

DEPARTMENT OF BUSINESS MANAGEMENT

RESEARCH PROPOSAL

DESTINATION COMPETITIVENESS INDICATORS IN NELSON MANDELA BAY

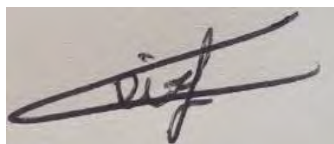
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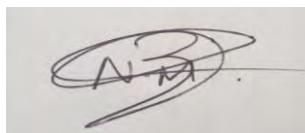
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DECLARATION

We, Makinana Ncumisa and Coty Fatouma Diakite, hereby declare that the content of this treatise named “Destination Competitiveness Indicators in the Nelson Mandela Bay” is our own work. The treatise has not been submitted previously for any postgraduate qualification to any university. All the sources that were used or quoted in the treatise have been acknowledged and documented by means of references.

A handwritten signature in black ink, appearing to be 'Coty Fatouma Diakite', written on a light-colored background.

Coty Fatouma Diakite

A handwritten signature in black ink, appearing to be 'Ncumisa Makinana', written on a light-colored background.

Ncumisa Makinana

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ABSTRACT

Tourism is one of the largest industries in the world and contributes 10.4% of the global Gross Domestic Product (GDP) providing 313 million jobs globally. The tourism industry is of substantial importance to South Africa's economy as it contributes 2.9% of the country's GDP and employs 4.4% of the country's formal and informal workforce. Destination competitiveness indicators (DCI) are key determinants in the success of any tourist destination. Given the importance of tourism to the economic growth of South Africa (SA), this study aims to identify DCI that can increase the competitiveness of Nelson Mandela Bay (NMB) as a tourist destination.

The study sought the perceptions of domestic-, as well as, international tourists and utilised the quantitative research paradigm. A survey was conducted with the aid of a structured self-administered questionnaire. As no sample frame was available to the researchers', convenience sampling was deemed appropriate. The final sample comprised of 155 respondents.

The sample consisted of 65% foreign citizen and 35% South African citizen. The results indicate that the respondents regarded the DCI health and hygiene and safety and security as of utmost importance, while the indicators; accessibility, infrastructure, quality of visitor experience, cultural heritage and creative tourism resources, political and governance, social, economic and technology was regarded as very important. Accommodation and climatic- and natural environment conditions was regarded as important for NMB to achieve destination competitiveness. With regards to individual items, the importance of the water quality, security, stable electricity supply as well as the availability of health care in NMB was raised as important indicators to improve overall competitiveness of NMB.

Convenience sampling was used as the sampling method within this study, which can lead to the data not being generalised. Despite this limitation, this exploratory study offers a distinct contribution to the literature on DCI. Specifically, the study highlighted factors regarded as utmost importance for NMB to become a competitive tourist destination.

Actively addressing these indicators could stimulate job creation and generate more profit for tourism companies in the Eastern Cape Province.

Keywords: tourism competitiveness, tourism industry, tourism demand

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CHAPTER ONE

1.1 INTRODUCTION AND BACKGROUND TO THE STUDY

Tourism is one of the global leading industries (Statista, 2019:1). In 2017, tourism contributed 10.4% of the global Gross Domestic Product (GDP) and created over 300 million jobs in 2018 (World Travel and Tourism Council, 2018:1). The World Travel and Tourism Council (2018:2) further states that in most countries around the globe, tourism is a significant economic activity which many countries depend on to generate revenue and employment. Competitiveness of destinations relies on continuous tourist attraction which provides unforgettable experiences in a secure environment (Vicent, 2015:3). Competitiveness indicators for destinations economically include diverse services such as accommodation, transportation, and entertainment. A destination's strength can be measured by its competitiveness against other destinations (Ritchie & Crouch, 2018:1). Spain is ranked first globally in the ranking reports of the most competitive countries, France second and Germany third. SA, however is only ranked 53rd on the travel and tourism competitiveness index ranking report industry (World Economic Forum, 2017:9).

According to Business in South Africa (2019:1) SA is known for its quaint beauty, cultural diversity and value for money making SA one of the rapidly growing destinations for recreation and organisational travel. From 2015 to 2016, global arrivals rose by 12.8%, representing 10 million global tourist arrivals. In addition, SA has shown a rise of 5.1% from 2014 to 2015 as a trade and business destination (Bernard, 2017:1).

NMB boasts a wide range of tourist attractions, including clean beaches, African culture, nature reserves, such as the Lion Park and the Addo Elephant National Park (home to the big five situated a few km away from NMB), natural parks, gardens, and nature reserves with their untouched resilience that captures tourists' attention (Nelson Mandela Bay, 2019:1). By examining the impact of the destination competitiveness indicators on tourism, insight can be gained as to what tourists expect the most. Thus, included in this study will be an identification of the main destination competitiveness indicators which play a crucial role in determining NMB as a tourism destination.

1.2 PROBLEM STATEMENT

Tourism is significant to the economy of South Africa (SA) contributing 2.9% of the country's GDP and employing 4.4% of the country's formal and informal workforce in 2016 (STATS SA, 2018:1), with the potential to grow to 2.1 million jobs by 2028 (Government of South Africa, 2019:1). According to the World Economic Forum, (2017:9) South Africa (SA) ranks only 53rd in the industry's travel and tourism competitiveness index.

Domestic tourism travel declined by 12.5% between 2014 and 2015 (Pillay, 2017:1). Domestic tourism travel continued to decline in 2016 by 0.7%, compared to 2015. Provinces most visited in 2015 and 2016 were Limpopo, Gauteng, KwaZulu-Natal, and the Western Cape (Pillay, 2017:1; Hastings, 2019:1). The Eastern Cape was not listed. Nelson Mandela Bay (NMB) boasts unique local culture, historic buildings and exquisite natural surroundings (Nelson Mandela Bay Tourism, 2019:1; West2Wild Coast, 2015:1). Despite the potential of the NMB, local authorities and businesses have failed to maximise its resources (Carlitz, Cullen & Nyamutsambira, and 2019:2). Nelson Mandela Bay Tourism Strategic Plan (2014:9) states that the aim of the NMB municipality is to simultaneously improve its global competitiveness ranking and eradicate poverty (Njoya & Seetaram, 2017:1).

Destination competitiveness indicators are key determinants of any destination's success, yet companies find these indicators daunting, lacking skills, infrastructural maintenance and funds (Dupeyras & MacCullum, 2013:1). Gaebler (2018:1) states that "despite the extensive nature of tourism, NMB has not reached its maximum competitiveness." It is faced with challenges of unemployment, poverty and crime (Eleftherios & Athina, 2015:286).

It is necessary to design competitiveness indicators to orchestrate competitive development in NMB. Based on the latter decision, this study aims to identify competitiveness indicators to be used in NMB tourism destination.

In the following section research objectives are discussed.

1.3 RESEARCH OBJECTIVES

The primary objective of this study is to describe destination competitiveness indicators in the NMB. For the primary objective to be achieved, the following secondary objectives were pursued:

- To identify the nature and importance of destination competitiveness;
- To describe the demographic profile of the respondents in NMB;
- To describe destination competitiveness indicators in NMB;
- To determine which indicators are of utmost importance for tourism in NMB.

The following methodological objectives are set

- To conduct a review of the literature review on destination competitiveness indicators;
- To select a fitting methodology and research design for the study;
- To develop a suitable measuring instrument that will be used to determine destination competitiveness indicators in the NMB;
- To provide recommendations and conclusions to the Nelson Mandela Bay Tourism, about how to improve tourism in NMB.

The research will address the following research questions to give effect to the primary and secondary objectives:

- What is destination competitiveness and why is it important?
- Which indicators are of utmost importance for tourism in the NMB?

The next section outlines the research design and methodology supported by the study.

1.4 RESEARCH DESIGN AND METHODOLOGY

The research design and methodology were chosen to successfully address the research objective of this study. Research design can be divided into two categories, namely secondary and primary research, which will now be discussed.

1.4.1 Secondary research

Secondary data is data that someone else, other than the user, has already collected and recorded for a different reason than the current research employs (Boone & Kurtz

2015:316; Collis & Hussey 2014:59). Secondary sources of data include annual reports, newspaper articles, newspaper articles, government publications and business reports. To achieve the primary objective, the secondary research of this study involved a comprehensive literature review in order to identify and describe destination competitiveness indicators in the NMB. This study conducted secondary research by consulting multiple textbooks and research articles. Furthermore, the Nelson Mandela University's library facilities were used to access global databases such as Emerald, EBSCOhost and Sabinet.

1.4.2 Primary research

Primary data involves the collection of new information for the research project (Grimsley, 2017). This data refers to original data that can be collected using a questionnaire, and contains information not found in other sources (Winslow and Faan, 2009:13). For this study, the primary data was collected from individuals at the Nelson Mandela International airport. The primary research comprises research design and paradigm, sampling techniques, and the data collection methods that are considered most suitable for the study. The design of the measuring instrument will then be presented, as well as the methods of data analysis to be used during the study.

1.4.2.1 Research paradigm and methodology

According to Rahi (2017:1), two main research paradigms, namely positivism and interpretivism, are available for exploitation. The positivistic research paradigm originates from the natural science and the scientific methods used therein. It believes that social reality is objective. Therefore, research is uses objective evidence that is precise, taken from observable, descriptive and measurable phenomena, using quantitative data. (Collis & Hussey 2014:43; Struwig & Stead 2013:267). Positivists usually make use of large samples, observation to test hypotheses and artificial locations (Collis and Hussey, 2014:44). The aim is to discover and explain theories that originate from empirical research. Furthermore, questionnaires and surveys can be used as methods.

However, an interpretivist paradigm is based on the belief that past experiences and individual's views shape the perception of reality (Yanow & Schwartz, 2013:133). In

order to gain a deeper understanding of the multi-level complexity of the social reality, it explores a variety of methods such as describing and translating (Struwig & Stead 2013:268). Qualitative, subjective, humanist and phenomenological data are the approaches used in Interpretivism. Features include small samples, use of natural location, generating theories, producing subjective and qualitative information, and findings produced with low reliability and high validity; findings are generalised from similar settings. It is evident that interpretivism is used when in-depth and detailed information is needed (Collis & Hussey, 2014:44). In addition, for Woodside (2010:47), the positivistic paradigm is associated with a quantitative methodology and the interpretivistic paradigm is associated with a qualitative methodology.

Two types of research methodology can be found: quantitative research and qualitative research. Quantitative research usually makes use of numerical terminology, uses a bigger sample and involves measurable phenomena (Collis and Hussey, 2014:50). However, qualitative research is based on non-numerical data, and its purpose is to understand the society; observation, focus group and open-ended interviews are ways to conduct qualitative research (Quinlan, 2011:286).

For this study, a positivistic research paradigm, in conjunction with quantitative research, was implemented, using a descriptive research approach and quantitative numerical data methods to analyse data. The reason for using this methodology is explained in Chapter Three.

1.4.2.2 Population, sampling and data collection

A research population is a collection of objects or individuals with similar characteristics suitable to the study (Banerejee & Chaudhury, 2010:65). For this study, the research population consists of the local residents as well as domestic- and international tourists in NMB. According to Kenton (2019:1), a sample is a smaller version of a larger group that can be managed. It is a subset containing a larger population's characteristics. Kenton (2019:1), further explains that samples are used in statistical tests, if the population size of the test is too large to include all possible members or observations, it

should represent the population as a whole and not reflect bias towards a particular attribute. Having identified the appropriate population for the study, researchers need to select one of two methods of sampling, namely non-probability and probability sampling. Non-probability sampling can be described as a sampling method that does not give all the members of the population the same chance to be selected (Lunsford & Lunsford, 1995:105). Furthermore, there are four types of non-probability sampling namely convenience sampling, quota sampling, purposive sampling and snowball sampling (Maree, 2016:197-198).

Convenience sampling uses those respondents that are available and willing to participate in a study (Frey, Botan & Kreps, and 2000:131). Quota sampling is used to ensure that the respondents are represented equally in each layer of the structured sampling group (Lunsford & Lunsford, 1995:110). Lunsford and Lunsford (1995:110) describe purposive sampling as a method used when respondents are selected based on knowledge and domain of skills in an industry. Finally, according to Lohr (2010:517) snowball sampling is a method that makes use of the respondent primarily identified to identify other respondents for the sample until the desired sample size is realised. Probability sampling is a method of using a subset of a population as a known probability (Lohr, 2010:60). Furthermore, probability sampling consists of four types of sampling methods which are random sampling, systematic sampling, cluster sampling and stratified random sampling (Lohr, 2010:61). For McNealy (1999:155), a random sample is chosen by giving a number to each member of the population list and the numbers are randomly selected to create the sample. In systematic sampling, the point of origin is randomly chosen from a list of population and any number after the starting point can be chosen to be part of the sample (Lohr, 2010:25).

Cluster sampling is when the member of the population is assigned to a cluster. The clusters are randomly selected and each number in a specific cluster is put in a sample (Latham, 2007:1). According to Maree (2016:195), stratified sampling is the division of a population into a number of homogenous, non-overlapping groups called strata.

A large sample was essential, resulting in researchers using a survey research method. A structured questionnaire was used to gather the data, which was then statistically analysed and interpreted. Convenience sampling was also used as a technique for conducting research, due to the ease of access to local as well as domestic and international tourists in the NMB. Potential participants were approached at the Port Elizabeth International Airport by the researchers where a self - administered questionnaire was delivered to willing respondents. Permission to conduct the research has been approved by Nelson Mandela Bay Tourism.

1.4.2.3 Design and measuring instrument

A measuring instrument was developed to measure destination competitiveness indicators. The measuring instrument items were obtained from existing measuring instruments used in similar research and are considered both valid and reliable. The questionnaire used in the study consisted of four sections, with a cover letter explaining the purpose of the study. Section A covered the demographic information of the respondents, and Sections B, C, and D were about the different indicators. The questionnaire was constructed with the use of a Likert-Scale, where 5 was utmost importance, 4 was very important, 3 was moderately important, 2 was slightly important and 1 was unimportant.

1.4.2.4 Data analysis

Data analysis is a process of data evaluation, transformation and modelling that is intended to find useful data promoting decision making (Xia & Gong, 2014:300). In addition, during this phase, raw data is changed into useful information to point out patterns and apply statistical techniques (Cooper & Schindler 2014:84)

Data will be measured using descriptive statistics. According to Narkhede (2019:1), descriptive statistics refers to data used to provide population descriptions, either through numerical calculations or through graphs or tables. Lani (2019:1) further explains that descriptive statistics are useful for describing the basic features of data, it helps manage data for accurate presentation. Kenton (2019:1) further states that descriptive statistics is

used to repurpose difficult to understand quantitative insight across a large data set into concise descriptions.

According to Hargrave (2019:1) standard deviation gives the dispersion of a data set relative to the mean, calculated as the square root of variance. The mean is the average, the sum of all the measurements divided by the number of measurements (Hussain, 2012:741). The mean will be the total number of tourists divided by the number of questions asked, the formula being: $\bar{x} = (\sum x_i) / n$. The mode is the measurement that has the higher frequency (Hussain, 2012:741). The median is the recurring value of a set of numbers which ends up splitting the data into two parts $(n+1)/2$ th, the mode is the most reoccurring number within a set of data (Manikandan, 2011:214). Narkhede (2019:1) explains inferential statistics that make population inferences and predictions based on a sample of data taken from the population concerned, however, inferential statistics will not be used in this study as the objective of this study is to describe and measure destination competitive indicators in NMB.

