# Nelson Mandela Metropolitan University

## Business School
### Leaders for tomorrow

**IMAGE OF NELSON MANDELA BAY (NMB):**

**AN EXTERNAL STAKEHOLDER'S PERSPECTIVE**

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## DECLARATION BY CANDIDATE

**I, Charmel Bush, hereby declare that:**

- This work has not been previously accepted in substance for any degree and is not being concurrently submitted in candidature for any degree.

- This dissertation is being submitted in partial fulfilment of the requirements for the degree of Masters in Business Administration.

- This dissertation is the result of my independent work and investigation, except where otherwise stated. Other sources are acknowledged by complete referencing. A reference list is attached.

**SIGNATURE:**     …………………………..
**DATE      :**     …………………………..

**ACKNOWLEDGEMENTS**

# ABSTRACT

*A distinctive destination image is required in order to compete with other destinations for tourists and investors alike. This main objective of this study is to develop a model for destination image formation for Nelson Mandela Bay as a secondary economy to boost its global competitiveness.*

*Several researchers have studied destination image and based on the fact that tourists and investors usually have a limited knowledge of destinations they have not previously visited, destination image fulfils an important function insofar as destinations with strong, positive, discriminatory and recognisable images.*

*A literature study was conducted to identify the key influencers on destination image as well as to identify which forces are likely to influence the destination image of Nelson Mandela Bay. The different factors of destination image were identified from the literature sources and these factors provided a basis for an empirical study that was conducted amongst external stakeholders. The primary research objective was to create a model of destination image for Nelson Mandela Bay and to explain the cause and effect relationship between the dependent and independent variables. Added to the primary research objective, eight secondary research objectives were identified. The primary research question for this study was to identify what influences the destination image of Nelson Mandela Bay. Added to the primary research question, the researcher also identified eight research questions as part of the study. The empirical analysis was used to test the hypotheses and ultimately develop a model for destination image formation for Nelson Mandela Bay. This study was exploratory in nature and thus used a limited sample to gain insights for further research. Data were obtained through questionnaires that were distributed electronically to 120 respondents.*

*This study concluded with the development of a destination image model for Nelson Mandela Bay that can be expanded upon with further research. The results indicate that general infrastructure and social environment; leisure and recreation; and culture influence the Affective component of Nelson Mandela Bay. Information sources and Political stability and risk influence the Cognitive component of Nelson Mandela Bay.*

*Together the Affective and Cognitive component makes up the overall image of Nelson Mandela Bay.*

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# Chapter 1

## 1. CHAPTER 1: GENERAL INTRODUCTION

### 1.1 INTRODUCTION

Tourism provides an alternative economy for towns such as Nelson Mandela Bay. It contributes to the income and employment generation in society, as well as to the enrichment of many related industries (San Martin & Rodriguez del Bosque, 2008). A distinctive destination image is required in order to compete with other destinations for tourists and investors. This study will look at a model for destination image formation for Nelson Mandela Bay as a secondary economy to boost its global competitiveness.

It should be emphasized that destinations mainly compete based on their perceived images relative to competitors in the marketplace (Baloglu & Mangaloglu, 2001). It is therefore necessary to create a positive image of Nelson Mandela Bay in the minds of tourists and investors as a destination of choice. The study will further investigate forces that influence the destination image of Nelson Mandela Bay.

This Chapter starts with a background to the study and continues to identify the problem statement and research objectives. The chapter further outlines the research questions and identifies the purpose of the study. The research design and methodology is briefly discussed and the chapter ends of with a brief structure of the research by outlining the content of each chapter. An overview of this Chapter can be seen in Figure 1.1 below:

| Chapter 1: Introduction and Problem Statement |
|---|
| • Introduction<br>• Backgroud to the study<br>• The research problem statement<br>• Research objectives<br>• Purpose of the study<br>• Demarcation of the study<br>• Research design and methodology<br>• Summary |

| Chapter 2: Literature Study |
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Figure 1.1 – Overview of Chapter 1

## 1.2 BACKGROUND TO THE STUDY

The tourism industry plays a vital role in the economy of any country. Several researchers have studied destination image and the relationship with the tourist's preference or intention to visit (San Martin and Rodriguez del Bosque, 2008). Investment in a destination is in much the same way dependent on the destination image (Garcia, Gomez and Molina, 2012). The destination image attracts investors to a City which boosts the City's potential to compete for investment and tourist in the global market (Curtin and Wilkes, 2007). Given its relevance, destination image is one of the most explored fields in tourism research (Tapachai & Waryszak, 2000). Nevertheless, more effort is required in order to explore the multi-dimensional nature and the formation of destination image (San Martin and Rodriguez del Bosque, 2008). Several studies have proposed the cognitive–affective nature of destination image. In this way, this concept is integrated not only by the individuals' cognitive evaluations, but also by their affective evaluations of a tourist destination (Kim & Richardson, 2003; Pike & Page, 2014). With regard to the formation, the need for more knowledge on destination image formation has recently been recognised (Gallarza, Gil, and Caldero´ n, 2002). Stimulus factors (information sources and previous experience) and personal factors (social and psychological variables) were

included by Baloglu and McCleary (1999a) in their model of destination image formation.

## 1.3   THE RESEARCH PROBLEM STATEMENT

Nelson Mandela Bay lacks an attractive destination image.

## 1.4   RESEARCH OBJECTIVES

### 1.4.1  Primary research objective

To create a model of destination image formation for Nelson Mandela Bay and to explain the cause and effect relationships between the dependent variable, *Destination Image,* and the independent variables, *Cognitive, Affective and Overall components, General Infrastructure and social environment, leisure and recreation, culture, information sources, and political stability and risk* using quantitative analysis including correlation analysis.

### 1.4.2  Secondary research objectives

$RO_2$:   Identify and describe the components of destination image.

$RO_3$:   Identify and describe the components of brand concept management.

$RO_4$:   To determine the role external stakeholders play in the destination image of Nelson Mandela Bay.

$RO_5$:   To identify the marketing activities that influences the destination image of Nelson Mandela Bay.

