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Department:
Tourism
REPUBLIC OF SOUTH AFRICA



University of Venda
Creating Future Leaders

Tourism Research in Economic Environns and Society

Piloting and refinement of the
Tourism Resilience Model

North-West University and University of Venda

BECOME **GREATER**
TODAY **THAN** YOU WERE YESTERDAY!

#MyNWU | #GreaterThan



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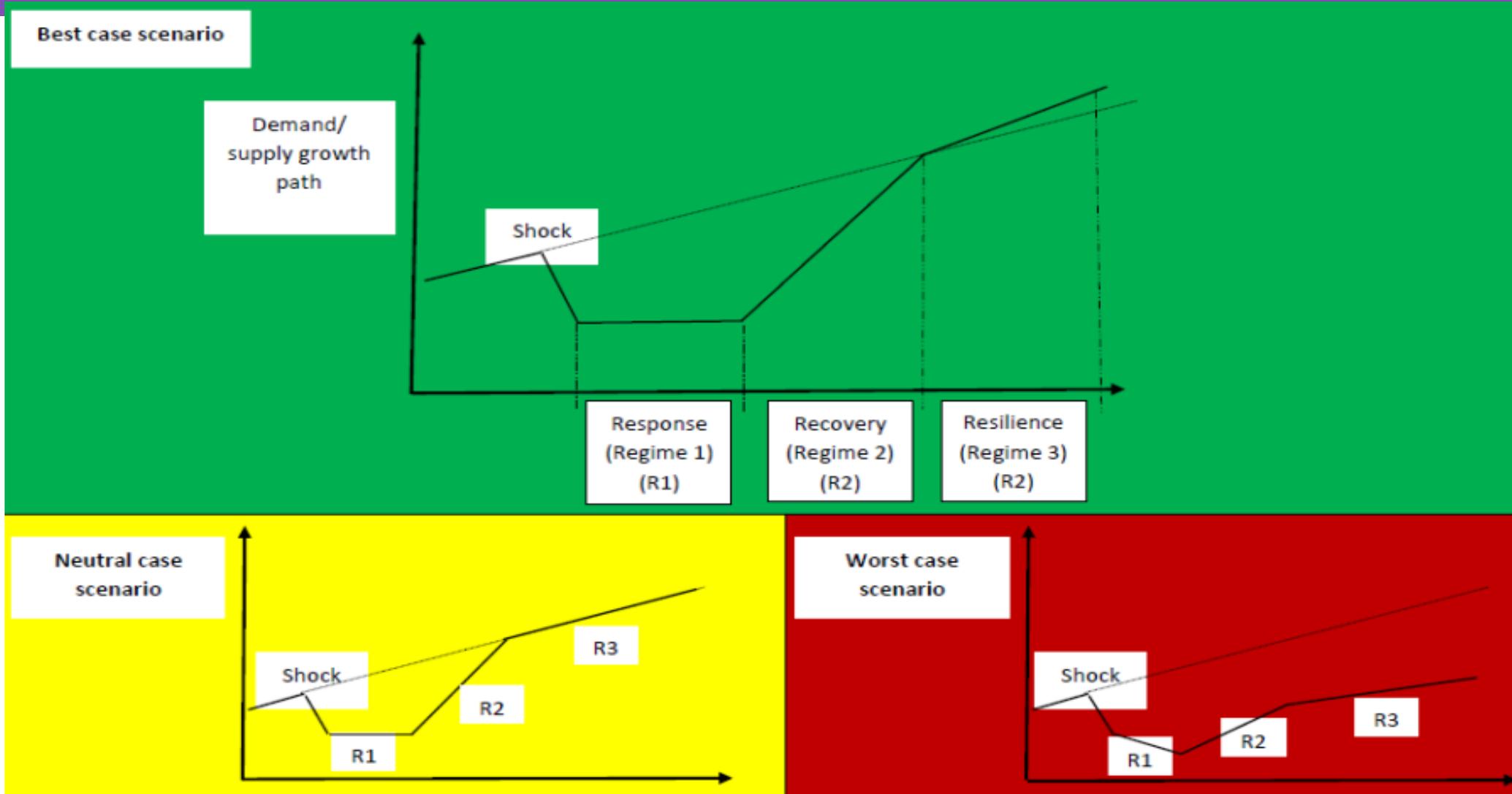
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PHASE 1