For this study, the primary data collected from the research questionnaires was captured in Microsoft Excel. In addition, the statistical program called Statistical was used to examine the data captured. Methods used for this study included standard deviation measures, mean, median and mode.

1.5 SCOPE AND DEMARCATION OF THE STUDY

The sample consisted of 155 respondents interviewed at the Nelson Mandela International Airport. The sample was made of local as well as domestic and international tourists of the NMB. As discussed throughout this chapter, destination competitiveness is important for a place to be competitive. Thus, the literature review of this study identified three main indicators of the destination competitiveness in the NMB. These indicators are core indicators, facilitating indicators and supporting indicators.

1.6 DEFINITION OF KEY CONCEPTS

1.6.1 Tourism Competitiveness

According to Christian (2015:1) Tourism Competitiveness refers to the capacity of the destination to optimise its attractiveness by delivering quality, innovative and appealing tourism services, gaining a market share in the domestic and global market place, while securing the availability of resources supporting tourism and using them effectively and sustainably. Dwyer and Kim (2003:369) argue that competitiveness refers to the capacity of a destination's performance of goods and services being than other destinations. Ritchie and Crouch (2011:140) further suggest that Tourism competitiveness destinations are capable of increasing tourism spending, attracting tourists by ensuring appropriate creative experiences and good value for money tourism services, and gaining a market share in national and international markets.

In this study, tourism competitiveness refers to the ability of a destination to attain the general standards required for performance against other geographical locations. It can also be regarded as the ability to attract individuals through various mediums, making it a destination to visit, or later a place to stay. Mediums such as tourist sights, which include monuments, museums, beaches and game parks etc. become the core of attraction toward a destination. Each destination is renowned for its attractions, depending on the interests of tourists, the competitiveness is marked through its value. Destinations such as France, which have the Eiffel tower as their popular tourist attraction, will be compared with other popular tourist sites such as Egypt, which has the pyramids.

1.6.2 Tourism Industry

The World Travel and Tourism Council (2019:3) explains that tourism is an intricate sector involving a wide variety of companies and organisations. In addition, The World Travel and Tourism Council (2019:3) also states that the organisations working together at different stages are working to offer a comprehensive tourism package. According to Camilleri (2018:1), the tourism industry requires the ability to adapt to customers changing needs. Zaei and Zaei (2013:13) explain that for different individuals, tourism implies different things, because it is an abstract of a wide range of consumer activities requiring

products and revolving a wide range of economic satisfaction and enjoyment.

In this study tourism industry refers to the network of ideas and structures that beautify a destination and bring about its strong economic empowerment. It also considers various other destinations which create links for people to travel between and experience other geographical locations. The industry promises good safety, satisfaction and enjoyment to all who seek to be tourists. It also provides an education base for people to learn about a destination, tour guides are assigned to inform tourists about the history and current situation of a destination as well as the cultures to encounter.

1.6.3 Tourism demand

Tourism demand is the total amount of individuals who desire to travel, using tourist facilities and services away from their designated work or residence facility (Camilleri, 2018:1). In addition, the economic perspective highlights specific time periods and prices in situations where individuals have the purchasing power to buy products or services Camilleri (2018:1).

In this study, tourism demand refers to the ability of a destination to offer good tourist facilities. The amount of people that wish to visit a destination reflects the amount of demand there is. The higher the cost of goods and services depending on the willingness of tourists to pay for them suggests a higher demand. The willingness of tourists to spend money on specific products and services available shows the urgency of the tourist's desire to travel to the destination.

1.7 STRUCTURE OF THE STUDY

Chapter one provides an introduction and background to the study. In addition, the problem statement, the purpose of the study as well as the research objectives including primary, secondary and methodological objectives were also identified.

Chapter two addresses the first objective of this study, namely, to conduct a literature review on the concept of destination competitiveness. Thereafter, the literature review is continued to get insight into different indicators: core indicators, facilitating indicators and

supporting indicators.

Chapter three addresses the research design and methodology used in the study. The population, sample frame and sample are defined and indicated. Furthermore, the sampling techniques and the measuring instrument used were described.

Chapter four presents the result of the empirical research and a discussion of the findings. Chapter five is the concluding chapter and provides a summary of the contents of the previous chapters. The literature review and empirical research were used to draw conclusions and recommendations.

CHAPTER TWO

LITERATURE REVIEW ON DESTINATION COMPETITIVENESS INDICATORS IN NELSON MANDELA BAY

2.1 INTRODUCTION

As stated in Chapter one, the primary objective of this study is to describe destination competitiveness indicators in NMB. Chapter one briefly discussed the importance of tourism in the South African economy; thus, increasing the destination competitiveness of each province can lead to growth in the national economy. NMB is one of the poorest cities in South Africa; local governments and industries have not been able to maximise its resources (Carlit, Cullen & Nyamutsambira, 2019:2). Njoya and Seetaram, (2017:515) is of the view that the NMB municipality is simultaneously improving its global competitiveness to eradicate poverty.

According to the World Tourism Organisation (2010:1), tourism is the most viable economic development option and the main source of wealth creation. There are, however, many windows of opportunities that can develop tourism if capitalised upon. Tourism destinations are inherently complex, consisting of a wide range of tourism products and services that meet tourist needs by offering a travel experience (Kozak & Baloglu 2011:9).

When Tourist destinations become highly competitive, it can increase tourism spending, attract visitors and provide tourists with memorable experiences, conserving the natural capital of the tourism destination (Mazanec, Wöber & Zins, and 2014:88).

This chapter highlights the indicators that affect the destination competitiveness of NMB. For this to be achieved, a comprehensive literature review on the concept of destination competitiveness indicators will be given. This will be followed by an identification and description of the main indicators namely: core indicators, facilitating indicators and supporting indicators (Ferreira, 2018:74).

2.2 DESTINATION COMPETITIVENESS INDICATORS

Destination competitiveness is significant for countries that focus on tourism; the increase in travel and tourists indicates its importance of tourism in the economic (Gooroochurn & Sugiyarto, 2005:26). Tourists have an impact on the economy, by dealing with the globalised market it is obvious that the tourism destination is influenced by its competitiveness (Kayar & Kozak 2010:205, Enright & newton 2004:779). To have a competitive advantage in the tourism industry, a destination must make sure that the experiences available surpass tourist's expectations as compared to the experiences provided by other available destinations (Dwyer & Kim 2003:369). Therefore, destination competitiveness can be defined as a destination's ability to offer a variety of goods and services that attract tourists more than other destinations' do.

Many destination competitiveness models and their indicators have been developed over the years (Khin, Daengbuppha & Nonsiri, and 2014:52). A good understanding of what increases tourism competitiveness can improve the tourism industry (Crouch, 2011:143). Therefore, every destination needs to identify the indicators that it can use to be competitive in the global market, to focus on them and improve them over time (Ferreira, 2018:73).

Figure 2.1 was constructed based on the indicators found by Ferreira (2018:74), the research focus was on Sustainable Competitiveness Tourism in South Africa. This figure presents three main indicators namely core indicators, facilitating indicators and supporting indicators. These indicators are explained with their sub-indicators.

Figure 2.1: Indicators of destination competitiveness



Source: Ferreira (2018:74)

2.2.1 CORE INDICATORS

According to Ferreira (2018:74), and as indicated in Figure 2.1, core indicators consist of health and hygiene, safety and security, accessibility, infrastructure, and accommodation. These core indicators will now be discussed in more detail.

2.2.1.1 Health and hygiene

According to Jovanović, Janković–Milić, and Ilić (2015:376) the number of healthcare facilities is important for the tourist's medical care. There are two ways that the healthcare sector can affect a country's tourism competitiveness: firstly, based on their experiences of the provision of a healthy environment, tourists can estimate the potential of a destination (Page, 2009:152). Secondly, several tourism destinations are attempting to develop medical services to enhance destination competitiveness. According to Cooper, Fletcher, Fyall, Gilbert, and Wanhill (2008:375), health and hygiene are of utmost importance to a tourism destination, as they deal with requirements which include sanitary and hygienic conditions, the standard of medical care and availability of good drinking water.

Like many other cities, NMB faces various health issues, nevertheless, the healthcare sector has excellent and well-qualified healthcare professionals, all practitioners are registered with the South African Health Professions Council and set high standards in their professions (NMB Tourism, 2019:1)

2.2.1.2 Safety and security

South Africa is known to be a third world country with first world attractions, characterised by inequality between desperately poor communities and extremely wealthy communities, plagued by socio-economic problems (MoAfrika, 2019:1). According to SafeSpace (2015:1), safety and security have always been a pressing issue in South African communities. Creating a safe city is the developmental pillar of the current NMB Municipality administration; these fits well into the City's main priorities of boosting tourism and creating jobs. Crime in South Africa is a problem for the tourism industry; crimes such as robbery, human trafficking, murder, and sexual harassment, amongst others (NMB Tourism, 2019:1). Crime statistics from the South African Police Services (SAPS) indicate a gradual decline in the total number of serious crimes between 2001 and 2010 of around 18% (Moyo and Ziramba, 2013:5). According to Gaebler (2018:17), NMB strives to provide well-resourced facilities to ensure the safety of local residents and international tourists. Municipal policing is a costly option to improve safety in NMB, as there are limited municipal resources. The municipal focus is on crime prevention through patrols, sector policing and ensuring the availability of emergency services provided to ensure the safety of all local residents and international tourists, which include emergency services and traffic and licensing services in NMB (NMB Municipal, 2019:1). Furthermore, NMB Municipality states that with collaboration between all internal and external municipalities, particularly law enforcement agencies with metro police force, the city is well equipped to identify potential threats and reduce crime (ibid., 2019:1).

2.2.1.3 Accessibility

According to Alkahtani, Xia and Veenendaal (2015:2), accessibility can be described as easy access to tourist attractions through travel availability and quality of road infrastructure. NMB is a hub to more than one million hectares of game reserves in the

Eastern Cape that includes the Addo Elephant National Park, with various other reserves that offer the ' Big Five ' adventure (Route62, 2019;1). NMB has become the most sought-after tourist destination with locals and visitors due to the accessibility and convenience provided to explore the city with the NMB Pass Card, which gives tourists free and discounted entrance to a variety of sights and activities around NMB (Tourism Tattler, 2016:1). Accessibility is the continuing effort to maintain the availability of tourism destinations, products and services, irrespective of physical constraints in tourism destinations, whether in public or private ownership (European Network for Accessible Tourism, 2010:1). As a water sports tourism city, NMB has prioritised the maintenance of recreational water quality standards at its three Blue Flag Beaches (three local beaches – Humewood, King’s Beach and Hobie). The municipality regularly hosts various tourist and marketing events, such as the Splash Festival (NMB Tourism, 2019:110). Accessibility and tourism operations have removed obstacles to the availability of transport. Public transportation provides convenient, fast services (NMB Tourism, 2019:1). Also, using municipal buses, tourists in NMB can commute around the city, with buses departing from Norwich Bus Station, located below Union Centre Building, Strand Street (NMB Tourism, 2019:1).

Port Elizabeth International Airport is conveniently located in NMB and is easily accessible, with numerous available flights connecting NMB with domestic and international destinations via international airports in Durban, OR Tambo and Cape Town. Public transportation and car rental choices are available at the airport as well as shuttle services offering convenient transportation in and out of the city (NMB Tourism, 2019:1).

2.2.1.4 Infrastructure

Telecommunications is one of South Africa’s growing sectors driven by growth in mobile connectivity with internet that is 99% digital and includes fixed-line, wireless and satellite communication (Brand South Africa, 2012:1).

According to NMB Tourism (2019:1), infrastructure systems, including transportation, utilities and telecommunications are well-distributed, providing public services to all areas

of NMB, to attract and support development. In addition, NMB Tourism (2019:1) reports that “the municipality has prioritised the fixing of potholes, improving the visibility of directional signs and improving public awareness of high accident zones to ensure safety on the roads”.

Infrastructure comes in the form of simple devices, and construction and services structures that are key to the proper functioning of the economy (Panasuik, 2007:1). Essays, UK. (2018:1) mentions two independent variables of infrastructure: communication infrastructure and utility infrastructure. Communication infrastructure relates to online and telecommunications, which are safe internet connections, online payments and strong telephone networks (Essays UK, 2018:1). Essays UK (2018:1) further states that most international tourists pay using online methods such as master cards, making communication infrastructure critical.

According to Essays UK (2018:1), utility infrastructures include water supply and power supply. The appropriate power source and clean water in a touristic destination is essential to the growth of tourism, as most tourists expect to receive all facilities requiring excellent power flow in a tourism destination. In addition, the supply of pure water is one of the most important necessities for good waste disposal methods (Essays UK, 2018:1). According to NMB Municipality (2019:110), “a Waste Exchange (WX) Project was launched in 2008, as a method of waste minimisation in the NMB. The WX is a web-based system that allows a company or individual to register and post listings under wanted waste material or the user can search on the listings of available waste material that can still be used by someone else, such as cardboard boxes recycling material”.

2.2.1.5 Accommodation

According to a statement published by Stats SA for the period year end May 2019, the sector showed an increase of 5% in tourism accommodation, caravan parks and camping sites showing the largest year growth of 44.6%, guesthouses and guest farms showed a 12.1% increase (Kahla, 2019:1).

Cooper et al. (2008:344) reports that “accommodation is a fast-growing sub- sector within the tourism industry”. Cooper et al. (2008:346) further contend that NMB offers a wide variety of variously graded accommodations to suit every budget and taste, such as the Sun international, Radisson Blu and City Lodge. According to NMB Tourism (2019:1), NMB has endless accommodation possibilities ranging from five-star game lodges or guesthouses in the township to a bed and breakfast in the countryside. NMB Tourism (2019:1) further states the availability of camping sites and caravan parks for outdoor activities, located by the beachside. NMB offers the backpacker accommodation offering unmatched diversity for travelers wanting to explore the city and its activities. Backpacker accommodation enables tourists to experience offers of outdoor activities at affordable prices, with dormitory-style rooms provided with shared bathroom and kitchen facilities (SA-Venus, 2019:1). Luxury hotel to five-star game lodges, town hall or country bed and breakfast – NMB offers endless opportunities. Accommodation in Port Elizabeth varies from accommodation with beach view to bush accommodation surrounded by wildlife, the sensuous bed and breakfast services in manor houses, luxurious dwellings or opulent homes (NMB Tourism, 2019:1).

Core indicators are essential to increasing the demand of tourism and making the NMB more competitive. The tourists can find a range of star-graded hotel, various transportation services and a stable electricity supply in NMB. As the core indicators in destination competitiveness have been identified, facilitating indicators will be discussed next.