$RO_6$:   Identify and describe the perceptual/cognitive and affective components of destination image.

$RO_7$:   Identify and describe the socio-psychological motivations that influence the affective evaluation.

$RO_8$:   Identify the types of information sources that influence destination image.

$RO_9$:   Identify and describe the demographic variables that influence perceptual/ cognitive and affective evaluations.

### 1.4.3  Research Questions

### 1.4.3.1 Primary research question

$RQ_m$: What influences the destination image of Nelson Mandela Bay?

*1.4.3.2 Secondary Research Questions*

RQ$_2$:   What is Destination image?

RQ$_3$:   How do you build a strong brand image?

RQ$_4$:   What is the role of stakeholders in the development of a destination image?

RQ$_5$:   Which Marketing activities are essential for a strong brand image?

RQ$_6$:   What Perceptual / Cognitive and affective components influence the destination image of Nelson Mandela Bay?

RQ$_7$:   How do socio-psychological motivations influence the affective evaluation?

RQ$_8$:   What information sources influence the type of image likely to develop?

RQ$_9$:   Which demographic variables influence perceptual/ cognitive and affective evaluations?

## 1.5    PURPOSE OF THE STUDY

Changes in the tourism and investment sector, competition among products and tourist destinations and changes in visitors expectations and habits, all means destinations must be conceived as brands that have to be managed from a strategic point of view (Beerli and Martin, 2004).   First, and based on the fact that visitors usually have a limited knowledge of destinations they have not previously visited, image fulfils an important function insofar as destinations with strong, positive, discriminatory and recognisable images have more probability of being chosen by the tourists and/or investors (Beerli and Martin, 2004).

Second, the destination image perceived post-visit also influences visitors satisfaction and intention to repeat the visit in the future, depending on the destination's capacity to provide experiences that correspond with their needs and fit the image they had of the destination (Beerli and Martin, 2004).

## 1.6    DEMARCATION OF THE STUDY

The study will take place in Nelson Mandela Bay.  The questionnaire was distributed to external stakeholders nationally and internationally.

## 1.7    RESEARCH DESIGN AND METHODOLOGY

According to Collis and Hussey (2014) research is an organised and methodical process of analysis and investigation with a view to increasing a body of knowledge.

It involves collecting information, analysing and interpreting the information by using a recognised scientific data analysis method.

A research paradigm is a guideline or framework for how the scientific research should be conducted (Collis and Hussey, 2014). It involves the application of a variety of standardised methods and techniques that will increase the likelihood of attaining validity in the scientific endeavour (Mouton, 2002). A research paradigm is either an interpretivistic study or a positivistic study. The paradigm guides how researchers ask questions and what the researcher considers to be the truth.

The research presented in this paper is quantitative in nature. A research instrument, in the form of a questionnaire, as indicated in Appendix A, was constructed using the literature to collect primary data on the research problem.

### 1.7.1  Literature Review

Literature refers to an existing body of knowledge (Collis and Hussey, 2014) and includes secondary sources such as books, journal articles, newspaper articles, conference papers, websites, etc. The researcher draws on the existing body of knowledge to obtain an understanding of the topic of the research. The literature review is therefore a summary of the researcher's finding from the secondary sources researched. The researcher conducts a critical analysis of the current body of knowledge and demonstrates that the most recent relevant literature has been consulted.

The study will use secondary data from academic journal articles and published books and current research on the body of knowledge on the subject.

### 1.7.2  Empirical Research

Primary data will be collected from responses to the questionnaire that will be administered to external stakeholders to Nelson Mandela Bay.

### 1.7.3  Research Design

The research will be based on the model developed by Baloglu and Mccleary (1999a). To carry out this research, a survey was conducted by means of a

questionnaire which was issued electronically to external stakeholders.    The researcher used survey monkey as the tool to distribute the survey electronically.

### 1.7.4  Data Collection

The population sample consists of as many external stakeholders as possible that could be identified. This study was exploratory in nature and thus used a limited sample to gain insights for further research. The convenience and snowball sampling method were used.  Convenience sampling refers to the sampling method used when the researcher has little influence on the composition of the sample (Collis and Hussey, 2014).  Snowball sampling refers to the selection of a sample population that includes respondents with experience on the topic being researched (Collis and Hussey, 2014).  With snowball sampling, the researcher usually includes a question on whether the respondents know of anyone else that may have had a similar experience, etc. (Collis and Hussey, 2014).

### 1.7.5  Data Analysis

The responses from the survey were automatically tabulated by the online survey service which was used to conduct the survey.  The results were exported onto an excel data sheet and any corrupt records were removed and incorrect information was corrected.  The data were then analysed by a statistician from the NMMU Statistical Department.  Both descriptive and inferential statistics were drawn.

### 1.7.6  Structure Of The Research

CHAPTER1:  GENERAL INTRODUCTION

Chapter 1 provides an introduction to the research study.  It provides and outline of the study including the research problem, the research questions and the research objectives.

CHAPTER 2:  LITERATURE REVIEW

The objective of this chapter is to review the literature on destination image and to identify the key influencers on destination image.  The outcome of this chapter is to develop a conceptual model for destination image that can be used to develop a destination image for a country.

CHAPTER 3: RESEARCH METHODOLOGY

Chapter 3 seeks to outline the research methodology to be employed for this research treatise. In this chapter the hypotheses are formulated, and the survey design and data analysis is outlined.

CHAPTER 4: DATA ANALYSIS

In this chapter the empirical results are presented and analysed. The analysis is conducted to either accept or reject the formulated hypotheses. The correlation between the variables will also be determined.

CHAPTER 5: CONCLUSION AND RECOMMENDATIONS

This chapter will provide a summary of the research conducted including the contributions of the study, future research opportunities and limitations of the study.

## 1.8    SUMMARY

This chapter provided an introduction to the research study. It provided an outline of the study including the research problem, the research questions and the research objectives.

Chapter 2 will review the literature on destination image in order to develop a conceptual model of destination image formation. Chapter 2 also seeks to answer the main research question which states "What are the forces that influence the destination image of Nelson Mandela Bay?" This chapter also seeks to answer the secondary research questions.

