only time people spend time on farms or how they become aware of farm tourism. Indoor activities can be social events or business events. Social events include weddings, parties and generally any type of social gathering. Business events are usually meetings, seminars, workshops or team building exercises. The results show that 82% of respondents would utilise facilities for social events

and 34% for business purposes. Industries/companies are increasingly using rural tourism facilities for overnight accommodation, conferences and team building programs (Botha 2000). Farmers/landowners are slowly starting to develop seminar and meeting facilities. These locations are ideal settings for such events. Entrepreneurs must ensure that such facilities are well marketed in the corporate and business world.

### **3.2 COHERENT AGRITOURISM ATTRACTION GROUPS**

This section reveals the results of the factor analysis of reducing the individual agritourism attractions into a manageable number of coherent factors. The preferences of the potential and practising agritourists for groups of attractions are clarified here, thereby reaching **objective three**.

#### **3.2.1 Natural landscape features**

Natural resources are enjoyed on farms. The aesthetic beauty of nature inspires tourists to participate in activities such as photography, nature-loving activities, picnicking, walking and adventure activities. Different types of landscapes induce different activities, like geological structures supporting rock climbing and hiking activities and water resources supporting water sports and fishing. Special environmental features, such as high mountains, unusual geological formations, caves, geysers and hot springs, are important attractions (Keyser 2002). The factor analysis isolated four well-defined factors, explaining a combined 70% of the total variance in the original 10 variables.

**Factor 1** explains a large proportion of the total variance, almost 24%, as seen in Table 3.3. Four variables are strongly associated with this factor, three of which have high loadings and one that has a medium loading. These variables all relate to geological and dramatic landscape structures in the natural environment and therefore can be termed the **GEOLOGICAL STRUCTURES AND LANDSCAPE ATTRACTIONS**.

The **second factor** combines two variables and explains just over 16% of the variance. Both variables have high loadings. These variables, rivers and dams/lakes/pans, represent fairly large-scale water resources that are usually attractive to tourists not only for their beauty but

**Table 3.3** Factors of natural landscape feature attractions

Components/Factors				
Variables	1	2	3	4
Plains	.003	-.048	.105	.927
Hills	.310	.208	-.079	.552
Mountains	.557	.314	-.392	.283
Cliffs	.788	-.064	-.017	.175
Canyons	.851	.016	.130	-.061
Geological structures	.742	.002	.161	.121
Rivers	.150	.866	.079	.036
Dams/Lakes/Pans	-.165	.819	.197	.068
Waterfalls	.208	.141	.768	.222
Springs	.010	.157	.873	-.124
Eigenvalues	2.396	1.614	1.611	1.364
Percentage of variance	23.97	16.14	16.11	13.64
Cumulative percentage	23.97	40.10	56.21	69.85

their capability of supporting water sports. This factor is called **WATER SOURCES SUITABLE FOR WATER SPORTS** (also called 'Water resources1').

A further 16% of the variance is also explained in the **third factor**. It has two variables with high loadings. These variables are water resources that have great aesthetic value and it is their natural beauty and splendour that usually attract people. **WATER SOURCES WITH AESTHETIC VALUE** (also called 'Water resources2') is the name given to this factor.

Two variables are found in **Factor 4** and roughly 14% of the variance is accounted for. One variable, plains, has a high loading and the other, hills, has a medium loading. This factor is called **PLAINS AND HILLS** as these are the two landscape features that act as the attractions.

### 3.2.2 Faunal attractions

Concerning the 10 types of fauna, the top four factors explained a high 75% of the total variance. The **first factor** accounts for approximately 23% of the variance. It consists of two variables with high loadings and one medium loaded variable (Table 3.4). These variables represent different, yet, general types of birds as attractions and it is called **ALL BIRDS**.

**Factor 2** has three variables, with high loadings. It explains nearly 23% of the variance and is as strong as Factor 1. These variables are concerned with different, yet general, species of fish as attractions and so the factor is called **ALL FISH**.

**Table 3.4** Factors of faunal attractions

Components/Factors				
Variables	1	2	3	4
Big game	-.019	.138	.002	<b>.907</b>
Small game	.566	.011	.062	<b>.610</b>
Water birds	<b>.856</b>	.071	.146	.078
Raptors	<b>.638</b>	.067	.284	.213
Other birds	<b>.824</b>	.173	.081	-.120
Trout	.025	<b>.874</b>	-.087	.105
Bass	.038	<b>.945</b>	.064	.071
Other fish	.219	<b>.727</b>	.083	.012
Reptiles	.133	.095	<b>.893</b>	.057
Insects	.219	-.053	<b>.855</b>	-.025
Eigenvalues	2.256	2.256	1.659	1.280
Percentage of variance	22.56	22.56	16.59	12.80
Cumulative percentage	22.56	45.13	61.72	74.52

Nearly 17% of the variance is represented in the **third factor** and it has two variables with high loadings. The variables, reptiles and insects, usually interest the same type of tourists and therefore are grouped together as **REPTILES AND INSECTS**.

**Factor 4** consists of two variables and explains close to 13% of the variance. One factor, big game, has a high loading and the other factor, small game, has a medium loading. This factor represents big and small game and is termed **GAME**.

### 3.2.3 Floral attractions

This family of attractions is efficiently (75% of variance explained) summarised by three strong factors. Of these, **Factor 1** explains a large proportion of the total variance, i.e. approximately one third. Table 3.5 shows that it represents four variables, all with high loadings. These variables are different kinds of large alien trees that attract people, generally because they are landscape defining, add aesthetic value to the natural landscape and provide shade. As there are not many forests (plantations or natural) in the Western Cape, many people enjoy the beauty and magic of trees. This factor is rightfully named **LARGE TREES**.

There are three variables in **Factor 2**, two with high loadings and one with a medium loading. These variables, bulbs, reeds and succulents, are the less visible, yet species diverse types of fynbos. This factor explains just over 21% of the variance and is named **DIVERSE FYNBOS**.

**Table 3.5** Factors of floral attractions

Components/Factors			
Variables	1	2	3
Proteas	.135	.090	.906
Ericas	.190	.242	.855
Bulbous	.220	.695	.399
Reeds	.083	.842	.190
Succulents	.248	.709	-.014
Oaks	.827	.275	.164
Willows	.827	.246	.150
Poplars	.835	.221	.087
Pines	.850	-.003	.141
Eigenvalues	2.959	1.947	1.824
Percentage of variance	32.88	21.64	20.27
Cumulative percentage	32.88	54.52	74.78

The **third factor** has two high loading variables and it accounts for roughly 20% of the variance. These variables are Proteas and Ericas, the more popular of the fynbos. **PROTEAS AND ERICAS** is the name given to this factor.

### 3.2.4 Cultural attractions and activities

Some farms or other rural places have archaeological or historical value. They may contain San rock art, fossil remains, stone tools, artefacts, historical buildings/structures or other national monuments. These are interesting to see and professionals or students may want to view them for research purposes. Tourists can learn more about the people of the past from these attractions.

People from the city enjoy participating in farming activities, farming way of life and the opportunity to feel part of the farming family, i.e. to have meals with them and help them with their chores (Pienaar 1993). The activities that the city dwellers want to partake in are, for example, feeding of the animals, milking the cows, dipping cattle, shearing sheep and harvesting fruit (Pienaar 1993). Agricultural products attract tourists who wish to purchase them 'fresh from the farm'. These products are usually dispensed at farm stalls (roadside stands), on-farm restaurants and nurseries.

The factor analysis of 13 original variables generated four factors accounting for more than 70% of the total variance, as indicated in Table 3.6. The **first factor** explains almost 22% of the variance and has four variables with high loadings. These variables all relate to archaeological

**Table 3.6** Factors of cultural attractions

Components/Factors				
Variables	1	2	3	4
Rock art	.748	.205	.125	.141
Observing extinct cultures	.844	.053	.004	-.031
Excavation/Archaeological sites	.818	.352	-.044	.078
Fossils/Stone tools	.865	.108	.139	.068
Historical buildings	.191	.748	.102	-.117
Historical graves	.186	.770	-.221	.103
Historical routes	.201	.747	-.117	.267
National monuments	.061	.710	.247	-.078
Traditional food preparation, catering and sale	.102	.003	-.014	.848
Traditional farming activities/displays	.013	.120	.543	.692
Traditional farm household products (preparation/sales)	.084	.006	.493	.694
Farm animals	.107	.040	.849	.203
Partaking/Observing in farming activities	.063	-.035	.878	.079
Eigenvalues	2.838	2.411	2.201	1.861
Percentage of variance	21.83	18.55	16.93	14.31
Cumulative percentage	21.83	40.38	57.31	71.62

features and are termed **ARCHAEOLOGICAL ATTRACTIONS**.

Four variables with high loadings occur in the **second factor**. These variables relate to historical objects and are therefore called **HISTORICAL ATTRACTIONS**. It explains nearly 19% of the variance.

**Factor 3** consists of two variables with high loadings. Here roughly 17% of the variance is explained. This factor, **OBSERVING FARMING ACTIVITIES AND FARM ANIMALS**, is so called as the farm animals and the option of partaking in or observing farm activities serve as attractions.

**Factor 4** has three variables and accounts for slightly over 14% of the variance. Two of the variables have medium loadings and one a high loading. **TRADITIONAL FARMING ACTIVITIES AND PRODUCTS** is the name of this factor as the constituents are all related to traditional farming displays/activities and traditional food preparation, catering and sales and traditional farm household products.

### 3.2.5 Outdoor activities

Here factor analysis reduced 18 original activity variables to four factors accounting for a disappointingly low 60% of the total variance. **Factor 1** explains a large proportion of the

variance, i.e. slightly over one quarter. It consists of eight medium-loaded variables and two high loading variables as indicated in Table 3.7. These variables are water-skiing, windsurfing,

**Table 3.7** Factors of outdoor activities

Components/Factors				
	1	2	3	4
Swimming	.047	.761	.124	-.127
Water-skiing	.693	.306	-.130	.072
Canoeing	.367	.703	.039	-.084
Windsurfing	.683	.103	-.161	.127
Snow-skiing	.593	.307	.134	.314
Hang-gliding	.724	.103	-.058	.090
Sandboarding	.650	.331	.083	.390
Hunting	.655	-.158	.007	-.337
Rock-climbing	.523	.262	.122	.369
Hiking	.057	.647	.290	.234
Horse-riding	.400	.484	.076	.483
Mountain biking	.618	.410	-.083	.337
4x4	.624	-.025	.476	-.024
Motorbiking/Motorcross	.746	.036	.312	-.001
Scenic drives	-.082	.087	.841	-.019
Picnicking	-.127	.371	.601	.330
Camping	.285	.217	.466	.304
Sampling	.055	-.168	.125	.742
Eigenvalues	4.683	2.528	1.825	1.708
Percentage of variance	26.02	14.04	10.14	9.49
Cumulative percent	26.02	40.06	50.20	59.69

snow-skiing, hang-gliding, sandboarding, hunting, rock-climbing, mountain biking, 4x4ing and motorbiking/motorcross. This factor is called **HARD OUTDOOR ADVENTURE ACTIVITIES**. Hard adventure is one of the two types of adventure travel identified by Millington, Locke & Locke (in Keyser 2002); these activities need experience, participants must be mentally and physically fit and are mostly suited for younger people.

The **second factor** has two variables with high loadings, one with a medium loading and one with a low loading. The variables are swimming, canoeing, hiking and horse-riding. Mountain biking may also partly fall within this factor. **SOFT OUTDOOR ADVENTURE ACTIVITIES** is the name of this factor and it accounts for approximately 14% of the variance. Soft adventure is the other identified type of adventure travel and these activities require little or no experience and are less physically demanding (Keyser 2002). There may be some confusion here due to the way the questionnaire was set up. Many hard activities could be soft activities and vice versa. For example, canoeing could be a hard adventure activity, such as

white river rafting but it could be a soft adventure activity when it is done in a relaxing, fun way. In this context, many respondents saw it as a relaxing activity and not a hard sport.

The **third factor** explains just over 10% of the variance and has three variables – one with a high loading, one medium loading and one low loading. These variables relate to relaxing, low-energy outdoor activities that involve the love of nature. These are scenic drives, picnicking and sometimes camping and 4x4ing. Camping has a relatively low loading perhaps because it is not preferred by the older people who enjoy the other relaxing activities such as scenic driving. This factor is called **LOW ENERGY OUTDOOR ACTIVITIES**.

**Factor 4** is tightly associated with one variable with a high loading and explains less than 10% of the variance. This variable is sampling (of rurally produced products) but horse-riding is associated with this factor because many of the wine tasting and cheese sampling farms include horse-riding as an affiliated attraction. **SAMPLING** is the name given to this factor.

Natural resources are the foundations of tourism and especially agritourism. Management of the impacts on the natural environment is challenging but crucial when developing destinations. Outdoor activities that occur within these fragile environments must be controlled so as not to cause irreversible environmental degradation. Archaeological and historical artifacts or sites must be open to the public but only under strictly managed conditions. This is accomplished by conducting environmental impact assessments (EIAs), drafting management plans, holding exhibitions and demonstrations. Different destinations can develop some of these attractions or activities, depending on their resources, finances and whom they wish to attract.

The 19 attraction factors isolated in this chapter can now be analysed further in the next chapter, where groupings of tourists are identified. The different segments or clusters of agritourists are discussed next to identify who these tourists are and what they really want.

## CHAPTER 4: AGRITOURISM SEGMENTS

This chapter reports on the cluster analysis performed on the 19 factors summarising attraction variable groups that were isolated in the previous chapter. This is done to segment the tourists into groups that can be targeted, for agritourism marketing purposes. Hence, the results of the cluster analysis are discussed first, before the individual clusters are analysed in detail.

In some cases, the respondents did not answer certain questions. This may be because they did not rate particular agritourism attractions or activities at all. For whatever reason, these were left blank and therefore regarded as missing data. Any cases with missing data could not produce component scores and could not be used as input data in the cluster analysis. Only 94 of the 108 respondents filled in all the questions relating to agritourism attractions and activities, therefore an adequate 87% of the cases were valid for use in the procedure.

### 4.1 CLUSTER FORMATION

The results of the cluster analysis are represented visually in the dendrogram in Figure 4.1. The dendrogram indicates the distance levels at which individual respondents join with the cluster groups. The dendrogram rescales the actual distances to numbers between 0 and 25, preserving the ratio of the distances between the steps. The cut-off distance level decided upon was 9.5 where it produced an efficient five clusters. **Objective 4** was therefore accomplished.

The sizes of these clusters/groups are relatively small to be used further as samples in analysis, since small samples are prone to larger errors (Watts & Halliwell 1996). The general rule states “the minimum sample size, or size of subgroup, is considered to be thirty individuals for any test to be statistically reliable” (Watts & Halliwell 1996: 406). Unfortunately, these clusters (having been formed from a sample of 94) have less than 30 individuals, ranging from 24 to 16. This does not mean that any statistical analysis of them is unreliable. The results are merely interpreted as indicators when trying to understand the different types of tourist groups. Different analyses will be executed for the different clusters, depending on their size. If the number of clusters were decreased, then this would produce larger groups/clusters. That would mean that different groups of respondents with different preferences would be incorporated within the same ‘homogenous’ subgroup.

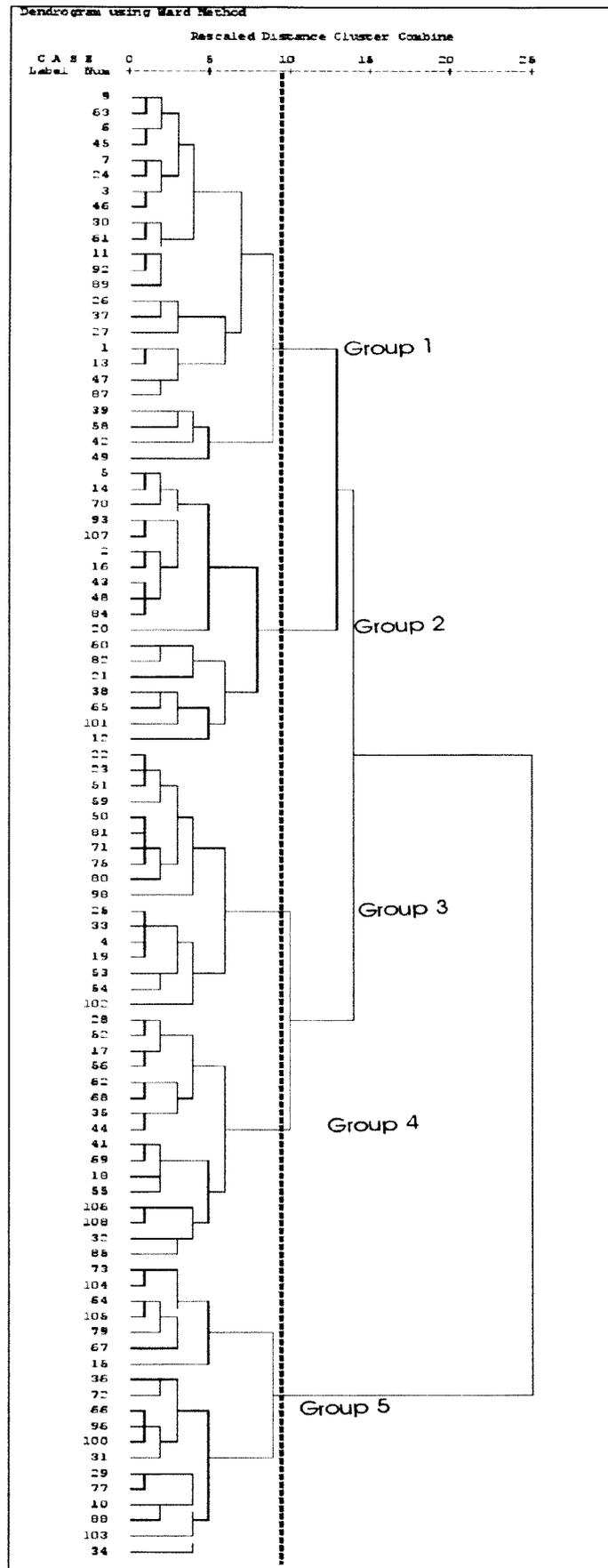


Figure 4.1 The different groups of practising and potential agritourists

## 4.2 COMPARATIVE PROFILE OF CLUSTERS

For comparative purposes, the main characteristics of the five tourist clusters are listed here under different headings in the format of tables. Little discussion of its contents is provided here but in the sections to follow, dealing with the individual clusters, these tables will be referred to.

### 4.2.1 Demographic characteristics

A “person’s age determines how much time is available for travel and the type of activity in which the person will take part” (Keyser 2002: 76). The age composition of society is also an important determinant in the travel propensity of the population.