2.2.2 FACILITATING INDICATORS

Facilitating indicators can be described as indicators that make the tourists choice more attractive and can be seen in Figure 2.1, they include: the quality of the visitor's experience, the climatic and environmental conditions, and the cultural heritage and creative tourism resources of the particular destination (Ferreirra, 2018:74). These indicators are discussed in the following section.

2.2.2.1 The Quality of the visitor's experience

Tourists seek experiences rather than products; therefore, organisations in the service industry are more focused and interested in creating an experience for tourists (Du Plessis, Saayman & Potgieter, 2014:521). Furthermore, all tourists have unique experiences and interpretations thereof, because interpretation is based on personal factors such as moods, past experiences and cultural background; therefore, understanding and investigating the experience preference of visitors will help an organisation to design an appropriate management plan for the visitor (Du Plessis, Saayman & Potgieter, 2014:522). The service quality is important for the tourists because it can influence their experiences positively or negatively (Al Ababneh, 2017:7). According to Dupeyras and MacCallum (2013:36), visitor satisfaction is a key indicator for destination competitiveness and customer demand is determined by factors such as experience and recommendation. For Vengesai, Mavondo and Reisinger (2009:622), the availability of recreational facilities and friendly tourist attractions are of major importance for a place to be competitive.

A survey can be done with visitor feedback to analyse the tourist's satisfaction and the competitiveness of the tourism offering (Dupeyras and MacCallum, 2013:36). The visitors feeling satisfied, word of mouth will be favourable and the destination can have a competitive advantage. NMB recently won the gold award for service quality at the Chinese tourism welcome awards last year (News24, 2018:1). A study done in Australia showed that the visitor tourism information centre is an important and reliable source of information to help educate the tourists about the destination products, services and the local area (Cabi, 2019:1). NMB has several tourism information centres and those centres can be found at the airport, at the Boardwalk, at the Donkin reserve, and in many other places (Pembba, 2019:1).

2.2.2.2 Climatic and natural environmental conditions

When tourists travel, they make sure that the destination climate and environmental conditions are favourable for all their planned activities. According to Gooroochurn and Sugiyarto (2005:30), the climate is a key driver for tourists and an important

competitiveness indicator. Climate can be described as the average weather in a particular destination and it includes information on sunshine, rainfall, and the temperature of different seasons. Climate changes are due to natural and external factors, such as solar emission, or can be human induced (Climateurope, 2019:1). South Africa has different climates, such as: mediterranean, subtropical and temperate; the country has generally cool nights and warm sunny days, depending on the season (SA-venue, 2019:1). The NMB climate varies during the year and offers a variety of outdoor activities, such as hiking, surfing and fishing (NMB tourism, 2019:1).

The climate of the world is changing because of global warming, which is the slow increase in temperature of the earth caused by an increased level of pollutants (Shahzad, 2015:2). The change in climate in South Africa has led to water restrictions because of the decrease in water availability (environmental affairs, 2019:1). The effect of global warming made NMB launch a Go Green campaign since 2008, which aimed to creatively and effectively communicate initiatives to help conserve the environment for future generations (NMB Municipality, 2019:1). Years of work in NMB has paid off, in October 2018 two of its neglected beaches, namely Well Estate and Bluewater Bay, were given the blue flag pilot status; a blue flag beach is a beach that represents good environmental standards, is safe, secure and has the presence of lifeguards (Capa, 2018:1).

NMB is the best destination for tourists who enjoy wildlife and nature. They can visit the Addo Elephant National Park which was established in 1931 to protect the elephant population. This Park has over 450 elephants now, as well as other wild animals, such as lions, leopard, black rhino and Cape buffalo (NMB Tourism Wildlife & Nature, 2019:1).

2.2.2.3 Cultural heritage and creative tourism resources

Resources are assets that can be altered to produce benefits (Lalita et al 2018:7). There are many types of resources and each country has its own set of resources that help to attract tourists to a destination. According to Hong (2009:111), cultural and creative resources are strong attractive forces for a destination. Cultural heritage can be described as the way of life of a community that is passed on from generation to generation, which

includes: traditional food, historical culture, traditional music, painting, and many other areas (Dupeyras and MacCallum, 2013:34). Heritage tourism is a part of cultural tourism and is considered one of the oldest types of tourism in the world; after Apartheid, many museums were developed in South Africa to explain what happened before and after 1994 (Viljoen and Henama, 2017:5). South Africa has many cultural heritage sites, such as Robben Island Museum, the Cradle of Humankind, the Castle of Good Hope, and many others. One NMB cultural heritage is Route 67, which is a route way in the city that educates about resistance and colonialism; the cultural heritage also includes museums, galleries, art, and much more (NMB, 2014:1).

Creative resources can be described as those resources intentionally created for the benefit of non-residents and residents of a destination. Dwyer and Kim (2003:381) explain the importance of created resources in making a destination more competitive. They described four different creative resources which are: the special event, the range of available activities at the destination, entertainment, and shopping. The following bullets describe what South Africa and NMB offers regarding these different creative resources:

- The special event is an event that can attract tourists to a destination, for instance a festival. South Africa is well known to be one of the 90 countries that welcome the Ironman world championship every year; Ironman is a triathlon consisting of 3.86km of swimming, 42.20km of running and 180.25 km of cycling raced without a break (Ironman, 2018:1). Furthermore, approximately 96000 athletes register to compete for the race each year, representing over 90 countries (Ironman, 2018:1). NMB is considered the home of Ironman in Africa and is a proud host of the event (Ironman, 2018:1);
- There are multiple activities to partake in, activities such as nightlife, sports and recreation and cultural activities. South Africa has a well-known resort named Sun City
- Which offers hotels, attractions and events (Sun-city-south-africa.com, 2019:1). NMB is a good destination for tourists that enjoy coastal views and beaches. Algoa Bay is a destination to visit in NMB. Water temperature varies between 18 and 21 degrees Celsius in summer and from 14 up to 19 degrees during winter (Nelson Mandela Bay, 2019:4);

- Entertainment: The resort Sun City in South Africa offers theatre, nightclubs, a movie zone and many other activities (Sun-city-south-africa.com, 2019:1). NMB is a destination to visit for a tourist that seeks a quiet and peaceful environment. Seminars on health and yoga meditation are done at NMB to ensure that tourists and residents experience relaxation in the bay (NMB, 2019:3); and
- Shopping: a competitive indicator, especially in cultures such as Japan's where gift giving when returning home is important. South Africa has many shopping malls. At NMB, Bay west is a big mall that offers a wide variety of national and international brands (Baywest, 2019:1).

Tourists are attracted by cultural and created resources of a destination, the climate is also of importance in the destination choice because it affects the activities that can be done at that specific place. As facilitating indicators in destination competitiveness have been identified, supporting indicators will be discussed next as per Figure 2.1.

2.2.3 SUPPORTING INDICATORS

Supporting indicators are shown in Figure 2.1 and include: political, social, economic and technological factors (Ferreira, 2018:74). Supporting indicators can influence tourism growth in a tourism destination.

2.2.3.1 Political

The public tourism sector consists of all the tourism-related businesses, organisations and structures for the delivery of good and services that are owned by the government. On the other hand, the private tourism sector consists of businesses or organisations owned and controlled by individuals (Surbhi, 2016:1). According to Andreu and Sanchez (2012:1), public and private cooperation are recognised as essential for the tourism industry. Cooperation in tourism can be defined as a joint activity of different organisations or individuals in order to achieve related goals, based on many factors such as joint venture, agreement and exchange of information (Kaufmane and Eglite, 2016:94). According to Menon and Edward (2014:2), some benefits of co-operation between private and public organisations are: private entities can get long term remuneration and the

ability to increase finances in areas where budget is restricted for the public sector.

Tourism is one of the largest industries and provides millions of jobs. The tourism industry is very important to the South African economy because it helps increase the economy by creating jobs and attracting foreign exchange (Lombard, 2016:1). According to Keyser (2009:392), the money earned from the tourism industry can be invested in education and training. Pratt (2012:123) states that there should be more people trained and qualified in the tourism industry to ensure better-quality service to tourists.

According to Writer (2019:1), Transparency International has released its corruption perception index for 2018 and South Africa's level of corruption in the public sector is forty-three. The ranking is scaled from zero to one hundred, with zero considered the most corrupt and hundred considered as transparent and honest. South Africa's score is below the average of fifty, which shows that the country needs to improve its efforts to eradicate corruption. Furthermore, South Africa has experienced large scale fraud, scandal and bribery over the past few years. Corruption was found within the government, including former presidents. NMB has a volatile political environment and needs to improve its relations with the provincial government to address local issues (Pmg, 2018:1).

2.2.3.2 Social

The quality of life at a destination influences the tourists experience and can add value to the destination (Gooroochurn & Sugiyarto, 2005:31). A social indicator can be described as a numerical measure that shows the well-being of a community or population, and it includes the poverty rate, life expectancy, suicide rates, life satisfaction, inequality rate and many others (NOAA, 2019:1). The tourists search for a destination where they can socialise and meet with new people easily. For instance, they may change their destination because of the inequality rate that exists amongst the community. Tourists want to enjoy nightlife and experience exciting new activities. Research showed that many tourists go to a hostel not because of the low price but because they want to meet new people and socialise (Lalita et al, 2018:6). South Africa offers many social events

such as: the Macufe festival and many others (SA-venue, 2019:1). One of the best known South African events is the Iron man competition that takes place at the NMB (Ironman, 2018:1).

The social impacts of tourism can affect the host community in the way they live, work and think; that impact can be positive or negative (Ahmed, 2015:33, Zaei & Zaei, 2013:15). For Kumar and Hussain (2014:362) tourism not only creates jobs and revenue, it contributes to the improvement of the destination's infrastructure, which has a positive impact on the way residents view the tourism development. Furthermore, tourism grows when residents have a positive attitude which leads to the creation of trust between tourists and residents; however, the local community is often the last to be notified of tourism development, despite the fact that they are the first affected by the impact of tourism on their community (UKEssays, 2018:1).

2.2.3.3 Economic

Tourists are attracted by a strong and stable economy. An increase in South African tourism leads to an increase in the country's foreign direct investment (Ekanayake & Long, 2012:53), thus, expanding the country's economy and using the monetary gains to improve the country and attract more tourists. The economy changes and many factors affect those changes such as the consumer price index, trade, purchasing power and foreign direct investment. A Destination with a stronger economy has a more competitive advantage over other destinations (Lalita et al, 2018:7). Economic growth reveals the tourism industries ability to attract investors (Hong, 2009:114). In 2015, the Eastern Cape contributed 7,5% to the GDP and 9,1% to total South African employment.

According to (Du, Lew and Pin, 2016:3) "The sustained demand for tourism, together with its potential to generate high levels of employment continues to prove the importance and value of the sector as a driving force for economic development and job creation". Seasonality in tourism is experienced in almost all countries and destinations in the world. Seasonality causes fluctuations in tourism and visitor numbers to destinations. Seasonal increase in prices is necessary for the tourism industry. Economically and socially it may

have negative influences on a destination at the same time, it may provide time for both the environment and the host to recover from the strain of peak season (Weidner, 2006:1).

In terms of both domestic and international tourists, NMB has been consistent in growth in the tourism industry, with an average annual increase of about 10 %, placing NMB in a position to benefit economically (Nelson Mandela Municipality, 2019:1). Tourism is currently an active contributor to the local economy with stable product pricing. NMB is recognised as the hub of motor manufacturing in Africa, the largest car manufacturer in the country, Volkswagen South Africa, is situated in Uitenhage (Nelson Mandela Municipality, 2019:1). Tourism constantly encourages investment for economic growth and the creation of new attractions (Getz, 2008:408).

2.2.3.4 Technology

Technological forces represent opportunities and threats that should be considered when implementing strategies (Sukru, 2009:4). Technology indicators signpost the advancement of a country in its acquisition of developed and new technological systems such as the use of the mobile phone and Internet (Gooroochurn & Sugiyarto, 2005:30). Technological developments need to be implemented in the tourism businesses and industry to increase their competitiveness (Keyser, 2009:25). Innovative methods are important for the survival of the tourism industry, which will enable the destination management to support and promote their tourism product; this will lead to an increase of the destination share in international tourism demand and ensure the level quality and diversification of services and product offerings (Sorrensen, 2007:25, Bothma, 2011:8).

The use of modern technology such as e-tourism is important because it enables consumers to have access to information about travel and tourism worldwide (Dupeyras and MacCallum, 2013:53). According to Rama Sastry and Sushil (2018:1), mobile applications are irreplaceable tools to engage with the consumer from the tourism industry; these applications are of major importance for both tourists and companies because it enables them to do many tasks, such as flight booking, accommodation booking and many others. Tourists are also searching for destinations with good banking

facilities that allow access to their money as soon as they need it. According to Gauteng.net (2019:1), South Africa has a modern and sophisticated banking system. The major retail banks are: Absa, FNB, Nedbank and Standard bank. For the well-being of its local residents and international tourists, the NMB offers free Wi-Fi daily up to 100mb per device, in the municipal areas such as the library, and customer care (NMB Municipality, 2019:1). A fast and reliable Internet connection can also be found via different network providers in the NMB. Those providers are: MTN, Vodacom, Cell-C and Telkom (Writer, 2019:1).

This section highlighted indicators that affect the NMB tourism. Supporting indicators are important because they influence the way tourists view a destination. Indeed, a good political environment, a welcoming society and a stable economy are factors that affect tourists' opinions.

2.3 SUMMARY AND CONCLUSION

The purpose of this chapter was to highlight the destination competitiveness indicators in NMB. The concept of tourism competitiveness was defined and thereafter, an identification of the destination competitiveness indicators in the NMB was given, namely: Core indicators, facilitating indicators and supporting indicators. Within the discussion of the core indicators, it was found that the NMB does its best to keep its residents safe and secure; NMB also faces various health issues, and it has a variety of guesthouses and hotels. The facilitating indicators identified cultural and creative resources as being of importance for a destination to be competitive, and NMB offers different outdoor activities, such as surfing, hiking and fishing. As for supporting indicators, it was found that the local community welcomes tourism, NMB offers a reliable internet connection, and the political system is corrupt. Lastly, these indicators should not be underestimated for the economic growth of the NMB; they should be enhanced to develop the tourism industry in the NMB.

Following chapter two is chapter three where the research design and methodological approaches formulated for the study will be discussed.

CHAPTER THREE

RESEARCH DESIGN AND METHODOLOGY

3.1 INTRODUCTION

A literature review on the destination competitiveness of the NMB was done in chapter two. Thereafter, three main indicators, namely the core indicators, facilitating indicators and supporting indicators were explored as the determinants of destination competitiveness in the NMB. Research is an activity that makes use of materials or sources to find out things that are unknown (Walliman, 2011:9). This is achieved by providing information that is accurate and can be supported with fact (Struwig & Stead, 2013:82). Regarding that definition, this study seeks to identify the destination competitiveness indicators in the NMB.

Chapter three focuses on the research design and the methodology used in the study. An introduction to the population under study and a description of the sampling method used will be given. This will be followed by how the measuring instrument was chosen. Thereafter, the data analysis methods will be explained and finally, the researchers will conclude the chapter.