# Chapter 2

## 2.    CHAPTER 2: LITERATURE REVIEW

## 2.1    INTRODUCTION

Chapter one provided an outline of the research study where the research objectives and the research questions that will be investigated were introduced. In this Chapter, a literature review will be conducted with the aim to provide a background of the study as well as to outline the need for the study.

With increasing competition between destinations for tourists and investors, destination branding and more importantly, destination image, have become important strategic tools that will give the destination leverage over another (García, Gomez and Molina, 2012). Destinations need to identify their target markets and develop an image that will suit each target market (Curtin and Wilkes, 2007). For a destination to be successful in attracting tourists and investors, it needs to project a positive destination image so that it can compete in the global market (Lepp, Gibson and Lane, 2011). There are different factors that influence a destination's image. These will be identified in this Chapter.

The objective of this chapter is to review the literature on destination image and to identify the key influencers on the reason why tourists and investors choose one destination over another. The literature will be used to develop a framework for destination image that can be used to develop a destination image for a country.

This chapter will address the main research question which states "What are the forces that influence the destination image of Nelson Mandela Bay?" Thereafter the Chapter also seeks to address the secondary research questions as follows:

$RQ_2$:   What is Destination image?
$RQ_3$:   How do you build a strong brand image?
$RQ_4$:   What is the role of stakeholders in the development of a destination image?

RQ$_5$: Which Marketing activities are essential for a strong brand image?

RQ$_6$: What Perceptual/ Cognitive and affective components influence the destination image of Nelson Mandela Bay?

RQ$_7$: How do socio-psychological motivations influence the affective evaluation?

RQ$_8$: What information sources influence the type of image likely to develop?

RQ$_9$: Which demographic variables influence perceptual/ cognitive and affective evaluations?

The following research objectives which relates to the research questions will also be discussed in this chapter:

RO$_2$: Identify and describe the components of destination image.

RO$_3$: Identify and describe the components of brand concept management.

RO$_4$: To determine the role external stakeholders play in the destination image of Nelson Mandela Bay.

RO$_5$: To identify the marketing activities that influences the destination image of Nelson Mandela Bay.

RO$_6$: Identify and describe the perceptual/cognitive and affective components of destination image.

RO$_7$: Identify and describe the socio-psychological motivations that influence the affective evaluation.

RO$_8$: Identify the types of information sources that influence destination image.

RO$_9$: Identify and describe the demographic variables that influence perceptual/ cognitive and affective evaluations.

This Chapter starts with a brief discussion on the factors of destination image based on the research conducted by previous authors and continues onto a discussion of the various elements that influence a destination's image. An overview of this Chapter can be seen in Figure 2.1. below:

Figure 2.1 - Overview of Chapter 2

## 2.2    A FRAMEWORK FOR DESTINATION IMAGE

According to Curtin and Wilkes (2007), the process of identifying target markets and market segmentation is important and should be based on an understanding of the factors that shape and influence a destination's image.  Therefore, to compete effectively against other destinations, destination management organisations (DMOs) need to leverage and promote the correct image of a destination according to the different market segments.   Lepp, Gibson and Lane (2011) agree that the projection of a positive destination image is essential for a destination to be able to compete in the global market.  DMOs should therefore leverage the positive images in the media to attract tourists.  Economic development agencies within a country should use the same positive image to attract investment into the country or cities.  There are different ways in which a positive image can be communicated to the world.  Some initiatives include the media, word of mouth, previous experience, etc., and will be discussed in greater detail later in the chapter.

Marketing is an integral component of destinations. This idea is supported by Buultjens, Wilde and Crummy (2011) who state that marketing activities are not undertaken effectively by many destinations.

The questions to be asked when marketing a destination are:

1. Why are tourists travelling to the destination?
2. What is it that makes the destination a place that tourists are interested in and want to travel to?
3. What makes a destination an attractive place to invest in?
4. What can a destination do to improve its economic competitiveness?

Is it perhaps the size of the destination, the culture and experience the destination offers or is it perhaps its landscape? Maybe it could be a combination of all of the above that makes it a destination of choice.

In order for a destination to be the preferred place to visit, it needs to create a niche market and a competitive advantage. The competitive advantage is what Dittman (2009) describes as the overall attractiveness of a destination regarding other alternative places that may be chosen by the tourist or investor. The image a brand creates in the consumers (tourists and investors) mind and how the brand is positioned is crucial to the success of destination marketing.

Chen and Tsai (2007) identified two important roles that destination image plays on behaviour. Firstly, the image of a destination influences the decision making process of an individual on which destination to visit or invest in. Secondly, the image influences how the individual will interact with the destination and its attractions and whether there will be an intention to visit again. The same process is followed when investors decide on which country to invest in. Investors will have a perception of a destination based on the image that is communicated as well as their personal behaviours and the intention to continue investing or to reinvest. This also calls for the communication and delivery of a positive image. The work of destination management organisations together with other stakeholders such as government, corporate business, etc. are equally important in delivering that positive image to attract investment and tourists alike.

## 2.3    DESTINATION IMAGE DEFINED

Destination image is defined as the summation of beliefs, ideas and impressions that are influenced by cognitive and affective components that make up the overall image of a destination (Beerli and Martin, 2004; Chen and Phou, 2013 and Prayag, 2007). Hospers (2010) believes that individuals predominantly define a destination by the built images.  Stepchenkova and Morrison (2008) also believe that the social and environmental factors build a destination image and that these are largely dependent on the cognitive factors.

However, destination images are also held by individuals who have never visited a destination which are largely influenced by information sources that are available. Such information sources can include the media about political stability and risk that have an influence on how a destination is perceived.   According to Cherifi, Smith, Maitland and Stevenson (2014); Hughes and Allen (2008) and Lopes (2011), these images are referred to as secondary images which are constructed by an individual before a destination is visited.