Cluster 1 is mainly middle aged to elderly people, whereas the other clusters tend to be younger (Table 4.1). Cluster 1 and 5 seem to be mainly female and the others are reasonably balanced

**Table 4.1** The comparative demographics and income of the respondents

Valid	Age			Gender		Education			*Income					
	18-34	35-49	50 or >	M	F	<Gr12	Gr12	>Gr12	1	2	3	4	5	6
<b>All respondents used in cluster analysis only</b>														
Frequency	42	31	19	39	54	8	20	66	10	21	29	13	8	13
Percentage	45.7	33.7	20.7	41.9	58.1	8.5	21.3	70.2	10.6	22.3	30.9	13.8	8.5	13.8
Total (n)	92			93		94			94					
<b>Cluster 1 (general nature tourists)</b>														
Frequency	6	9	9	5	19	5	5	14	4	4	7	3	2	4
Percentage	25.0	37.5	37.5	20.8	79.2	20.8	20.8	58.3	16.7	16.7	29.2	12.5	8.3	16.7
Total (n)	24			24		24			24					
<b>Cluster 2 (urban tourists)</b>														
Frequency	9	6	1	10	8	0	7	11	1	3	11	0	2	1
Percentage	56.3	37.5	6.3	55.6	44.4	0	38.9	61.1	5.6	16.7	61.1	0	11.1	5.6
Total (n)	16			18		18			18					
<b>Cluster 3 (hard outdoor adventure tourists)</b>														
Frequency	8	8	1	9	7	2	2	13	2	5	2	4	2	2
Percentage	47.1	47.1	5.9	56.3	43.8	11.8	11.8	76.5	11.8	29.4	11.8	23.5	11.8	11.8
Total (n)	17			16		17			17					
<b>Cluster 4 (visual/soft outdoor adventure tourists)</b>														
Frequency	6	5	5	8	8	1	3	12	1	3	4	3	0	5
Percentage	37.5	31.3	31.3	50.0	50.0	6.3	18.8	75.0	6.3	18.8	25.0	18.8	0	31.3
Total (n)	16			16		16			16					
<b>Cluster 5 (agritourists)</b>														
Frequency	13	3	3	7	12	0	3	16	2	6	5	3	2	1
Percentage	68.4	15.8	15.8	36.8	63.2	0	15.8	84.2	10.5	31.6	26.3	15.8	10.5	5.3
Total (n)	19			19		19			19					

\* Income per month 1 = R0, 2 = R1-R4999, 3 = R5000-R9999, 4 = R10000-R19999, 5 = R20000-R29999, 6 = > or =R30000

with respect to gender. All the groups of tourists are well educated.

Household size and composition is linked to the stage of economic development of the country. The four stages are: high stationary stage, usually in undeveloped countries where travel is restricted to visiting friends and relatives; early expanding stage, when there is rapid population growth and increasing poverty, therefore the generally large, young families find tourism a luxury; late expanding stage, usually in developing countries where there is an increase in participation of tourism; and low stationary stage, in developed countries with smaller households, fewer young children and thus higher levels of tourism (Keyser 2002). South Africans would be represented in all these stages.

The size and composition of the family affects the time and money available for travel and decisions about travel are affected by the life stages. The family life cycle (the stages everyone moves through from birth to death) is important when trying to understand the decisions people make about destinations and tourism activities (Keyser 2002; Lawson 1994). These stages are: childhood; young adulthood (bachelor stage); marriage which consists of newly married (no children), full nest I (children under six), full nest II (children six and older), and full nest III (dependent children); empty nest (when children have left home); and old age (Keyser 2002; Lawson 1994). These life cycle stages are of a conventional family, probably from the developed world. Family structures can be quite different in South Africa and other developing countries (Keyser 2002). These stages can, therefore, only be used as guidelines when studying tourism in South Africa.

The family travel decision is further complicated. Many participants are involved in the decision making process, for instance, the family members (husband, wife, children and relatives) and non-family members (friends, reference groups or travel professionals). Each participant may assume a different role affecting the travel decision (Michie 1986).

In most of the different clusters, children travel frequently to occasionally with their parents (see Table 4.2). All the clusters have children and it can therefore be assumed that these children have an influence on the decisions of the parents when choosing a holiday destination.

**Table 4.2** Children's travel frequency and number of children of the clusters

How often children travel along					Number of children							
Valid	Never	Rarely	Occasionally	Frequently	0	1	2	3	4	5	6	
<b>All respondents</b>												
Frequency	5	8	22	30	44	23	20	14	4	2	1	
Percentage	7.7	12.3	33.8	46.2	40.7	21.3	18.5	13.0	3.7	1.9	.9	
Total (n)	65				108							
<b>Cluster 1 (general nature tourists)</b>												
Frequency	2	4	10	6	2	5	8	6	1	2	0	
Percentage	9.1	18.2	45.5	27.3	8.3	20.8	33.3	25.0	4.2	8.3	0	
Total (n)	22				24							
<b>Cluster 2 (urban tourists)</b>												
Frequency	1	1	5	3	8	3	4	1	2	0	0	
Percentage	10.0	10.0	50.0	30.0	44.4	16.7	22.2	5.6	11.1	0	0	
Total (n)	10				18							
<b>Cluster 3 (hard outdoor adventure tourists)</b>												
Frequency	0	1	2	5	8	3	2	3	0	0	0	
Percentage	0	12.5	25.0	62.5	50.0	18.8	12.5	18.8	0	0	0	
Total (n)	8				16							
<b>Cluster 4 (visual/soft outdoor adventure tourists)</b>												
Frequency	0	1	2	6	7	5	2	0	1	0	1	
Percentage	0	11.1	22.2	66.7	43.8	31.3	12.5	0	6.3	0	6.3	
Total (n)	9				16							
<b>Cluster 5 (agritourists)</b>												
Frequency	0	1	2	5	11	4	2	2	0	0	0	
Percentage	0	12.5	25.0	62.5	57.9	21.1	10.5	10.5	0	0	0	
Total (n)	8				19							

#### 4.2.2 Socio-economic characteristics

“The volume of tourism demand of a population is influenced by the country's economic conditions” (Keyser, 2002: 73). Consumer expenditure is important as it influences a person's tourism demand. How much people spend depends on how much they earn. The type of employment is also a determinant as it determines income and holiday entitlement. There is a strong relationship between the country's economy and the volume of tourism demand. The level of economic development influences many factors determining tourism demand, including average income levels, average disposable time and types of employment (Keyser 2002).

All the groups of tourists earn a good income per month, except Cluster 5 and Cluster 3 who earn relatively low salaries (see Table 4.1). This means that the majority of these tourists have a relatively high discretionary income that can be spent on tourism.

Table 4.3 shows that Cluster 5 tourists were mostly accessed on farms. The respondents from

**Table 4.3** Location of questionnaire distribution for cluster respondents

Valid	Shopping centres	Farms
<b>Cluster 1 (general nature tourists)</b>		
Frequency	20	4
Percentage	83.3	16.7
Total (n)	24	
<b>Cluster 2 (urban tourists)</b>		
Frequency	11	7
Percentage	61.1	38.9
Total (n)	18	
<b>Cluster 3 (hard outdoor adventure tourists)</b>		
Frequency	11	6
Percentage	64.7	35.3
Total (n)	17	
<b>Cluster 4 (visual/soft outdoor adventure tourists)</b>		
Frequency	11	5
Percentage	68.8	31.3
Total (n)	16	
<b>Cluster 5 (agritourists)</b>		
Frequency	6	13
Percentage	31.6	68.4
Total (n)	19	

the other clusters were mainly accessed at shopping centres. A huge majority of Cluster 1 were accessed at shopping centres.

#### 4.2.3 Travel characteristics

With private cars, modern-day tourism has been boosted (Keyser 2002). The increase in car ownership has also increased accessibility to the countryside/rural areas (Cracknell 1967). Domestic tourism is most influenced by mobility (Keyser 2002). Having a vehicle would possibly influence how often a person would travel and the distance he/she would be willing to travel.

The majority of the respondents of the different clusters own a vehicle (Table 4.4). These tourists are therefore mobile. Table 4.5 shows that all the clusters are willing to travel long distances for day, weekend or week-long trips. Cluster 5 is especially willing to travel long distances. The majority of the clusters of tourists, with exception of Cluster 2, get away at least twice a year (see Table 4.6).

**Table 4.4** Type and number of vehicles owned by cluster respondents

	Number of vehicles							Car				Bakkie				Caravan/ Camber		4x4/ORV			Motorcycle		
	0	1	2	3	4	5	6	0	1	2	3	0	1	2	3	0	1	0	1	2	0	1	2
<b>All respondents</b>																							
Frequency	6	55	30	13	2	0	1	23	68	15	2	84	23	0	1	106	2	87	19	2	95	10	2
Percentage	5.6	51.4	28.0	12.1	1.9	0	.9	21.3	63.0	13.9	1.9	77.8	21.3	0	.9	98.1	1.9	80.6	17.6	1.9	88.8	9.3	1.9
Total (n)	107							108				108				108		108			107		
<b>Cluster 1 (general nature tourists)</b>																							
Frequency	3	15	4	2	0	0	0	6	15	3	0	20	4	0	0	23	1	21	3	0	24	0	0
Percentage	12.5	62.5	16.7	8.3	0	0	0	25.0	62.5	12.5	0	83.3	16.7	0	0	95.8	4.2	87.5	12.5	0	100	0	0
Total (n)	24							24				24				24		24					
<b>Cluster 2 (urban tourists)</b>																							
Frequency	1	7	6	2	0	0	0	4	10	4	0	14	4	0	0	0	0	14	4	0	15	2	0
Percentage	6.3	43.8	37.5	12.5	0	0	0	22.2	55.6	22.2	0	77.8	22.2	0	0	0	0	77.8	22.2	0	88.2	11.8	0
Total (n)	16							18				18				18		18					
<b>Cluster 3 (hard outdoor adventure tourists)</b>																							
Frequency	1	8	3	2	2	0	1	2	13	2	0	12	4	0	1	0	0	14	2	1	13	2	2
Percentage	5.9	47.1	17.6	11.8	11.8	0	5.9	11.8	76.5	11.8	0	70.6	23.5	0	5.9	0	0	82.4	11.8	5.9	76.5	11.8	11.8
Total (n)	17							17				17				17		17					
<b>Cluster 4 (visual/soft outdoor adventure tourists)</b>																							
Frequency	0	6	6	4	0	0	0	2	12	2	0	10	6	0	0	15	1	11	4	1	15	1	0
Percentage	0	37.5	37.5	25.0	0	0	0	12.5	75.0	12.5	0	62.5	37.5	0	0	93.8	6.3	68.8	25.0	6.3	93.8	6.3	0
Total (n)	16							16				16				16		16					
<b>Cluster 5 (agritourists)</b>																							
Frequency	0	10	7	2	0	0	0	3	12	3	1	17	2	0	0	0	0	15	4	0	16	3	0
Percentage	0	52.6	36.8	10.5	0	0	0	15.8	63.2	15.8	5.3	89.5	10.5	0	0	0	0	78.9	21.1	0	84.2	15.8	0
Total (n)	19							19				19				19		19					

**Table 4.5** Distances that cluster respondents are willing to travel

Distance willing to travel (km)												
	Day				Weekend				Week or more			
	50	100	200	>200	50	100	200	>200	50	100	200	>200
<b>All the respondents</b>												
Frequency	27	57	14	4	1	15	56	32	0	2	4	99
Percentage	26.5	55.9	13.7	3.9	1.0	14.4	53.8	30.8	0	1.9	3.8	94.3
Total (n)	102				104				105			
<b>Cluster 1 (general nature tourists)</b>												
Frequency	7	12	3	0	1	3	14	5	0	0	3	21
Percentage	31.8	54.5	13.6	0	4.3	13.0	60.9	21.7	0	0	12.5	87.5
Total (n)	22				23				24			
<b>Cluster 2 (urban tourists)</b>												
Frequency	7	6	3	2	0	4	8	6	0	1	0	17
Percentage	38.9	33.3	16.7	11.1	0	22.2	44.4	33.3	0	5.6	0	94.4
Total (n)	18				18				18			
<b>Cluster 3 (hard outdoor adventure tourists)</b>												
Frequency	4	12	1	0	0	3	12	2	0	1	0	16
Percentage	23.5	70.6	5.9	0	0	17.6	70.6	11.8	0	5.9	0	94.1
Total (n)	17				17				17			
<b>Cluster 4 (visual/soft outdoor adventure tourists)</b>												
Frequency	5	8	2	0	0	1	8	6	0	0	0	15
Percentage	33.3	53.3	13.3	0	0	6.7	53.3	40.0	0	0	0	100
Total (n)	15				15				15			
<b>Cluster 5 (agritourists)</b>												
Frequency	3	10	4	1	0	3	6	9	0	0	1	17
Percentage	16.7	55.6	22.2	5.6	0	16.7	33.3	50.0	0	0	5.6	94.4
Total (n)	18				18				18			

Cluster 1, Cluster 2 and Cluster 4 rarely spend time on farms (Table 4.7). Cluster 3 and Cluster 5 visit farms at least once a year or twice a year. The reasons, by all the clusters, for visiting farms tend to be mainly for recreational or leisure purposes and sometimes for social events (see Table 4.7 and Table 4.8).

#### 4.2.4 Advertising

Table 4.9 indicates that Cluster 3 and Cluster 4 mainly use brochures as a means of selecting a destination and obtaining information about tourist destinations. The other clusters rely on word of mouth as their chief way of choosing their travel destinations.

**Objective five** is considered next, where a profile of each tourist cluster is explained. These results provide insight into who these tourists are, their socio-demographics, their needs, their travelling characteristics and how to market the agritourism experience to them.

**Table 4.6** Frequency of 'getting away' by cluster respondents

How often people get away							
	Never	Every 2-3 years	Once a year	Twice a year	3-5 times a year	Once a month	Weekly
<b>All respondents</b>							
Frequency	1	6	28	43	7	19	4
Percentage	.9	5.6	25.9	39.8	6.5	17.6	3.7
Total (n)	108						
<b>Cluster 1 (general nature tourists)</b>							
Frequency	1	4	7	10	0	2	0
Percentage	4.2	16.7	29.2	41.7	0	8.3	0
Total (n)	24						
<b>Cluster 2 (urban tourists)</b>							
Frequency	0	1	8	5	2	1	1
Percentage	0	5.6	44.4	27.8	11.1	5.6	5.6
Total (n)	18						
<b>Cluster 3 (hard outdoor adventure tourists)</b>							
Frequency	0	0	5	9	1	0	2
Percentage	0	0	29.4	52.9	5.9	0	11.8
Total (n)	17						
<b>Cluster 4 (visual/soft outdoor adventure tourists)</b>							
Frequency	0	1	3	7	2	3	0
Percentage	0	6.3	18.8	43.8	12.5	18.8	0
Total (n)	16						
<b>Cluster 5 (agritourists)</b>							
Frequency	0	0	2	8	2	6	1
Percentage	0	0	10.5	42.1	10.5	31.6	5.3
Total (n)	19						

**Table 4.7** Frequency of farm visits of the cluster respondents

How often respondents stay on farms						
	Never	Once a year	Twice a year	Monthly	Weekly	Live/Work
<b>All respondents</b>						
Frequency	43	23	20	16	3	3
Percentage	39.8	21.3	18.5	14.8	2.8	2.8
Total (n)	108					
<b>Cluster 1 (general nature tourists)</b>						
Frequency	12	6	2	4	0	0
Percentage	50.0	25.0	8.3	16.7	0	0
Total (n)	24					
<b>Cluster 2 (urban tourists)</b>						
Frequency	11	1	1	3	1	1
Percentage	61.1	5.6	5.6	16.7	5.6	5.6
Total (n)	18					
<b>Cluster 3 (hard outdoor adventure tourists)</b>						
Frequency	8	3	3	2	1	0
Percentage	47.1	17.6	17.6	11.8	5.9	0
Total (n)	17					
<b>Cluster 4 (visual/soft outdoor adventure tourists)</b>						
Frequency	8	2	4	1	1	0
Percentage	50.0	12.5	25.0	6.3	6.3	0
Total (n)	16					
<b>Cluster 5 (agritourists)</b>						
Frequency	2	5	8	3		1
Percentage	10.5	26.3	42.1	15.8		5.3
Total (n)	19					

**Table 4.8** Reasons given by cluster respondents for visiting farms

	Business		Social		Recreation Leisure		Farming way of life		More affordable		Visit friends and relatives	
	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes
<b>All respondents</b>												
Frequency	95	10	76	29	47	58	98	7	91	14	0	6
Percentage	90.5	9.5	72.4	27.6	44.8	55.2	93.3	6.7	86.7	13.3	0	100
Total (n)	105		105		105		105		105		6	
<b>Cluster 1 (general nature tourists)</b>												
Frequency	21	2	17	6	12	11	22	1	21	2	0	3
Percentage	91.3	8.7	73.9	26.1	52.2	47.8	95.7	4.3	91.3	8.7	0	100
Total (n)	23		23		23		23		23		3	
<b>Cluster 2 (urban tourists)</b>												
Frequency	15	2	13	4	11	6	17	0	16	1	N/A	N/A
Percentage	88.2	11.8	76.5	23.5	64.7	35.3	100	0	94.1	5.9		
Total (n)	17		17		17		17		17			
<b>Cluster 3 (hard outdoor adventure tourists)</b>												
Frequency	0	0	9	8	9	8	0	0	0	0	N/A	N/A
Percentage	0	0	52.9	47.1	52.9	47.1	0	0	0	0		
Total (n)	17		17		17		17		17			
<b>Cluster 4 (visual/soft outdoor adventure tourists)</b>												
Frequency	14	2	13	3	8	8	15	1	14	2	N/A	N/A
Percentage	87.5	12.5	81.3	18.8	50.0	50.0	93.8	6.3	87.5	12.5		
Total (n)	16		16		16		16		16			
<b>Cluster 5 (agritourists)</b>												
Frequency	15	4	13	6	4	15	14	5	14	5	0	2
Percentage	78.9	21.1	68.4	31.6	21.1	78.9	73.7	26.3	73.7	26.3		100
Total (n)	19		19		19		19		19		2	

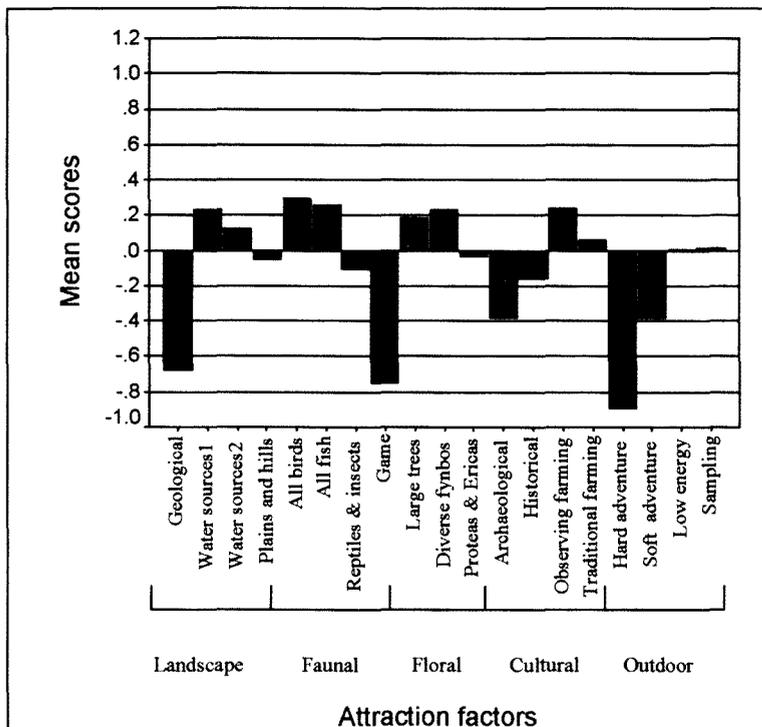
### 4.3 CLUSTER 1: GENERAL NATURE TOURISTS

Figure 4.2 displays the mean scores for the different factors of Cluster 1, consisting of 24 individuals. The factors, 'Water sources suitable for water sports (Water sources 1)', 'All birds', 'All fish', 'Large trees', 'Diverse fynbos', and 'Observing farm activities and farm animals', have the highest positive means for cluster one. Since they are all between 0.2 and 0.4, these respondents are only mildly interested in these attractions. The factors that stand out are those relating to 'Hard outdoor adventure activities' and 'Soft outdoor adventure activities', 'Game', 'Geological landscapes and structures' and 'Archaeological' attractions. These factors have large negative means indicating that respondents are quite disinterested in these attractions.