-

The Resilience Scenarios



The Data

International Tourism Expenditure Data

- National level
- Provincial level

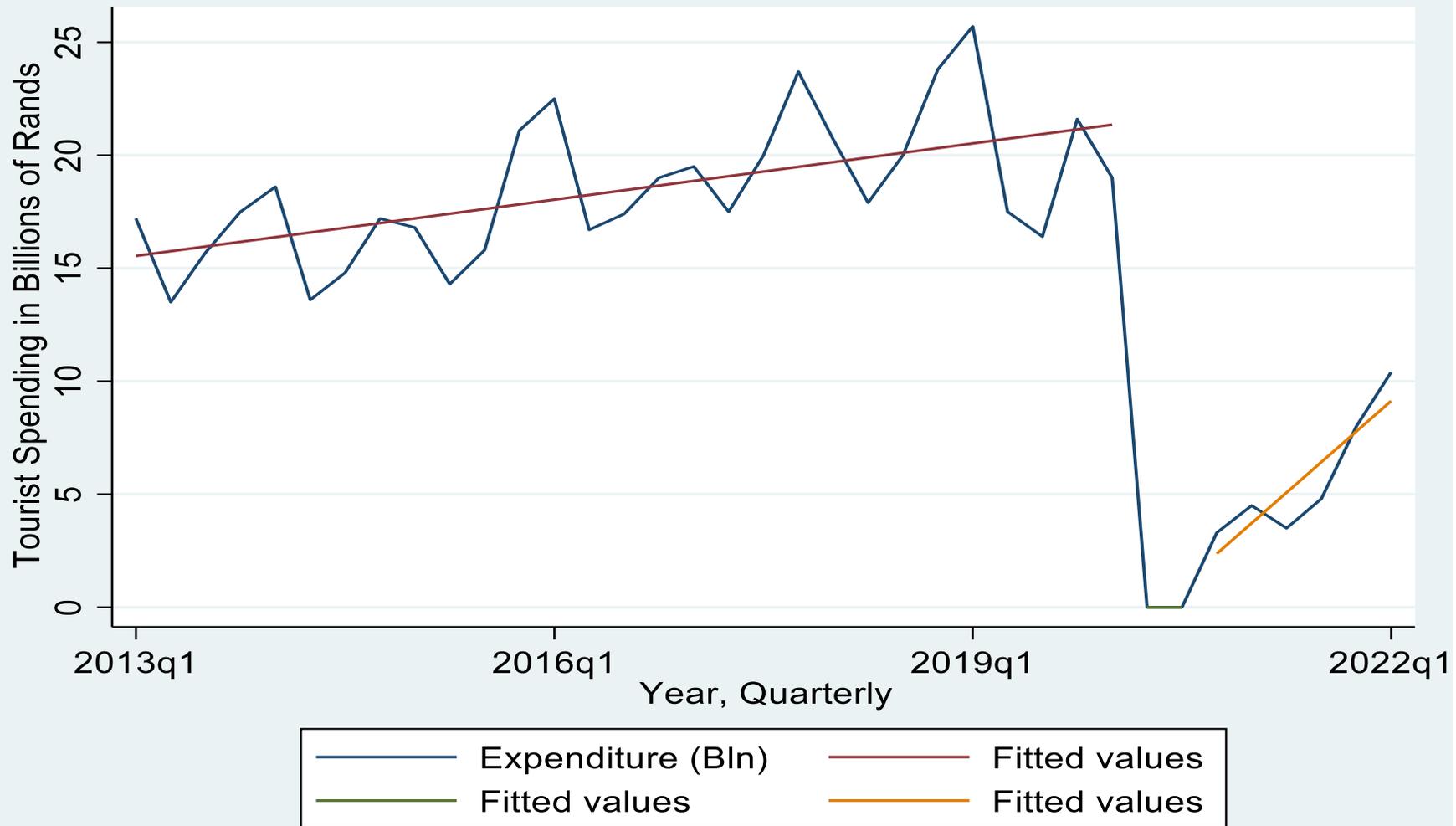
Data period

- 2013 to 2022
- Quarterly data

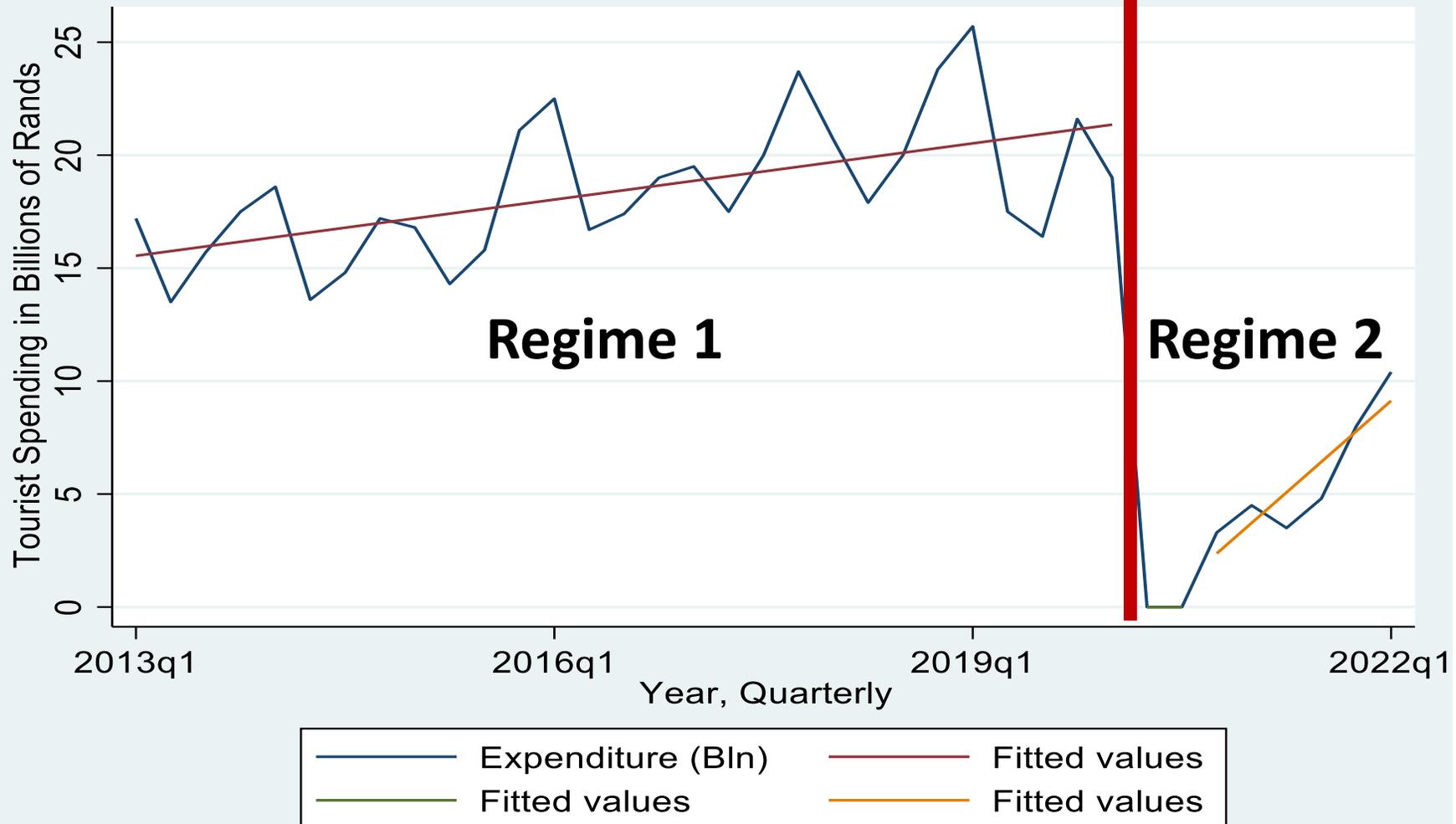
Source

- South African Tourism

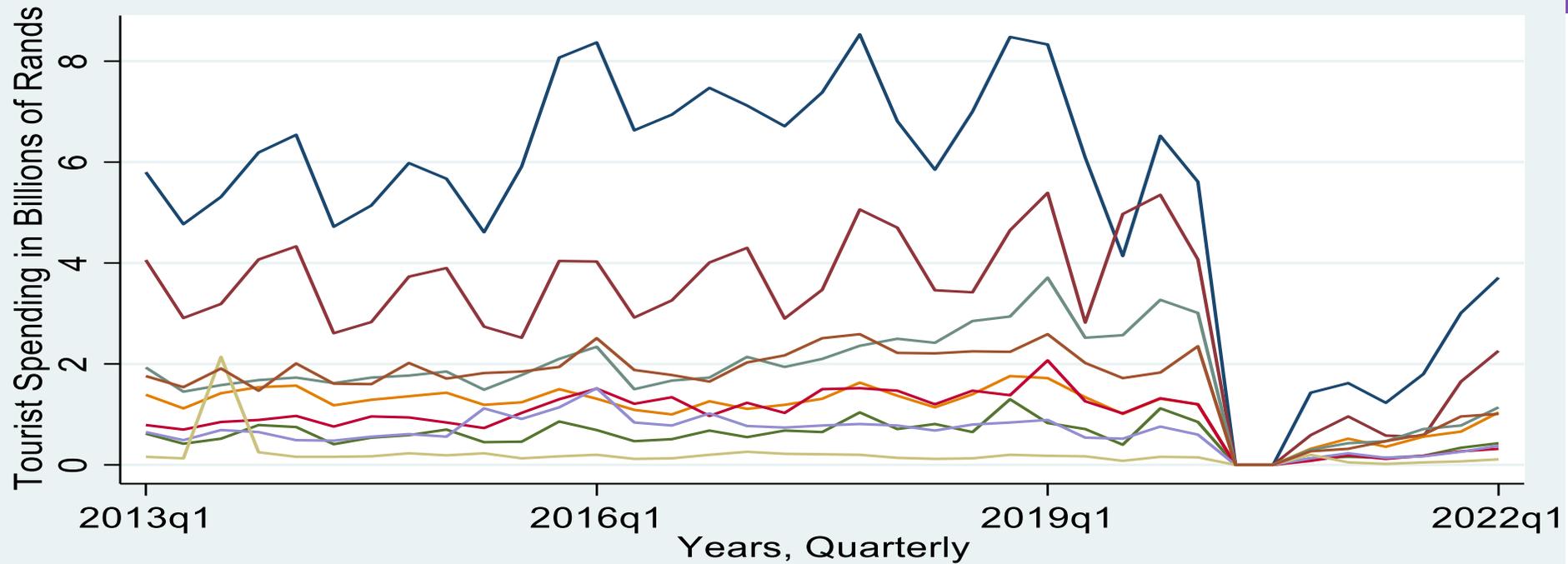
The National Trend



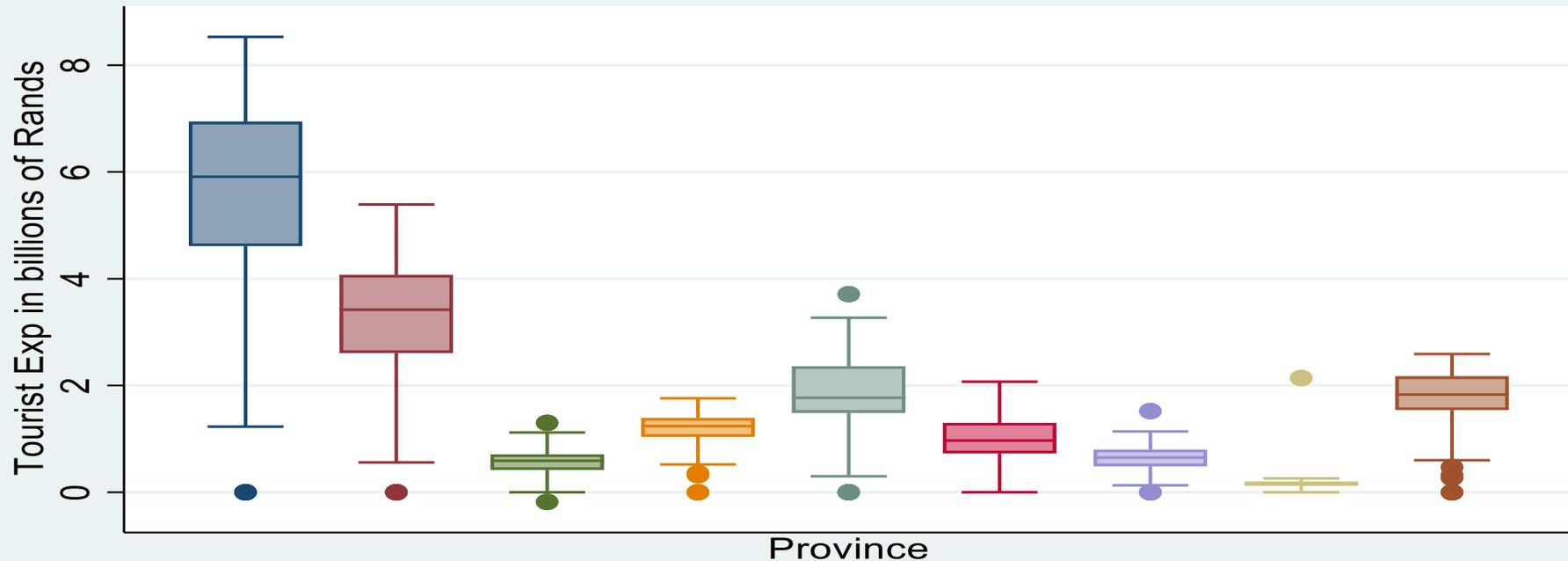
The National Trend



The Provincial Trend



Provincial Mean Tourism Expenditures



Provincial Tourism Expenditures Differences

Source	SS	df	MS	F	Prob > F
Between groups	787.611785	8	98.4514731	90.33	0.0000
Within groups	353.121636	324	1.08988159		
Total	1140.73342	332	3.43594404		

Bartlett's equal-variances test: $\chi^2(8) = 323.8598$ Prob> $\chi^2 = 0.000$

Provincial Tourism Expenditures Differences

Province	Contrast
Western Cape vs Gauteng	-2.248108*** (.242719)
Eastern Cape vs Gauteng	-4.82027*** (.242719)
KwaZulu-Natal vs Gauteng	-4.260811*** (.242719)
Mpumalanga vs Gauteng	-3.604865*** (.242719)
Limpopo vs Gauteng	-4.455946*** (.242719)
North West vs Gauteng	-4.761081*** (.242719)
Northern Cape vs Gauteng	-5.189189*** (.242719)
Free State vs Gauteng	-3.731622*** (.242719)
Eastern Cape vs Western Cape	-2.572162*** (.242719)
KwaZulu-Natal vs Western Cape	-2.012703*** (.242719)