In much the same way as a brand for commercial products is defined by a consumers perceptions, so too a destination image is defined by the tourist or investor's perception which is influenced by a combination of the personal characteristics, behaviours, information sources available and experience of a destination (Alvarez and Campo, 2014; Keller, 2008 and Qu,Kim and Im, 2011). This definition is shared by Kotler and Gertner (2002, p. 251), who state that the image of a place refers to "the sum of beliefs and impressions people hold about places".

Alvarez and Campo (2014) further believe that a destination's image is a collection of how an individual incorporates different traits of a destination.   Whereas Stepchenkova and Morrison (2008) state that the individual has a collection of subjective perceptions that are used to compare a destination with an alternative, based on their personal criteria as a measure of evaluation.   Prayag and Ryan (2011) believe the contrary and argue that a destination's image is based on predetermined attachments that the individual has of a destination.   Despite the differing definitions of destination image and what the literary scholars believe, it can

be noted that a destination with a more attractive and favoured image will attract more tourists and investors.

## 2.4 HOW TO BUILD A STRONG BRAND IMAGE

Brand Image is the predecessor for an attractive city which tourists and investors will consider in the light of alternatives. Lepp et al., (2011) agree that tourism is very much dependant on the destination image of a city to which Garcia et al. (2012) and Hong, Kim, Jang and Lee (2006) concur with the importance of destination image as a decisive factor in a visitor's destination choice.

Destination management organisations (DMOs) borrow the same concepts from product branding when they build a destination image for Cities. The only differences lie in how the brand concept is developed. However, the strategy for building a brand image remains largely similar (Garcia et al., 2012). The main goal for building a strong brand image for cities is still to create a positive image of the City in the minds of its consumers and investors with the aim to create greater value in relation to other competing brands. What sets a destination apart from other places is its ability to enhance its attractiveness in relation to the rest of the world. The destination must portray its uniqueness that differentiates it from all other choices. This leads to a destination brand which is an important communication function and should include its attractiveness, memorability, positioning, uniqueness, product image and distinctiveness. According to Prodeaux and Cooper (2003, p. 38) "a major element in the success of individual destinations will be their ability to develop and project a unique and recognisable brand; from the combination of products that make up a destination". Research by Littlejohn (2006) states that although most concentration was on destination image, mature destinations realised they needed to search for new approaches as the level of competition grew.

Brand image has a set of characteristics, which as described by Harrison-Walker (2012), are a set of attributes or associations to which consumers attach personal value. It is a set of beliefs, ideas or impressions that people have of a destination; which can be based on fact, inferences or stereotypes or the individual's familiarity with the place.

"Most often experience with the destination has been stressed as a major factor influencing destination image formation" (Kastenholz, 2010, p. 313). Therefore the brand image is very much shaped by the experience the destination has to offer.

An attractive destination image sets one country apart from another in the minds of tourists and investors alike. How these consumers perceive a destination, largely influences which decisions they will make. So in order for a destination to stand out, it needs to create a brand identity which has a reciprocal relationship with the brand image. Florek, Insch and Gnoth (2006) state that the brand image is a reflection of the brand identity of a City. Therefore, according to Qu et al. (2011), consumers build an image of a destination based on the identity that destination marketers communicate.

In order to remain competitive, Cities conduct promotional programmes in much the same way as companies do with their products. Cities therefore also need to conduct similar promotional programmes that will portray a positive image in terms of their economic development that will attract external investors to increase their competitiveness (Cegarra Navarro and Martinez-Martinez, 2011). City Marketers should seek to understand the needs of their target markets and adapt their selling strategies to satisfy the needs of that target market in such a way that will offer better value than their competitors to create a competitive advantage.

Cities should be as much concerned about their image as their identity and brand value (Jansson and Power, 2006) and need to realise that to be competitive, they need to invest in infrastructure, local culture, social environment and other amenities, as well as pay attention to the demographical variable that influences the cognitive and affective components. A poor or unattractive image negatively affects the local economy of a city in both the short term and long term (Anholt, 2007; Ashworth and Voogd, 1990). Therefore, many authorities have started rethinking what their city offers (identity), how their city is perceived (image) and how differences between the two should be overcome (Hospers, 2010).

## 2.5 THE INFLUENCE OF STAKEHOLDERS ON DESTINATION IMAGE

In order to make destination marketing successful, all relevant stakeholders need to buy-in to one product message that the destination wants to market to tourists, investors and locals.  Dittman (2009); Morgan, Pritchard and Pride (2002) and Prodeaux and Cooper (2003) all support the idea of stakeholder buy-in.  It is the complexity of the relationships of all stakeholders that make destinations the most difficult places to manage and market (Buultjens, Wilde and Crummy, 2011). Stakeholders often act in ignorance of each other and it will be clear then that a collaboration of marketing effort is required in order to make destination marketing a success.

Littlejohn (2006, p. 1) states that "place branding is an important marketing tool and can have a major role for drawing stakeholders together, providing a core set of values for the destination".   This can be achieved through stakeholder networks, whereby different Destination Management Organisations work together, which is essential to gain success.

Destination Management Organisations (DMOs) face  many challenges including limited budgets, exposure to political pressure and different stakeholders.  The main aim of the DMO should be relationship building that will create more interest in their individual business whilst not losing sight of the creation of a competitive edge for the destination.  Ultimately its success will be based on the competitiveness of the destination in comparison to the rest of the world (Pike, 2008).  Destination Management Organisations are influenced by their stakeholders who also evaluate the DMOs.  It is therefore believed that these stakeholders have an important role to play when it comes to building a destination's image.  The following is a list of stakeholders that could be involved:

### 2.5.1  List of Stakeholders
According to Gilmore (2002), the list of stakeholders could include the following:
- Local people;
- Investors;
- Employees;

- Students;
- Retired citizens;
- Visitors (such as tourists, local and foreign);
- Media;
- Entrepreneurs;
- Service industries; and
- Foreign governments.

This list is not mutually exclusive.