This cluster represents tourists interested in a general range of attractions, including small living details of the environment and farming activities. Perhaps these tourists enjoy bird-watching and fishing, and the different environments in which they are found, such as water

**Table 4.9** Sources used to obtain information about tourist destinations by cluster respondents

	Brochures		TIC/Travel agents		Internet		Roadside signs		Word of mouth		Ads in newspapers		Ads in magazines		Ads on TV/radio		Notices	
	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes
<b>All respondents</b>																		
Frequency	44	64	71	37	65	43	92	16	26	82	75	33	71	37	95	13	104	4
Percentage	40.7	59.3	65.7	34.3	60.2	39.8	85.2	14.8	24.1	75.9	69.4	30.6	65.7	34.3	88.0	12.0	96.3	3.7
Total (n)	108		108		108		108		108		108		108		108		108	
<b>Cluster 1 (general nature tourists)</b>																		
Frequency	14	10	17	7	19	5	23	1	5	19	18	6	17	7	22	2	24	0
Percentage	58.3	41.7	70.8	29.2	79.2	20.8	95.8	4.2	20.8	79.2	75.0	25.0	70.8	29.2	91.7	8.3	100	0
Total (n)	24		24		24		24		24		24		24		24		24	
<b>Cluster 2 (urban tourists)</b>																		
Frequency	10	8	12	6	11	7	16	2	4	14	13	5	12	6	14	4	18	0
Percentage	55.6	44.4	66.7	33.3	61.1	38.9	88.9	11.1	22.2	77.8	72.2	27.8	66.7	33.3	77.8	22.2	100	0
Total (n)	18		18		18		18		18		18		18		18		18	
<b>Cluster 3 (hard adventure tourists)</b>																		
Frequency	4	13	12	5	8	9	15	2	5	12	11	6	11	6	13	4	16	1
Percentage	23.5	76.5	70.6	29.4	47.1	52.9	88.2	11.8	29.4	70.6	64.7	35.3	64.7	35.3	76.5	23.5	94.1	5.9
Total (n)	17		17		17		17		17		17		17		17		17	
<b>Cluster 4 (visual/'soft' adventure tourists)</b>																		
Frequency	5	11	10	6	10	6	13	3	6	10	9	7	11	5	15	1	0	0
Percentage	31.3	68.8	62.5	37.5	62.5	37.5	81.3	18.8	37.5	62.5	56.3	43.8	68.8	31.3	93.8	6.3	0	0
Total (n)	16		16		16		16		16		16		16		16		16	
<b>Cluster 5 (agritourists)</b>																		
Frequency	8	11	13	6	9	10	13	6	5	14	14	5	11	8	18	1	18	1
Percentage	42.1	57.9	68.4	31.6	47.4	52.6	68.4	31.6	26.3	73.7	73.7	26.3	57.9	42.1	94.7	5.3	94.7	5.3
Total (n)	19		19		19		19		19		19		19		19		19	



**Figure 4.2** A profile of the factor scores for the respondents of Cluster 1

bodies and trees. They are interested in unusual types of vegetation, such as bulbs and reeds and even succulents. This cluster of tourists is oblivious to large-scale landscape features, such as geological features, or even cultural attractions, such as archaeological attractions. They are not partial to game or adventure activities, they are only interested in the smaller creatures of the environment. This cluster represents the general rural tourist who is easy to please in a very wide range of natural environments. It is therefore called the **GENERAL NATURE TOURISTS**.

#### 4.3.1 Demographic characteristics

This tourist cluster is mostly middle aged to elderly, as indicated in Table 4.1. They are not attracted by outdoor adventure activities and are obviously inactive due to their age. They would prefer observing farming activities, participating where possible and enjoying the interaction with the farm animals. They would therefore be exposed to the farming way of life.

With just over half of this group having an education higher than grade 12, they are somewhat under-educated compared to the total (Table 4.1). Studies have shown that as an individual's educational achievements increase, so does his/her desire to travel (Keyser 2002; White 1975).

The relationship between education and how often this cluster gets away, seems to be significant, as seen in Table 4.10. The higher the education level achieved, the more often they

**Table 4.10** How often Cluster 1 gets away by level of education

			How often people get away					Total
			Never	Every 2-3 years	Once a year	Twice a year	Once a month	
Education level	< Grade 12	Count % of Total	1 4.2%	2 8.3%	1 4.2%	1 4.2%		5 20.8%
	Grade 12	Count % of Total		2 8.3%	1 4.2%	1 4.2%	1 4.2%	5 20.8%
	>Grade 12	Count % of Total			5 20.8%	8 33.3%	1 4.2%	14 58.3%
Total		Count % of Total	1 4.2%	4 16.7%	7 29.2%	10 41.7%	2 8.3%	24 100.0%

seem to go away. Education is linked to higher incomes and world knowledge, which usually leads to the desire to travel. This is the case for this cluster, those that have a higher education appear to go on holiday more often than those with a lower education as they probably earn better salaries and have a strong desire to learn more about different regions and cultures.

The expected relationship between marital status and having children is confirmed. Table 4.11

**Table 4.11** Marital status of Cluster 1 by parenthood status

			Marital status				
			Single	Married	Divorced	Widowed	
Children	Have	Count % of Total	2 8.3%	14 58.3%	4 16.7%	2 8.3%	22 91.7%
	Have not	Count % of Total	2 8.3%				2 8.3%
		Count % of Total	4 16.7%	14 58.3%	4 16.7%	2 8.3%	24 100.0%

shows that close to 60% of Cluster 1 are married with children and an enormous majority of this group has children. These tourists are parents/mothers (nearly 80% are females) mainly to children aged 19 and older (Table 4.12). The majority of the children accompany their parents occasionally and sometimes frequently, as seen in Table 4.2. This is unexpected as children of this age often prefer to undertake their own tourism activities and not with their families. The children may have the same love for nature as their parents and therefore travel with them.

Results indicate that a third of these parents have two children and one quarter have three, (Table 4.2).

**Table 4.12** Ages of children of Cluster 1

Age category	Number of respondents	Total number of children
Children aged 5 or less	4	6
Children aged 6 - 12	7	8
Children aged 13 - 18	7	9
Children aged 19 and older	15	30

This cluster probably consists of people mainly in the marriage life stage, and some in the empty nest stage and old age stage. Those in the marriage stage have children under six, where financial and time constraints decrease travel propensity. Alternatively, they may have children aged six and older, where finances increase as does travel propensity. Those with dependent children, have improved finances and higher travel propensity (Keyser 2002; Nickerson 1996). When the children leave home and travel independently, there is more time and money for the parents and therefore travel propensity increases (Keyser 2002; Nickerson 1996). The elderly are a mobile group with much time available, especially if they are retired. Although, as their age increases, decreasing finances and the loss of a partner may lead to a decrease in travelling (Keyser 2002; Vanhove 2001).

#### **4.3.2 Socio-economic characteristics**

Most of this group has an income between R5000 and R9999 per month (see Table 4.1). The remaining is reasonably evenly spread on this income scale. Nearly nine per cent of the South African employed population received an income of R4501 to R11000 per month, in 1996 (Orkin 1998). The average South African income in 1996 was R501 to R1000 per month (Orkin 1998). Income and discretionary income is after all the dominant factor in explaining tourism demand (Vanhove 2001). These tourists have high incomes and are therefore good clients making very few demands.

#### **4.3.3 Travel characteristics**

##### **4.3.3.1 Mobility**

These medium sized families have at least one vehicle, most probably a car. Table 4.4 shows that slightly over 60% have one vehicle and slightly over 60% have one car and only over 10%

have two cars.

Owning a vehicle influences how often a person would travel and the distance he/she would be willing to travel. Those with a vehicle, in Cluster 1, are willing to drive up to 200km for a day trip, the majority willing to drive 100km (see Table 4.13). This is regarded as an excessive

**Table 4.13** Distance Cluster 1 travels on a day trip by vehicle ownership

		Vehicle ownership		Total	
		Have	Have not		
Day	50km	Count % of Total	5 21.7%	2 8.7%	7 30.4%
	100km	Count % of Total	12 52.2%		12 52.2%
	200km	Count % of Total	3 13.0%		3 13.0%
Total	Count % of Total	20 87.0%	3 13.0%	23 100.0%	

distance to travel for a day trip. Two of the three respondents without a vehicle indicated that they would travel only 50km for a day trip and the other one did not answer the question.

Table 4.14 indicates that over half of this cluster, are willing to drive 200km for a weekend

**Table 4.14** Distance Cluster 1 travels for a weekend by vehicle ownership

		Vehicle		Total	
		Have	Have not		
Weekend	0	Count % of Total		1 4.2%	1 4.2%
	50km	Count % of Total	1 4.2%		1 4.2%
	100km	Count % of Total	2 8.3%	1 4.2%	3 12.5%
	200km	Count % of Total	13 54.2%	1 4.2%	14 58.3%
	>200km	Count % of Total	5 20.8%		5 20.8%
	Total	Count % of Total	21 87.5%	3 12.5%	24 100.0%

away and a fifth are willing to travel a distance greater than 200km. The two who answered the question, who have no vehicle, stated that they would only travel 100km and 200km for a weekend.

The relationship between the distance travelled for a week or more and the ownership of a vehicle, is not significant. Tourists without a vehicle can hire a car if they wanted to travel for a week or more. The lack of a vehicle will therefore not influence their decision of the distance travelled for a week or more. Most of these tourists are willing to drive further than 200km for a holiday of a week or more (Table 4.5).

Table 4.15 shows that general nature tourists without a vehicle get away once a year or never,

**Table 4.15** How often Cluster 1 gets away by vehicle ownership

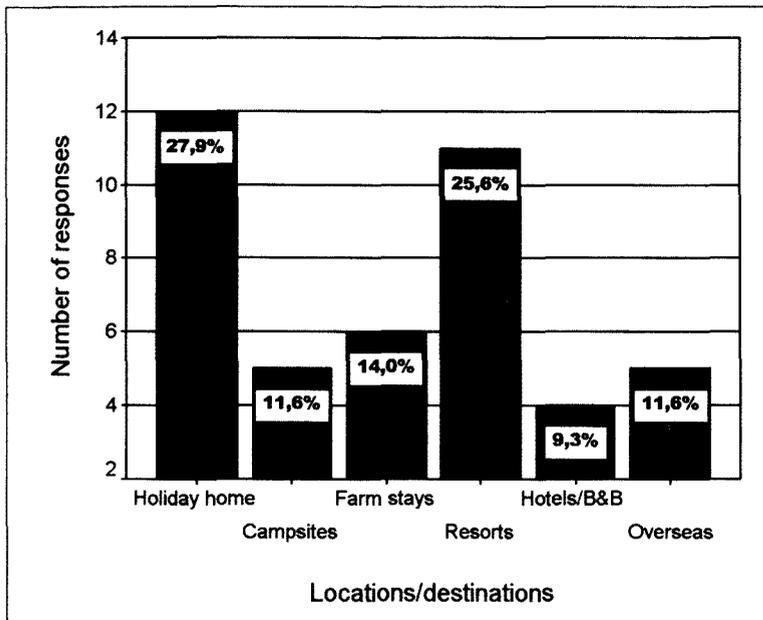
		How often people 'get away'					Total	
		Never	Every 2-3 years	Once a year	Twice a year	Once a month		
Vehicle	Have	Count	4	5	10	2	21	
		% of Total	16.7%	20.8%	41.7%	8.3%	87.5%	
	Have not	Count	1	2			3	
		% of Total	4.2%	8.3%			12.5%	
Total		Count	1	4	7	10	2	24
		% of Total	4.2%	16.7%	29.2%	41.7%	8.3%	100.0%

while the majority of those owning a vehicle manage to go on holiday twice a year. Approximately 40% of this group manages to get away twice a year but close to 30% get away once a year.

It can therefore be said that having access to a vehicle would therefore influence these tourists in travelling longer distances and getting away more often. Cluster 1 is prepared to travel relatively long distances, whether it is a day, weekend or weeklong trip and they manage to go on twice a year.

#### 4.3.3.2 Locations/destinations and accommodation

Figure 4.3 displays the different choices of Cluster 1 for tourism locations/destinations. Holiday homes are the most popular, followed by resorts. Farm stays received only six of the total forty-three responses, i.e., only 14%.



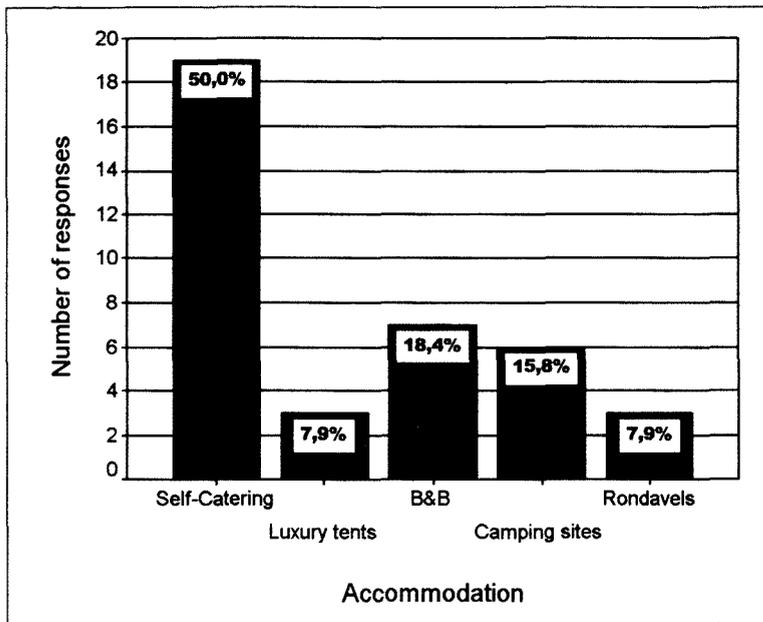
**Figure 4.3** Type of usual locations/destinations of Cluster 1

Large game farms/parks would not be their ideal destination but rather smaller farm reserves with trees, water, birds and natural vegetation. This is where they can appreciate the beauty of the environment, its quietness, the absence of crowds of tourists and can generally feel close to nature. This group tends towards nature-based tourism, where activities and experiences are entirely dependent on nature (Keyser 2002). These general nature tourists do take part in farm holidays but have probably not realised the full potential of visiting farm reserves, or smaller farm resorts.

Self-catering accommodation has 19 of the total 38 responses, i.e. 50%, as seen in Figure 4.4. Nearly 20% of the responses are for bed-and-breakfast accommodation (B&B) and 15% for camping sites. It is safe to say that a few of these tourists want to feel that they are surrounded by nature, while the rest want to overnight in comfort. Bearing in mind that this group is mainly middle aged to elderly people, a warm bed, a hot shower and a good meal is practically a necessity.

#### 4.3.3.3 Farm visits

Half of these respondents state that they never spend time on a farm. One quarter visit a farm once a year (consult Table 4.7). It can be seen in Table 4.8 that most of the respondents spend recreational or leisure purposes. A few travel to farms for social events, such as weddings or parties. This group of tourists needs to be introduced to farm holidays, as their desires can be



**Figure 4.4** Holiday accommodation preferences of Cluster 1

met on almost all farms in South Africa.

The majority of these general nature tourists want total privacy as opposed to personal attention from the farmer. Over 70% want total privacy, while only 28,6% want personal attention (Table 4.16). At times tourists may want attention from the farming family, while at other

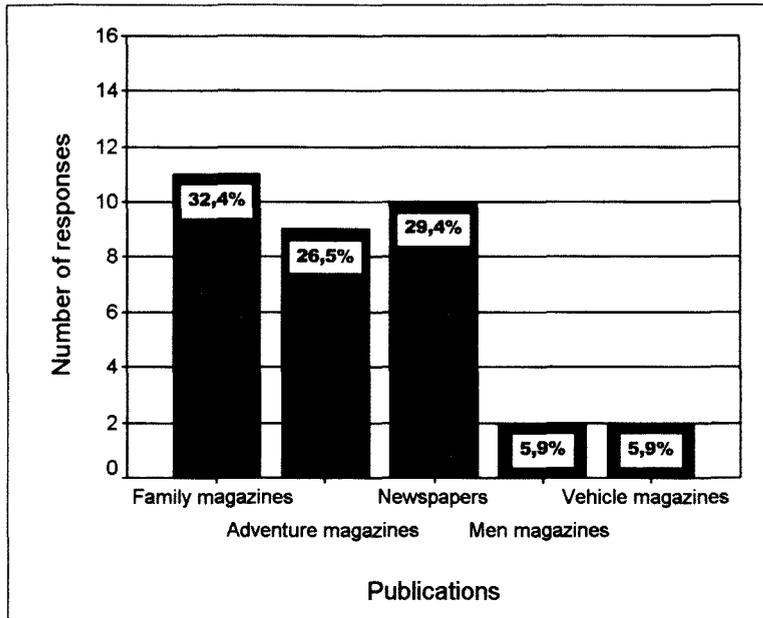
**Table 4.16** Preference for personal attention as opposed to total privacy of Cluster 1

	Personal attention		Total privacy	
	Yes	No	Yes	No
Frequency	6	15	15	6
Percentage	28.6	71.4	71.4	28.6
Total (n)	21		21	

times, privacy is preferred. The farmer must know when not to interfere and when to give the attention that people seek in a farm experience. The guests must not feel smothered or feel that their personal space has been invaded (Botha 2000).

#### 4.3.4 Advertising

When it comes to publishing advertisements or articles, family magazines are the most sensible choice of publication (nearly a third of the responses). After all, it is the nature-loving families the farmer wishes to attract. Figure 4.5 supports this assumption. It also indicates that



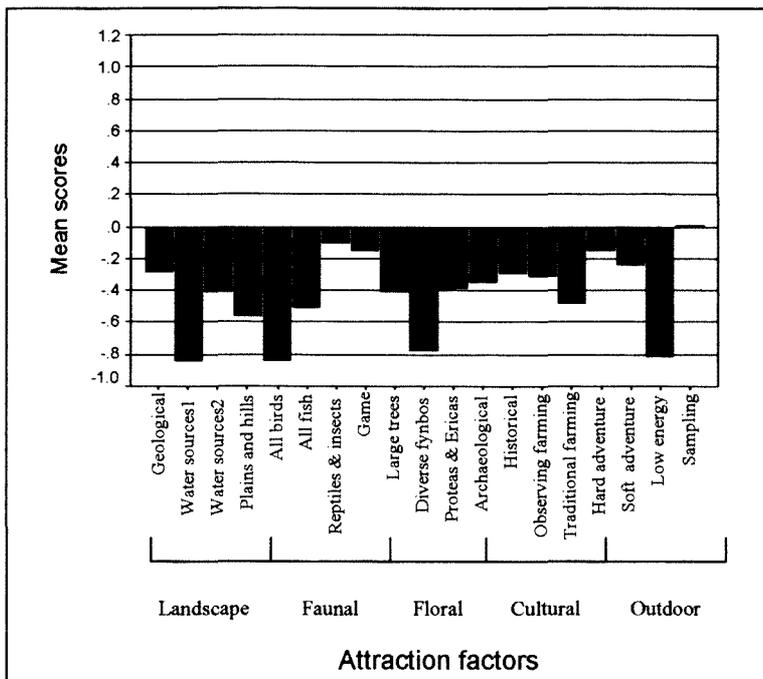
**Figure 4.5** Type of publications used by Cluster 1 to obtain information about destinations

newspapers are often used to choose destinations, followed by adventure magazines. Although these tourists do not participate in any adventure activities, it seems that they still read adventure type magazines as these contain information on tourist locations.

Word of mouth is the most common method to select destinations, a large majority of these respondents rely on this method (Table 4.9). Brochures are the next popular information sources, followed by the use of tourist information centres (TICs) or travel agents and advertisements in magazines and advertisements in newspapers.

#### 4.4 CLUSTER 2: URBAN TOURISTS

Cluster 2 has 18 individuals and all the factors have negative means except 'Sampling' (see Figure 4.6). 'Sampling' has an extremely low average in this cluster, it does not even show on



**Figure 4.6** A profile of the factor scores for the respondents of Cluster 2

the bar graph. Those with the highest negative means are, 'All birds', 'Water sources suitable for water sports (Water sources1)', 'Low energy activities' and 'Diverse fynbos'.

Possibly, this cluster, knows nothing about birds (they view them as pesky and noisy) and indigenous plants. Nature-loving activities, such as picnicking and scenic drives, are considered boring and more for 'old' people. Water sources and probably any water sports, scare them, as they, perhaps, have never participated in such events.