Mpumalanga vs Western Cape	-1.356757*** (.242719)
Limpopo vs Western Cape	-2.207838*** (.242719)
North West vs Western Cape	-2.512973*** (.242719)
Northern Cape vs Western Cape	-2.941081*** (.242719)
Free State vs Western Cape	-1.483514*** (.242719)
KwaZulu-Natal vs Eastern Cape	.5594595*** (.242719)
Mpumalanga vs Eastern Cape	1.215405*** (.242719)
Limpopo vs Eastern Cape	.3643243 (.242719)
North West vs Eastern Cape	.0591892 (.242719)
Northern Cape vs Eastern Cape	-.3689189 (.242719)
Free State vs Eastern Cape	1.088649*** (.242719)
Mpumalanga vs KwaZulu-Natal	.6559459 (.242719)
Limpopo vs KwaZulu-Natal	-.1951351 (.242719)
North West vs KwaZulu-Natal	-.5002703 (.242719)
Northern Cape vs KwaZulu-Natal	-.9283784** (.242719)
Free State vs KwaZulu-Natal	.5291892 (.242719)
Limpopo vs Mpumalanga	-.8510811* (.242719)
North West vs Mpumalanga	-1.156216*** (.242719)
Northern Cape vs Mpumalanga	-1.584324*** (.242719)
Free State vs Mpumalanga	-.1267567*** (.242719)
North West vs Limpopo	-.3051351 (.242719)
Northern Cape vs Limpopo	-.7332432 (.242719)
Free State vs Limpopo	.7243243 (.242719)
Northern Cape vs North West	-.4281081 (.242719)
Free State vs North West	1.029459** (.242719)
Free State vs Northern Cape	1.457568*** (.242719)