3.2 RESEARCH DESIGN

Akhtar (2016:68) explains research design as “the glue that holds all elements in a research scheme together”. In addition, Kumar (2011:94) further explains that the design of the research is a procedural plan that is fostered by a researcher to answer questions in a manner that is valid, unbiased and reliable, in order to combine research significance.

3.2.1 Research Paradigms and Approaches

Kivunja and Kuyini (2017:26), defines paradigms as human ideas illustrating where the researcher comes from in order to create meaningful integration in the data, with positivism and interpretivism being the most dominant paradigms. Kivunja and Kuyini (2017:26) further state that paradigms are therefore essential as they provide views and determine what should be studied by academics in a specific discipline, how it should be

studied and how the research outcomes should be translated. According to Dash (2005:1), positivism includes studying social reality based on philosophical concepts centred on a sensory experience that can be acquired through reflection and experimentation, while the interpretivistic paradigm observes that social reality is perceived and understood by the individual in accordance with ideological positions. Positivists support quantitative methods, while interpretivists support qualitative approaches (Thompson, 2015:1). Those two research approaches will be described, and the motivation regarding the suitable one for the study will be clarified.

3.2.1.1 Quantitative research approaches

According to Babbie (2019:1) quantitative approaches emphasise objective measures and statistical data gathered using questionnaires, surveys, or non-existing data manipulation using computational techniques. In addition, Tavakol and Sanders (2014:19) report that quantitative research approaches involve investigating how and why research is conducted; they use mathematical models and statistics to analyse results that are considered more objective. Furthermore, McLeod (2019:1) states that quantitative research is justified in establishing general concepts across different contexts, testing theory, and ultimately supporting or rejecting it.

As the quantitative approaches have been discussed, the qualitative approaches will now be discussed in the section that follows.

3.2.1.2 Qualitative research approaches

According to Health University of Utah (2019:1) Qualitative research is a naturalistic investigation approach that helps us to comprehend social phenomena in detail within their ordinary setting. It comprises a collection of interpretive, material procedures that fit the visual model of the globe (Stickler, Ursula and Hampel, 2015:384). Stickler et al (2015:384) further define qualitative research as a study of things in their natural environment, looking to create meaning or understand events in light of their significance.

Table 3.1 presents the differences between qualitative and quantitative research.

Table 3.1: Differences between Quantitative and Qualitative Research

Dimensions	Quantitative research approach	Qualitative research approach
Purpose	- Test hypotheses - Make predictions	- Understand - Interpret social interaction
research structure	- Structure	- Flexible
Objectivity/ Subjectivity	- Critical objectivity	- Subjectivity can be expected
Result	- Findings are generalisable and can be used for other populations	- Less generalisable findings
Group studied	- Chosen randomly and larger	- Not randomly selected and smaller
Reality	- Unchangeable reality because focus on facts that do not change	- Changeable reality because depends on peoples' opinions
Data analysis	- Usually after data collection	Takes place at the same time as data collection

Source: Johnson & Christensen, (2012:90); Struwig & Stead (2013:15)

Table 3.1 elaborates on the differences between the two research approaches. The main difference is that qualitative research uses a larger group and the result can be generalised, while quantitative approaches use a small group and the result cannot be generalised because it depends on people's perceptions. The section that follows will discuss the research paradigm and approach used in the study.

3.2.1.3 Research paradigm and approaches of the study

Table 3.1 shows that a combination of the quantitative research approach and a positivistic research paradigm is suitable for the study. This is due to the fact that the study is numerical and makes use of a large sample; furthermore, the data collection is done before the data analysis.

In the following section, the research approach used in this study will be explored.

3.2.2 Research Typologies

Typologies are analytical instruments in the social sciences that contribute to various analytical activities, such as the development and refinement of concepts, the drawing up of fundamental aspects and the creation of measurement and cases (Collier, LaPorte and Seawright, 2012:1). Typologies of research can be split into three classifications: explanatory, descriptive and casual typologies (FluidSurveys Team, 2014:1).

3.2.2.1 Exploratory Research

According to Bhat (2019:1), exploratory research is described as research that is used to explore an issue not clearly described, carried out to better understand the problem. “Exploratory research design does not aim to provide the final and conclusive answers to the research questions, but merely explores the research topic with varying levels of depth “(Dudovskiy, 2018:1)

3.2.2.2 Descriptive Research

According to Narkhede (2019:1) descriptive statistics refers to data used to provide population descriptions, either through numerical calculations or through graphs or tables. “Description provides what we know about capabilities, needs, techniques, practices, policies, populations, and environments in a way appropriate to a particular research or policy issue “(Loeb, Dynarski, McFarland, Morris, Reardon and Reber (2017:1).

3.2.2.3 Causal Research

Causal research is carried out to define the magnitude and type of cause-and-effect interactions, as well as to evaluate the impact of particular modifications on current standards and different approaches (Dudovskiy, 2018:1). Zaborek (2015:42) further states that “causal research involves situations where it is possible to directly observe how one set of variables, considered to constitute causes, affects the other variables, regarded as effects”.

3.2.2.4 Research design chosen for this study

Descriptive- and exploratory research design have been used for this study. A descriptive research design has been used because the study lists and describes the different destination competitiveness indicators in NMB. It is also exploratory as it aims to explain the destination competitiveness indicators in NMB.

To summarise this section, the study adopts a combination of the quantitative approach and the positivistic research paradigm. Regarding the research typologies, the descriptive- and exploratory research design is used for this study. The section that follows will discuss the methodology of the study, which is the quantitative methodology.

3.3 METHODOLOGY

Research methodology can be described as techniques available to researchers to do it research (Collis & Hussey 2009:67). Williams (2007:65) states that research methodology involves analysing, collecting and interpreting data to understand a situation, it also informs the reader about how the research will be done.

This study made use of quantitative research methodology because it uses numerical data. This type of research involves a large sample taken from the population and a structured data collection method (Albers, 2017:216). The section that follows describes the population for the study as well as the sampling method used.

3.3.1 Population studied and sampling method

According to Struwig and Stead (2013:267) a population is the combined total of all the components research is focused on. It can also be described as the total number of subjects or elements needed for a study (Hair, Babin, Money & Samouel, 2003:217). For this study, the population was the local residents as well as the domestic and international tourists of the NMB. However, due to the inability of researchers to test the entire population of the NMB, a sample was selected.

Frey, Botan and Kreps (2000:125) state that a sample can be described as a subdivision

of the entire population. A researcher can draw a sample from which conclusions can be drawn. These results can be used as a representation of the entire population under study (Patterson & Merunka, 2014:1035).

A sample frame can be defined as a register that has all the individuals from which the sample can be selected (Taherdoost, 2016:20). This study had no sample frame, as a register of all local resident and international tourists in the NMB does not exist. Therefore, due to the inability of researchers to find a sample frame, a sample was selected to represent the population. The sample included the local residents, as well as the domestic and international tourists in the NMB.

3.3.2 Sampling technique

After choosing the population for the study, the researcher has to choose between two sampling techniques, which are non-probability sampling and probability sampling. Those two techniques are now discussed with their components.

3.3.2.1 Non-probability sampling

Non-probability sampling is the first technique and it can be described as a sampling method where the population does not have an equal chance of being drawn (Surbhi, 2016:1). Furthermore, with that sampling technique, the researcher chooses the sample according to their judgment or because respondents are easily accessible (Showkat, 2017:6). In addition, four different types of non-probability sampling can be found (Maree, 2016:197-198). Firstly, convenience sampling: the researcher that uses this technique focusses on those respondents that are available and willing to participate in the study (Frey, Botan & Kreps, and 2000:131). Secondly, quota sampling: it is a technique used to ensure that the sub-groups of a population are represented equally in each layer of the structured sampling group (Surbhi, 2016:1). This method is based on the principle that the sample is a small representation of the population, therefore, it should include each subgroup of the entire population (Showkat, 2017: 8). Thirdly, Surbhi (2016:1) describes purposive sampling as a method used where respondents are selected according to their knowledge and their domain of expertise in an industry. These

respondents are chosen by the researcher because they meet the criteria that he wants to focus on for his or her study (Questionpro, 2019:1). Finally, according to Lohr (2010:517) snowball sampling is a method that makes use of the respondent primarily identified to identify another respondent for the sample until the desired sample size is achieved. This method is usually used when the members of a population are difficult to locate or find.

3.3.2.2 Probability sampling

Probability sampling is the second technique and can be described as a method used where each member of the population has as the same chance of being part of the sample (Lohr, 2010:61). Random selection is made to choose the sample and ensure that each component of the population has an equal chance to be selected (Showkat, 2017:2). Probability sampling consists of four types of sampling methods which will now be discussed (Lohr, 2010:61). Firstly, random sampling: it is a random technique to select the sample as each component of the population has an equal chance of being selected (Showkat, 2017:3). For example, it consists of giving a number to each member of the population; random numbers will be selected to create the sample (Surbhi, 2016:1). This method is one of the simplest ways of selecting a sample (Showkat, 2017:3). Secondly, systematic sampling: in this method, the researcher needs complete information about the population in order to select the sample in a systematic way (Showkat, 2017:4). It involves a starting point being randomly selected from the population list; and any number after the starting point can be chosen systematically to be part of the sample (Lohr, 2010:25). Thirdly, cluster sampling: the members of the population are divided into clusters and random selection is made from the clusters to choose the members or components that can be part of the sample (Surbhi, 2016:1). Finally, stratified sampling: the population is divided among homogenous and non-overlapping groups called strata and the components are chosen from those strata randomly or systematically to form the sample (Maree, 2016:195).

The sampling technique that the researchers are making use of are discussed in the section that follow.

3.3.3 Sampling technique adopted in this study

The researchers made use of a non-probability sampling technique for this study which is convenience sampling. The method was used because of limited resources and time; furthermore, because convenience sampling is inexpensive and quick and used when no sample frame is available (Struwig & Stead, 2013:120).

To summarise this section, the sample used for the research consisted of the local resident as well as the international tourists in the NMB. The sampling procedure used in the study was non-probability sampling; specifically, convenience sampling.

The data collection is elaborated upon in the following section.

3.4 DATA COLLECTION METHODS

One of the main tasks of researchers is the collection of data needed for research, because data collection is an important stage and it enables the researchers to complete their research objectives (Kabir, 2016:203). Furthermore, Kabir (2016:203) states that the methods used to collect the data differ from one researcher to another, based on many factors, such as the nature of the research, the method used and the paradigm adopted in the study. According to Nicholson and Bennett (2009:417) secondary data and primary data are methods used to collect data. The methods involving the collection of primary and secondary data are explained in the paragraphs below.

3.4.1 Secondary data

Secondary data refers to existing information, also called data which has been taken from previous researches; in other words, it is a set of data gathered in the past, for purposes other than those of the current research that is readily available to researchers (Vartanian, 2011:3; Struwig & Stead, 2013:82). Secondary data includes information gathered from many sources, such as websites, textbooks and journal articles (Geel & Gray, 2010:15). Those data are useful when researchers do not find primary data easily. In addition, secondary data enable researchers to compare their findings with other findings in the past on the same subject (Cheng & Phillips, 2014:374). For this study, the Nelson

Mandela University served as a starting point to collect information. The information was taken from textbooks, journal articles, Sabinet, Sage, Emerald and Ebsco. Furthermore, additional information was be sourced from Google and Google scholar for diversity of information.

3.4.2 Primary data

Primary data is information gathered by the researcher himself for his study. In other words, it is the collection of new data for the research being conducted (Struwig & Stead, 2013:82). Primary data can be obtained in diverse ways such as interviews, surveys and observation. The survey is discussed in the measuring instrument paragraph.

3.4.3 Measuring instrument

There are different methods used to collect primary data, and those methods are: interviews, observation and surveys. Of these methods, for Lamb, Hair & McDaniel, (2013:149) and Kelley (2014:17), surveys are considered the most popular method to collect the data. Thomas and Brubaker (2008:126) explained that surveys involve collecting information about a topic from various sources and drawing a summary from the findings. For Harwell (2011:149) a survey is a suitable method to use if the sample is large and the study is quantitative in nature. Furthermore, in a survey, structured questions are used to minimise the outcome of the answers (Tympany, 2016:1). Therefore, a structured questionnaire was used to collect the data which was analysed and interpreted statistically. Questionnaires are convenient and inexpensive however, they may not allow respondents to explain their responses (Kumar, 2011:149; Gravetter & Forzano, 2012:217).

The design of a questionnaire is important in research therefore; the researchers must select questions that will produce the desired result. To achieve this, the difference between closed-ended and open-ended questions should be understood, so as to receive reliable responses (Struwig & Stead, 2013:95). Closed-ended questions allow respondents to choose between a set of answer that best matches the questions, while open-ended questions give the respondents total freedom in their answers (Lochmiller &

Lester, 2017:109). Closed-ended questions will best suit this study as they are more applicable when conducting a quantitative study (Bird, 2009:1310). As a result, the measuring instrument used in this study was a questionnaire (Appendix A) consisting of closed-ended questions, spread across four sections.

Section A covers demographic and general information about the respondents. The respondents were required to give details of their nationality, gender, age, population group, marital status, and citizenship. More questions were asked to determine the continent they reside on and whether it was their first time visiting NMB. Sections B, C, and D dealt with the collection of data on the three previously discussed indicators, based on Figure 2.1, that affect the choice of a tourist destination, which are: core indicators, facilitating indicators and supporting indicators. Those sections follow a 5-point Likert-type scale. A Likert-type scale is a questionnaire used to ascertain a respondent's degree of agreement or disagreement with a statement. In other words, it indicates how strongly respondents agree or disagree with a statement. The questionnaire was constructed with the use of a Likert-Scale, where 5 was utmost importance, 4 was very important, 3 was moderately important, 2 was slightly important and 1 was unimportant. According to Chomeya (2010:399), a Likert scale is an easy tool to use to collect information, and provide respondents with multiple options to choose from.

The items measuring destination competitiveness (core-facilitating- and supporting indicators) are shown in Table 3.2, 3.3 and 3.4.