This cluster represents the tourists who are not interested in any agritourism activities and attractions. They have no appreciation for rural areas. Maybe the only time they would leave the city limits is to sample wine on wine farms. This cluster would more represent **URBAN TOURISTS** than any type of rural tourist.

#### 4.4.1 Demographic characteristics

There are slightly more males than females in this group. Over half of them are aged 18 to 34 and nearly 40% are aged 35 to 49 (see Table 4.1). This Approximately 60% of Cluster 2 has a tertiary education and close to 40% have Matric.

When investigating the marital status of this cluster, results indicate that almost 80% were married and the remaining were never married before (consult Table 4.17). It is nearly fifty-

**Table 4.17** Marital status of Cluster 2 by parenthood status

		Marital status		Total
		Single	Married	
Children Have	Count		10	10
	% of Total		55.6%	55.6%
Have not	Count	4	4	8
	% of Total	22.2%	22.2%	44.4%
Total	Count	4	14	18
	% of Total	22.2%	77.8%	100.0%

fifty when it comes to having children or not. All those who have children are married. Most of the children are aged 6 to 12 and 19 and older (Table 4.18). According to Table 4.2 the children occasionally to frequently travel with their parents. Of those who have children, there are sometimes one but usually two children.

**Table 4.18** Ages of children of Cluster 2

Age category	Number of respondents	Total number of children
Children aged 5 or less	4	5
Children aged 6 - 12	7	7
Children aged 13 - 18	2	3
Children aged 19 and older	3	7

Parents make decisions for children but children have significant influences on their decisions (Keyser 2002). This cluster also consists of young single or young married people, without any children. Young, single adults have a high travel propensity but they usually travel on budget holidays (Keyser 2002). They usually have no families to support or homes to run but they are only starting to make a career for themselves and therefore may not have the finances for expensive holidays. Young married couples, without children, have a high travel propensity and the highest purchase rate of all the life cycle stages (Keyser 2002; Nickerson 1996).

#### 4.4.2 Socio-economic characteristics

Just over 60% of these respondents receive an income of R5000 to R9999 per month (Table 4.1). Therefore, a large portion of these tourists receives an above average South African

income. As mentioned before, the average South African income is R501 to R1000 per month (Orkin 1998).

A large percentage of people from urban or suburban areas travel more than those from rural areas. “On average, people in urban areas are richer, have more money to spend, and are better educated than rural dwellers” (Keyser 2002: 83). These respondents are mostly ‘city slickers’, only four of the eighteen are from rural areas (see Table 4.19). Of these four, one is a student

**Table 4.19** Residential areas and occupation of the respondents of Cluster 2

Rural	Urban	Occupation
Stellenbosch	Welgelegen	Logistics supervisor
	Tygerhof	Self employed
	Wetton	Teacher
	Milnerton	
	Kleinbosch	IT Specialist
		Student
	Parow	Bee-keeper
	Milnerton	Teacher
	Green Point	Sales executive
	Parow North	Engineer
*Wolseley	Bloubergse	Property broker
	West Beach	Account manager
*	Durbanville	Developer
	Higgivale (Gardens)	Receptionist/Admin
*Robertson		Student
*Graaff-Reinet		Marketing/PRO and farmer
		Farmer
	Edgemead	IT consultant

\* Live or work on a farm

living in a rural university town, two are farmers, who indicated that they live/work on a farm and one a developer living/working on a farm. Another of these respondents indicated that he/she lived/worked on a farm. Those living and working in farming areas probably do not wish to holiday in these type of environments. The remaining urban people also do not wish to holiday in farm areas but for different reasons.

#### 4.4.3 Travel characteristics

##### 4.4.3.1 Mobility

Slightly over 40% of Cluster 2 have one vehicle and just fewer than 40% have two vehicles (consult Table 4.4). Approximately 55% have one car and roughly 20% have two cars. Close to 20% have a 4x4/ORV and a further 20% have a bakkie. It appears that these respondents are

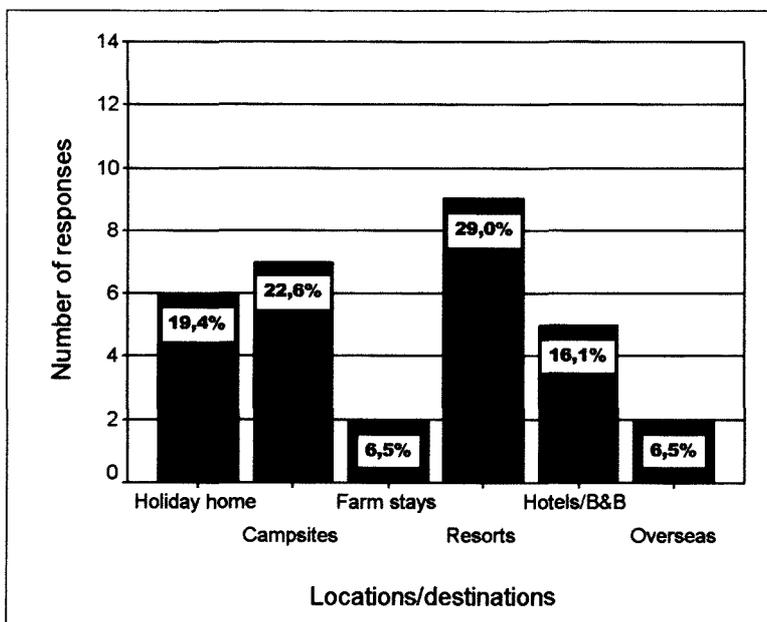
definitely more interested in the type of vehicles they drive and how many they have. Off-road vehicles(ORV)/4x4 are considered to be a status symbol by many, therefore it can be assumed that the urban tourists respondents are more aware of status symbols than the general nature tourists. Considering their age, education level, incomes and marital status, one might characterise Cluster 2 respondents as yuppies.

All the respondents, bar one, have vehicles, therefore no relationship can be found between the ownership of a vehicle and the distance they are willing to travel and/or how often they do travel. For a day trip, the majority are only willing to travel 50km, although a third are willing to drive up to 100km (Table 4.5). The majority are willing to drive 200km for a weekend trip and a third are willing to drive more than 200km. A very large majority are willing to travel more than 200km for a week or more.

According to Table 4.6, most urban tourists go away once a year. Slightly over a quarter, get away up to twice a year. It seems that these respondents do go on holiday, even though they are not attracted by nature or any outdoor activities. The question is where do they travel to?

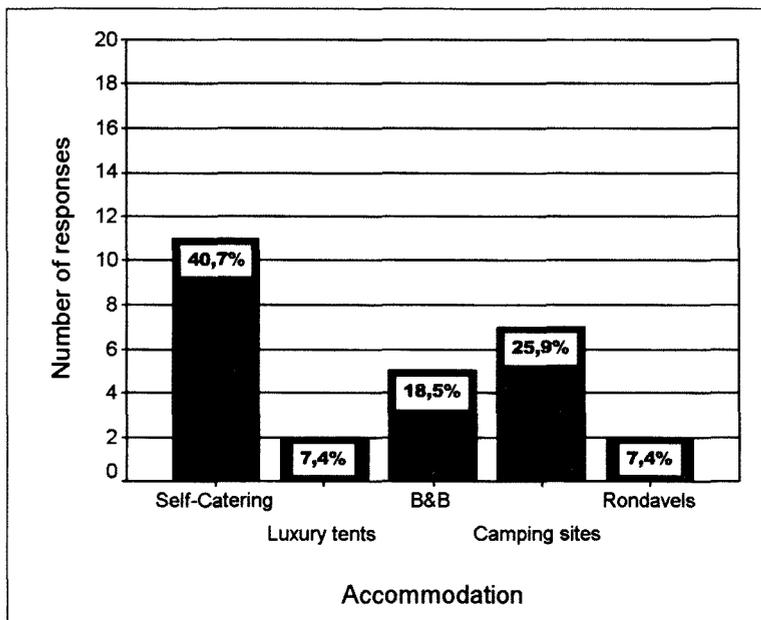
#### 4.4.3.2 Locations/destinations and accommodation

Cluster 2 tourists enjoy spending time at resorts, as shown in Figure 4.7. Resorts received 29%



**Figure 4.7** Type of usual locations/destinations of Cluster 2

of the responses. The next popular location would be campsites, which is unexpected as these respondents are not the outdoor types. Six of the total 31 responses were for holiday homes (nearly 20%), followed by 16% of the responses for hotels and B&B. Farm stays are definitely not a popular choice for these respondents. Regarding accommodation, Figure 4.8 shows that



**Figure 4.8** Holiday accommodation preferences of Cluster 2

self-catering accommodation is preferred (over 40% of the responses). Camping sites follow (over a quarter of the responses), and then B&B accommodation (nearly 20% of the responses).

Given the foregoing results, it can be assumed that these tourists travel to resorts, once a year. Here they want the convenience of self-catering apartments/cottages, usually for a long period. These resorts could be seaside resorts, spas or casino resorts, where the natural environment is not the main attraction but the nightlife is (disco clubs, restaurants, casinos and cinemas). A few of these tourists spend their holiday time at a holiday home or at hotels/B&B. They are attracted by the luxury and comfort of these locations and the accommodation found here. These respondents are possibly not very adventurous!

#### 4.4.3.3 Farm visits

Over 60% of these respondents never spend time on a farm (Table 4.7). About 17% travel to farms on a monthly basis. It must be remembered that four of these eighteen respondents live/work on farms. They may therefore be on the farm on a monthly, weekly or daily basis.

Table 4.8 indicates that if they were to experience farm stays, the main reasons would be for recreation and leisure and/or social gatherings.

Slightly over 60% want total privacy and just fewer than 40% want personal attention from the farmer and his/her family (see Table 4.20). Most of Cluster 2, therefore, wants to keep to

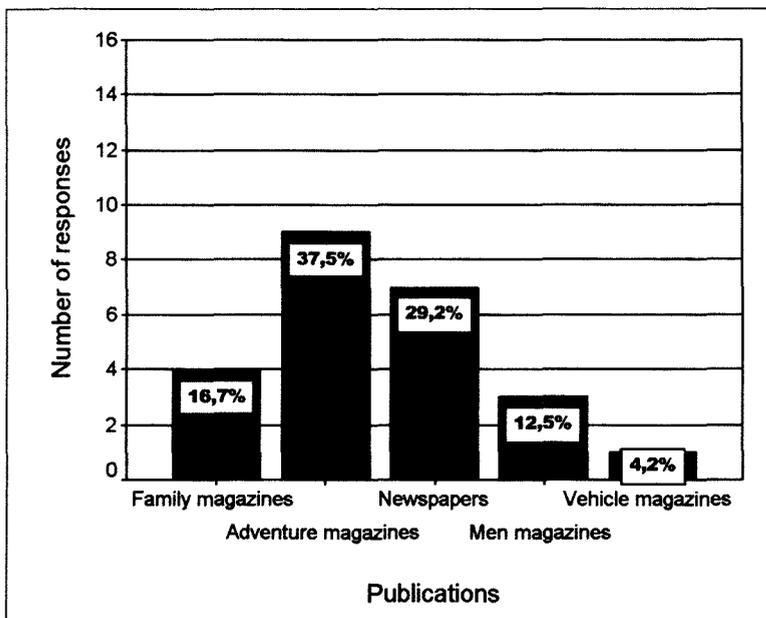
**Table 4.20** Preference for personal attention as opposed to total privacy of Cluster 2

	Personal attention		Total privacy	
	Yes	No	Yes	No
Frequency	7	11	11	7
Percentage	38.9	61.1	61.1	38.9
Total (n)	18		18	

themselves and not to have the farmer interfere.

#### 4.4.4 Advertising

It is ironic that these non-adventurous urban tourists would select their tourist destinations from adventure magazines. Newspapers are also a means of selecting locations (Figure 4.9).

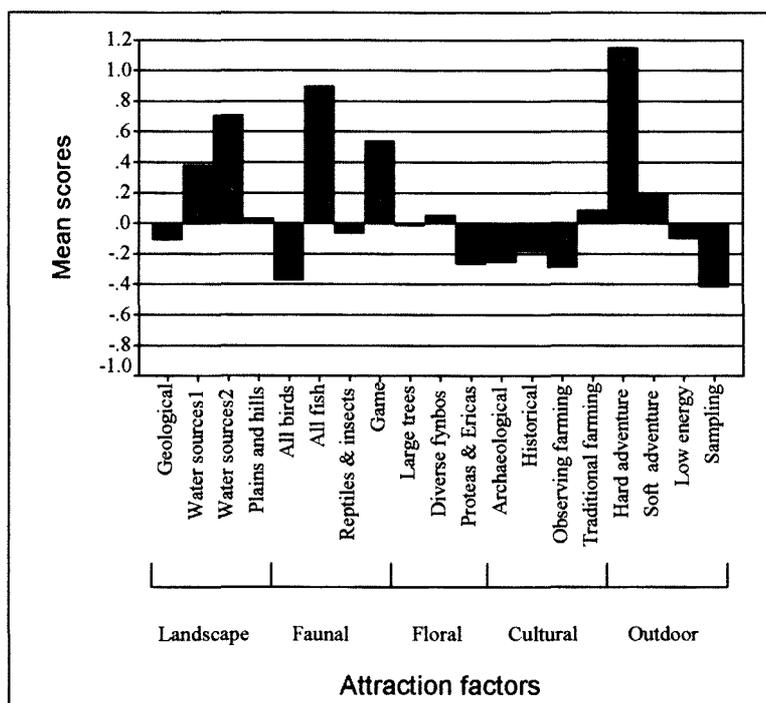


**Figure 4.9** Type of publications used by Cluster 2 to obtain information about destinations

Nearly 80% of this cluster rely on word of mouth as a means of selecting destinations (Table 4.9). Approximately 45% use brochures when choosing a destination. The Internet is the next popular source used to select travel destinations, followed by a third that use TICs/travel agents and a third that consult advertisements in magazines.

#### 4.5 CLUSTER 3: HARD OUTDOOR ADVENTURE TOURISTS

Cluster 3 has an extremely high component score mean for 'Hard outdoor adventure activities' (1.2) (see Figure 4.10). 'All fish' (0.9), 'Water sources with aesthetic value (Water sources2)'



**Figure 4.10** A profile of the factor scores for the respondents of Cluster 3

(0.7), 'Game' (0.5) and 'Water sources suitable for water sports (Water sources1)' (0.4) also have high mean scores. Seventeen individuals make up this cluster.

Cluster 3 respondents are clearly the adventurous type. They want action, danger, thrills and challenging activities. It can be deduced from the negative mean scores that these tourists do not care for the living aesthetics of nature, such as birds and plants. Cultural activities ('Observing/partaking farming activities and farm animals' and 'Archaeological' attractions) and 'Sampling' are dull and colourless to this cluster.

These outdoor tourists participate in the hard outdoor adventure activities, where they can test their skills. Perhaps these tourists want to face nature without modern conveniences and therefore need to fish and hunt game for consumption. Adventure tourism “relies on the natural environmental features, such as mountains, rivers, and forests” (Keyser 2002: 247). They therefore rate water resources highly as their activities probably rely on all water resources as fish and game are found in and near water. Since hard adventure activities is what appeals to them most, these tourists are named **HARD OUTDOOR ADVENTURE TOURISTS**.

#### 4.5.1 Demographic characteristics

Roughly, half of these tourists are in the younger age group and half are in the middle-age group. These respondents are therefore active due to their age. There are slightly more men than women (see Table 4.1). It appears that there are younger women than men and more middle aged men than women in Cluster 3 (consult Table 4.21). This cluster is well educated

**Table 4.21** Age of Cluster 3 by gender

		Age groups			Total	
		18-34	35-49	50 >		
<b>Gender</b>	Male	Count	2	6	1	9
		% of Total	12.5%	37.5%	6.3%	56.3%
	Female	Count	6	1		7
		% of Total	37.5%	6.3%		43.8%
Total		Count	8	7	1	16
		% of Total	50.0%	43.8%	6.3%	100.0%

with more than three quarters having reached an education level higher than Grade 12 (Table 4.1).

Table 4.22 confirms the expected relationship between marital status and having children, for the respondents of Cluster 3. There are almost as many respondents without children as there are with children. Slightly more of the respondents are married and the rest are single. All those respondents with offspring are married and those who do not have offspring are single, bar one respondent who is married without children.

Table 4.23 indicates that the majority of the children, in this cluster, are teenagers and young adults. Most of these children travel frequently with their parents. Approximately 20% have

**Table 4.22** Marital status of Cluster 3 by parenthood status

			Marital status		Total
			Single	Married	
Children	Have	Count		9	9
		% of Total		52.9%	52.9%
	Have not	Count	7	1	8
		% of Total	41.2%	5.9%	47.1%
Total		Count	7	10	17
		% of Total	41.2%	58.8%	100.0%

**Table 4.23** Ages of children of Cluster 3

Age category	Number of respondents	Total number of children
Children aged 5 or less	8	2
Children aged 6 - 12	8	2
Children aged 13 - 18	8	6
Children aged 19 and older	7	6

one child and nearly 20% have three children (see Table 4.2). These families range from small- to medium-sized.

Some of these adventure tourists are in the young adulthood life cycle stage. They are single, probably with no financial or other burdens. They have the spontaneity to 'get away' whenever they please. Most of this cluster falls within the marriage stage and within the full nest II and full nest III sub-stage. Their children are old enough to travel with them and are dependent on their parents. When the farmer/landowner caters for this cluster, facilities for small to medium sized families and single young adults must be available.

#### 4.5.2 Socio-economic characteristics

Almost 30% of these tourists receive R1 to R5000 per month (Table 4.1). Eighty-eight per cent of the South African population, in 1996, received an income of R4500 or less (Orkin 1998). Nearly a quarter of these respondents receive R10000 to R19999 per month. A small percentage of South Africans earn an income of this magnitude.

Most of Cluster 3 has a reasonably low income, even though most of the South African population receives such an income. These tourists often find that they are restricted by their financial situation. They want to travel but have to do so with a strict budget. Nearly half of

these respondents are receiving a good salary and can therefore often travel and buy the equipment for the adventure activities that they so enjoy.

### 4.5.3 Travel characteristics

#### 4.5.3.1 Mobility

Almost half of these hard outdoor adventure tourists have one vehicle (consult Table 4.4). This cluster takes pride in the number of vehicles they own. Most of these tourists cannot afford more than one vehicle, but some have up to six vehicles. A large majority drive cars but bakkies, motorcycles and 4x4/ORV are also popular. Perhaps these vehicles are needed for the activities they participate in, for example, motorcycles are needed for motorcross or motorbiking.

Most of these respondents are willing to travel up to 100km for a day trip (Table 4.5). For a weekend trip, over 70% are willing to drive 200km and for a week or more, almost all will drive more than 200km. These tourists travel fair distances but as said before, finances are a constraint and with the increasing petrol prices, travelling long distances becomes expensive.