Standard errors in parenthesis
 ***p<0.001, **<0.01, *p<0.05

- No significant differences in**
- Limpopo and Eastern Cape
 - North-West and Eastern Cape
 - Northern Cape and Eastern Cape
 - Mpumalanga and KwaZulu Natal
 - Limpopo and KwaZulu Natal
 - North-West and KwaZulu Natal
 - North-West and Limpopo
 - Northern Cape and Limpopo
 - Free State and Limpopo
 - Northern and North-West

Estimation results from the Model

	Gauteng	Western Cape	Eastern Cape	KwaZulu Natal	Mpumalanga	Limpopo	North West	Northern Cape	Free State
<i>Regime-dependent intercepts</i>									
R-1	1.5979***	0.8172**	0.1709*	0.3495***	0.4779*	0.1258	0.1720*	0.1486***	0.4536***
R-2	6.4360***	3.7806***	0.6804***	1.3139***	2.1470***	1.1539***	0.7599***	2.1400***	1.9927***
<i>Transition Probabilities</i>									
ρ_{11}	0.9524	0.9498	0.9453	0.8444	0.9521	0.9538	0.9524	0.9722	0.9540
ρ_{12}	0.0476	0.0502	0.0547	0.1556	0.0479	0.0462	0.0476	0.0278	0.0460
ρ_{21}	0.0234	0.0237	0.0246	0.0292	0.0235	0.0234	0.0238	0.9999	0.0232
ρ_{22}	0.9766	0.9763	0.9754	0.9708	0.9765	0.9766	0.9762	0.0001	0.9768
<i>Variation</i>									
Sigma	1.2046	0.8078	0.1987	0.2078	0.5360	0.2757	0.2090	0.0654	0.3263
<i>Average duration of Regime</i>									
R-1 (Quarters)	21	20	18	6	21	22	21	36	21
R-2 (Quarters)	43	42	41	34	42	43	42	1	43
<i>Goodness of Fit Test</i>									
AIC	3.7555	2.9566	0.1447	0.3451	2.1364	0.8083	0.2285	-2.0995	1.1464
Log Likelihood	-64.4759	-49.6978	2.3226	-1.3849	-34.5241	-9.9541	0.7728	43.8410	-16.2078
Observations	37	37	37	37	37	37	37	37	37

*** $p < 0.001$, ** $p < 0.01$, * $p < 0.05$

AIC is the Akaike Information Criterion. It is an estimator measuring the relative fitness of a model to the data under analysis

Estimation results from the Model: Provincial

	Gauteng	Western Cape	Eastern Cape	KwaZulu Natal	Mpumalanga	Limpopo	North West	Northern Cape	Free State
<i>Regime-dependent intercepts</i>									
R-1	1.5979***	0.8172**	0.1709*	0.3495***	0.4779*	0.1258	0.1720*	0.1486***	0.4536***
R-2	6.4360***	3.7806***	0.6804***	1.3139***	2.1470***	1.1539***	0.7599***	2.1400***	1.9927***
<i>Transition Probabilities</i>									
ρ_{11}	0.9524	0.9498	0.9453	0.8444	0.9521	0.9538	0.9524	0.9722	0.9540
ρ_{12}	0.0476	0.0502	0.0547	0.1556	0.0479	0.0462	0.0476	0.0278	0.0460
ρ_{21}	0.0234	0.0237	0.0246	0.0292	0.0235	0.0234	0.0238	0.9999	0.0232
ρ_{22}	0.9766	0.9763	0.9754	0.9708	0.9765	0.9766	0.9762	0.0001	0.9768
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Log Likelihood	-64.4759	-49.6978	2.3226	-1.3849	-34.5241	-9.9541	0.7728	43.8410	-16.2078
Observations	37	37	37	37	37	37	37	37	37

*** $p < 0.001$, ** $p < 0.01$, * $p < 0.05$

AIC is the Akaike Information Criterion. It is an estimator measuring the relative fitness of a model to the data under analysis

Estimation results from the Model: Provincial

	National Level
<i>Regime-dependent intercepts</i>	
R-1	4.3038***
R-2	18.4450***
<i>Transition Probabilities</i>	
ρ_{11}	0.9531
ρ_{12}	0.0469
ρ_{21}	0.0233
ρ_{22}	0.9767
<i>Variation</i>	
Sigma	3.0941
<i>Average duration of Regime</i>	
R-1 (Quarters)	21
R-2 (Quarters)	42
<i>Goodness of Fit Test</i>	
AIC	5.6444
Log Likelihood	-99.4218
Observations	37

*** $p < 0.001$, ** $p < 0.01$, * $p < 0.05$

Why does this matter?

- (a)** Allows for tourism expenditure equilibrium path before and after COVID-19 lockdowns to be compared

- (b)** The comparison helps us to see if the tourism economy is bouncing back better, and if resilient

- (c)** The results can better inform on what we have to do now, depending on whether we see resilience or not.



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PHASE 2

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To date.....