The literature has revealed that a distinctive image requires collaboration between the different stakeholders as well as effective communication and strong leadership to achieve satisfaction and stakeholder involvement (Bornhorst, Ritchie and Sheehan, 2010). This however is not achieved and leads to a fragmented image formation and differing strategic initiatives employed by the different stakeholders who often operate against each other rather than in a collaborative, unified manner (Bornhorst et al., 2010). With this in mind, it is therefore critical that sound relationships among stakeholders exist in order to build an attractive destination image, although, their needs can come into conflict (García et al., 2012).

In order to overcome this stumbling block, Sheehan and Ritchie (2005) suggest that the stakeholders should be split into primary and secondary stakeholders depending on their potential to co-operate with, or to be a threat to DMOs. Garcia et al. (2012, p. 647) distinguish between primary and secondary stakeholders as follows: "Primary stakeholders have a regular interaction and strategic significance with the brand equity while secondary stakeholders become important for specific issues".

The question now is: who are the stakeholders involved in the branding process? For the purpose of this study, the researcher will focus on external stakeholders with specific emphasis in investors to Nelson Mandela Bay.

### 2.5.2 State of stakeholder involvement in Nelson Mandela Bay

Local government is the primary stakeholder in Nelson Mandela Bay. The municipality embarks on an Integrated Development Plan (IDP) annually where input

is sought from the community, business and other stakeholders. Provincial and National government also have a role to play in attaining a better life for the citizens of Nelson Mandela Bay. It is therefore important that the municipality strengthens its relations with all stakeholders involved in the development process. Communities and business are encouraged to become involved in the developmental process of Nelson Mandela Bay where the IDP document is made available at all municipal offices, libraries and public offices for them to comment and provide input into the document. Roadshows are also held in community centres to encourage the citizens to become involved. However these roadshows are not well attended and therefore very little input is provided by the residents (Voges, 2015). In order to bring economic success to the City of Nelson Mandela Bay, the citizens thereof need to be more proactive to ensure the progressive improvement of Nelson Mandela Bay and to hold those in authority accountable for the delivery of those developmental initiatives. The residents and business within a city can influence the image of Nelson Mandela Bay that is portrayed to the rest of the world (Voges, 2015).

The IDP document of 2014-2015 cites that there is a lack of integrated planning between the local government of Nelson Mandela Bay and Provincial and National government. Among the key developmental challenges are crime prevention, infrastructure and maintenance backlogs, inadequate service delivery, all of which are important for external funders and tourists. If the municipality cannot improve on the above challenges, the image of the City is affected in a negative way in that investors are not willing to fund a business due to lack of basic services and basic infrastructure (nelsonmandelabay.gov.za, 2015). Tourists and investors are affected by the levels of crime, cleanliness and security. If the local government cannot address these challenges, the tourist's and investors are less likely to make a decision to visit or invest in a destination. The IDP of 2014-2015 also indicates that the level of economic growth has been on a steady decline since the 2012/13 financial periods which indicates that there is an economic decline as well as an investment decline (nelsonmandelabay.gov.za, 2015).

In order to address the investment decline, the Coega Development Corporation (CDC) was established in 1999 with the main aim to position Nelson Mandela Bay as a competitive investment location that will lead to socio-economic development

(Coega Development Corporation, 2015). The CDC has enjoyed successes and has made positive contributions to the local economy through the attraction of foreign direct investments and in turn the creation of over 50 000 jobs.

The establishment of the Mandela Bay Development Agency in 2003 by the NMBM in conjunction with the Industrial Development Corporation (IDC) has led to the promotion of economic and tourism development through the rejuvenation of the city centre.  The agency project manages urban regeneration initiatives that in effect lead to tourism infrastructure and economic investment.  As a result of the work done by the Agency, R140 Million investment was made in the inner city (Economic Barometer, 2014).  The spaces created by the MBDA provide Tourism with the infrastructure to promote Nelson Mandela Bay as a destination of choice.  However better synergy between the two organisations needs to be sought in order to get their strategic directions in sync with one another and that of the City promoters.

The Nelson Mandela Bay Business Chamber was established with the aim to connect business in the City and to promote economic development.  It shares the same vision as that of the municipality to position Nelson Mandela Bay as a competitive and sustainable city (nmbbusinesschamber.co.za, 2015).   But it is often reported in the newspapers that the NMBBC and the NMBM are at loggerheads with each other and it can appear that although they share the same vision, they are working against each other which does not bode well for the achievement of the same goal.

## 2.6   ESSENTIAL MARKETING ACTIVITIES FOR A STRONG BRAND IMAGE

A review of the literature has revealed that to obtain a competitive advantage and an effective strategy for superior competition, the creation and communication of a destination image is required (Curtin and Wilkes, 2007).   In order to create a destination image, the target market first needs to be identified and understood.  This will aid in identifying which image to communicate to which target market.   Cai, Qui and Li (2007) and Leiper (2008) all agree that a destination's image will to some extent also depend on its competitiveness and vice versa (Pike and Page, 2014).

When the destination embarks on the identification of the target market, it needs to understand what it needs to promote, how to promote it and how to package the different factors that make up the destination's image. Thereafter, according to Qu et al. (2011), the stakeholder needs to be informed as to what to purchase and what benefit they will derive from their decision to purchase. The destination's image therefore needs to speak to the individual's self-image and needs and communicate what behaviours are to be expected from the consumption.

As mentioned earlier, marketing a destination follows the same processes as that of marketing a product. Similar questions such as: "To whom do I sell? How do I create a repeated purchase? How can I create a competitive advantage? When it comes to destination's the term "City Marketing" is often used (Cozmuic, 2011).

The marketing of a destination is also referred to as "Place Branding". However, brands are more than just selling a product or service. In order to create real value for a consumer, a brand needs to satisfy the real and/or perceived need of a consumer. The art lies in how the satisfaction of that need is communicated to the consumer. So for a destination the art lies in communicating a personality or image of the place as a response to what the consumers believe is their need. Cozmuic (2011) describes the main purpose of branding as the creating of an affirmative awareness in the minds of consumers or stakeholders in order to obtain a competitive advantage.