Table 3.2: Items measuring core indicators

	Health and hygiene	Source
HH1	Availability of healthcare facilities	Jovanović, Janković–Milić and Ilić, 2015:376
HH2	Different speciality medical practitioners in hospitals	
HH3	Availability of good quality drinking water	Cooper, Fletcher, Fyall, Gilbert and Wanhill (2008:375)
HH4	A well-functioning sanitation system	NMB Tourism (2019:1)

HH5	Actively minimising health related risks to tourists and residents	
HH6	Conveniently situated hand sanitising stations	
	Safety and security	
SS7	Visible policing	Gaebler (2018:17), NMB Tourism (2019:1). Moyo and Ziramba, (2013:5).
SS8	Responsive emergency services	
SS9	Crime prevention strategies in tourist hotspots	
SS10	Vagrant-free tourist zones	
SS11	Low crime rate statistics	NMB Municipal (2019:1)
	Accessibility	
AA12	Several public transportation options available	NMB Tourism, 2019:1
AA13	Various car rental options available	
AA14	Convenient access to local transport	Tourism Tattler, 2016:1
AA15	Regular flights to and from the destination	NMB Tourism, 2019:1
AA16	Availability of low-cost airlines	
	Infrastructure	
II17	Stable electricity supply available	Essays UK,2018:1
II18	Telecommunication service on par with international standards	Brand South Africa, 2012:1
II19	Reliable internet access	Essays UK,2018:1
II20	Waste disposal services available	NMB Municipal (2019:1)
II21	Well maintained road infrastructure	
	Accommodation	
AC22	Variety of different star graded hotels	Cooper et al (2008:346)
AC23	Quality guesthouses available	NMB Tourism (2019:1)
AC24	Variety of lodges and resorts	
AC25	Several camping sites available	

Table 3.3: Items measuring facilitating indicators

	Quality of visitor experience	Sources
QV26	Availability of tourist information centres located in suitable locations	Cabi, 2019:1
QV27	Appreciation is given to the importance of service quality	Al Ababneh (2017:7)
QV28	Hospitality service quality is on par with international standards	
QV29	Availability of a variety of recreation facilities	Vengesayi, Mavondo and Reisinger (2009:622)
QV30	Child friendly tourist attractions	
	Climatic and natural environment conditions	
CN31	National park in close vicinity of NMB	NMB Tourism wildlife & nature (2019:1)
CN32	Access to wildlife reserves	
CN33	Availability of blue flag beaches	Capa (2018:1)
CN34	Offers outdoor tourism activities that are conducive to the local climate	NMB tourist (2019:1)
CN35	Unspoiled natural attractions on offer	NMB Municipality (2019:1)
CN36	Variety of water-based activities (surfing and fishing)	NMB tourist (2019:1)
CN37	Variety of nature-based activities (hiking)	
	Cultural heritage and creative tourism resource	
CH38	Availability of a variety of cultural heritage sites	NMB (2014:1)
CH39	Offers a wide range of cultural creative resources	Dwyer and Kim (2003:381)
CH40	Authentic representation of the local cultures	NMB (2014:1)
CH41	Offers special events, festivals or carnivals	Ironman, 2018:1; Nelson Mandela Bay (2019:4).
CH42	Displays different architectural features	NMB (2014:1)

Table 3.4: Items measuring supporting indicators

	Political and governance indicators	Sources
PI43	Limited corruption on municipal level	Writer (2019:1)
PI44	Cooperation between private- and public tourism organisations	Menon and Edward (2014:2); National council of provinces (2018:1)
PI45	Commitment to tourism and hospitality education and training	Keyser (2009:392)
PI46	Action plans in-place to deal with public protests and such like events which can influence tourism activities	eNCA (2019:1).
	Social indicators	
SI47	The local community welcomes tourism	Ironman (2018:1)
SI48	Opportunities exists for tourist to meet the local people	
SI49	Trust relationship exists between tourists and residents	UK Essays (2018:1)
SI50	Residents support tourism development	Kumar and Hussain (2014:362)
SI51	Local community consulted for tourism policy formulation	UK Essays (2018:1)
	Economic indicators	
EI52	Entrepreneurial opportunities exist in the local tourism industry	Getz (2008:408).
EI53	Opportunities exist for foreign investment in the local tourism industry	Ekanayake & Long (2012:53)
EI54	Artificially inflated product and services prices limited during peak tourist seasons	Hong (2009:114)
EI55	Value for money tourism offerings	Du, Lew and Pin (2016:3)
	Technology indicators	
TI56	Fast internet connection options are available	Writer (2019:1)
TI57	Modern banking facilities are in use	Gauteng.net (2019:1)
TI58	Availability of free Wi-Fi at tourist destinations	NMB Municipality (2019:1)
TI59	Destination-specific travel mobile applications available	Rama Sastry and Sushil (2018:1)
TI60	Innovative diversification of tourism product	Sorrensen (2007:25) Bothma, 2011:8)

According to Collis *et al.* (2014:52), validity is used to determine the extent to which a given measuring instrument measure that which is intended to be measured. Both face and content validity were used in this study as items in the questionnaire were based on the literature study and subjected to expert judgement. Face validity was ensured by having the measuring instrument scrutinised by national experts in the fields of marketing (2) and tourism (2). Content validity was ensured by identifying items for the measuring instrument based on literature available on the subject matter. Data Analysis will be presented in the following section.

3.5 DATA ANALYSIS

Data analysis is known as the act of bringing order to analysing, summarising and interpreting information to achieve the research objectives (Johnson & Christensen, 2012:93).

In a quantitative study, two types of data analysis methods are used, inferential statistics and descriptive statistics. Inferential statistics are used to explore the link connecting variables in a sample to predict the relationship between the variables in a population (Taylor, 2018:1). Narkhede (2019:1) further explains inferential statistics as population inferences and predictions made from data extracted from the sample. However, inferential statistics were not used in this study as the objective of this study was to describe and identify destination competitiveness indicators in the NMB.

In this study, data was measured using descriptive statistics. According to Hussain (2012:741), descriptive statistics includes an explanation of data in terms of mean, median, mode, range, standard deviation, variance and frequencies. According to Hussain (2012:741), the mean is the average sum of measurements divided by the number of measurements; the mean is the total number of tourists divided by the number of questions asked, the formula being: $\bar{x} = (\sum x_i) / n$. The mean is basically a model of the data set, it is the value that is most common. However, the mean is often not the real values observed in the data gathered. Its important properties are that it minimises fault

in the prediction of any estimate in the data set (Hussain, 2012:741). The Median is known as the middle value of a list of numbers which ends up splitting the data into two parts $(n+1)/2$ th; the mode is the most reoccurring number within a set of data (Manikandan, 2011:1). In addition, Rouse (2015:1) contends that to find the median, the data should be structured between the minimum and the maximum, if the data contains an uneven number of items, the median will be found by taking the average of two numbers in the middle of the set data. The mode is the measurement with the higher frequency it is the most recurring number of the data set. The mode defines the common reoccurrence of data (Hussain, 2012:741). According to Siddharth (2013:1) range simply describes the variance as the difference between the maximum and the minimum data sets, arranging them in order, then subtracting the smallest value from the largest value of data. According to Hargrave (2015:1) standard deviation calculates the distribution of data relative to its mean, calculated as the square root of variance. More essentially, the average distance between the data and the mean are measured, should the values in the set be comparable, then the standard deviation will be low, if the values are highly variable, then the standard deviation is high further from zero.

Salkind (2012:1) further states that “the standard deviation is always a positive number and is always measured in the same units as the original data”. For instance, if the set is measured in kilometres, the standard deviation will also be measured in kilometres. According to Lavrakas, (2008:1) estimating variance includes squaring deviations so that measurement units are not the same as initial observations. For example, the distance measured in kilometres (km) has a variance measured in kilometres squared (km²), if the variance is high, that means the data has larger variability in the dataset. Frequency simply counts the number of occasions each variable occurs, such as the number of females and males in a sample (Korb, 2013:1). In addition, Young (2019:1) states that analysts use frequency distribution to view the data collected in a sample by using graphs or charts.

For this study convenience sampling was used as a sampling technique for conducting research due to the ease of access to local residents, as well as domestic and

international tourists in NMB. Researchers use a constructed questionnaire to collect the data, which was then statistically analysed and interpreted. The primary data gathered from the research questionnaire was captured on Microsoft Excel. In addition, the statistical program called STATISTICA 12 was used and data was cleaned to examine the data captured.

The local residents, as well as the domestic and international tourists in NMB, were approached at the Port Elizabeth International Airport from Thursday 30th July to Friday 2nd of August by the researchers where a self-administered questionnaire was handed to willing respondents. The researchers collected the completed questionnaires. Permission to conduct the research was approved by Nelson Mandela Bay Tourism.

3.6 ETHICAL CONSIDERATIONS

Ethical research involves maintaining the confidentiality and privacy of respondents (Struwig and Stead, 2013:68). In addition, ethically controlled research should enable all respondents to retrieve information from the study should the respondents decide to do so. The confidentiality and personal privacy of respondents were ensured. For this study to be considered ethical, it had to follow ethics principles that were established by the Nelson Mandela University Ethics Committee, and by complete and submit Form E (Appendix 2). More importantly, researchers have remained conscious of the specified rules of the 1979 Belmont Report, as required by NMU Ethics Clearance.

3.7 SUMMARY

In this chapter, the emphasis was on the research methodology and design. Of the two main research paradigms, the positivistic paradigm was adopted in conjunction with a quantitative research methodology. A number of research methods were described; a quantitative research method was adopted, making use of a questionnaire composed of closed ended questions. The data collection process was then explained, highlighting the primary and secondary collection methods and describing the population, the sample and sampling technique used in the study. Details were given on the data analysis and finally, ethical considerations were discussed. In Chapter Four, the result and interpretation of

the empirical data collected from the Nelson Mandela International Airport will be presented.

CHAPTER FOUR

EMPIRICAL FINDINGS

4.1 INTRODUCTION

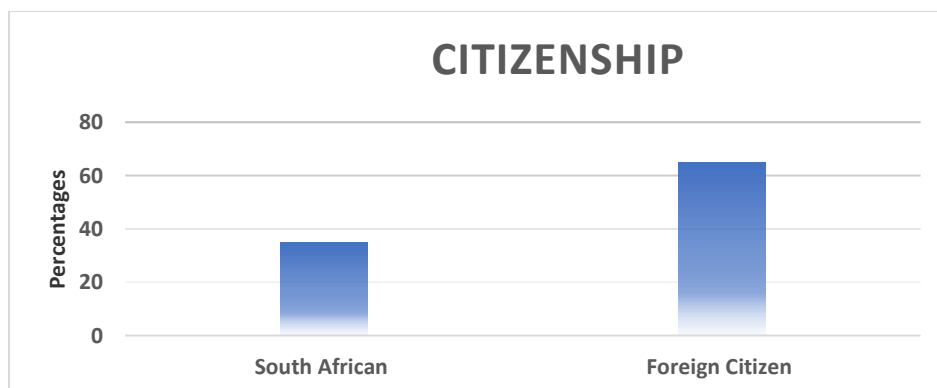
In Chapter Three, the research design and methodology used in this study was discussed. Chapter three also included data collection methods which included primary and secondary data, as well as the population and measuring instruments that gave details as to how the data would be collected. In examining the destination competitiveness indicators, an empirical investigation was conducted. The empirical data was gathered, using a structured questionnaire. The population consisted of local as well as residents, domestic and international tourists in NMB.

The purpose of this chapter is to provide empirical findings of the study. The chapter will begin with the demographic information of the respondents, followed by descriptive analysis. The descriptive analysis will consist of mean and standard deviation of the data, which will be set out to summarise the sample data. Chapter four will then be concluded with a summary.

4.2 DEMOGRAPHIC INFORMATION

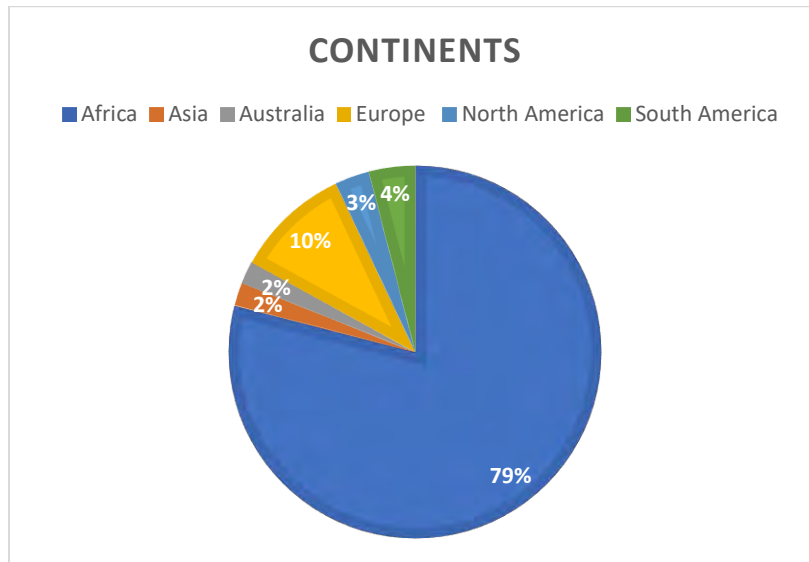
Section A of the questionnaire represents the demographic information of 155 respondents. The following Figures and Tables will report on the findings of section A. Figure 4.1 describes the citizenship of the respondents.

Figure 4.1: Citizenship of the respondents



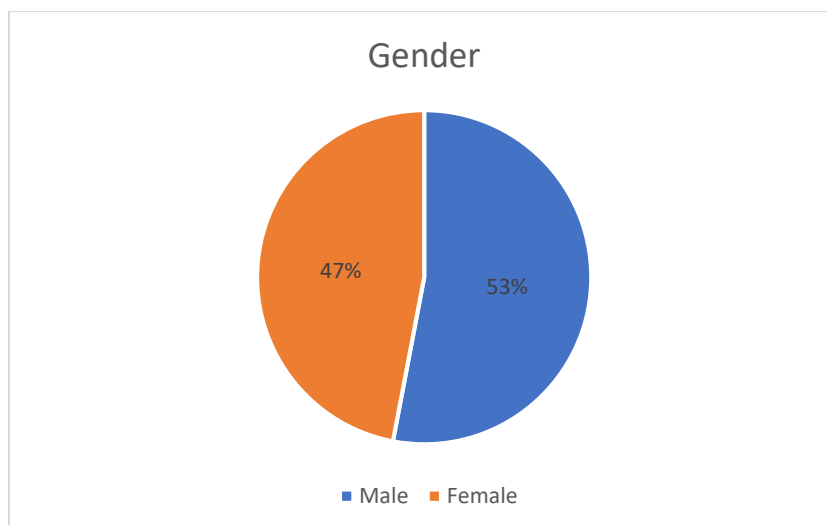
As can be seen in Figure 4.1, a total of 65% of the respondents were foreign citizens and the remaining 35% were South African citizens. Figure 4.2 represents the continent of origin of the respondents.

Figure 4.2: Continent of origin



The majority of the respondents reside on the African continent (79%), with 10% being from Europe and 7% being from the American continent as can be seen from Figure 4.2. Figure 4.3 indicate the gender of the respondents.

Figure 4.3: Gender of the respondents



As indicated in Figure 4.3, females representing more than half (53%) of the respondents and males representing 47%. Table 4.1 concerns the age group of the respondents.

Table 4.1: Age group

Age group		
	18-25	45
	26-35	28
	36-45	12
	46-55	9
	56-65	3
	66+	3

The dominant group in the age group category was 18 to 25 years (45%), followed by the age group 26 to 35 years (28%). Few respondents older than 66 years (3%) were interviewed, as indicated in Table 4.1. Table 4.2 represents the respondent's home languages.

Table 4.2: Home languages

Home Languages		
	Afrikaans	4
	English	28
	Xhosa	15
	Zulu	3
	Arabic	1
	German	5
	Dutch	2
	Portuguese	4
	Korean	1
	Mandarin	1
	Swahili	3
	Chichiwa	3
	French	15
	Shona	6
	Tswana	1
	Sotho	1
	Kirundi	1

	Ijuaw	1
	Pedi	1
	Yoruba	1
	Izon	1
	Lingala	1
	Bini	1
	SiSwati	1

As can be seen from Table 4.2 a diversity of home languages was found, with 28% of the respondents being English, 15% being Xhosa/French and 6% being German. Table 4.3 indicates the employment status and education of the respondents.