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- ***Study commenced in 2021***
 - To construct a resilience model that will assist in the recovery of the tourism industry
 - Provide insights on how to react should another event happen in the tourism industry
 - D-TRM and I-TRM
- ***Study continued in 2022***
 - To refine and pilot the resilience model
 - To showcase the practical application and value of the model
 - Applied to the Domestic market and the International market (USA; UK and Brazil)

CONSIDERATIONS PHASE 2



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- **Development of 2 models**
- **Data / Evidence should direct tourism decisions – tourist is key!**
- **Not a once-off application – pro-active actions**
- **Target market-driven**
- **Make provision for the significant events happening (Plug-ins)**
- **Main aim: To improve intention to travel**



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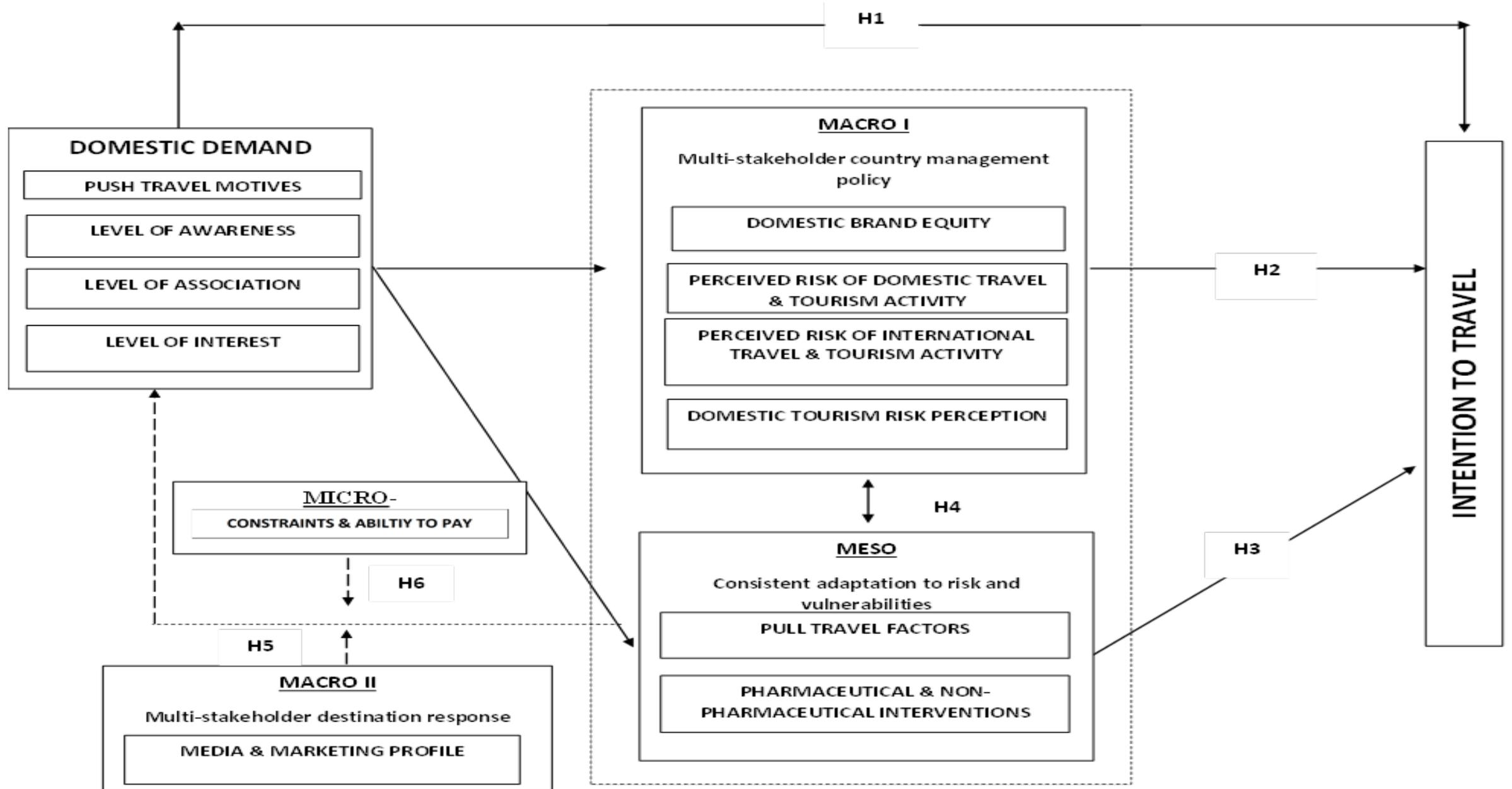
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REFINING THE D-TRM

D-TRM



Construct	Dimensions	Definition	Relevant sources
DOMESTIC DEMAND: The willingness and ability of consumers to buy different amounts of a tourism product at different prices during any one period. The demand for any tourism good or service is influenced by numerous quantifiable and non-quantifiable factors. ¹ (Dwyer, Forsyth & Dwyer, 2020)	Push travel motives	Tourists travel or need to travel because they are pushed by their internal forces. These forces are intangible, or they express the internal desires of travellers. For example, the need for relaxation, adventure, prestige.	Baloglu & Uysal (1996)
	Level of awareness	The strength of the brand's presence in the mind of the tourist along a continuum.	Aziz & Yasin, (2010); Basaran, (2016); Kladou & Kehagia (2014);
	Level of association	A reflection of tourists' perceptions, including perceptions of values, quality, feelings and brand personality.	Martín, Herrero & Salmones (2019)
	Level of interest	The level of tourist interest or intrigue in the destination and the level of curiosity to inquire or learn more	
MACRO I: Multi-stakeholder country management policy and the global environment resulting in the organic image and perceptions held of South Africa. These are tourism and non-tourism-related dimensions that South Africa has very little to no control over.	Domestic brand equity	The process of not only creating ownership for a particular brand but the value of that ownership	Gartner & Ruzzier, (2011)
	Perceived risk of domestic travel & tourism activity	Perceived risk of domestic travel and tourism activity in South Africa.	Matiza & Slabbert, (2020b)
	Domestic tourism risk perception	Domestic tourists' perception of uncertainty and potential adverse outcomes resulting from the consumption of travel and tourism offerings based on perceived psychological, social, physical and financial risk, respectively.	Matiza (2020)
MESO: Country and tourism market level that is characterized by consistent adaptation to threats, risk and vulnerabilities of the tourism sector.	Pull travel factors	Pull factors include tangible resources that determine the attractiveness of the destination, such as landscapes, beaches, and historical resources. These external characteristics of a destination that attract tourists when making their destination choice.	Baloglu & Uysal (1996)
	Pharmaceutical & non-pharmaceutical Interventions	The perceived effectiveness of pharmaceutical and non-pharmaceutical interventions associated with the COVID-19 pandemic.	Liu, Schroeder, Pennington-Gray & Farajat, (2016)
MACRO II: Multi-stakeholder destination response via various media platforms and marketing strategies to elicit an induced perception of South Africa as a tourism destination.	Media & marketing profile	The influence of South Africa's tourism's media and marketing profile - which is where potential domestic tourists derive the information which they utilise as heuristic cues in their decision-making.	Fuchs & Reichel (2011)
MICRO: Individual tourist level factors that moderate or mediate their behaviour towards tourism	Constraints and ability to pay	Factors that inhibit continued traveling, cause inability to start traveling, result in the inability to maintain or increase frequency of travel, and/or lead to negative impacts on the quality of a travel experience	Karl, Bauer, Ritchie & Passauer (2020)
INTENTION TO TRAVEL		The intention to travel internationally to South Africa in the near future	Law (2006); Olya & Al-ansi (2018); Wang (2017)