A relationship is said to exist between the income and how often tourists go away on trips (White 1975). For this group, as income increases, so does the frequency of travel (Table 4.24). As the income increases to over R10000 a month, the respondents are able to travel

**Table 4.24** How often Cluster 3 gets away by monthly income

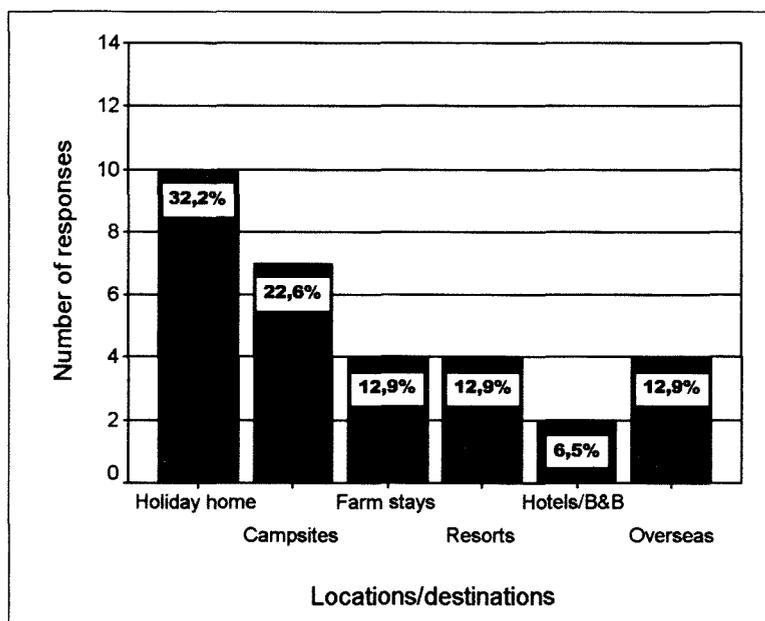
			How often people get away				Total
			Once a year	Twice a year	Once a month	Weekly	
<b>Income</b>	R0	Count	1	1			2
		% of Total	5.9%	5.9%			11.8%
	R1-R4999	Count	2	3			5
		% of Total	11.8%	17.6%			29.4%
	R5000-R9999	Count	1	1			2
		% of Total	5.9%	5.9%			11.8%
	R10000-R19999	Count		3	1		4
	% of Total		17.6%	5.9%		23.5%	
	R20000-R29999	Count	1	1			2
	% of Total	5.9%	5.9%			11.8%	
	>R30000	Count				2	2
	% of Total				11.8%	11.8%	
Total	Count		5	9	1	2	17
	% of Total		29.4%	52.9%	5.9%	11.8%	100%

monthly and those with an income of over R30000 travel weekly. It would be safe to say that the tourists with lower incomes would want to get away more often but cannot due to financial constraints.

Over half of these tourists get away twice a year and 30% get away once a year (Table 4.24). It is assumed from Table 4.3 that these tourists are committed to their outdoor activities. Over 35% of this cluster was accessed on farms, participating in the activities they so love.

#### 4.5.3.2 Locations/destinations and accommodation

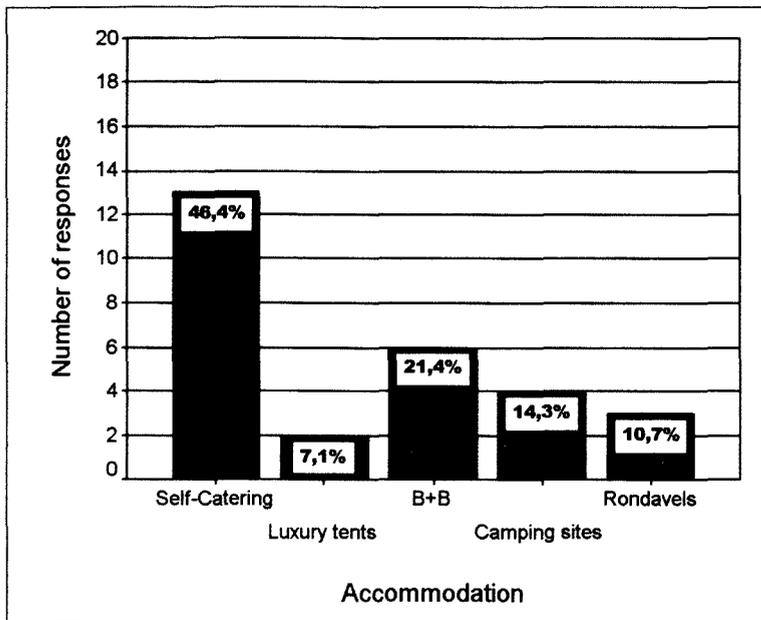
Holiday homes are the most common choice for a tourist location, followed by campsites (Figure 4.11). Only 12,9% of the responses was for farm stays as a destination. Figure 4.12



**Figure 4.11** Type of usual locations/destinations of Cluster 3

shows that self-catering accommodation is by far the most popular choice (over three quarters of the responses). B&B and camping sites are more popular than rondavels and luxury tents.

Holiday homes are a more affordable destination choice, be it theirs', friends' or relatives', and usually situated in an area where they can do the outdoor activities they choose. For example, a holiday house in Langebaan would be ideal for someone interested in water-skiing. Campsites are also less expensive, compared to hotels and resorts. Here the tourists can feel closer to nature and face nature without modern conveniences, like cooking over an open fire.



**Figure 4.12** Holiday accommodation preferences of Cluster 3

These tourists prefer to cater for themselves, although a few would feel more comfortable in B&B accommodation.

Cluster 3 appears to consist of two types of people. First, those who have a low income but still want to take part in outdoor activities and are willing to overnight anywhere affordable. The idea of “roughing it”, appeals to them. The second type has a higher income and can probably afford to own some of the equipment for their activities. They want accommodation that is convenient and sometimes luxurious.

Farm holidays would be ideal for these hard outdoor adventure tourists as most farms cater for their hard outdoor adventure activities. Those farms that do not have the correct facilities should develop them because most farms have suitable environments to support these activities and a range of accommodation types. This type of agritourism development would be successful as an “increasing number of tourists are seeking activities that satisfy a desire for adventure and excitement in an outdoor, natural setting” (Keyser 2002: 247).

#### 4.5.3.3 Farm visits

Almost half of this group never visits farms (consult Table 4.7). Close to 20% go there once a year and another 20% may go there twice a year. Their only reasons for spending time on farms are for recreation and leisure and/or social events (Table 4.8). As stated before, Cluster 3

would be able to partake in their outdoor activities at most agritourism destinations. They therefore need to be convinced of this through effective methods of marketing and advertising.

Nearly 90% of Cluster 3 wants total privacy at their tourist destination and over 10% wants personal attention from the farmer and his/her family (Table 4.25). One can therefore deduce

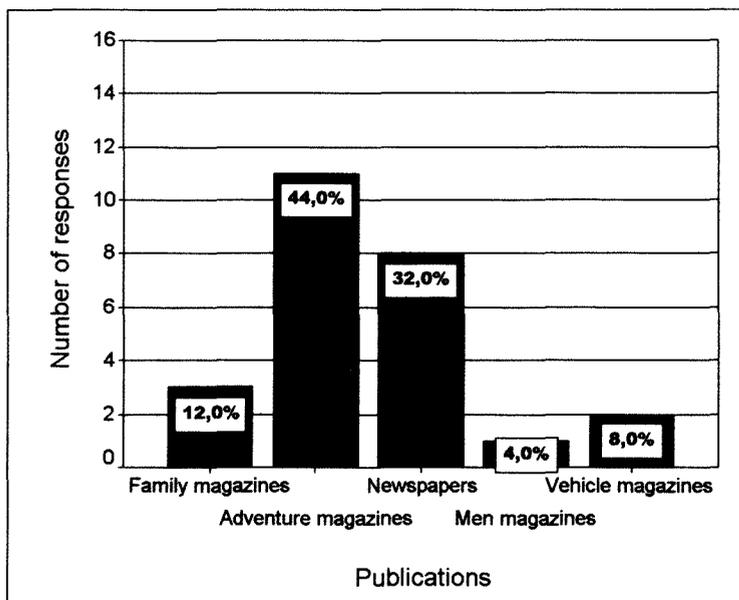
**Table 4.25** Preference for personal attention as opposed to total privacy of Cluster 3

	Personal attention		Total privacy	
	Yes	No	Yes	No
Frequency	2	14	14	2
Percentage	12.5	87.5	87.5	12.5
Total (n)	16		16	

that these hard adventure tourists prefer to keep to themselves and continue with their activities undisturbed and as they please.

#### 4.5.4 Advertising

If the farmer would like to target this group of tourists, placing advertisements in adventure magazines (e.g. *Getaway*, *Out There*) would be the recommended method. This is the group's most commonly read publication for finding information about destinations (44% of responses). Thirty-two per cent of the responses were for newspapers (Figure 4.13). Thirty-two per cent of the responses were for newspapers (Figure 4.13).



**Figure 4.13** Type of publications used by Cluster 3 to obtain information about destinations

Over three quarters of these respondents make use of brochures as a means for selecting a destination (consult Table 4.9). Roughly 70% rely on word of mouth when choosing a tourist destination. The Internet is utilized by half of these tourists, roughly a third peruse advertisements in magazines and over a third look at advertisements in newspapers. Nearly 30% make use of TICs/travel agents.

#### 4.5.5 Providing facilities

Sizeable majorities of these respondents prefer to rent the various types of equipment needed for these adventure activities (see Table 4.26). Over half of those who mountain bike would

**Table 4.26** Renting or owning of equipment for respondents of Cluster 3

	Valid	Frequency	Percentage	Total
<b>Water-skiing</b>	Rent	13	81.3	16
	Own	3	18.8	
<b>Windsurfing</b>	Rent	12	85.7	14
	Own	2	14.3	
<b>Snow-skiing</b>	Rent	13	100	13
	Own			
<b>Hang-gliding</b>	Rent	12	100	12
	Own			
<b>Sandboarding</b>	Rent	16	100	16
	Own			
<b>Hunting</b>	Rent	9	64.3	14
	Own	5	35.7	
<b>Rock-climbing</b>	Rent	10	100	10
	Own			
<b>Mountain biking</b>	Rent	7	46.7	15
	Own	8	53.3	
<b>4x4</b>	Rent	9	56.3	16
	Own	7	43.8	
<b>Motorbiking/ Motorcross</b>	Rent	9	64.3	14
	Own	5	35.7	

use their own mountain bikes and over 40% of those who do 4x4-ing have their own vehicles.

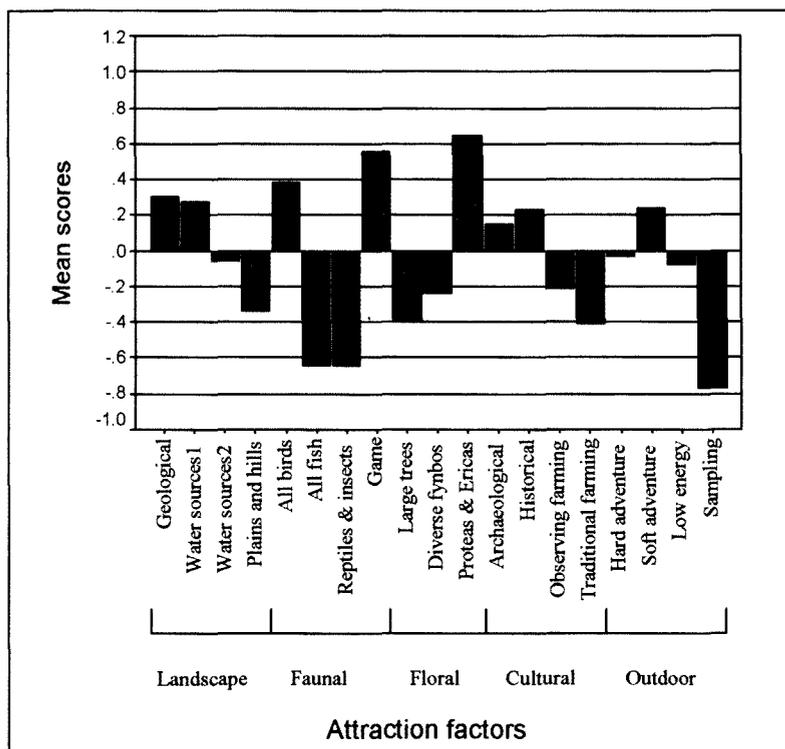
Farmers may have suitable environments on their land to support these activities but to attract Cluster 3 tourists, the equipment must be available for rent. These tourists want to partake in these activities but they do not have the money to own the equipment and therefore seek out destinations that hire out the equipment required.

Farm holidays do not appeal to hard outdoor adventure tourists but they are good potential agritourists. Game farms and 'bush camps' could be destinations where this cluster could

thrive. There are different types of accommodation on these farms, ranging from camping to self-catering cottages to even B&B. These farms usually have environments to support all outdoor activities.

#### 4.6 CLUSTER 4: VISUAL/SOFT OUTDOOR ADVENTURE TOURISTS

The highest means are 'Proteas and Ericas' and 'Game' (roughly 0.6) (Figure 4.14). 'All



**Figure 4.14** A profile of the factor scores for the respondents of Cluster 4

birds', 'Geological structures and landscape attractions', 'Water sources suitable for water sports', 'Historical attractions' and 'Soft outdoor adventure activities' all have means between 0.2 and 0.4. The highest negative means are 'Sampling', 'Reptiles and insects', 'All fish', 'Large trees' and 'Traditional farming activities and products'.

This cluster of respondents is particularly interested in the aesthetics of the living natural environment. They want to see the visually beautiful flora (Proteas and Ericas) and fauna (game). Cluster 4 is not interested in the living creatures, that are not visually appealing, to their minds. For example, they really do not want to view any reptiles or insects. These are disgusting 'creepy crawlies' that should be nowhere in sight. Perhaps these tourists have not been introduced to the wonderful world of entomology and herpetology. Trees do not appeal to

them, perhaps because most do not have colourful, blooming flowers. Other aesthetical attractions of the environment that they rate with relative importance are birds, geological landscapes and water resources.

These tourists may enjoy historical attractions (e.g. beautiful old buildings) and 'soft' outdoor adventure activities. Geological structures and water sources may have high ratings, not only for their aesthetic value but also for supporting 'soft' adventure activities (e.g. canoeing and swimming in dams or rivers and hiking in the mountains). Cluster 4 is not the type to go from farm to farm, sampling wine or anything of the sort. They are not even interested in the traditional farming activities or farm products. These tourists can therefore be named **VISUAL/SOFT OUTDOOR ADVENTURE TOURISTS**.

This cluster would enjoy travelling to game farms or farm reserves, where they can view game, do bird-watching, hike in the mountains or horse-ride in the veld, to see all the appealing animal and plant life. The more active members of this group would perhaps participate in outdoor activities that are not too physically demanding. They would most likely drive to the nearest town to learn about its history and view any historical attractions it may have.

#### **4.6.1 Demographic characteristics**

This cluster of tourists is evenly distributed within the different age groups as well as gender wise (see Table 4.1). Three quarters of them have a tertiary education.

The expected relationship between the marital status of the respondents and their having children was confirmed. More respondents have children and more than 60% are married and the rest are single (Table 4.27). All those with children, except one, are married while most of these respondents without children are single.

Children are reasonably evenly spread throughout the age groups, except there are no children aged five or younger (see Table 4.28). These respondents probably feel that their children are too old to enjoy learning about farming activities and the farm animals. Over 65% of these children travel frequently with their parents. They therefore do have an influence on where their parents choose to go on holiday. These families usually consist of one child (Table 4.2).

**Table 4.27** Marital status of Cluster 4 by parenthood status

			Marital status		Total
			Single	Married	
Children	Have	Count	1	8	9
		% of Total	6.3%	50.0%	56.3%
	Have not	Count	5	2	7
		% of Total	31.3%	12.5%	43.8%
Total		Count	6	10	16
		% of Total	37.5%	62.5%	100.0%

**Table 4.28** Ages of children of Cluster 4

Age category	Number of respondents	Total number of children
Children aged 5 or less	9	0
Children aged 6 - 12	9	5
Children aged 13 - 18	9	6
Children aged 19 and older	9	8

These respondents are diverse and from different stages in the life cycle. There are young adults who are single, newly weds without children, married couples with children aged six and older and dependent children, married couples with children who have left home, and there are elderly people. Most of these people are at a stage where they can travel frequently as they have little or no constraints, especially no children under six years.

#### 4.6.2 Socio-economic characteristics

Most young adults have few financial burdens and can therefore often travel. Young married couples, without children, have a dual income, spent principally on themselves. These couples travel frequently. Married couples with children aged six and older, usually have improved incomes and therefore can travel occasionally. As the children get older the travel propensity of the parents increases, as do their incomes (Keyser 2002). When their children leave home they have more time and money to travel, as do elderly people who have retired.

The majority of this group has a very high income of R30000 or more per month as shown in Table 4.1. Only 0.2% of the South African population, in 1996, received such incomes (Orkin 1998). Another quarter of these respondents have an income of R5000 to R9999 per month. Due to their life stages and high incomes, Cluster 4 tourists are excellent potential customers.

### 4.6.3 Travel characteristics

#### 4.6.3.1 Mobility

Most of these small families or single adults have one or two vehicles, according to Table 4.4. A quarter has three vehicles. The majority of these respondents own cars, nearly 40% a bakkie and over 30% have 4x4s/ORVs.

Visual/Soft outdoor adventure tourists obviously can afford to own the vehicles they choose and have as many as they desire. It is surprising that so many have a 4x4/ORV when they do not fall within Cluster 3 (hard outdoor adventure tourists). It was found that even though they do not partake in hard outdoor adventure activities, they do rate 4x4 activities above average. Table 4.29 shows that over 60% give 4x4-ing a rating of high to very high (on a scale of 1 to 5,

**Table 4.29** Ratings given by respondents of Cluster 4 for 4x4-ing and taking scenic drives

	4x4					Scenic drives				
	1	2	3	4	5	1	2	3	4	5
Frequency	4	0	2	5	5	2	1	4	5	4
Percentage	25.0	0	12.5	31.3	31.3	12.5	6.3	25.0	31.3	25.0
Total	16					16				
Mean	3.44					3.50				

where 1 is very low and 5 is very high). The mean rating is slightly above 3. It can be assumed that this cluster, on occasion, participates in this activity. Generally, a 4x4/ORV is a status symbol.

Since these respondents appreciate the visually beautiful aspects of nature, it was surprising that they did not rate 'Low energy attractions' highly at all as they include activities such as scenic drives. They all have a vehicle, so it would be thought that they would take pleasure in scenic drives. Over half of these tourists rated this activity high to very high (Table 4.29). Its mean rating is above 3 and it appears that these tourists do, occasionally, enjoy scenic drives.

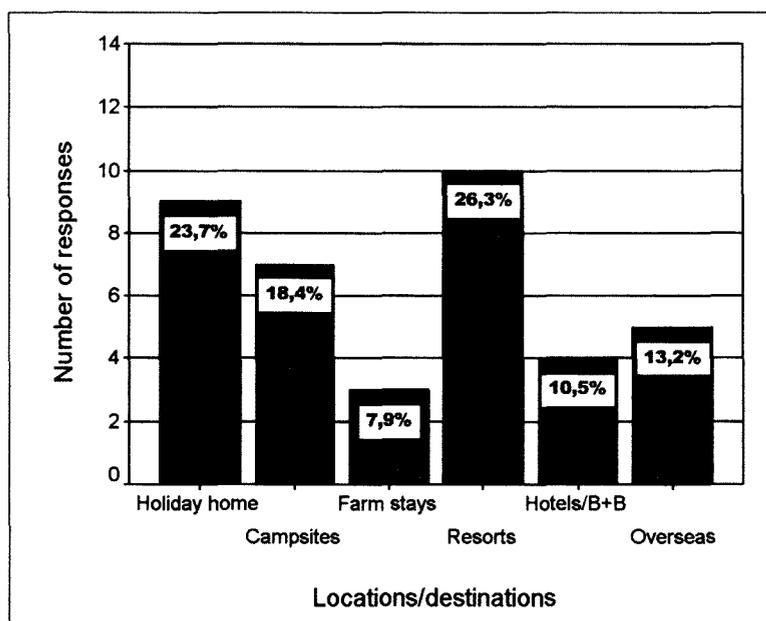
The majority of these respondents are willing to drive a distance of 100km for a day trip, 200km for a weekend trip and over 200km for a week or more (consult Table 4.5). Forty per cent are also willing to travel more than 200km for a weekend trip. It seems as if Cluster 4 acquires pleasure from driving long distances. Driving in their vehicles and stopping at will to view whatever they find appealing, is what they enjoy. Since the majority of these tourists earn

high incomes, the cost of petrol should not influence their decisions about the distances they are prepared to travel.