Table 4.3: Employment status and education

Employment Status		
	Full-time employed	23
	Part-time employed	7
	Self-employed	10
	Retired	3
	Student	50
	Unemployed	7
Education		
	School exit level certificate	12
	Certificate	7
	Diploma	7
	Degree	45
	Post-graduate degree/Diploma	29

Table 4.3 shows that half of the respondents were students (50%), while 23% were full time employed and 7% were unemployed. Less than half of the respondents had a degree (45%) and 29% had a post-graduate degree/diploma, while only 12% of the respondents had a school exit level certificate.

The following section of the study discusses the results of the remaining sections, respectively: sections B, C and D related to the core indicators, facilitating indicators and supporting indicators.

4.3 DESCRIPTIVE STATISTICS

This section presents the descriptive statistical analysis of the responses given by 155 respondents. The analysis includes the calculation of the mean scores and standard deviations.

4.3.1 Descriptive statistics regarding the core indicators in the NMB (Section B)

The following section relating to the core indicators will now be analysed in the form of multiple tables which will be explained.

4.3.1.1 Health and hygiene

Table 4.4 represents the means and standard deviation of the health and hygiene indicator.

Table 4.4: Health and hygiene

Item		Means	Std deviation
HH1	Availability of healthcare facilities	4.57	0.64
HH2	Different speciality medical practitioners in hospitals	4.35	0.89
HH3	Availability of good quality drinking water	4.75	0.69
HH4	A well-functioning sanitation system	4.65	0.68
HH5	Actively minimising health related risk to tourists and residents	4.56	0.69
HH6	Conveniently situated hand sanitising stations	3.82	1.22

As can be seen from Table 4.4, health and hygiene has the most mean score items tending towards 5 which are: HH1, HH3, HH4, and HH5. It indicates that the respondents regard the availability of healthcare facilities, the availability of good quality drinking water and a well-functioning sanitation system as of utmost importance for the NMB to be competitive. This is in line with the findings of Cooper, Fletcher, Fyall, Gilbert, and Wanhill (2008:375), who suggest that health and hygiene are of utmost importance for a destination to be competitive, because they deal with health and tourism requirements. Items HH2 and HH6 were regarded as very important for the NMB to be competitive. The standard deviation from items HH1 to HH5 was below 1, indicating similar answers by the respondents. The standard deviation of a single item, HH6, was higher than 1 (1.22),

indicating the diversity of the respondents' opinions about the conveniently situated hand sanitising stations in NMB.

4.3.1.2 Safety and security

Table 4.5 provides the means and the standard deviations of the safety and security indicator.

Table 4.5: Safety and security

Item		Mean	Std Deviation
SS7	Visible policing	4.45	0.86
SS8	Responsive emergency services	4.72	0.56
SS9	Crime prevention strategies in tourist hotspots	4.57	0.74
SS10	Vagrant-free tourist zones	3.95	1.10
SS11	Low crime rate statistics	4.58	0.76

As depicted in Table 4.5, safety and security has four items with a mean score tending towards 5 (SS7, SS8, SS9 and SS11). These items illustrate the fact that responsive emergency services, crime prevention strategies in tourist hotspots and low crime rate statistics are of utmost importance to the respondents in improving the competitiveness of the NMB. The remaining item of safety and security, which is vagrant free tourist zones, had a lower mean score tending to 4. This highlights the fact that the respondents regarded this item as very important for NMB to be competitive. Since safety and security have always been a major problem in the South African communities, this problem affects the NMB tourism industry because of violent acts such as robbery, murder and sexual harassment (SaferSpace 2015:1; NMB tourism, 2019:1). Most of the items regarding safety and security, as can be seen in Table 4.5, have a standard deviation lower than 1, which indicates the similarity of the respondent's responses toward those items. However, item SS10, which is about vagrant-free tourist zones, had a standard deviation of 1.10, indicating the varied opinions of the respondents toward this item.

4.3.1.3 Accessibility

Table 4.6 shows the means and standard deviation of the accessibility indicator.

Table 4. 6: Accessibility

Item	Accessibility	Mean	Std Deviation
AA12	Several public transportation options available	4.26	0.81
AA13	Various car rental options available	3.95	0.96
AA14	Convenient access to local transport	4.07	0.95
AA15	Regular flights to and from the destination	4.19	0.86
AA16	Availability of low-cost airlines	4.25	0.89

It is clear from Table 4.6 that the mean score within the accessibility indicator tends towards 4. The respondents perceived the availability of various car rentals, the availability of low-cost airlines and access to local transport as very important for NMB to be competitive. For them, there should be regular flights to and from the destination and there should be several public transportation options available in NMB. Accessibility is very important for the respondents because it helps them make use of transportation to access different places at a destination (Chen & Wu, 2009:303). The standard deviations of the items relating to the accessibility indicator are lower than 1, meaning the answers were very similar to each another.

4.3.1.4 Infrastructure

Table 4.7 shows the means and standard deviation for the infrastructure indicator.

Table 4. 7: Infrastructure

Item		Mean	Std Deviation
II17	Stable electricity supply available	4.57	0.66
II18	Telecommunication service on par with international standards	4.40	0.79
II19	Reliable internet access	4.39	0.77
II20	Waste disposal services available	4.41	0.74
II21	Well maintained road infrastructure	4.36	0.74

As indicated in Table 4.7, there is only 1 item within the indicator infrastructure that the respondents perceived to be of utmost importance, being the availability of a stable

electricity supply. The respondents found a well-maintained road infrastructure, waste disposal services available and good telecommunication service very important factors for NMB to be competitive. In line with those items, telecommunication was found to be one of South Africa's growing sectors of the economy driven by growth in mobile connectivity with a digital network that includes fixed-line, wireless and satellite communication (Brand South Africa, 2012:1). The standard deviation of all the items within the indicator infrastructure is lower than 1. This means that the answers of the respondents relating to those items were similar.

4.3.1.5 Accommodation

Table 4.8 presents the means and the standard deviation of the accommodation indicator.

Table 4.8: Accommodation

items		Mean	Std Deviation
AC22	Variety of different star graded hotels	4.02	0.96
AC23	Quality guesthouses available	4.08	0.91
AC24	Variety of lodges and resorts	3.97	0.96
AC25	Several camping sites available	3.63	1.15

Based on Table 4.8, the mean score of the items within the accommodation indicator tends towards 4. This indicates that the respondents identified these items as very important for NMB to be competitive. Therefore, NMB should have a variety of star graded hotels, a variety of lodges and good quality guesthouses available, to be competitive. Cooper et al (2008:346) argue that NMB offers a wide variety of differently graded accommodations to suit every budget and taste, such as the Sun international, Radisson Blu and City Lodge. Items AC22, ACC23 and AC24 have a standard deviation lower than 1, indicating that the answers for these items were similar. However, item AC25 had a standard deviation greater than 1 (1.15) which stipulates that the respondents had multiple answers about the availability of camping sites in NMB.

In the next section, the descriptive statistics of the facilitating indicators of NMB will be presented.

4.3.2 Descriptive statistics regarding the facilitating indicators of NMB (Section C).

The following section relating to the facilitating indicators will now be analysed in the form of multiple tables which will be explained.

4.3.2.1 Quality of visitor experience

Table 4.9 highlights the means and standard deviation of the quality of visitor experience indicator.

Table 4.9: Quality of visitor experience

Item		Means	Std deviation
QV26	Availability of tourist information centres located in suitable locations	4.19	0.80
QV27	Appreciation is given to the importance of service quality	4.08	0.77
QV28	Hospitality service quality is on par with international standards	4.30	0.80
QV29	Availability of a variety of recreation facilities	4.11	0.87
QV30	Child friendly tourist attractions	3.87	1.16

As depicted in Table 4.9, the items within the quality of visitor experience have a mean score that tends towards 4. This indicates that service quality, the availability of recreation facilities and the availability of child friendly attractions are very important for the NMB to be competitive. For the respondents, the hospitality service quality should be on a par with international standards and there should be available tourist information centres in vicinity of NMB. According to PEMBBA (2019:1) NMB has several tourism information centres available at the airport, the Boardwalk, the Donkin Reserve, and at many other places. The standard deviation of 4 items relating to the quality of visitor experience is lower than 1 which indicates that the answers for those items were alike. However, the standard deviation for item QV29 is 1.16. This means that the answers for that item were diverse.

4.3.2.2 Climatic and natural environment conditions

Table 4.10 indicates the means and standard deviations of climatic and natural environment conditions.

Table 4. 10: Climatic and natural environment condition

Item		Means	Std deviation
CN31	National park in close vicinity of NMB	3.84	1.02
CN32	Access to wildlife reserves	3.95	0.94
CN33	Availability of blue flag beaches	3.98	0.92
CN34	Offers outdoor tourism activities that are conducive to the local climate	4.06	0.88
CN35	Unspoiled natural attractions on offer	4.22	0.87
CN36	Variety of water-based activities (surfing and fishing)	3.74	1.06
CN37	Variety of nature-based activities (hiking)	3.88	1.03

As is evident in Table 4.10, all the items have a mean score that tends towards 4. It means the respondents find the climatic and natural environment conditions as very important for NMB to be competitive. For them the natural attractions should be unspoiled and there should be a variety of activities, such as surfing, hiking and fishing. In line with that, for Gooroochurn and Sugiyarto (2005:30), climate is a key driver for tourists and an important competitiveness indicator. The standard deviation of items CN31, CN36 and CN37 is greater than 1, which indicates the diversity of opinion of the respondents regarding those items. The standard deviation of the remaining items is lower than 1 and indicates the responses were not diversified.

4.3.2.3 Cultural heritage and creative tourism resource

Table 4.11 describes the means and standard deviation of Cultural heritage and creative tourism resources.

Table 4.11: Cultural heritage and creative tourism resource

Item		Means	Std deviation
CH38	Availability of a variety of cultural heritage sites	4.18	0.87

CH39	Offers a wide range of cultural creative resources	4.20	0.85
CH40	Authentic representation of the local cultures	4.32	0.87
CH41	Offers special events, festivals or carnivals	4.14	0.87
CH42	Displays different architectural features	3.98	0.99

As can be seen from Table 4.11, the mean score of the items within the cultural heritage and creative tourism resources indicator tends towards 4. It indicates that the availability of a variety of cultural sites, the availability of different architectural features, and the availability of cultural creative resources is regarded as very important by the respondents for NMB to be competitive. For them, people travel for leisure but also to know the culture of the destination. According to Hong (2009:111), cultural and creative resources are important and strong attractive forces for a destination. The standard deviation of the cultural heritage and creative tourism resources is lower than 1 for all of the items which indicates the responses were very close to one another.

In the next section, the descriptive statistics of the supporting indicators of NMB will be presented.

4.3.3 Descriptive statistics regarding the supporting indicators in the NMB (Section D)

The following section relating to the supporting indicators will now be analysed in the form of multiple tables, which will be explained.

4.3.3.1 Political and governance indicators

Table 4.12 describes the means and standard deviation of the political and governance indicators.

Table 4. 12: Political and governance indicators

Item		Means	Std deviation
PI43	Limited corruption on municipal level	4.31	0.96
PI44	Cooperation between private- and public tourism organisations	4.28	0.87
PI45	Commitment to tourism and hospitality education and training	4.18	0.90

PI46	Action plans in-place to deal with public protests and such like events which can influence tourism activities	4.10	0.95
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For the respondents, the items within the political and governance indicators are very important for the NMB to be competitive because their mean score tends towards 4, as indicated in Table 4.12. They indicated that a corrupt place is not a good place to visit and action plans should be in place to deal with public protests. Research done by Writer (2019:1) found that South Africa has a high level of corruption. Therefore, the level of corruption in South Africa should decrease in order for tourists and local residents to feel secure. Furthermore, the respondents gave their opinions about the importance of cooperation between private and public organisations. The standard deviation of the items is lower than 1, which indicate that the answers were similar.

4.3.3.2 Social indicators

Table 4.13 represents the means and standard deviation of the social indicators

Table 4.13: Social indicators

Item		Means	Std deviation
SI47	The local community welcomes tourism	4.42	0.74
SI48	Opportunities exists for tourist to meet the local people	4.24	0.88
SI49	Trust relationship exist between tourists and residents	4.37	0.87
SI50	Residents support tourism development	4.20	0.82
SI51	Local community consulted for tourism policy formulation	4.04	0.91

As indicated in Table 4.13, the mean score of the items within the social indicator table tends to 4, which means the respondents regard social indicators as a very important factor for NMB to be competitive. For them there should be a trust relationship between tourists and the local community, opportunities should exist for tourists to meet the local people and residents should support tourism development. In addition, for UK Essays, (2018:1) tourism grows when residents have a positive attitude, which leads to the creation of trust between tourists and residents. The standard deviation of the items within the social indicator was lower than 1, indicating similar responses by the respondents.

4.3.3.3 Economic indicators

Table 4.14 indicates the means and standard deviations of the economic indicators.

Table 4.14: Economic indicators

Item		Means	Std deviation
EI52	Entrepreneurial opportunities exist in the local tourism industry	4.19	0.91
EI53	Opportunities exists for foreign investment in the local tourism industry	4.08	0.82
EI54	Artificially inflated product and services prices limited during peak tourist seasons	3.78	1.01
EI55	Value for money tourism offerings	4.26	1.06

As shown by table 4.14, the items within the economic indicator have a mean score that tends towards 4, indicating that the items are very important in increasing the competitiveness of NMB. Thus, opportunities should exist for foreign investment in the local industry, there should be value for money tourism offerings, and entrepreneurial opportunities should exist in the local tourism industry. According to Lalita et al, (2018:7) a destination with a stronger economy has a more competitive advantage over weaker destinations. The standard deviation of 2 items relating to economic indicators is lower than 1, which indicates that the answers for those items were alike. However, the standard deviation for items EI54 and EI55 is higher than 1. This means that the answers for those items were diverse.

4.3.3.4 Technology indicators

Table 4.15 represents the means and standard deviations of the technology indicators.

Table 4.15: Technology indicators

Item		Means	Std deviation
Ti56	Fast internet connection options are available	4.38	0.89
Ti57	Modern banking facilities are in use	4.57	0.71
Ti58	Availability of free Wi-Fi at tourist destinations	4.36	0.92
Ti59	Destination-specific travel mobile applications available	4.18	0.98
Ti60	Innovative diversification of tourism product	4.28	0.90

As can be seen from Table 4.15, the item relating to modern banking facilities is the only item that has a mean higher than 4.5, (4.57). This highlights the fact that the respondents regard modern banking facilities as being of utmost importance for NMB to be a competitive destination. According to Gauteng (2019:1), South Africa has a modern and sophisticated banking system. The major retail banks are: Absa, FNB, Nedbank and Standard bank. The other items within the technological indicators table have a mean score equal to 4, which means the respondents regard those items as very important for the NMB to be competitive. The overall standard deviation of the technology indicators is less than 1, highlighting the fact that the respondents' responses were alike.