2023 Model Plug-ins: D-TRM

Construct	Dimensions	Definition	Relevant sources
D-TRM			
MACRO I: Multi-stakeholder country management policy and the global environment resulting in the organic image and perceptions held of South Africa. These are tourism and non-tourism-related dimensions that South Africa has very little to no control over.	Safety & security perception	Stable and orderly conditions, namely - being protected and free from injury or danger during tourism activities	Xiaolong, Litian, Lu, & Rong (2022); Zou & Yu (2022)
MESO: Country and tourism market level that is characterized by consistent adaptation to threats, risk and vulnerabilities of the tourism sector.	Resident ethnocentrism (I should support the SA economy by travelling to holiday destinations in SA; I should feel a duty to book a national holiday; I should back-up the SA economy by booking a holiday in SA; Every time I decide to spend my holiday in SA, I contribute to SA's future)	An individual's prescriptive beliefs and felt moral obligation to support the domestic tourism economy and willingness to engage in domestic tourism and support for tourism development	Kock, Nørfelt, Josiassen, Assaf & Tsionas (2020)
	Resident hospitality (I try to be helpful if a tourist asks me for help; I happily interact with tourists; If I have the opportunity, I am hospitable toward tourists; I would do my bit to make SA a welcoming country for tourists)	Residents directly interact with incoming tourists, thereby constituting a different level of commitment compared to ethnocentrism. To what extent do residents accommodate tourists visiting from outside their communities	Kock, Nørfelt, Josiassen, Assaf & Tsionas (2019)
MICRO: Individual tourist level factors that moderate or mediate their behaviour towards tourism	Perceived behavioural control (Respondents felt there is nothing that prevents them from travelling within South Africa if they want to; that they can afford domestic travel in South Africa, despite the rising cost of living in South Africa.	The self-evaluation of the individual's ability to perform specific behaviours in terms of factors such as ability and resources	Liu, Shi, Li, & Amin (2021)

METHODOLOGY



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- **2023 I-TRM Model Refinement and Test:**
 - Desktop study to refine model and expert reviews
 - QuestionPro Online Questionnaire published - Audience Panel self-administered online survey
 - Mediation analysis
 - Sample was n=500 USA Respondents, n=500 Brazil Respondents, n=500 UK Respondents
- **2023 D-TRM Model Refinement and Test:**
 - Desktop study to refine model and expert reviews
 - InfoQuest Online Questionnaire published – Audience Panel self-administered online survey
 - Mediation analysis
 - Sample was n=500 SA Respondents

SELECTED D-TRM RESULTS



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Ratings:

- ***Push Travel Motives*** -
 - (1) motivated by seeking relaxation
 - (2) the need to visit and know new places they have not been
- ***Brand Equity*** -
 - (1) enjoying travelling in South Africa
 - (2) wanting to visit South African tourist attractions that they had not yet seen
- ***Safety and Security*** -
 - (1) Safety and Security I: South Africa as a safe place to travel
 - (2) Safety and Security II: Acknowledge that they are aware of crime in South Africa
- ***Perceived Behavioural Cont*** –
 - (1) nothing that prevents them from travelling within South Africa if they want to
 - (2) they can afford domestic travel in South Africa, despite the rising cost of living in South Africa
- ***Resident Ethnocentrism*** –
 - (1) acknowledging that they should support the South African economy by travelling to holiday destinations in South Africa
 - (2) aware that every time they decide to spend their holiday in South Africa, they contribute to South Africa's future – making it a little bit brighter
- ***Travel Intention***
 - (1) likely to travel in South Africa for tourism
 - (2) they would actively recommend people they know to travel within South Africa

FACTOR ANALYSIS: D-TRM

Factor	Items	Eigenvalue	Variance	Factor Loading (>.50)		Cronbach	Mean (\bar{x})
		(EV)	(%)	Min	Max	Alpha (α)	
¹Push Travel Motives	PTM1 - PTM5	3.575	71.51	.785	.876	.897	4.34
²Brand Equity	AWS1-ASW4; ASN1-ASN4; INT1-INT4	7.593	63.28	.712	.867	.944	4.24
³Safety and Security							
Safety and Security I	SSP1; SSP2; SSP4	2.411	40.18	.786	.924	.844	3.26
Safety and Security II	SSP3; SSP5; SSP6	1.562	26.03	.585	.835	.547	3.98
⁴Perceived Behavioural Control	PBC1; PBC2; PBC3; PBC5	2.462	49.24	.678	.772	.748	3.54
⁵Resident Ethnocentrism	REM1-REM6	4.012	66.87	.767	.865	.897	4.00
⁶Perceived risk							
Socio-economic Risk	PSR4; SCR1-SCR4; FNR1-FNR4	8.067	50.42	.640	.901	.934	2.30
Physical Risk	PHR1-PHR4	2.043	12.77	.666	.859	.813	3.48
Psychological Risk	PSR1-PSR3	1.077	1.077	.815	.951	.904	2.54
⁷Travel Intention	TRV1 -TRV4	3.009	75.22	.873	.904	.890	4.21

¹Direct Oblimin with Kaiser Normalisation: KMO = .832 and Bartlett's test of Sphericity of (χ^2 (10) = 1564.385, $p < .001$); ²Direct Oblimin with Kaiser Normalisation: KMO = .957 and Bartlett's test of Sphericity of (χ^2 (66) = 4413.004, $p < .001$); ³Direct Oblimin with Kaiser Normalisation: KMO = .647 and Bartlett's test of Sphericity of (χ^2 (15) = 958.151, $p < .001$); ⁴Direct Oblimin with Kaiser Normalisation: KMO = .761 and Bartlett's test of Sphericity of (χ^2 (15) = 524.930, $p < .001$); ⁵Direct Oblimin with Kaiser Normalisation: KMO = .899 and Bartlett's test of Sphericity of (χ^2 (15) = 1695.851, $p < .001$); ⁶Direct Oblimin with Kaiser Normalisation: KMO = .925 and Bartlett's test of Sphericity of (χ^2 (120) = 5753.209, $p < .001$); ⁷Direct Oblimin with Kaiser Normalisation: KMO = .834 and Bartlett's test of Sphericity of (χ^2 (6) = 1158.723, $p < .001$)