Approximately 40% of these respondents manage to get away twice a year (Table 4.6). Over 30% of them go on holiday more than twice a year, some even monthly. Cluster 4 therefore has a tendency to travel often. It must be stated again that these tourists are valuable clients, especially if the farmer is able to get them to repeatedly visit his/her agritourism location.

#### 4.6.3.2 Locations/destinations and accommodation

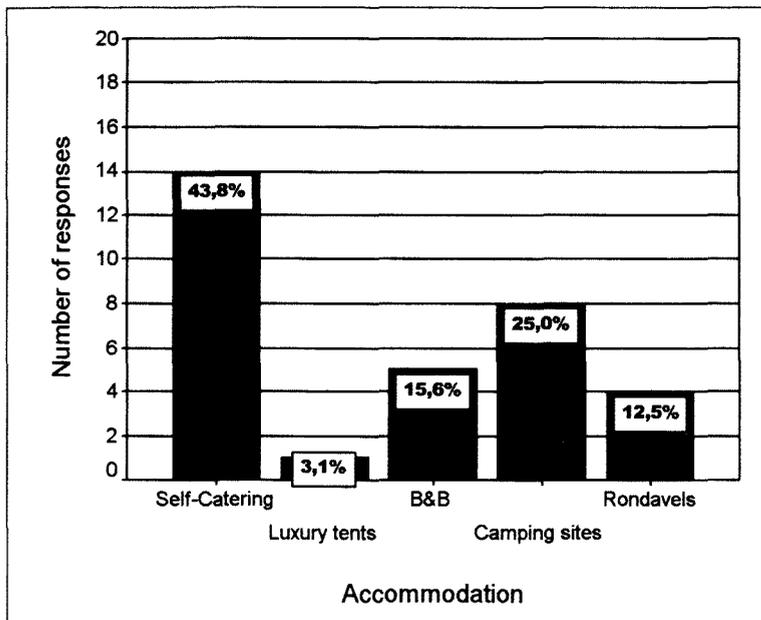
Resorts are the most popular tourist locations (over one quarter of responses), followed by holiday homes (over 23%) and campsites (over 18%) (Figure 4.15). Overseas holidays are also



**Figure 4.15** Type of usual locations/destinations of Cluster 4

quite common. Farm stays are the least popular choice as a destination. A huge majority prefer self-catering accommodation. Self-catering has almost three quarters of the total responses. Camping sites are popular as well as hotels/B&B (Figure 4.16).

Why these tourists do not choose to spend time on farms, is unknown. All the attractions they desire and activities they wish to partake in, are found on farmland. Farm holidays would be ideal for this cluster. If the farms hold no attractions that interest them, then the nearby rural areas should. Perhaps the resorts that these tourists are partial to, are resorts on farmland and



**Figure 4.16** Holiday accommodation preferences of Cluster 4

can be regarded as farm tourism.

Cluster 4 members are not perturbed about the quality of their accommodation. They can afford luxurious accommodation, yet they opt for self-catering accommodation and camping sites. These respondents want to be outdoors in nature or as close to nature as possible, with a few modern comforts, such as cooking facilities, showers and beds.

#### 4.6.3.3 Farm visits

Half of this group never spends time on a farm. One quarter participate in farm holidays, twice a year (Table 4.7). Their main reason for travelling to farms is for recreation and leisure and sometimes, though probably seldom, for social events that may occur on farms (Table 4.8).

Respondents of Cluster 4 are excellent potential agritourists and should be enticed to participate in agritourism. Already, a quarter partake in agritourism twice a year but the percentage of those who never spend time on farms must decrease.

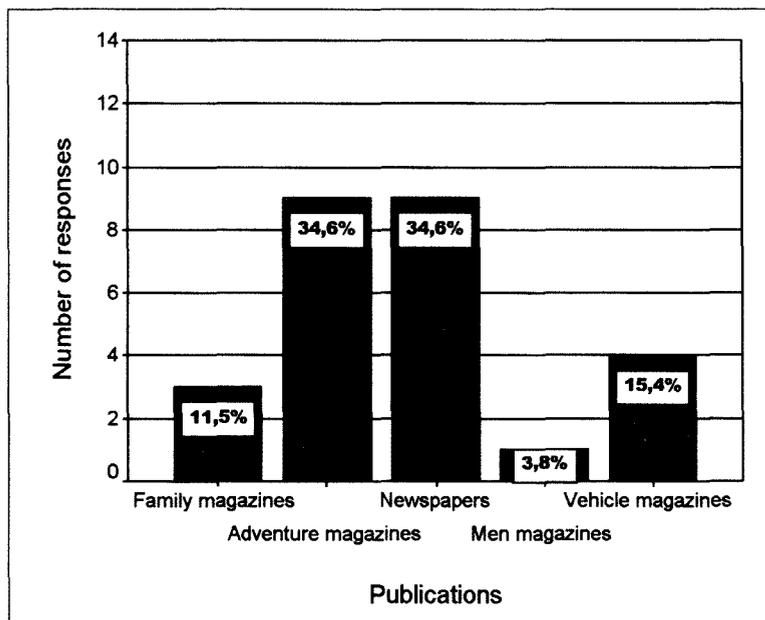
Table 4.30 indicates that most of Cluster 4 want total privacy. Slightly over 70% want total privacy, while a quarter would prefer personal attention as opposed to total privacy.

**Table 4.30** Preference for personal attention as opposed to total privacy of Cluster 4

	Personal attention		Total privacy	
	Yes	No	Yes	No
Frequency	4	10	10	4
Percentage	28.6	71.4	71.4	28.6
Total (n)	14		14	

#### 4.6.4 Advertising

Adventure magazines and newspapers are by far the most common publication sources used by these respondents when choosing their tourist destination (Figure 4.17). This is understandable

**Figure 4.17** Type of publications used by Cluster 4 to obtain information about destinations

as they do participate in adventure activities and adventure type magazines and newspapers do have sufficient information on different tourist destinations. Vehicle magazines are relatively popular amongst Cluster 4 respondents.

A vast majority use brochures and over 60% rely on word of mouth as means to select their choice of a travel destination (consult Table 4.9). Over 40% view advertisements in newspaper and close to a third view advertisements in magazines. TICs/travel agents (roughly 40%) and the Internet (roughly 40%) are also very important information sources. It can be supposed that this group, more than the others, would rely on the use of tour operators and/or travel agents.

They may make use of the tour wholesaler or tour operator or travel agent to choose the tour package best suited for their needs. These intermediaries would then book the period of stay for them.

#### 4.6.5 Providing facilities

The soft adventure activities are outdoor activities such as swimming, canoeing/boating, hiking and horse-riding. No equipment is needed for swimming and hiking activities but is needed for canoeing/boating and horse-riding. Clear majorities would rent the equipment needed (Table 4.31). Most farms have the proper environment to support these activities; the farmers just

**Table 4.31** Renting or owning of equipment for respondents of Cluster 4

		Frequency	Percentage	Total
<b>Canoeing</b>	Rent	13	86.7	15
	Own	2	13.3	
<b>Horse-riding</b>	Rent	12	100	12
	Own	0		

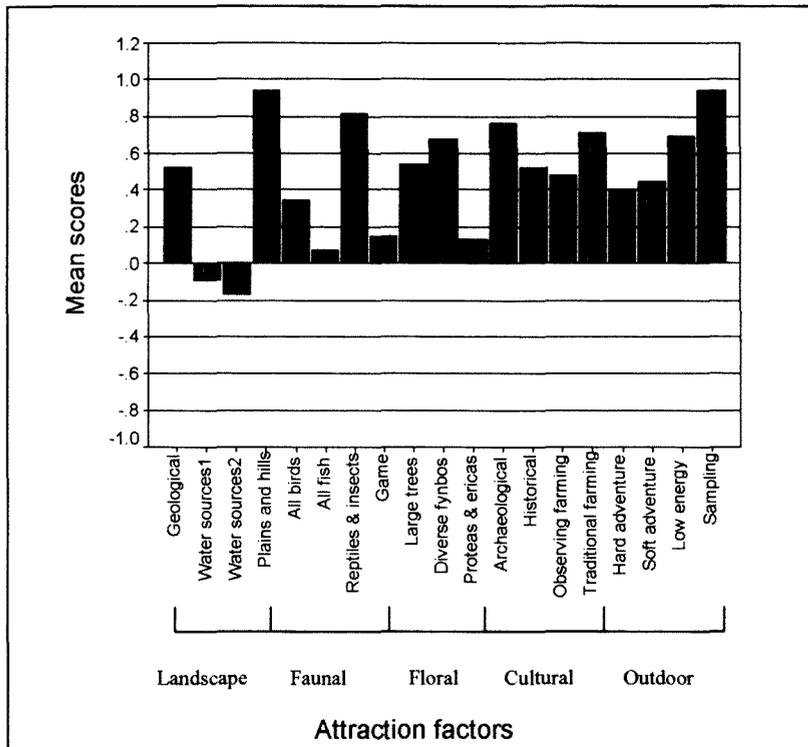
need to supply the equipment required.

### 4.7 CLUSTER 5: AGRITOURISTS

The fifth cluster (19 individuals) has only two factors with negative means. They are the attractions relating to different water bodies (Figure 4.18). The highest score means are for 'Plains and hills', 'Sampling', 'Reptiles and insects' (between 0.8 and 1.0). 'Traditional farming activities and products', 'Low energy activities' and 'Diverse fynbos' (between 0.6 and 0.8) follows 'Archaeological attractions'. 'Large trees', 'Geological structures and landscape attractions', 'Historical attractions', 'Observing farming activities and animals', 'Soft outdoor adventure activities' and 'Hard outdoor adventure activities' are between 0.4 and 0.6.

#### 4.7.1 General profile

This cluster is interested in a wide range of attractions and activities. One might venture to say that they want to experience everything. They rate all of these agritourism attractions and



**Figure 4.18** A profile of the factor scores for the respondents of Cluster 5

activities reasonably highly and it can be deduced that Cluster 5 tourists are the true **AGRITOURISTS**. A possible reason why they may not rate water sources as important may be that they live near water (near the sea or a vlei) and therefore do not find them intriguing.

When it comes to the plant and animal wildlife, this cluster is not interested in only the visually appealing wildlife but generally in all wildlife. The smaller details of wildlife are appreciated and the wildlife, that to many are dull and uninteresting, is pleasing to this cluster. For instance, they rate reptiles, insects, bulbs, reeds and succulents highly. Trees are also relatively important to them. Perhaps their interest in the plant and animal wildlife may also be for academic reasons.

These tourists are avid cultural tourists. Archaeological attractions (rock art, extinct cultures, excavation sites, observing fossils and stone tools), traditional farming methods, sampling of farm products and traditional farm products for catering or sales are especially interesting to Cluster 5. Historical attractions (sites, buildings, graves, routes and national monuments),

taking part in farming activities and observing farm animals are also appealing but of less importance. There are two types of cultural tourism, heritage tourism (understanding the heritage of a society/community) and ethnic tourism (learning about people of different cultures/customs) (Keyser 2002). Cluster 5 would consist of both types of cultural tourists.

Cluster 5 participates in all outdoor activities. These respondents particularly enjoy low energy activities such as scenic drives, picnicking and camping. They can observe wildlife, escape their busy city life, feel closer to nature and relax in nature's tranquillity, as the majority of these tourists are from urban areas. Soft outdoor adventure activities are important to them and they are more serious soft outdoor adventure tourists than Cluster 4. Hard adventure activities are less important to these tourists, although most do enjoy them. Natural landscapes (plains, hills, trees and geological landscapes) are rated highly as this is where the outdoor activities occur. These respondents are also in awe of beautiful natural landscapes.

#### 4.7.2 Demographic characteristics

Almost 70% of this group are in the age group 18-34 years (Table 4.1). Jefferson (1991) found, in a UK study, that the youth (under 25) tourists tend to stay longer but spend less than the average tourist.

The majority are females. An overwhelming portion of this cluster has a tertiary education. Just over a half of these respondents are married, slightly over 40% are single and five per cent are divorced (see Table 4.32). Nearly 60% of this cluster does not have any children. The

**Table 4.32** Marital status of Cluster 5 by parenthood status

			Marital status			Total
			Single	Married	Divorced	
Children	Have	Count	1	7		8
		% of Total	5.3%	36.8%		42.1%
	Have	Count	7	3	1	11
	not	% of Total	36.8%	15.8%	5.3%	57.9%
Count			8	10	1	19
% of Total			42.1%	52.6%	5.3%	100.0%

majority of those with children are married and the majority without children are single, though roughly 15% are married without children.

Most children are either nineteen years and older or aged five and younger (Table 4.33). Over

**Table 4.33** Ages of children of Cluster 5

Age category	Number of respondents	Total number of children
Children aged 5 or less	8	5
Children aged 6 - 12	8	1
Children aged 13 - 18	8	1
Children aged 19 and older	8	7

60% of these children travel frequently with their parents and a quarter travel occasionally with their parents (see Table 4.2). The younger children probably have a part in their destination decisions. Perhaps this is why they want to take part in farming activities and interact with farm animals, so that there is something for their young children to do and learn. Parents often have the need to share their childhood farm experiences with their children (Vogeler 1977). The older children are bound to have a small influence in their choice for a travel destination. They probably join their parents in the soft adventure, hard adventure and low energy activities. Most agritourist families have one child (Table 4.2).

Cluster 5 mainly consists of people in the young adulthood stage of life and the married stage (newly married and full nest). People in these stages are able to travel frequently, except for the married couples with children under the age of six. These couples have a “responsibility of a home [and that] may mean that time and financial constraints depress travel propensity” (Keyser 2002: 53).

#### **4.7.3 Socio-economic characteristics**

According to Table 4.1, slightly over 30% earn an income below R5000 per month and slightly more than, one quarter earns R5000 to R9999 a month. It must be remembered that these respondents are mainly young adults who are struggling to find careers and carve a niche for themselves. They are well educated but now need to gain the experience in their fields of expertise.

#### **4.7.4 Travel characteristics**

##### **4.7.4.1 Mobility**

Slightly over half of Cluster 5 has one vehicle and over a third have two vehicles (consult Table 4.4). Considering that some of these tourists have a low income, the number of vehicles they have is quite substantial. Cluster 5 mainly own cars and approximately 20% own a 4x4/ORV.

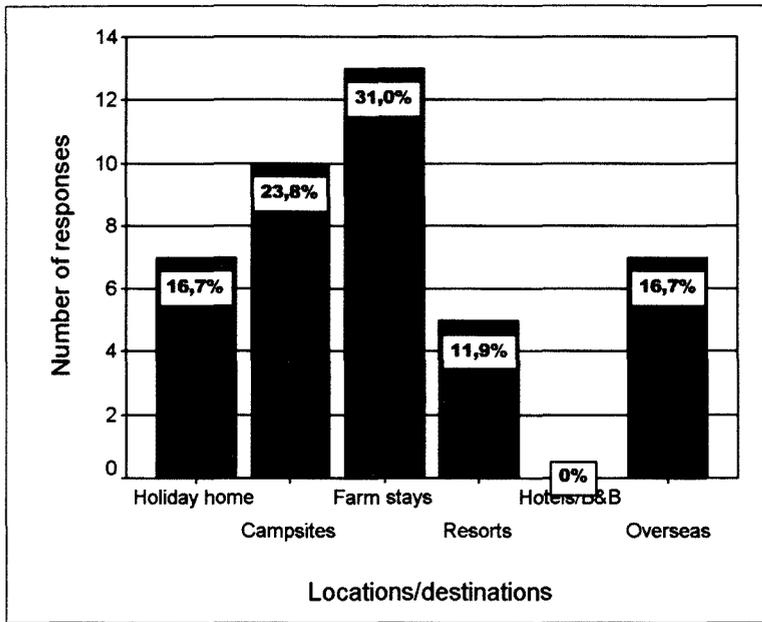
Approximately 55% are willing to drive a distance of 100km for a day trip and a further 20% are prepared to drive 200km for a day trip (see Table 4.5). A third of these respondents are prepared to drive 200km and half are willing to travel over 200km for a weekend get-away. Almost all are prepared to drive more than 200km for a week or more.

Cluster 5 are definitely prepared to travel longer distances for a day, weekend and week or more trip, compared to the other clusters. Driving has become a popular and pleasurable recreational activity (Cracknell 1967). These respondents would then choose destinations at a considerable distance from their area of residence. Petrol prices are their only hindrance, otherwise, they are eager to drive and have the vehicles to do so.

Approximately 40% of Cluster 5 gets away twice a year and over 30% manage to go away on a monthly basis (Table 4.6). These respondents are dedicated tourists and travel as frequently as they possibly can. Table 4.3 further supports this assertion. Nearly 70% of Cluster 5 respondents were accessed at farm tourism sites. Not only is this figure higher than the other clusters but also Cluster 5 is the only cluster that has more respondents accessed on farms than from shopping centres.

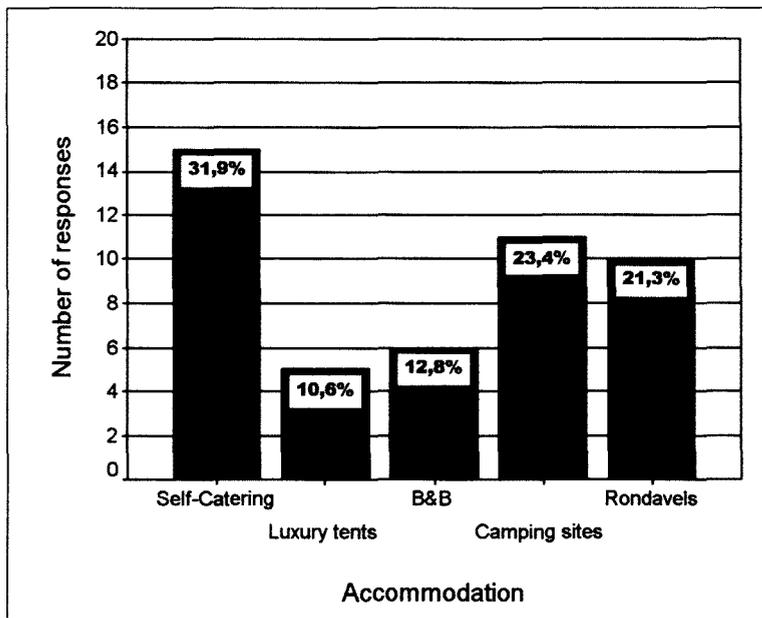
##### **4.7.4.2 Locations/destinations and accommodation**

Cluster 5 respondents are the true agritourists. Figure 4.19 confirms this as they chose farm stays (31% of responses) as their most popular tourist location. A vast number of respondents seem to prefer visiting farms and campsites. These are definitely the outdoors type, wanting to spend time in the countryside. Holiday homes and overseas holidays are relatively common amongst this cluster. These respondents appear to like a variety of holidays.



**Figure 4.19** Type of usual locations/destinations of Cluster 5

Self-catering accommodation is by far the most common choice (nearly 32% of the responses) (see Figure 4.20). Camping sites and rondavels are also popular. These are the so-called



**Figure 4.20** Holiday accommodation preferences of Cluster 5

‘roughing it’ accommodations. Here the tourist will overnight without any modern-day conveniences. This group uses B&B and luxury tents from time to time.

Cluster 5 respondents are the campers among all the respondents. They travel to farm locations or campsites which are usually situated on farmland and stay in their tents, vehicles or rondavels. They enjoy the feeling of being ‘cut off from reality’ and other people. Most of these tourists would probably like to overnight in self-catering cottages but these cottages should preferably be located in the ‘middle of nowhere’. Old sheds and barns can be turned into accommodation on the farms and be an attraction in its own right.

#### 4.7.4.3 Farm visits

Over 40% of this cluster goes on farm holidays twice a year, and over one quarter go once a year (consult Table 4.7). This again confirms their status as true agritourists. Only 10% never spend time on a farm. This figure is very much lower than those of the other clusters.

Recreation and leisure are their chief reasons for visiting farm locations (Table 4.8). Thirty per cent of these tourists travel to farms for social events, over one quarter find it more affordable and over one quarter want to learn more about the farming way of life. Keep in mind that these respondents have young children and therefore want to show them how farms operate.