From the above, it can be deduced that the reputation of a city is important for the economic development of the place. Not only does a positive and attractive image aid city tourism and investment but it also enables Cities to build relationships with each other that will create economic stability and improvement. Cities with a bad reputation or image are unable to build such relationships and as a result, they lack economic growth. Therefore Cities concentrate on building an image that will create social and economic upliftment. The political leadership is therefore crucial as a stakeholder that will give direction as to what image will lead to the social and economic betterment of a place (Voges, 2015).

Cozmuic (2011) further notes that unlike products, Cities cannot improve their reputation through advertising. Cities develop an image over time as a result of what they have done and cannot do. Therefore the image is difficult to change and it takes time to develop a new image. The following mechanisms have been identified in the literature to build a city's image.

*2.6.1 Functionality*

Cities need to have a powerful and distinctive feature that will set them apart from other cities. Unlike with a product, there needs to be a functional feature that it can offer above that of another. Product functionalities are often associated with incentives that the product can offer. But with Cities, the functional aspects relate to benefit that can be seen. These benefits relate to such matters as employment, industry, residence, public transport facilities and recreational and cultural attractions.

In Nelson Mandela Bay, the Mandela Bay Development Agency is trying to create this functionality through its strategic initiative to create spaces to Live, Work, Play, Visit and Invest. However the strategic direction of the MBDA is not assisted by the same initiatives from the City's perspective (Voges, 2015). A step closer in the right direction to achieve this synergy is now being explored by the Economic Development directorate at the Nelson Mandela Bay Municipality. A strategic planning session has been held recently with numerous stakeholders to identify a common strategy and to move toward all stakeholders promoting the same image in their communications and interactions with other stakeholders and in conducting their normal day to day business (Voges, 2015).

*2.6.2 Added value*

A strong brand offers an added value over and above the functionality. Consumers want some added value from being associated with a brand. By offering an added value, consumers build loyalty and trust with the brand and will always choose it over and above another brand. Cozmuic (2011) states that the added value rests in the subconscious of the consumer who maintains loyalty to the brand which is the key to building a brand and image. The added value speaks to the emotions of the consumer. This relates to the brand personality of a City. The characteristics of

brand personality include experiential attributes which relate to how the destination brand makes its visitors feel, functional attributes such as places and things and symbolic attributes which refer to the character of the locals which is supported by Morgan, Pritchard and Pride (2002). Research conducted by Dittman (2009) suggests that motivation to visit a destination increasingly lies in its experience and culture.

For example, New York has functional properties such as the harbour, the farms from the surroundings and its location. The added value relates to the availability of theatre plays, restaurants, culture, tourist attractions, reputation and diversity. From this standpoint, compared to other brands, the New York brand has its own added value because it differs greatly (Cozmiuc, 2011).

### 2.6.3 The sources of added value

Added value can be seen in many forms and is associated with emotions. Cozmuic (2011) reports that the following are added values:

### 2.6.3.1   The experience of people in the city

Cozmuic (2011) disagrees with Cheriffi et al. (2014) who state that people can develop an image about a place without having visited that place. Cozmuic (2011) believes that the experience that a person has from a city will influence the image they develop of that place. Therefore it can be said that if the person had a positive experience, they will develop a favourable image of that place. If they had a negative experience, they will develop a negative image about that place. It can also be said that people who had a positive experience will speak about a place more favourably to their friends than those with a negative experience. Therefore word-of-mouth advertising is crucial and can be used as leverage to normal forms of advertising. Lee (2012); Littlejohn ( 2006) and Wang and Russo (2007) all agree that choosing a destination is increasingly becoming more about experiences, fulfilment and rejuvenation than about places and things. Morgan, Pritchard and Pride (2002) concur with the above and this is where most destinations get it wrong today with marketing the functional (places and things) rather than the experience it has to offer. It can therefore be assumed that the experience of a destination on offer has a direct impact on the relationship with the destination.

### 2.6.3.2   Perception. How the people are perceived

This is an important component of branding a city. New York has the image of a cosmopolitan city in the minds of people.  It offers its residents and visitors the functional aspects such as employment, trade, industry and the added value of culture, restaurants and historic sites.   Paris is known for its architectural masterpieces and the cultural hub of Europe and has an image as the "city of love and romance" and is promoted as the capital of shopping and romance (Koob and Samuel, 2010, p. 3).  Paris offers many attractions such as historical buildings, museums, gardens and parks, Disneyland, restaurants and cafés (Koob and Samuel, 2010).

### 2.6.3.3   The city beliefs.

This refers to what the City symbolizes.   For example, San Francisco, called "City by the Bay" is synonymous with industry, technology and culture (Cozmiuc, 2011).  In contrast, Dubai has an image of deep rooted Islamic faith in the minds of some tourists particularly in the minds of female tourists who still have a perception that women will not be seen in Dubai or allowed to drive cars. However it is also perceived as a booming modernised city associated with luxury and prestige (Palgrave Journals.com, 2011).

### 2.6.3.4   Appearance.

This refers to what the City looks like.  The appearance of the City is important to establish an image.  Things such as cleanliness and architecture are important. Cities often establish development agencies to look after the appearance of the City over and above the things done by the Municipality.  The MBDA is one such agency in Nelson Mandela Bay; however progress is slow and fragmented (Voges, 2015).

### 2.6.3.5 Integration

In order to have a strong brand, a city should be well integrated.  Integration is difficult to achieve.  The lack of cohesion between urban planning and development is important to attract customers and investors in terms of residence, trade, culture, diversity, university, finance, experience, adventure, etc.  Cozmuic (2011) notes that Cities that embrace diversity and alternative lifestyles are the ones that manage to

create a strong brand image and that thrive in the various sectors of art, economy, science, technology, etc.

### 2.6.4  The City Marketing Mix

The traditional marketing mix involves the four elements of product, price, promotion and placement.  Distribution is the fifth element that is added.  Kavaratzis (2004) defines the marketing mix for cities as:

- Attractions;
- Basic services;
- Design; and
- Infrastructure.

**Attractions** refer to the entertainment and recreation facilities that the destination provides.

**Basic services** refer to the place as a service provider.  Can the destination offer basic services such as road maintenance, electricity, cleansing services of public spaces, etc.