DECISION MODELLING

Mediation	Total Effect	Indirect Effect	² Sig.	¹ VAF%	Effect
Safety and Security as mediator (parallel mediation)					
Push Motives → Safety & Security I → Travel Intention	.3291	.0896	No	28%	Partial mediation
Push Motives → Safety & Security II → Travel Intention	.3291	.0019	No		Partial mediation
Brand Equity → Safety & Security I → Travel Intention	.6554	.1517	Yes	23%	Partial mediation
Brand Equity → Safety & Security II → Travel Intention	.6554	.0004	Yes		Partial mediation
Perceived Behavioural Control as mediator (simple mediation)					
Push Motives → Perceived Behavioural Control → Travel Intention	.3291	.1102	Yes	33%	Partial mediation
Brand Equity → Perceived Behavioural Control → Travel Intention	.6554	.2038	Yes	31%	Partial mediation
Resident Ethnocentrism as mediator (simple mediation)					
Push Motives → Resident Ethnocentrism → Travel Intention	.3291	.1941	Yes	59%	Partial mediation
Brand Equity → Resident Ethnocentrism → Travel Intention	.6554	.2757	Yes	42%	Partial mediation
Perceived risk as mediator (parallel mediation)					
Push Travel Motives → Risk [Socio-Economic, Psychological, Physical] → Travel Intentions	.3291	.0307	No	9%	N/A
Brand Equity → Risk [Socio-Economic, Psychological, Physical] → Travel Intentions	.6554	.0409	Yes	6%	N/A



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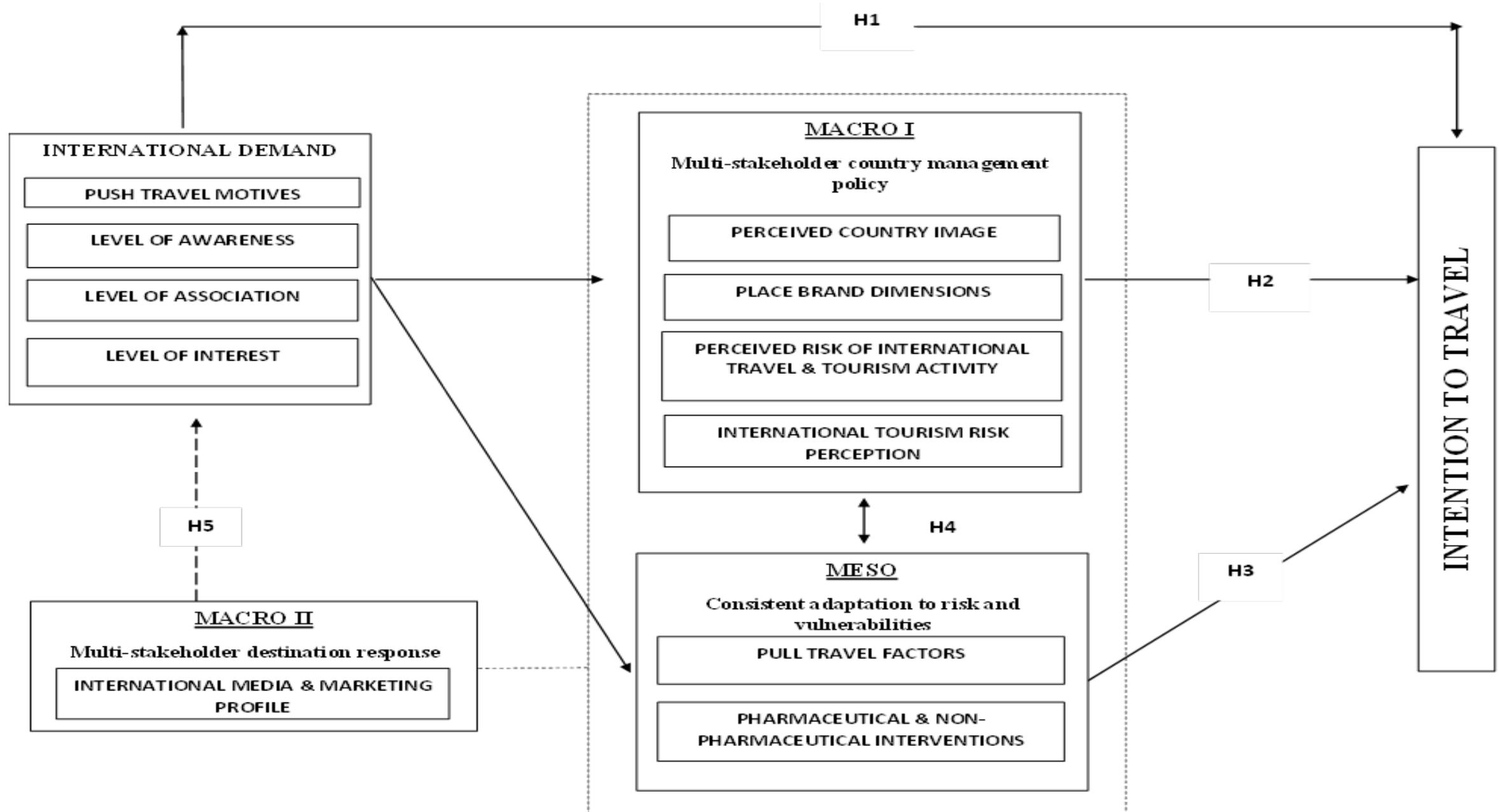
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REFINING THE I-TRM