Clearly a large majority want total privacy on their farm stays and slightly over 20% want personal attention from the farmer and his/her family (Table 4.34). It would therefore be

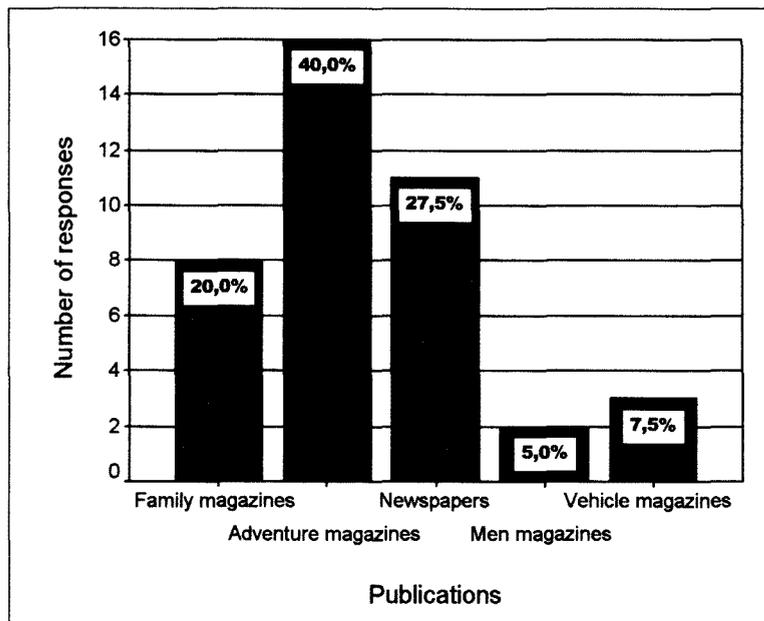
**Table 4.34** Preference for personal attention as opposed to total privacy of Cluster 5

	Personal attention		Total privacy	
	Yes	No	Yes	No
Frequency	4	13	13	4
Percentage	23.5	76.5	76.5	23.5
Total (n)	17		17	

advisable that the farmer allows these tourists to carry on as they please and give attention when needed.

### 4.7.5 Advertising

Publishing advertisements in adventure magazines and newspapers would be an affective way of targeting these types of tourists. Forty per cent of the responses were for adventure magazines and nearly 30% were for newspapers (see Figure 4.21). Family magazines are also



**Figure 4.21** Type of publications used by Cluster 5 to obtain information about destinations

popular sources of information used by agritourists.

Cluster 5 respondents rely principally on word of mouth as a means for selecting tourist destinations (consult Table 4.9). Approximately 60% utilize brochures, over half use the Internet and over 40% peruse advertisements in magazines. Slightly over 30% rely on roadside signs in helping them make their decision and another 30% make use of TICs/travel agents.

### 4.7.6 Providing facilities

Table 4.35 shows that the majority of these respondents will rent the equipment needed to take part in the hard and soft outdoor adventure activities and the low energy activities. Most of the respondents have their own equipment for activities such as camping and scenic drives and 50% of the respondents who enjoy 4x4-ing, have their own 4x4/ORV. Although some of the respondents do have their own equipment and facilities, it would be advantageous for entrepreneurs to supply such facilities and equipment.

**Table 4.35** Renting or owning of equipment for respondents of Cluster 5

		Frequency	Percentage	Total (n)
<b>Water-skiing</b>	Rent	9	69.2	13
	Own	4	30.8	
<b>Canoeing</b>	Rent	14	82.4	17
	Own	3	17.6	
<b>Windsurfing</b>	Rent	13	100	13
	Own			
<b>Snow-skiing</b>	Rent	15	83.3	18
	Own	3	16.7	
<b>Hang-gliding</b>	Rent	12	100	12
	Own			
<b>Sandboarding</b>	Rent	16	94.1	17
	Own	1	5.9	
<b>Hunting</b>	Rent	7	77.8	9
	Own	2	22.2	
<b>Rock-climbing</b>	Rent	10	62.5	16
	Own	6	37.5	
<b>Horse-riding</b>	Rent	16	100	16
	Own			
<b>Mountain biking</b>	Rent	9	52.9	17
	Own	8	47.1	
<b>4x4</b>	Rent	8	50.0	16
	Own	8	50.0	
<b>Motorbiking/Motorcross</b>	Rent	9	69.2	13
	Own	4	30.8	
<b>Scenic drives</b>	Rent			14
	Own	14	100	
<b>Camping</b>	Rent	1	6.3	16
	Own	15	93.8	

These findings confirm that the agritourism market consists of many different customers. Tourists participating in agritourism, cannot be treated as one type of tourist, as Vogeler (1977) showed in his analysis of visitors to farms/ranches.

## **CHAPTER 5: GUIDELINES FOR ADVERTISING, MARKETING AND DEVELOPING AGRITOURISM PRODUCTS**

### **5.1 NECESSITY FOR DEVELOPING A MARKETING STRATEGY**

It is the choice of the farmers/landowners whether they want to promote and plan their agritourism venture themselves or employ tourism marketing and planning professionals. They must also decide if they want to promote their farms individually or to combine with other farmers or organizations. The researcher feels that farmers with cost constraints, should plan, develop, and promote their business themselves but they must do adequate research and learn certain skills. Farmers need to be educated in how to manage a business properly, i.e. their management and accounting skills. Training, related to rural tourism, is crucial if farms “are to offer an environmentally sustainable, high-quality product in a cost effective manner” (Fennell & Weaver 1997: 473). Farm tourism is a “business venture with consumer and service orientated principles” (Baxter 1992: 117). However, marketing of tourist destinations differs in some important respects to the marketing of other goods and services.

An awareness of these differences is important to a successful promotion of the image of tourist places (Ashworth & Goodall 1988). Marketing must “take into account the fragile nature of the product it is promoting” (Gilbert 1989: 39). This product is open to all who demand it and this leads to problems of control, conservation and types of access (Gilbert 1989). The tourist product is not flexible, it is given, and the resources are limited. Tourism is also different in that it is an experience, an essentially intangible product (Ahmed, Barber & d’Astous 1998).

Marketing of rural tourism is often not well developed and should be utilised to create more sustainable forms of development (Clarke 1999). Entrepreneurs must familiarise themselves with marketing strategies as it differs from agricultural production strategies. The function of marketing is to make information on holiday destinations available to the right people, at the right time, in the right place (Mill & Morrison 1985). This is why market segmentation of potential and practising agritourists is necessary. The farmers or marketers of the agritourism product need to know exactly who their customers are and where to target them. Marketing of rural or agritourism locations is not about the marketing of places but all about providing a range of experiences (Gilbert 1989).

When trying to attract and provide for a type of tourist, certain information is essential. The farmer should determine the attractions and activities the tourists desire and do not desire; who they are; what their travel characteristics are; what services and facilities they expect; and what information sources they utilise when deciding on a destination.

What follows is a summary of the results of the market segmentation for each group of tourists. There is no need to summarise the results of 'urban tourists' (Cluster 2), as they are not relevant for this purpose. Cluster 2 should not be totally ignored, though, as a clever marketing strategy can be used to attract them, as well, in the future. Entrepreneurs involved in agritourism can use these results as guidelines (**Objective six**) for promoting, advertising, and developing their niche tourism destinations.

## 5.2 MEANS OF MARKETING AGRITOURISM

Chon & Evans (1989) have explored rural tourism in a rural coal-mining county. The respondents in the study indicated that the most important feature in selecting the area as a place to visit is the presence of suitable accommodation. Offering self-catering accommodation on farms will attract these nature-based tourists. This accommodation should be located to ensure privacy to the guests.

Self-catering accommodation is the most popular choice. Self-catering units are, labour wise, the least amount of trouble for the farmer. No capital is spent on food, but water, electricity, repairs, maintenance, casual labour and insurance costs are higher than for other types of accommodation units (Baxter 1992). Entrepreneurs have to plan an appropriate mix of room sizes and number to accommodate their customer profile (Lawson 1994). The accommodation, whether it is B&B accommodation, camping sites, or rondavels, should be neat, comfortable, and visually appealing.

Farm accommodation is viewed as specialist accommodation due to the personal service given, its location and the fact that it is owner-operated (Morrison, Pearce, Moscardo, Nadkarni & O'Leary 1996). Morrison et al (1996) suggests that there is a difference between visitors of specialist accommodation and those of traditional accommodation. They tend to be better educated, have higher incomes and have managerial, professional or executive positions.

These guests reflect greater participation in outdoor recreational activities and are more interested in non-beach-related outdoor activities.

Old barns and sheds can be profitably converted to farm accommodation. This accommodation may not be luxurious but should always be neat and clean and it will act as an attraction. Those with a lower income will prefer the cheaper, simpler accommodation, while those with higher incomes will make use of the more convenient types of accommodation.

Receiving good publicity in newspapers and magazines is very valuable. Not only are advertisements effective but also feature stories. Invite writers or editors to your destination to do a story and build ongoing contacts (Koth 1995).

By handing out business cards or fliers, the word can be spread to future customers (Dunn 1995). Spread the word to people in places that interact with many people. Customer satisfaction and good travelling experiences will provide repeat visitors and generate other visitors (Dunn 1995; Ahmed, Barber & d' Astous 1998; Heung, Qu & Chu 2001). "A satisfied guest is one of the destination's best assets" (Kastenholz, Davis & Paul 1999: 362).

Brochures must be well designed and judiciously distributed to reach potential agritourists. Effective brochures can be inexpensive, one-colour with line drawings (Koth 1995). Nearly 60% of all the respondents make use of brochures. Producing brochures is therefore vital.

The Internet is an effective marketing tool and tourism is a popular topic on the Web (Vanhove 2001). "The World Wide Web is an easy, quick and cheaper way of marketing tourist destinations because of its ability to rapidly distribute large volumes of information as well as web pages' ability to combine in an interactive manner a variety of media (textual, visual and audio)" (Swanepoel 1999: 1). A tourist destination can be promoted by making geographical information and other tourist information, which is up to date, available on the Internet. Tourists can also make the necessary purchases and arrangements before leaving to travel, via the Internet (Keyser 2002; Walle 1996). The Internet is not only used by those planning a trip, but also by professionals seeking information on behalf of their clients (Swanepoel 1999).

Geographical information systems (GIS) has started using the Internet as a way of distributing geographical information, such as maps and graphs. GIS is helpful in the design and maintenance of information on tourist attractions. Virtual reality can also be used as a marketing tool for travel agencies (Cheong 1995).

TICs and travel agents make information available for the tourist (Davidson 1993) and have access to up to date information. Payment of a small fee, by entrepreneurs to register their agritourism business at the TIC, is necessary. They are contacted when tourists arrive at the TIC, searching for accommodation (Evans 1992). Travel agents have the ability to store profiles of different tourists and therefore supply the specific tourist with the most appropriate holiday package.

Roadside signs are also a reasonably effective method of advertising. Roadside signs must look professional and well maintained, otherwise they will give the business a bad first impression (Dunn 1995). They must be legible and the entrance to the site must be clearly marked.

The television and the radio as marketing tools are not popular amongst any of these groups of tourists. Travel programmes can be useful as they review and expose a range of tourist products and provide critical evaluations of their quality and value for money (Keyser 2002). Media advertising is expensive but creates name recognition (Dunn 1995).

The benefits of successful marketing are numerous. Some of the benefits are: greater leverage from limited marketing resources, in terms of cost, time and marketing expertise; a more competitive position in the global marketplace for traditionally remote providers; mechanisms for improving product quality and consistency without loss of the personal touch so valued as a characteristic of rural tourism; strengthened product authenticity and local identity; and the advantages of different forms of repeat business, rather than sole reliance on the classic repeat visitor and word of mouth recommendation (Clarke 1999).

Although attracting visitors is a competitive affair, businesses that cooperate with each other are more likely to succeed than those that do it alone (Leones 1995). If the entire community

work together in promoting their region, they will attract more visitors and for more than a day. Special festivals and tours can be effective in attracting visitors to a community (Dunn 1995).

### **5.3 GUIDELINES FOR TARGETING GENERAL NATURE TOURISTS**

#### **5.3.1 Who are general nature tourists and what do they want?**

These tourists (Cluster 1) are interested in the small living detail of the environment, such as birds, fish, bulbs, reeds and succulents, the plant and animal life usually overlooked. They are not interested in game, large-scale landscape features or major archaeological and historical attractions. Bird watching is likely to bring in higher revenues per visitor, as it is popular among older people who have both time and money to spend. The best time to engage in such an activity is early morning or late afternoon, thus bird-watchers prefer to spend the night (Leones, Colby & Crandall 1998).

Perhaps due to their age (middle-aged to elderly) they are an inactive group, not concerned with outdoor adventure activities but more fascinated by activities involving farming activities and farm animals. A huge majority of this group are women and therefore must be taken into consideration when attracting or catering for this group. The majority are parents with children generally aged 19 and older, who occasionally travel along. Families usually consist of two to three children.

This group manages to go on holiday twice a year. These nature-base tourists may travel frequently because they are mainly in the old-age stage, empty nest stage, and married stage (with older children) of the life cycle. They also tend to have a tertiary education and the majority is mobile. These tourists receive an income of R5000 to R9999 per month and are willing to travel considerable distances for day, weekend and week or more trips.

Leones, Colby & Crandall (1998) studied the tourist expenditures of nature tourists in Southeastern Arizona. They found that a large portion of nature visitors were well educated, had an above average income, and were retired. They concluded that they are therefore good spenders and an excellent group to attract.

Self-catering accommodation is the most common choice of accommodation by this cluster. B&B and camping sites are also reasonably popular. These types of accommodation should be developed. The self-catering and B&B units should be large enough to accommodate families with three children and some that accommodate couples only. Holiday homes and resorts are the most popular choices of tourist locations or destinations for this group. Perhaps these tourists enjoy staying in holiday homes and resorts, as this is where they find self-catering accommodation. This type of accommodation is convenient: it is like being at home but away on holiday. Resorts offer a diversity of attractions, something important for those with children.

A small portion of this group does enjoy spending recreational time on farms (maybe once a year), although most never spend time on a farm. These potential agritourists should be targeted. It is likely that they have not yet experienced a farm holiday but once this happens the popularity of farm stays within this cluster will increase.

### **5.3.2 How can general nature tourists be targeted?**

Advertisements and feature articles can reach this group through publishing them in family magazines, newspapers or adventure magazines. They mainly rely on word of mouth when choosing a destination, followed by brochures.

## **5.4 GUIDELINES FOR TARGETING HARD OUTDOOR ADVENTURE TOURISTS**

### **5.4.1 Who are hard outdoor adventure tourists and what do they want?**

These tourists (Cluster 3) want to participate in hard outdoor adventure activities that test their skills and physical strength. They want to face the environment without modern conveniences. Cultural attractions and the living aesthetics of nature do not fascinate these tourists much.

Age-wise, they are younger to middle-aged, with slightly more younger women and slightly more middle-aged men. Most travel is group-orientated rather than individual in nature, therefore, gender is probably not such an important segmentation variable for the tourism industry (Lawson 1994). The adventure tourists should be able to get away frequently, as they

are young, single, carefree adults or married couples with teenagers or children in their early adulthood. The children travel frequently with their parents.

Most of these tourists earn less than R5000 per month and nearly a quarter earn between R10000 to R20000 per month. These one-vehicle tourists that generally drive cars and sometimes bakkies, are well educated. For short trips, these adventurers are willing to travel reasonable distances and for longer trips, they will travel very long distances. Most of these tourists get away twice a year, although some only get away once a year. This is perhaps due to financial constraints.

Self-catering is the preferred accommodation type, with B&B and camping sites also being reasonably common in this group. This is the same as for general nature tourists, except that these units must be able to accommodate single people as well as families of one to sometimes three children. This group appears to consist of two types of people, those who want to 'rough it' and those who want luxury. Holiday homes and campsites are popular locations, followed by farm stays, resorts and overseas locations.

Nearly half of these tourists never spend time on farms but some do farm visits, once or twice a year, for recreation/leisure and social events. These adventure tourists are also good potential agritourists and should definitely be targeted by those that can offer them what they want and need.

Equipment for the hard outdoor adventure activities should be made available for rent, as most tourists do not own their own. Mountain bikes are possibly the only equipment that the tourists own and a reasonable portion have their own 4x4s.

#### **5.4.2 How can hard outdoor adventure tourists be targeted?**

Advertisements or articles in adventure magazines and newspapers would be the fruitful way to target this type of tourist. The advertisements should be placed in the most popular adventure magazine and newspapers. Most of this group rely on brochures and word of mouth when choosing a tourist destination. These are successful marketing methods that are inexpensive. The Internet is also frequently utilised by this group.

## **5.5 GUIDELINES FOR TARGETING VISUAL/SOFT OUTDOOR ADVENTURE TOURISTS**

### **5.5.1 Who are visual/soft outdoor adventure tourists and what do they want?**

This group of tourists (Cluster 4) want to see plant and animal life that is visually appealing. The aesthetics of a landscape rich in variety is of importance to them. They may enjoy historical attractions and they do enjoy soft outdoor adventure activities. These visual tourists are not attracted to farms to sample farm products.

They are evenly represented within the different age groups and are balanced in gender. Children are evenly spread from age six and older and they travel frequently with their parents. Families are usually small. The majority of this group has a very high income of R30000 or more per month and have a tertiary education.

These tourists are multiple vehicle owners and prefer to drive cars, although a reasonable number own bakkies and 4x4/ORVs. This group is prepared to travel long distances for a day, a weekend and week or longer trips. At least twice a year they go on holiday, while a relative portion manage to go away monthly. Therefore, due to their high incomes, different life stages and tendency to travel long distances, these tourists are excellent customers. They have high disposable incomes and are at stages in their life where they can travel frequently as they have little or no constraints.

Self-catering accommodation is their preferred choice, followed by camping sites and B&Bs. Rondavels with minimal facilities, for a 'roughing it' experience, are relatively popular. They are not fussy when it comes to accommodation, as long as it serves their needs and is situated in an aesthetic environment. The accommodation units need not be large. Resorts, holiday homes and campsites are the preferred locations for these tourists. Farm stays are the least popular choice, which should and can be changed by introducing them to the farming experience. All the attractions and activities that interest them are found on farms. Half of these tourists never spend time on farms while a quarter visit farms for recreational reasons, twice a year.

Facilities and equipment should be made available for these tourists. Equipment may include canoes, paddles, boats, horses and the associated horse-riding equipment.

### **5.5.2 How can visual/soft outdoor adventure tourists be targeted?**

Adventure magazines and especially newspapers appear to be the best ways to target this group through advertisements and articles. Vehicle magazines are quite popular and therefore advertisements placed in the most popular vehicle magazines should be considered.

Well-designed brochures are important information sources to this group, as well as word of mouth advertising. The Internet, TICs and travel agents are utilised by these tourists, when choosing a destination.

## **5.6 GUIDELINES FOR TARGETING AGRITOURISTS**

### **5.6.1 Who are agritourists and what do they want?**

These members of Cluster 5 are the true agritourists and hence could be the main target group for rural tourism or agritourism entrepreneurs. They are interested in a wide range of attractions and activities. All plant and animal wildlife, especially those that most people find uninteresting, appeals to these tourists. They enjoy archaeological and historical attractions as well as traditional and current farming activities and farm products. This group participates in all outdoor activities, particularly nature-loving activities.

Most of these tourists are young, female, childless and married. When they do have children, these are young or adults and they travel frequently with their parents. Families seem to consist of only one child.

Incomes are relatively low and they manage to get away at least twice a year but a reasonable number go away on a monthly basis. A large number of these tourists have a tertiary education. They drive multiple vehicles; mainly cars while some have a 4x4/ORV. Compared to the other groups of tourists, it can be assumed that most, if not all of these tourists are prepared to travel further distances for short and long trips. Definitely great clients, they get

away often, travel long distances and most have a good income and those that do not are still passionate about travelling.