4.4 Item mean score ranking

Table 4.16 was drawn up to show which individual items the respondents see as being of utmost importance for the destination competitiveness of NMB. Only items with mean scores equal to above 4.50 (Utmost importance) are depicted in the table. The mean scores were ranked from highest to lowest.

Table 4.16: Ranking of individual items mean scores

Item	Statement	Mean
HH3	Availability of good quality drinking water	4.75
SS8	Responsive emergency services	4.72
HH4	A well-functioning sanitation system	4.65
SS11	Low crime rate statistics	4.58
SS9	Crime prevention strategies in tourist hotspots	4.57
II17	Stable electricity supply available	4.57
TI57	Modern banking facilities are in use	4.57
HH1	Availability of healthcare facilities	4.57
HH5	Actively minimising health related risk to tourists and residents	4.56

It is interesting to see that the majority of the individual items come from the core indicators (8 out of 9) as indicated in Table 4.16. Those items are HH3, SS8, HH4, SS11, SS9, II17, HH1, and HH5, and indicate a clear opinion about the importance of the water quality, the security, a stable electricity supply and the availability of health care for the

NMB to be more competitive. These results are supported by Jaeger (2019:1) who identified health and safety as major factors when deciding on a holiday destination. The respondents also perceived a modern banking facilities as being of utmost importance for the NMB to be competitive.

4.4.1 Descriptive statistics of tourism competitiveness indicators for the NMB

The descriptive statistics for tourism competitiveness indicators are summarised in Table 4.17.

Table 4.17: Destination competitiveness indicators

Factors	Mean	Std deviation
Health and hygiene	4.45	0.80
Safety and security	4.45	0.67
Accessibility	4.15	0.75
Infrastructure	4.43	0.62
Accommodation	3.92	0.66
Quality of visitor experience	4.11	0.73
Climatic and natural environment condition	3.95	1.12
Cultural heritage and creative tourism resource	4.16	0.74
Political and governance indicators	4.22	0.61
Social indicators	4.25	0.70
Economic indicators	4.08	0.63
Technology indicators	4.36	0.74

As depicted in Table 4.17, most of the destination competitiveness indicators had mean scores that tend to 4, indicating that the respondents considered these indicators as being very important for NMB to be competitive. However, the respondents regarded health and hygiene and safety and security to be of utmost importance for the destination competitiveness of the NMB, the average mean scores of these indicators being equal to or above 4.5. This identifies health and hygiene and safety and security as the most important indicators for the destination competitiveness of the NMB. This is in line with the importance of health and hygiene for Jovanović, Janković–Milić and Ilić (2015:377), for them, there is a relationship between health and tourism, because if the level of hygiene is low, there is a strong possibility of tourists' health being at risk. The tourism

market is sensitive to lack of security and instability within a destination; therefore, decline in tourism follows when such situations occur (SITCON, 2015:1).

4 .5 Summary

In this chapter, the results of the empirical investigation were discussed and presented. A total of 155 respondents were asked to participate in the survey. Most of the respondents were foreign citizens and from the African continent. Collection of data was done at the Port Elizabeth international airport, with the permission of Nelson Mandela Bay Tourism. After analysing the responses, the main indicators that the respondents regarded as being of utmost importance for the destination competitiveness of NMB are the core indicators. The respondents identified the health and hygiene, and safety and security indicators as being of utmost importance for NMB to be competitive. Indeed, those two factors are proven to be of utmost importance, because they can directly affect and influence people lives. The respondents regarded the availability of healthcare facilities, the availability of good quality drinking water, and crime prevention strategies in tourist hotspots necessary for a destination. The remaining indicators were regarded as important for the NMB to be competitive. Accordingly, there should be different tourism information centers in the vicinity of NMB, and the local community should welcome the tourism industry.

In the next chapter, the overall summary, conclusion and recommendations of this research will be given below.

CHAPTER 5

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 INTRODUCTION

Chapter four introduced and examined the empirical results of the study. The main objective of the study was to describe the destination competitiveness indicators, in NMB. This was achieved by reviewing existing literature pertaining to destination competitiveness indicators and through a constructed questionnaire designed with the appropriate methodology and research instrument. Chapter five is the last and concluding chapter; therefore, an overview of the previous chapters will be given. This will be followed by a conclusion, and recommendations for NMB to be more competitive, the contribution and limitation of the study will be given.

5.2 OVERVIEW OF CHAPTERS

Chapter one provided an introduction and background to the study. In addition, the research problem, the research objectives and research questions were presented. The study aimed to identify the destination competitiveness indicators in NMB.

Chapter two discussed the nature and the importance of destination competitiveness in NMB. This was the first objective of the study. An overview of the concept of destination competitiveness was also given. From the overview, it appears that for a destination to be competitive, available activities should surpass tourists' expectations as compared to other destinations' available activities. In addition, a review of the literature on the destination competitiveness indicators of NMB was presented. Core indicators, facilitating indicators and supporting indicators were identified. These indicators were discussed firstly in a global context, secondly, in a SA context, and then finally in a NMB context.

Chapter three focuses on the research design and methodologies selected for the study. The research methods, data analysis and data collection tools used in the study were described. The study made use of a quantitative research method in association with the positivistic paradigm. The data was collected using a closed-ended questionnaire. The

questionnaire was divided into four sections: sections A, B, C, and D. Section A elicited general and demographic information of the respondents. In section B, C, and D, the respondents were required to state their level of agreement with different items using a 5-point Likert-type scale. The sample of the study was the local resident as well as the domestic and international tourists of NMB. A total of 155 questionnaires was analysed in the empirical research.

Chapter four of the study deals with the third and fourth objectives of the study, which were, to describe the demographic profile of the respondents (section A) as well as the destination competitiveness indicators in NMB (section B, C and D). It was clear that from section A, one third of the respondents were foreigners (65%), a diversity of home languages was also found. 79 % of the respondents originated from the African continent. From sections B, C and D, it appeared that some indicators within the core indicators are of utmost importance for the respondents, and the remaining indicators are very important for NMB to be competitive.

This chapter will describe how the objectives of the study were met, and recommendations and conclusions will be given based on the findings of the research.

5.3 HOW OBJECTIVES OF THIS STUDY WERE MET

Table 5.1 explains how the methodological objectives of this study were achieved.

Table 5.1: How the methodological objectives were met

Methodological objectives	How and where these were achieved
To conduct a literature review of the literature on the destination competitiveness indicators	This was first introduced in chapter one and then discussed in depth in chapter two. Each relevant indicator was presented and explained in detail.
To select a fitting methodology and research design for the study	The methodology was presented in chapter one and then described in chapter three. The process of choosing the appropriate methodology and research was explained in depth in chapter three.
To develop a suitable measuring instrument that will be used to determine the destination competitiveness indicators in the NMB	This was achieved in chapter three and chapter one. In chapter three, different measuring instruments were explained and the suitable one for the study was chosen.
To provide recommendations and	The findings of the literature and empirical research, helped

conclusions to Nelson Mandela Bay Tourism on how to improve tourism in NMB	the researcher to draw conclusions and make recommendations in this chapter.
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Table 5.2 explains how the study objectives were achieved.

Table 5.2: how the study objectives were met

Study objectives	How and where this was achieved
To identify the nature and importance of destination competitiveness	Destination competitiveness is a term that was first introduced in chapter one and described in depth in chapter two.
To describe the demographic profile of the respondents in NMB	The demographic profile of the respondents was described in chapter four (4.2). Figure 4.1, 4.2, 4.3 and Tables 4.1, 4.2, 4.3, illustrate the results found.
To describe the destination competitiveness indicators in NMB	This was presented in chapter 4. Where Table 4.4 to Table 4.15 illustrated the opinions of the respondents regarding the indicators.
To determine which indicators are of utmost importance for tourism in NMB	This was done in chapter 4. Table 4.16 highlighted nine indicators that are of utmost importance to the respondents for NMB to be more competitive.

Table 5.1 and Table 5.2 presented a brief view of the methodology and study objectives of this study and an explanation about how those objectives were achieved.

5.4 CONCLUSIONS AND RECOMMENDATIONS

The previous sections briefly described the chapters and how the objectives of the study were achieved. The aim of this study was to identify the destination competitiveness indicators of NMB. The next sections provide the conclusions and recommendations of the descriptive statistical analysis of the study. Firstly, conclusions and recommendations will be given for the indicators. Conclusions and recommendations will then be given based on the items' mean score ranking and the overall means of the indicators.

5.4.1 Conclusions and recommendations of the descriptive statistical analysis of the destination competitiveness indicators in the NMB.

A descriptive statistical analysis was made to describe the findings of the empirical research. The following section is based on the material from Table 4.4 to Table 4.17, to provide conclusions and recommendations.

5.4.2.1 Conclusions and recommendations for the core indicators

The basic requirements for a tourist destination can be considered as the core indicators. As appears from Figure 2.1 they include health and hygiene, safety and security, accessibility, infrastructure and accommodation. The empirical results indicate that for NMB to be competitive, it is of utmost importance to have available healthcare facilities, good quality of drinking water, a low crime rate, and visible policing, as indicated in Table 4.4 and Table 4.5. Several authors, Cooper, Fletcher, Fyall, Gilbert, and Wanhill, (2008:375) identified the importance of appropriate health and hygiene conditions for a destination to be competitive, and Chauhan & Khanna (2009:4) stated that an unsafe destination is easily substituted by a safer destination. For competitive NMB tourism, the respondents identified various car rental options, convenient access to local transport, and regular flights to and from a destination as very important to make NMB more appealing to visit. Furthermore, the respondents regarded infrastructure such as a stable electricity supply, a well-maintained road infrastructure, and reliable Internet access as very important for the NMB to be a competitive destination. Accordingly, Campbell and Ortiz (2011:42) stated that the availability of infrastructure at a destination is important for destination competitiveness. Lastly, NMB should have a variety of graded hotels, several camping sites available, and a variety of lodges and resorts for the benefit of its local residents and domestic and international tourists.

To increase the destination competitiveness of NMB the following recommendations are made:

- Negotiate with the SA government to have more hospital and medical professionals to improve health services in NMB;
- NMB, with the accord of the SA government, should implement a new action plan to deal with safety and security, such as increasing prison sentences for individuals who partake in crime, robbery and sexual harassment;
- NMB should further educate the residents and tourists on the importance of saving water in the metro, as the metro is currently experiencing a drought;
- NMB, in-conjunction with tour operators should implement good hygiene in and around the metro by introducing hand sanitising stations in public areas;
- NMB, in-conjunction with tour operators with Airports SA, should provide free Wi-Fi at

the Nelson Mandela Bay International airport for the benefit of the travellers. Signs illustrating how to access the Wi-Fi should also be on display;

- NMB should provide a maps indicating bus destinations, hours of arrival, and bus stops around the city at all bus stations. This will enable tourists and residents to be aware of different options as to what to visit in the bay.

5.4.2.2 Conclusion and recommendations for the facilitating indicators

Facilitating indicators are indicators that attract tourists to a destination, and include, according to Figure 2.1, the quality of visitor experience, the climatic and natural environment conditions, and the cultural heritage and creative tourism resources. As indicated in Table 4.9, it appears that the respondents find it very important to have available tourism information centers located around NMB, and to receive service quality on a par with international standards. According to Pembba (2019:1), NMB has several tourism information centres and those centres can be found at the airport, the Boardwalk, the Donkin Reserve, and many other places. Furthermore, the results of Table 4.10 depicted that the respondents regard the outdoor tourism activities, natural attractions and access to wildlife reserves as being very important for NMB to be competitive. NMB offers a variety of activities, such as hiking and surfing and has several wildlife reserves (NMB Tourism wildlife & nature, 2019:1). Lastly, the empirical results of Table 4.11 show that the respondents are attracted to a destination that has different architectural features and offers special events or festivals. In addition, the respondents regarded the variety of cultural heritage sites and a representation of the destination culture very important for NMB to be competitive. NMB offers various cultural heritage experiences such as Route 67.

To increase the destination competitiveness of NMB, the following recommendations are made:

- NMB tourism should advertise more about its wildlife reserves, such as Kragga Kamma nature reserve and Addo Elephant National Park, through platforms such as Facebook and Instagram. This will enable each individual that wants to know more about NMB to identify the wildlife adventure as an interesting activity;
- Encourage the restaurants and supermarkets to stop using plastic bags and rather

use paper bags or green bags to protect the environment;

- Evaluate tourists' satisfaction with NMB by implementing a guest feedback system, available online, and by rewarding the individuals who partake in the survey with discounts.

5.4.2.3 Conclusion and recommendations for the supporting indicators

Supporting indicators are indicators that influence tourists, view of a destination and, according to Figure 2.1 include political and governance indicators, social indicators, economic indicators and Technological indicators. As indicated from Table 4.12, the respondents regarded cooperation between private and public tourism organisations and action plans put in place to deal with public protest as being very important for NMB to be competitive. According to Murison (2016:1), the competitiveness of a destination can be influenced by its political conditions. NMB has a volatile political environment and needs to improve its relations with the provincial government in order to address the local issues (Pmg, 2018:1). From the empirical results from Table 4.13, it can be seen that to increase destination competitiveness in NMB, residents should support tourism developments, the local community should be consulted for tourism policy formulation, and a relationship of trust between tourists and residents should be created. NMB welcomes the Ironman competition every year, where tourists can meet the local community (Ironman, 2018:1). Furthermore, from the empirical results, the respondents found value for money tourism offerings and an opportunity for foreign investment in the local tourism industry, as being very important. According to Getz (2008:408), tourism should constantly encourage investment for economic growth and the creation of new attractions. Lastly, it seems that the respondents regarded having access to modern banking facilities as of utmost importance for NMB to be competitive. They would also appreciate to benefit from a fast internet connection, have available free Wi-Fi tourist zones, and get diversified tourism product. NMB offers free Wi-Fi daily for up to 100mb per device in municipal areas, for the benefit of its local residents and tourists (NMB Municipality, 2019:1).

To increase the destination competitiveness of NMB the following recommendations are made:

- NMB tourism creates and organises a big social event each year in December, with the aim of creating a relationship between tourists and residents. This event could be for the benefit of a non-profit organisation and the individuals partaking in the event will have to work together to achieve the event goal;
- NMB should implement a policy of always consulting with the local community when formulating policies regarding tourism development in NMB, because they are the first to be affected by the tourists lifestyle;
- NMB should implement a community feedback system to evaluate the satisfaction of the local community regarding the tourism industry in NMB.
- Based on the importance of advanced technology in the tourism industry, NMB need to work harder to enable travellers to have access to easy, reliable and accurate information about the destination upon arrival. A NMB application in Play-Store can be a good starting point for any individual that wants to know more about the bay.