**Design** refers to the character of the destination.  It refers to the urban identity or urban image of the destination.

**Infrastructure** refers to the destination as a fixed environment.  This is particularly important for investors where things such as buildings, access to roads, etc. are important to conduct business.

The implementation of a City marketing mix is important to create a competitive advantage through such interventions such as planning and urban design (Holloway and Hubbard, 2001), that will favourably differentiate the destination from another (Stepchenkova and Morrison, 2008) and create a positive image in the minds of the consumers (Cegarra Navarro and Martinez-Martinez, 2011).

However, Hospers (2009) argues the contrary where he states that city marketing campaigns developed from the city marketing mix contribute very little to the improvement of a city's image. It is therefore important that destination marketing focuses on what the consumer is looking for rather than marketing what a destination can offer in terms of places and things to do. Thus destinations now have to compete for the heart and mind of the consumer and less on what it can offer in terms of places and things to do and the price they can do it for.

## 2.7    PERCEPTUAL/ COGNITIVE AND AFFECTIVE COMPONENT INFLUENCES ON THE DESTINATION IMAGE

Distinction is often made between the cognitive and affective components of destination images (Alvarez and Campo, 2014; Baloglu and McCleary, 1999; Beerli and Martin, 2004a; Beerli and Martin, 2004b; Cherifi et al., 2014; Lepp et al., 2011; Maher and Carter, 2011; Richards and Wilson, 2004; Stepchenkova and Morrsin, 2008). The cognitive component refers to the knowledge and beliefs about a place, whilst the affective aspects are emotions and feelings about the place (Alvarez and Campo, 2014; Baloglu and McCleary, 1999; Beerli and Martin, 2004a; Beerli and Martin, 2004b; Cherifi et al., 2014; Lepp et al., 2011; Maher and Carter, 2011; Richards and Wilson, 2004; Stepchenkova and Morrsin, 2008). Thus people develop images of a destination based on their own beliefs, ideas and attitudes and motivations.

The cognitive elements include elements such as scenery, activities and memorable experiences while the affective elements are subjective interpretation of reality according to what the individual perceives. Therefore the image of a destination not only includes the physical image but also the imagined image that is held in the subconscious of visitors (Cegarra Navarro and Martinez-Martinez, 2011).

In order to support Cherifi et al. (2014), Alvarez and Campo (2014) also believe that an individual can create an image of a destination without having visited it previously. They further note that affective components carry greater weight in creating an image of a destination. This view is supported by research conducted by Lepp, Gibson and Lane (2011) on the image of Uganda. They reported that a secondary image is created by people relating to the emotions triggered by the poverty and war

in Uganda rather than the cognitive elements.  Chen and Phou (2013) state that the affective element is influenced by the individual's own goals, expectations and personality.   On the study of Israel's image, Alvarez and Campo (2014) also concluded that the affective components carried greater weight and that the affective information communicated carried greater weight in changing the image of a destination than the cognitive elements.

Together, the cognitive and affective components give rise to the overall image of a destination.  This will be elaborated upon in the next section.

## 2.8    OVERALL IMAGE

The overall image of a destination is made up of a combination of the cognitive and affective components.  Beerli and Martin (2004a) support the view by Bagaglu and McCleary (1999a, 1999b) that the affective and cognitive components influence the overall or compound image of a destination and that the one influences the other.

Hung (2012) also distinguished between primary and secondary images and believes that the overall image is strengthened by the experience at the destination. It can therefore be summarised that because the overall image is influenced by the affective elements such as the feelings about a destinations, it will also determine the overall feelings of a destination.  Llodra-Riera et al. (2015) and Qu et al. (2011) both support this view in that the cognitive and affective components make up the overall image and therefore an individual will use those elements to determine their perceptual overall image of a destination.  Qu et al. (2011) further note that although the overall image is made up of a combination of the affective and cognitive components, it is still possible that the individual cognitive and affective components could make unique contributions to the formation of the overall image.

## 2.9 SOCIO-PSYCHOLOGICAL MOTIVATIONS INFLUENCE THE AFFECTIVE EVALUATION

Personal motivation is a need that drives a person to act in a certain way to satisfy a need or want.  So it can be said that when people make a decision to travel or invest in a destination, they are motivated by different reasons to do so (Beerli and Martin, 2004).

Individual motivations are driven by their personal desires, needs and objectives. Therefore, it creates a state of tension in the minds of the individual and when they make a decision, will be based on the best alternative that will satisfy those psychological needs and wants.

A destination is often associated with a social image and therefore people of the same social class will be attracted to the same social image of a destination. Beerli and Martin (2004) agree with Sirgy and Su (2000) that when the individual's self-image is aligned to the perceived image of a destination, then there is strong motivation to visit the place. Motivations influence people differently. The socio-psychological motivations include general infrastructure and social environment, leisure and recreation, culture and political stability and risk. The factors will be discussed separately below.

## 2.10   GENERAL INFRASTRUCTURE AND SOCIAL ENVIRONMENT

Some destinations share similar images such as mountains, beaches, culture, heritage, etc. and individuals will be motivated to visit destinations that share a similar culture, so they are also motivated to visit a destination that shares similar infrastructure or social environments (Hong et al., 2006). The natural environment refers to the aesthetics of a destination. How beautiful is the place, does it have fauna and flora that are pleasing to the eye? The individual compares the destination's natural environment to that of their own as a reference point and can base their decision to visit on the similarity between the destination and their home environment (Kirillova et al., 2014).

## 2.11   LEISURE AND RECREATION

The leisure and recreational activities that a destination has on offer will influence a visitor's intention to visit or invest in a destination (Beerli and Martin, 2004). Leisure and recreational activities can include restaurants, night life, shopping facilities and parks that a destination has on offer.