Self-catering accommodation is the most popular, followed by camping sites and rondavels. Some of these tourists enjoy the idea of 'roughing it' accommodation, where they can feel close to nature and face nature without modern conveniences. These accommodation units need not cater for large groups, as these tourist families are small. Farm stays are by far the most common destination choice for this tourist group. Campsites, holiday homes and overseas holidays are relatively popular.

The majority of this group go on farm holidays twice a year, mainly for recreational/leisure purposes, for social events, because it is a more affordable holiday and to learn more about the farming way of life. These tourists are true agritourists, they have discovered the farming experience and get away to such destinations as often as possible.

Although most of this group tend to own the equipment for the activities they enjoy, it would be a better option to rent the facilities and equipment. Less equipment need be available for those activities where most of these agritourists own the equipment. For example, a good number of these tourists have their own mountain bikes and therefore only a few mountain bikes are needed for renting. A very small portion of these tourists own canoes and therefore more canoes must be available for renting purposes.

### **5.6.2 How can agritourists be targeted?**

An efficient way to target these agritourists through advertising is to place advertisements and feature articles in popular adventure magazines. Newspapers are also a good publication source. Popular family magazines can be used to place advertisements and articles.

These tourists rely heavily on word of mouth as a means for selecting a travel destination. These are excellent customers and therefore customer satisfaction is the best way to ensure their return, perhaps with their friends and family. Brochures are utilised by this group. The key here is to ensure that they are distributed in locations where these tourists will find them.

The Internet is a popular information source for this group. Entrepreneurs should therefore make better use of this innovative marketing tool. TICs/travel agents and roadside signs are also used.

## **5.7 EVALUATION OF THE STUDY**

This study contributes to the literature of tourism but from a geographical perspective. It adds to the limited research dealing with rural and farm tourism, especially in the South African context. The focus is on the characteristics, needs and desires of the potential and practising visitors to agritourism locations. Most previous research has focused on the attitudes and perceptions of the farmers/landowners and the local communities about rural or agritourism development issues and expected economic costs and benefits of agritourism enterprises (Evans 1992; Kastenholz, Davis & Paul 1999).

A “major impediment to developing more sophisticated understanding of farm tourism remains the absence of accurate national studies of the growth and development of farm tourism” (Hall & Page 1999: 196). This research entails the development of tourist profiles and tourist sub-markets in the agritourism market. “Accurate, reliable and comprehensive information about tourism and tourists is the foundation for creating competitive destinations and tourism products” (Keyser 2002: 36). The results, findings and recommendations of this research hopefully will help to lay this foundation

This study also demonstrates an inexpensive method of gathering information about tourists, thereby improving marketing and planning approaches. It illustrates how the potential and practising agritourists can be divided into sub-markets. By distinguishing the different characteristics of these tourist groups, a contribution is made to rural and agritourism researchers, those involved in marketing agritourism destinations and entrepreneurs like farmers, agritourism operators, agritourism planners and developers in South Africa. This research is also important, as insufficient research has been done in segmenting the agritourism market in South Africa.

As with any statistical technique, the main limitation of the techniques used in this study are the availability of reliable data. It could be argued whether this sample of respondents is

representative of the South African population. With regards to time and financial constraints, the methods used in this study provided the best possible results, especially representing the portion of the population that do travel. The sizes of the sub-samples were relatively small but the results could still be utilised as guidelines. This was satisfactory for the purpose of this study as the researcher was not after creating 'facts', only guidelines. Any future studies, similar to this one, could consist of a sample much larger. Furthermore, as this study was primarily based in the Western Cape, similar research should be executed in other distinct regions. It would be illuminating to see how the groups of agritourists vary according to geographical areas.

This study deals with the preferences or benefits sought by different tourists. Detailed examinations of these tourists' attitudes, interests and opinions do not occur. If future studies wish to illuminate the behaviour of these tourists and their motivations, the research should take on a more psychographic approach.

## **5.8 CONCLUSION**

Agritourism is a viable option for rural landowners of South Africa. The potential is there to make a success from this industry. For farm tourism to be successful in South Africa there must be a sound resource base, a comprehensive marketing scheme, a market consisting of domestic and overseas visitors, and a well-informed farmer (Baxter 1992). Farms in South Africa have a wide variety of potential attractions and environments to support a wide range of activities.

For any agritourism destination to be a success story, information regarding the demand of the tourists and how to target them, needs to be obtained and understood. The agritourism market is a heterogeneous market and must therefore be segmented. The findings of this research confirm this heterogeneity and emphasize the need for segmentation.

This study does not argue that sociodemographics is more suited than psychographics in distinguishing between different clusters of tourists. For this purpose of study, segmentation according to attraction preferences or benefits sought, proved to be the best method. No one sociodemographic or travel characteristic variable consistently discriminated among the

clusters. Rather a combination of differing demographic, socio-economic and travel characteristics functioned to differentiate and describe the clusters. In doing this, certain behaviour traits and interests could be assumed and their needs and wants were made known. Information sources used to select their destinations were also made known, thereby supplying information for marketing strategies.

Segmenting the agritourism market is advantageous for many reasons. Once the demand is known, the appropriate facilities can be developed. Knowing who the tourists are and where to target them, will lead to better marketing planning and promotion of the destination. Customer satisfaction will also be increased, as it is known who must be catered for.

Any entrepreneur can use the results of this market segmentation. Improved marketing is an obvious route to additional income, yet, farmers have shown little interest (Busby & Rendle 1998). This may be due to the misunderstandings of marketing by them. They view it as complex and costly, without guarantees on a return on their investment. This is not the case. For example, agritourists mainly rely on word of mouth as a method for selecting destinations. All the entrepreneur needs to do is ensure customer satisfaction. This is an inexpensive marketing method that will result in spreading the word and repeat visitation.

For small operators with limited budget, attracting visitors through word of mouth and developing properties as demand dictates is still an option. Expanding to cater for the agritourist can thus be seen as a 'journey' but it is still imperative that they know what the 'destination' is. They need to understand what they have to offer and the segment or cluster they will be targeting. They will be able to develop offerings better adapted to the needs of agritourists while taking advantage of the unique characteristics and resources available in their respective regions.

“Daar is opwindende moontlikhede om Suid-Afrika in 'n eersterangse toeristebestemming te ontwikkel. Met die nodige samewerking en doelgerigte bemerking kan agri-toerisme 'die juweel in die kroon van 'n Afrika-ervaring' word”<sup>1</sup> (Botha 2000: 33).

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1. There are exciting possibilities to develop South Africa into a first class tourist destination. With the necessary co-operation and purposeful marketing, agritourism can become 'the jewel in the crown of an African experience'.

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## **APPENDICES**

A Questionnaire on rural tourism

B Respondent profile



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*Appendix A*

# QUESTIONNAIRE ON RURAL TOURISM PREFERENCES

***Please place a cross, or where indicated a number, in the box next to your choice. Write your answer where a line is indicated.***

## 1. RESPONDENT'S BACKGROUND

1.1 Your age (years):

1.2 Highest level of education: Grade 10 or lower  Grade 12  Grade 12 and higher

1.3 Gender: Male  Female

1.4 Indicate whether you live in a rural or urban area/environment and name what district (if rural) or suburb (if urban)  
 Rural  District \_\_\_\_\_ Urban  Suburb? \_\_\_\_\_

1.5 Approximate income per month:  
 0  R5000 – R9999  R20 000 – R29 999   
 1 – R4999  R10 000 – R19 999  R30 000 or more

1.6 What is your occupation?  
 \_\_\_\_\_

## 2. RESPONDENT'S FAMILY

2.1 Are you: Single  Married  Divorced

2.2 Indicate how many children you have per age group and how often they travel with you on holiday or for other leisure purposes?  
 No children

Children in age group	Number	How often do they travel with you on holiday?
<= 5	<input type="text"/>	Never <input type="checkbox"/>
6 – 12	<input type="text"/>	Rarely <input type="checkbox"/>
13 – 18	<input type="text"/>	Occasionally <input type="checkbox"/>
19 and older	<input type="text"/>	Frequently <input type="checkbox"/>

2.3 Indicate the number of each type of vehicle you own.

None  Bakkie  4x4 or off-road vehicle (ORV)   
 Passenger car  Caravan or camper  Motorcycle (Scrambler or four-wheeler)

## 3. TOURISM PARTICIPATION

3.1 From which written sources/publications do you usually/normally obtain information about possible/potential destinations?

Fair Lady  Getaway  Mens Health  Car   
 You/Huisgenoot  Out There  FHM  Drive   
 Sarie/Rooi Rose  Newspapers  GQ  Other: \_\_\_\_\_

3.2 What type of clubs do you belong to?

None  Fitness  Adventure activities  Archaeological/cultural   
 Travel  Sports  Country/Golf  Other: \_\_\_\_\_

Brochures	<input type="checkbox"/>	Adverts in newspapers	<input type="checkbox"/>
Tourist Information Centers	<input type="checkbox"/>	Adverts in magazines	<input type="checkbox"/>
Internet websites	<input type="checkbox"/>	Adverts on TV/radio	<input type="checkbox"/>
Roadside signs en route	<input type="checkbox"/>	Notice board notes/handouts	<input type="checkbox"/>
Word of mouth/referrals	<input type="checkbox"/>	Other:	<input type="checkbox"/>

3.4 How often do you "get away" or go on holiday?

Never  Twice a year  Weekly   
 Once a year  Once a Month  Other:

3.5 Where do you usually go/ type of location?:

Holiday home (yours or relatives/friends)	<input type="checkbox"/>	Resort (spa, game park, seaside)	<input type="checkbox"/>	Other: (Name)
Camping sites	<input type="checkbox"/>	Hotel	<input type="checkbox"/>	
Farm visits	<input type="checkbox"/>	Overseas holidays	<input type="checkbox"/>	

3.6 Indicate how often you would be willing to travel given distances for the respective stay durations.

	50 km	100 km	200 km	> 200 km
For a day trip	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
For a weekend	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
For a week or more	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**4. PREFERENCES REGARDING ATTRACTIONS, ACTIVITIES AND SERVICES**

**More than one option may be selected in this section**

4.1 How often do you spend leisure time on a farm?

Never  Once a year  Twice a year  Once a Month  Weekly  Other

4.2 If you do partake in farm visits, what are usually your reasons?

Business (conference/seminar/academic reasons)	<input type="checkbox"/>	Getting to know more about farming way of life	<input type="checkbox"/>
Social events (weddings/parties)	<input type="checkbox"/>	More affordable	<input type="checkbox"/>
Recreation and leisure	<input type="checkbox"/>	Other:	<input type="checkbox"/>

4.3 Rate the attraction value of these **natural landscape features** in terms of how important its presence is in attracting you to visit a rural place (use the **attractiveness rating scale** from 1 to 5, where **1** = very low; **2** = low; **3** = moderate; **4** = high; and **5** = very high).

	Rating		Rating
Plains	<input type="checkbox"/>	Rivers	<input type="checkbox"/>
Hills	<input type="checkbox"/>	Dams/lakes/pans/pools/wetlands	<input type="checkbox"/>
Mountains	<input type="checkbox"/>	Waterfalls	<input type="checkbox"/>
Steep cliffs	<input type="checkbox"/>	Springs	<input type="checkbox"/>
Canyons	<input type="checkbox"/>	Other natural attractions? (Name)	<input type="checkbox"/>
Single geological structures/ rock formations	<input type="checkbox"/>		

4.4 Rate the attraction value of the following **wildlife features** in terms of how important its presence is in attracting you to visit a rural place (use the **attractiveness rating scale** from 1 to 5, where **1** = very low; **2** = low; **3** = moderate; **4** = high; and **5** = very high).

	Rating	Most favoured species		Rating	Most favoured species
Big game	<input type="checkbox"/>		Trout	<input type="checkbox"/>	
Small game	<input type="checkbox"/>		Bass	<input type="checkbox"/>	
Water birds	<input type="checkbox"/>		Other fish	<input type="checkbox"/>	
Raptors	<input type="checkbox"/>		Reptiles	<input type="checkbox"/>	
Other birds	<input type="checkbox"/>		Insects	<input type="checkbox"/>	

4.5 Rate the attraction value of the following **natural vegetation** types in terms of how important its presence is in attracting you to visit a

Rating	Most favoured species	(Aliens)	Rating	Most favoured species
		Oaks		
Proteas		Willows		
Ericas/heath		Poplars		
Bulbous		Pines		
Reeds		Other		
Succulents				

4.6 Rate the attraction value of the following **cultural attraction** types in terms of how important its presence is in attracting you to visit a rural place (use the **attractiveness rating scale** from 1 to 5, where 1 = very low; 2 = low; 3 = moderate; 4 = high; and 5 = very high).

	Rating		Rating
Rock art (Bushmen paintings)		Traditional food preparation, catering and sales	
Observing extinct cultures		Traditional farming activity displays	
Archaeological excavation sites		Traditional farm-household products (preparation/sales)	
Fossil/stone tool hunts		Farm animals (touch pen)	
Historical buildings		Observing/partaking in farming activities (picking fruit, milking cows, feeding animals, sheering sheep, etc)	
Historical graves		Other cultural (name):	
Historical routes			
National monuments			

4.7 (1) Rate the attraction value of the following **outdoor activity** types in terms of how important its presence is in attracting you to visit a rural place (use the **attractiveness rating scale** from 1 to 5, where 1 = very low; 2 = low; 3 = moderate; 4 = high; and 5 = very high). (2)

Indicate whether you prefer to rent the equipment or whether you would bring your own.

Activity	Rating	Rent	Own	Activity	Rating	Rent	Own
Swimming				Hiking			
Power boating / water skiing				Horse riding			
Canoeing / boating				Mountain biking			
Wind surfing				4x4			
Snow-skiing				Motor biking / motor cross			
Hang-gliding				Scenic drives			
Sand boarding				Picnicking			
Hunting				Camping			
Rock climbing				Farm product sampling /tasting			
Other (name)							

4.8 Which types of indoor facilities would you make use of in a farm setting?

Social events (weddings, parties, etc)  Business (meetings, conferences, etc)

4.9 What types of accommodation would you prefer?

Self-catering cottages  B + B  Rondavels with minimal facilities ("roughing it")   
 Luxury tents  Camping  Other: \_\_\_\_\_

4.10 Would you expect **personal attention** from the farmer and his/her family  or would you prefer **total privacy**

**PLEASE BE SURE TO HAND THE COMPLETED QUESTIONNAIRE BACK TO THE OWNER.**

**THANK YOU VERY MUCH FOR YOUR KIND CO-OPERATION!**

**APPENDIX B: Respondent profile****Table B1** Residential areas and occupations of the 108 respondents

Case no.	Rural	Urban	Occupation
61	0	*1	Clerk
69	0	*1	Computer Manager
31	0	Athlone	Chemical Analysis
42	0	Athlone	Buyer
17	0	Bellville	Admin
74	0	Bergvliet	Senior Analyst
1	0	Blouberg	House-wife/guesthouse owner
51	0	Blouberg	House-wife (husband -director)
80	0	Blouberg Extension	
60	0	Blouberggrise	Property Broker
100	0	Blouberggrise	Graphic Designer
64	0	Bloubergstrand	CE Manager
83	0	Bloubergstrand	House-wife
18	0	Brackenfell	Researcher-Agri
79	0	Cape Town	Project Manager
104	0	Cape Town	
108	0	City Bowl	Business Consultant
105	0	Claremont	House-wife
26	0	Constantia	Computer Scientist
10	0	Crawford	Librarian
47	0	Du Noon	Domestic
3	0	Durbanville	Admin Manager
35	0	Durbanville	Physiotherapist
62	0	Durbanville	Accountant
82	0	Durbanville	Receptionist/Admin Clerk
95	0	Durbanville	Pharmacist
71	0	Edgemoed	Engineering Manager
107	0	Edgemoed	IT Consultant
53	0	Glenwood	Engineering Manager
44	0	Goodwood	Supervisory Computer Operator
45	0	Goodwood	House-wife
43	0	Green Point	Sales Executive
84	0	Higgivale (Gardens)	Student
30	0	Kenridge	Attorney
19	0	Kensington	Surgical Buyer
16	0	Kleinbosch	IT Specialist

29	0	Kommetjie	
54	0	Kraaifontein	Telephone Technician
67	0	Kuils River	Computer Systems Engineer
86	0	Lakeside	River Guide
76	0	Melkbostrand	Project Manager
6	0	Meyerspark, Pretoria	Director: HR
14	0	Milnerton	
36	0	Milnerton	Architectural Advisor
38	0	Milnerton	Teacher
58	0	Milnerton	Retired Teacher
87	0	Milnerton	Garden Service
99	0	Milnerton	Quality Assurer
25	0	Monte Vista	Video Store Manager
34	0	Monte Vista	Desk Clerk
9	0	Newlands	Retired
33	0	Northern	P.A.
37	0	Northern	Medical Doctor
13	0	Panorama	Swimming Teacher
40	0	Paradyskloof	
21	0	Parow	Bee-keeper
46	0	Parow	Garage Owner
48	0	Parow North	Engineer
55	0	Parow-Noord	Lecturer
63	0	Randburg - Kelland	Ultra Sound Sales Consultant
52	0	Rondebosch	Teacher and husbands job
78	0	Rondebosch	Teacher
27	0	Summer Greens	Teacher
15	0	Table View	Self-employed
28	0	Table View	Roofing Contracts Manager
50	0	Table View	Student
72	0	Table View	Medical Doctor
73	0	Table View	Teacher
77	0	Table View	Service Delivery Manager
98	0	Tokai	Distribution and sales
5	0	Tygerhof	Self-employed
41	0	University Estate	
2	0	Welgelegen	Logistics Supervisor
4	0	Welgelegen	Carpenter
65	0	West Beach	Account Manager
75	0	West Beach	Network Engineer
12	0	Wetton	Teacher

97	0	Woodstock	Student/Park Ranger
85	*1	0	
94	*1	0	
68	Boland	0	Builder
81	Breede River Valley	0	Tourism Clerk/Typist
92	Breede River Valley	0	Admin Clerk
106	Ceres Karoo	0	
59	Graaff-Reinet	0	Farmer
90	Graaff-Reinet	0	Retired
101	Graaff-Reinet	0	Farmer
102	Graaff-Reinet	0	Businessman
66	Grabouw	0	Software Consultant
56	Moorreesburg	0	
49	Nyanga	0	Cleaner
11	Paarl	0	Manufacturers Representative
96	Prince Alfred Hamlet	0	Wife of farmer
93	Robertson	0	Marketing/PRO
57	Somerset West	0	Carpenter
24	Somerset West	Somerset West	Medical Practitioner and BA(Hons) student
7	Stellenbosch	0	Computer Consultant
8	Stellenbosch	0	Pensioner
20	Stellenbosch	0	Student
22	Stellenbosch	0	Student
23	Stellenbosch	0	Student
32	Stellenbosch	0	Auditor
39	Stellenbosch	0	House-wife
88	Strand	0	P.A.
89	Ukhahlamba Drakensberg	0	Tourism Officer
103	Ukhahlamba Drakensberg	0	Marketing Manager
91	Witzenburg	0	Financial Administrator
70	Wolseley	0	Developer

\*1 indicates that a respondent answered positively without giving the name of the town/city.

**Table B2** The demographics and income of the respondents

Valid	Age			Gender		Education			*Income					
	18-34	35-49	>50	M	F	<Gr12	Gr12	>Gr12	1	2	3	4	5	6
<b>All respondents</b>														
Frequency	45	36	25	46	61	8	23	76	12	23	34	15	11	13
Percentage	42.5	34.0	23.6	43.0	57.0	7.5	21.5	71.0	11.1	21.3	31.5	13.9	10.2	12.0
Total	106			107		107			108					

\* Income per month 1 = R0, 2 = R1-R4999, 3 = R5000-R9999, 4 = R10000-R19999, 5 = R20000-R29999, 6 = >R30000