5.4.2.4 Conclusions and recommendations of the items mean score ranking and the overall mean

As described in Table 4.16 and Table 4.17 the items within health and hygiene and safety and security had the most items of utmost importance (8 out of 9) and they are the only indicators that have an overall mean score of 4.5. This indicates that the respondents regarded health and hygiene and safety and security as being of utmost importance for the NMB to be competitive. Tourists value a destination that is safe, secure and has visible policing. Furthermore, it is of utmost importance for the NMB to have available healthcare facilities, a well-functioning sanitation system and good quality of drinking water. Several authors have confirmed the importance of health and hygiene and safety and security at a destination (Cooper, Fletcher, Fyall, Gilbert, and Wanhill, 2008: 375). However, the NMB still has a problem ensuring the safety and security of its local residents and domestic and international tourists, as municipal policing is costly. NMB still faces various health issues regardless of excellent and qualified healthcare professionals (NMB Tourism, 2019:1; 2018:17). The respondents regarded the remaining indicators as being very important for NMB to be competitive. For them, the local community should welcome tourism, there should be available modern banking facilities and the hospitality service

quality should be on a par with international standards. Furthermore, the NMB offers a variety of outdoors and indoors activities for the benefit of its tourists and residents and has different cultural heritage sites.

To increase the destination competitiveness of the NMB it is recommended that NMB:

- Create and implement a new action plan to make the bay more secure for its residents and tourists by increasing the amount of visible policing in the bay. Each police vehicle should have its patrol area;
- Promote its activities on offer, using new technology such as twitter or snapchat. This will be an interesting and interactive way for travellers and residents to see what NMB offers.

5.5 CONTRIBUTION OF THE STUDY

The primary reason for undertaking this study was to understand the importance of destination competitiveness indicators in the tourism industry. Thus, this study intends highlighting and discussing destination competitiveness indicators. Results from this study will enable Nelson Mandela Bay Tourism to improve their tourism offerings and increase demand for NMB. This study made use of existing literature to determine the competitiveness of NMB and identified key indicators influencing the destination competitiveness of NMB. These indicators included the core, facilitating and supporting indicators. This study has achieved its secondary and primary objectives, as well as its methodological objectives. The questionnaire that was constructed can be seen as a contribution, as future research can be conducted in other countries using the same measuring instrument.

5.6 SELF-REFLECTION

In conducting the research, the researchers have gained knowledge and have become experts in destination competitiveness indicators. The study exposed the researchers to the field of tourism, enhancing researchers' understanding, emphasizing the importance of destination competitiveness indicators and the impact these indicators have on NMB.

In addition, researchers have also learnt how to conduct in-depth research, how to

conduct empirical research, and how to write up descriptive statistics. Despite the challenges, researchers have improved on their writing skills and techniques.

5.7 LIMITATIONS OF THE STUDY

The sample size of the study posed a limitation, as it was too small, consisting of only 155 respondents, and restricted to NMB therefore making generalisation of findings difficult. The research was also restricted to quantitative research, although qualitative and quantitative research could have been integrated. Despite the limitations, this exploratory study contributed to the tourism literature on destination competitiveness indicators which have an influence on tourists' choice of destination.

Following limitations of the study, recommendations for future studies are presented below.

5.8 RECOMMENDATIONS FOR FUTURE STUDIES

This exploratory study sought to contribute significantly to the tourism industry. Based on the findings, the following recommendations are presented:

- Using the same measuring instrument, a study could be conducted in other areas;
- An integrated study using both quantitative and qualitative methods could be conducted for further education in tourism and
- An in-depth study of the competitiveness indicators could be conducted for tourism awareness.

Following the recommendations for future studies, concluding remarks are presented.

5.9 CONCLUDING REMARKS

The primary objective of this study was to describe the destination competitiveness indicators in NMB. The study also established the degree of importance of the indicators determined by the Likert scale questionnaire, ranging from utmost importance to unimportant. It was clear that the indicators are very important for NMB to be competitive. However, only two indicators were established as being of utmost importance, these are health and hygiene and safety and security, and those indicators are core indicators. This indicates that this study come to the same conclusion as Ferreira (2018:73) regarding

movement from core indicators reaching supporting indicators. This signifies that NMB should first focus on the core indicators, develop them and do then do same for the other indicators, according to Table 2.1, for NMB tourism to be more competitive.

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ANNEXURE 1



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DEPARTMENT OF MARKETING MANAGEMENT
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12 July 2019

DESTINATION COMPETITIVENESS INDICATORS IN NELSON MANDELA BAY

Dear Respondent

We are currently, B.Com (Hons) students conducting research on destination competitive indicators in Nelson Mandela Bay. We are collecting information in the form of a survey to gauge the perceptions of the respondents regarding improving the competitiveness of Nelson Mandela Bay as a tourist destination. The study will provide insight into how to increase the destination competitiveness of Nelson Mandela Bay. All data sources will be treated as confidential and would be used for research purposes only. Most of the data will be reported in statistical form and no individual respondents will be identified. You can complete the questionnaire anonymously. The questionnaire will take about 10 minutes to complete. You have the option to withdraw from this survey at any point.

The questionnaire comprises of four sections:

- Section A canvasses demographic information
- Section B explores core indicators
- Section C investigates facilitating indicators
- Section D surveys supporting indicators

Your cooperation is greatly appreciated.

Sincerely

Ms N Makinana

Ms C Diakite

Dr D Ferreira

STUDENT

STUDENT

SUPERVISOR

SECTION A: DEMOGRAPHIC INFORMATION (for statistical purposes only)

Please indicate your choice by means of an (X).

1. Citizenship	
South African citizen	1
Foreign citizen	2

2. Please indicate on which continent you reside	
Africa	1
Antarctica	2
Asia	3
Australasia	4
Europe	5
North America	6
South America	7

3. Gender			
Female	1	Male	2

4. Age group (in years)			
18-25	1	46-55	4
26-35	2	56-65	5
36-45	3	66+	6

5. Home language			
Afrikaans	1	Xhosa	3
English	2	Zulu	4
Other Specify			5

6. Employment status			
Full-time employed	1	Retired	4
Part-time employed	2	Student	5
Self-employed	3	Unemployed	6

7. Education			
School exit level certificate	1	Degree	4
Certificate	2	Post-graduate degree/ diploma	5
Diploma	3		

Section B: Core indicators

	Indicate <u>how important you regard</u> the following in making Nelson Mandela Bay one of the most competitive tourist destinations in South Africa.	Utmost Importance	Very Important	Moderately Important	Slightly Important	Unimportant
	Health and hygiene					
HH1	Availability of healthcare facilities	5	4	3	2	1
HH2	Different speciality medical practitioners in hospitals	5	4	3	2	1
HH3	Availability of good quality drinking water	5	4	3	2	1
HH4	A well-functioning sanitation system	5	4	3	2	1
HH5	Actively minimising health related risk to tourists and residents	5	4	3	2	1
HH6	Conveniently situated hand sanitising stations	5	4	3	2	1
	Safety and security					
SS7	Visible policing	5	4	3	2	1
SS8	Responsive emergency services	5	4	3	2	1
SS9	Crime prevention strategies in tourist hotspots	5	4	3	2	1
SS10	Vagrant-free tourist zones	5	4	3	2	1
SS11	Low crime rate statistics	5	4	3	2	1
	Accessibility					
AA12	Several public transportation options available	5	4	3	2	1
AA13	Various car rental options available	5	4	3	2	1
AA14	Convenient access to local transport	5	4	3	2	1
AA15	Regular flights to and from the destination	5	4	3	2	1

AA16	Availability of low-cost airlines	5	4	3	2	1
	Infrastructure					
II17	Stable electricity supply available	5	4	3	2	1
II18	Telecommunication service on par with international standards	5	4	3	2	1
II19	Reliable internet access	5	4	3	2	1
II20	Waste disposal services available	5	4	3	2	1
II21	Well maintained road infrastructure	5	4	3	2	1
	Accommodation					
AC22	Variety of different star graded hotels	5	4	3	2	1
AC23	Quality guesthouses available	5	4	3	2	1
AC24	Variety of lodges and resorts	5	4	3	2	1
AC25	Several camping sites available	5	4	3	2	1

Section C: Facilitating indicators

	Indicate <u>how important you regard</u> the following in making Nelson Mandela Bay one of the most competitive tourist destinations in South Africa.	Utmost Importance	Very Important	Moderately Important	Slightly Important	Unimportant
	Quality of visitor experience					
QV26	Availability of tourist information centres located in suitable locations	5	4	3	2	1
QV27	Appreciation is given to the importance of service quality	5	4	3	2	1
QV28	Hospitality service quality is on par with international standards	5	4	3	2	1
QV29	Availability of a variety of recreation facilities	5	4	3	2	1
QV30	Child friendly tourist attractions					
	Climatic and natural environment condition					
CN31	National park in close vicinity of NMB	5	4	3	2	1
CN32	Access to wildlife reserves	5	4	3	2	1
CN33	Availability of blue flag beaches	5	4	3	2	1
CN34	Offers outdoor tourism activities that are conducive to the local climate	5	4	3	2	1
CN35	Unspoiled natural attractions on offer	5	4	3	2	1
CN36	Variety of water-based activities (surfing and fishing)	5	4	3	2	1

CN37	Variety of nature-based activities (hiking)	5	4	3	2	1
	Cultural heritage and creative tourism resource					
CH38	Availability of a variety of cultural heritage sites	5	4	3	2	1
CH39	Offers a wide range of cultural creative resources	5	4	3	2	1
CH40	Authentic representation of the local cultures	5	4	3	2	1
CH41	Offers special events, festivals or carnivals	5	4	3	2	1
CH42	Displays different architectural features	5	4	3	2	1

Section D: Supporting indicators

	Indicate <u>how important you regard</u> the following in making Nelson Mandela Bay one of the most competitive tourist destinations in South Africa.	Utmost Importance	Very Important	Moderately Important	Slightly Important	Unimportant
	Political and governance indicators					
PI43	Limited corruption on municipal level	5	4	3	2	1
PI44	Cooperation between private- and public tourism organisations	5	4	3	2	1
PI45	Commitment to tourism and hospitality education and training	5	4	3	2	1
PI46	Action plans in-place to deal with public protests and such like events which can influence tourism activities	5	4	3	2	1
	Social indicators					
SI47	The local community welcomes tourism	5	4	3	2	1
SI48	Opportunities exists for tourist to meet the local people	5	4	3	2	1
SI49	Trust relationship exist between tourists and residents	5	4	3	2	1
SI50	Residents support tourism development	5	4	3	2	1
SI51	Local community consulted for tourism policy formulation	5	4	3	2	1
	Economic indicators					
EI52	Entrepreneurial opportunities exist in the local tourism industry	5	4	3	2	1
EI53	Opportunities exists for foreign investment in the local tourism industry	5	4	3	2	1
EI54	Artificially inflated product and services prices limited during peak tourist seasons	5	4	3	2	1
EI55	Value for money tourism offerings	5	4	3	2	1
	Technology indicators					
TI56	Fast internet connection options are available	5	4	3	2	1

	Indicate <u>how important you regard</u> the following in making Nelson Mandela Bay one of the most competitive tourist destinations in South Africa.	Utmost Importance	Very Important	Moderately Important	Slightly Important	Unimportant
T157	Modern banking facilities are in use	5	4	3	2	1
T158	Availability of free Wi-Fi at tourist destinations	5	4	3	2	1
T159	Destination-specific travel mobile applications available	5	4	3	2	1
T160	Innovative diversification of tourism product	5	4	3	2	1

Thank you for your time

ANNEXURE 2

NELS N M NDELA
UNIVERSITY

FACULTY OF BUSINESS AND ECONOMIC SCIENCES

ETHICS CLEARANCE FOR TREATISES / DISSERTATIONS / THESES

Instructions:

- Should be completed by supervisor and student
- Must be signed off by student, supervisor and HoD
- Submit completed form to Ms Lindie van Rensburg
- Please ensure that the research methodology section from the proposal is attached to this form
- *Please note that by following this Proforma ethics route, the study will NOT be allocated an ethics clearance number*

FACULTY: Business and Economic Sciences

SCHOOL / DEPARTMENT: Business management

I, Ferreira, DP

the supervisor for MAKINANA, N (s214 330 303) ; DIAKITE, C (s214 223 825)

candidates for the degree of B Com Honours

with a treatise/dissertation/thesis entitled (full title of treatise/dissertation/thesis):

DESTINATION COMPETITIVE INDICATORS IN NELSON MANDELA BAY

considered the following ethics criteria (please tick the appropriate block):

		YES	NO
1.	Is there any risk of harm, embarrassment of offence, however slight or temporary, to the participant, third parties or to the communities at large?		X
2.	Is the study based on a research population defined as 'vulnerable' in terms of age, physical characteristics and/or disease status?		X
2.1	Are subjects/participants/respondents of your study:		
2.1.1	Children under the age of 18?		X
2.1.2	NMMU staff?		X
2.1.3	NMMU students?		X
2.1.4	The elderly/persons over the age of 60?		X
2.1.5	A sample from an institution (e.g. hospital/school)?		X
2.1.6	Handicapped (e.g. mentally or physically)?		X
3.	Does the data that will be collected require consent of an institutional authority for this study? (An institutional authority refers to an organisation that is established by government to protect vulnerable people)		X

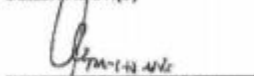
3.1	Are you intending to access participant data from an existing, stored repository (e.g. school, institutional or university records)?		X
4.	Will the participant's privacy, anonymity or confidentiality be compromised?		X
4.1	Are you administering a questionnaire/survey that:		
4.1.1	Collects sensitive/identifiable data from participants?		X
4.1.2	Does not guarantee the anonymity of the participant?		X
4.1.3	Does not guarantee the confidentiality of the participant and the data?		X
4.1.4	Will offer an incentive to respondents to participate, i.e. a lucky draw or any other prize?		X
4.1.5	Will create doubt whether sample control measures are in place?		X
4.1.5	Will be distributed electronically via email (and requesting an email response)?		X
	<p>Note:</p> <ul style="list-style-type: none"> If your questionnaire DOES NOT request respondents' identification, is distributed electronically and you request respondents to return it <i>manually</i> (print out and deliver/mail); AND respondent anonymity can be guaranteed, your answer will be NO. If your questionnaire DOES NOT request respondents' identification, is distributed via an email link and works through a web response system (e.g. the university survey system); AND respondent anonymity can be guaranteed, your answer will be NO. 		
5.	Do you wish to publish an article from this study and submit to an accredited Journal?		X

Please note that if ANY of the questions above have been answered in the affirmative (YES) the student will need to complete the full ethics clearance form (REC-H application) and submit it with the relevant documentation to the Faculty REC (Ethics) representative.

and hereby certify that the student has given his/her research ethical consideration and full ethics approval is not required.


SUPERVISOR(S)

25/4/2019
DATE


HEAD OF DEPARTMENT

26/02/2019
DATE


STUDENT

25/04/2019
DATE


STUDENT

25/06/2019
DATE

ANNEXURE 3

Makinana & Diakite

ORIGINALITY REPORT

16%	7%	1%	15%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

1	Submitted to Nelson Mandela Metropolitan University Student Paper	4%
2	uir.unisa.ac.za Internet Source	1%
3	Submitted to Ghana Technology University College Student Paper	1%
4	repository.nwu.ac.za Internet Source	1%
5	Submitted to Mancosa Student Paper	<1%
6	Submitted to London School of Commerce Student Paper	<1%
7	Submitted to University of Johannesburg Student Paper	<1%
8	www.grin.com Internet Source	<1%