I-TRM



Construct	Dimensions	Definition	Relevant sources
INTERNATIONAL DEMAND: The willingness and ability of consumers to buy different amounts of a tourism product at different prices during any one period. The demand for any tourism good or service is influenced by numerous quantifiable and non-quantifiable factors. ¹ (Dwyer, Forsyth & Dwyer, 2020)	Push travel motives	Tourists travel or need to travel because they are pushed by their internal forces. These forces are intangible, or they express the internal desires of travellers. For example, the need for relaxation, adventure, prestige.	Baloglu & Uysal (1996)
	Level of awareness	The strength of the brand's presence in the mind of the tourist along a continuum.	Aziz & Yasin, (2010); Basaran, (2016); Kladou & Kehagia (2014); Martín, Herrero & Salmones (2019)
	Level of association	A reflection of tourists' perceptions, including perceptions of values, quality, feelings and brand personality.	
	Level of interest	The level of tourist interest or intrigue in the destination and the level of curiosity to inquire or learn more/	
MACRO I: Multi-stakeholder country management policy and the global environment resulting in the organic image and perceptions held of South Africa. These are tourism and non-tourism related dimensions that South Africa has very little to no control over.	Perceived country image	A subjective stakeholder attitude towards a nation and its state, comprising specific beliefs and general feelings in functional and normative dimensions.	Buhmann (2016)
	Place brand dimensions	The multi-dimensional cognitive associations that consumers utilize as reference points for information symmetry in consumptive decision-making.	Matiza & Slabbert, (2020a)
	Perceived risk of international travel & tourism activity	Perceived risk of international travel and tourism activity in South Africa.	Matiza & Slabbert, (2020b)
	International tourism risk perception	International tourists' perception of uncertainty and potential adverse outcomes resulting from the consumption of travel and tourism offerings based on perceived psychological, social, physical and financial risk, respectively.	Matiza (2020)
MESO: Country and tourism market level that is characterized by consistent adaptation to threats, risk and vulnerabilities of the tourism sector.	Pull travel factors	Pull factors include tangible resources that determine the attractiveness of the destination, such as landscapes, beaches, and historical resources. These external characteristics of a destination that attract tourists when making their destination choice.	Baloglu & Uysal (1996)
	Pharmaceutical & non-pharmaceutical Interventions	The perceived effectiveness of pharmaceutical and non-pharmaceutical interventions associated with the COVID-19 pandemic.	Liu, Schroeder, Pennington-Gray & Farajat, (2016)
MACRO II: Multi-stakeholder destination response via various media platforms and marketing strategies to elicit an induced perception of South Africa as a tourism destination.	International media & marketing profile	The influence of South Africa's tourism's media and marketing profile - which is where potential domestic tourists derive the information which they utilise as heuristic cues in their decision-making.	Fuchs & Reichel (2011)
INTENTION TO TRAVEL		The intention to travel internationally to South Africa in the near future	Law (2006); Olya & Al-ansi (2018); Wang (2017)

Model Plug-ins: I-TRM

Construct	Dimensions	Definition	Relevant sources
I-TRM			
MACRO I: Multi-stakeholder country management policy and the global environment resulting in the organic image and perceptions held of South Africa. These are tourism and non-tourism-related dimensions that South Africa has very little to no control over.	Safety & security perception (SA is a safe place to travel; SA is just as safe as other destinations; Other tell me that SA is dangerous; I do not need to worry about security issues when travelling in SA; I will remind others to pay attention to safety to SA)	Stable and orderly conditions, namely - being protected and free from injury or danger during tourism activities	Xiaolong, Litian, Lu, & Rong (2022); Zou & Yu (2022)
MESO: Country and tourism market level that is characterized by consistent adaptation to threats, risk and vulnerabilities of the tourism sector.	Vaccination for international tourism (When travelling to SA I would get a vaccination against COVID-19; Getting a vaccination is a must when travelling to SA; I would avoid destinations with low vaccination rates compared to my home country; I would only visit destinations that strictly require proof of vaccination).	The perceptions towards initiating pharmaceutical interventions associated with the COVID-19 pandemic.	Kock, Josiassen & Assaf, (2019)
MICRO: Individual tourist level factors that moderate or mediate their behaviour towards tourism	Perceived behavioural control (I can afford international travel to SA, despite the rising cost of living in my home country; I am not worried about travel safety in SA; If I have a choice, I rather travel long-haul to SA although it might be more expensive)	The self-evaluation of the individual's ability to perform specific behaviours in terms of factors such as ability and resources	Liu, Shi, Li, & Amin (2021)

SELECTED I-TRM RESULTS

Ratings:

- *Push Travel Motives* -
 - (1) **Brazilian** respondents indicated being motivated by exploring and experiencing different activities and cultures
 - (2) **UK** respondents indicated being motivated by the need to visit and know new places they have not been to
 - (3) **US** respondents were primarily motivated by having an adventure
- *Safety and Security* -
 - (1) Safety and Security I: **Brazilian & UK** = South Africa as a safe place to visit. **US** = South Africa is just as safe as other destinations
 - (2) Safety and Security II: **Brazilian & US** = Remind others to be of crime in South Africa. **UK** = Acknowledge that they are aware of crime in South Africa
- *Travel Intention*
 - (1) **Brazilian & US** = they would actively recommend people they know to travel to South Africa for tourism
 - (2) **UK** = whenever presented with a have a chance to travel; they will travel to South Africa

FACTOR ANALYSIS: I-TRM

Factor	Items	Eigenvalue (EV)	Variance (%)	Factor Loading (>.50)		Cronbach Alpha (α)	Mean (\bar{x})
				Min	Max		
Brazil Market							
¹ Push Travel Motives	PTM1 - PTM5	3.804	70.07	.846	.902	.921	3.95
² Safety and Security							
Safety and Security I	SSP1; SSP2; SSP4	2.810	46.84	.690	.903	.802	3.45
Safety and Security II	SSP3; SSP5; SSP6	1.434	23.90	.730	.876	.748	3.27
³ Travel Intention	TRV1 -TRV4	3.174	79.35	.880	.897	.913	3.56
United Kingdom Market							
¹ Push Travel Motives	PTM1 - PTM5	3.716	74.34	.823	.902	.913	3.84
² Safety and Security							
Safety and Security I	SSP1; SSP2; SSP4	2.368	39.47	.810	.892	.832	2.94
Safety and Security II	SSP3; SSP5; SSP6	1.793	29.88	.704	.835	.692	3.58
³ Travel Intention	TRV1 -TRV4	3.142	78.56	.882	.906	.909	2.79
US Market							
¹ Push Travel Motives	PTM1 - PTM5	3.912	78.43	.836	.992	.931	3.72
² Safety and Security							
Safety and Security I	SSP1; SSP2; SSP4	2.737	45.61	.798	.917	.840	3.08
Safety and Security II	SSP3; SSP5; SSP6	1.5793	26.32	.741	.873	.748	3.36
³ Travel Intention	TRV1 -TRV4	3.348	83.69	.801	.932	.935	2.74

DECISION MODELLING: I-TRM

Safety & Security

- US (VAF=62%) market appears to be the most susceptible to safety and security considerations compared to Brazilians (58%) in second and last UK (50%) citizens.
- The VAF of at least 50% in all the surveyed markets indicates that safety and security is a consideration in tourists' motives and travel intentions regarding tourism to South Africa.
- Although *Safety and Security* has a generally positive effect on travel intentions, but the I-TRM indicates differences in perceptions based on country of origin.
- The NDT and other key stakeholders in government and quasi-government entities associated with safety and security in South Africa must actively monitor this dimension since the security of tourists has been in the spotlight recently.

TAKE HOME....



tourism

Department:
Tourism

REPUBLIC OF SOUTH AFRICA

- The refined model provides in-time information on what influences the intention to travel to increase SA's resilience levels
- The results provide insights into what tourists think and how they perceive South Africa as a tourism destination
- Data can be used to direct marketing strategies on both national and international levels
- Trends can be identified per market segment and even per province
- Key to the application of this model is data and interpretation of the results in the right context

**THANK YOU TO NDT AND AN
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