## 2.12   CULTURE

Culture plays a significant role in the perception of a destination image. According to Hofstede (1994), power distance, masculinity vs femininity, individualism vs

collectivism and uncertainty avoidance has an influence on an individual's motivation to visit a destination.  How close the destination's culture is to the individual's own culture will determine whether they are attracted to the destination according to the image that is perceived.   There will be conflict when the image of a destination is perceived to be very masculine and the visitor is attracted to a more feministic image.  The same applies when the image of a destination is perceived to be more individualistic and the visitor is attracted to a more collectivist image.  Therefore the individual's self-image will motivate which destination to choose.

## 2.13   THE ROLE OF INFORMATION SOURCES AND THE TYPE OF IMAGE LIKELY TO DEVELOP

Information sources can take the form of history books, the media, internet and word-of-mouth and these information sources are the influences that create perceptions about a destination.

Lepp et al. (2011) distinguished between two types of images created by information sources, i.e. organic and induced.   Organic images are the types of images developed through books, television, etc. and induced images are as a result of promotional material by destination management organisations.

In the modern era, the internet is an information source that is widely consulted. However, the internet can have a negative effect due to information overload. Several studies have sought to understand how tourists and investors use Internet-based communication channels to gather information, as well as how tourism suppliers can best exploit those channels (Ho, Lin, and Chen, 2012; Llodrà-Riera et al. 2015; Munar, 2011; Papathanassis and Knolle, 2011; Xiang and Gretzel, 2010).

Past experience is also another type of information source and can be considered more important than the other types of information sources, since past experience holds more weight to an individual in their image of a destination (Beerli and Martín, 2004).   Where the experience has been positive, the visitor is more likely to share their experience though word-of-mouth which is an information source to other visitors.

Various researchers have proposed models in an attempt to explain what type of information sources influence a decision to visit a destination (Baloglu and Mangaloglu, 2001; Beerli and Martín, 2004). Image is thus created as a mental depiction of a place "on the basis of information cues delivered by the image formation agents and selected by a person" (Alvarez and Campo, 2014, p. 72).

Information sources influence an individual's image of a destination which is based on the knowledge they obtain from the information sources. It is the image derived from the information sources that will influence the decision to visit the destination according to Chen and Phou (2013). As mentioned previously, the media, as an additional information source can negatively influence the image of a destination. The literature has also shown that after a negative event, such as political instability, terrorism , diseases or insecurity, the image is negatively affected (Alvarez and Campo, 2014). Currently (2015) in South Africa, the wave of xenophobic attacks is creating a negative image of South Africa and its cities to the rest of the world. The result of xenophobic attacks affects the South African brand and foreign direct investment.

The brand cannot be divorced from the image of the country (IOL, 2015). If the image of a country is that bad, it is unlikely that investors and tourists would visit a city within that country. It is therefore more important that brand South Africa needs to be met favourably in the world before brand Nelson Mandela Bay will be met favourably. People are not going to visit or invest in a country that displays violence against foreigners.

Through the reports by the media, visitors and investors create an image about a destination and decide whether it is safe or not. Events in Africa such as political turmoil and instability depict Africa as a destination to avoid and foreign investors are less willing to invest in the African continent due to the instability of the continent. Research conducted by Alvarez and Campo (2014) concluded that time has an influence on the information reported by the media and when there is no new negative images reported by the media, resentment returns to levels similar to those before the incident.

Magnusson, Krishman, Westjohn and Zdravkovic (2014) state that the product a country produces also has an influence on the image of a country. For example, Japan manufactures Toyota automobiles. Therefore the Toyota brand is associated with Japanese quality. So when a Toyota is recalled for defective workmanship like the recall in 2009-2010, the Japanese country image is tainted in the same way due to the spillover effect from a product brand to the country's brand image. In much the same way, the British also feared a negative perception of the country as a result of the BP oil spill in the Gulf of Mexico (Magnusson, Krishman, Westjohn and Zdravkovic, 2014). The British were thereafter perceived to be an uncaring nation that did not consider the environment. This tainted the country's image where individuals wanting to visit the destination did not connect with it especially since they now felt that the country and its citizens are an uncaring nation. Similarly investors would want to withdraw as they do not want to be associated with a country or brand that is regarded as environmentally unfriendly. This is especially true in the world as it is known today, where global warming is a contentious issue that is in the minds of every individual.

Since previous experience is also an information source, Lee and Lockhsin (2012) note that an individual will store an experience of a destination in memory and recover that experience when sharing information or making a decision to revisit. For countries that are subject to ongoing conflicts, if a person already possesses a negative attitude about the place, prior unfavourable memories will emerge and the effect of the new harmful information or incident may act as reinforcement to this negative image (Heslop, 2008). Beerli and Martin (2004) further state that individuals weigh information from previous experience differently based on what they consider to be important to them at the time. However, Cherifi et al. (2014) note that images formed by previous experience will remain in the memory of individuals for a long time and are not easy to change, especially if they had a negative experience.

Major sporting events hosted in a country can also be a source of previous experience. Kim, Kang and Kim (2014) state that the image of major sporting events such as the FIFA World Cup is transferred to the destination image. In South Africa, the FIFA World Cup was hosted in 2010 and the image of different cities and the

country as a whole is as a result stored in the memory of the visitors who attended the FIFA soccer matches.  The affective and cognitive image stored in the memory of the soccer enthusiast is then used to base a decision on whether to revisit South Africa or a particular city such as Nelson Mandela Bay.   It can therefore be assumed that in order to boost a destination image, there needs to be an increase in bidding to host international sporting events as the association with such events results in massive media exposure of the city or country to the world and as a consequence drives investment, increased tourism and other related profits such as the sale of South African manufactured products.  Other countries naturally become more interested in the host country and due to the increase in media exposure about the country and what it has to offer, people outside the host country want to purchase what the country has to offer.

Veasna et al. (2013) stress the importance of credible information sources on a destination because it has a heavy influence on creating a positive image about a destination.

## 2.14   POLITICAL STABIILITY AND RISK

Africa is associated with a lot perceived risk.  Africa has the perception of war, crime, social instability, poor governance, lack of health, poverty, etc which influence the affective components of a destination.  As previously mentioned, the affective components carry greater weight when an individual creates an image of a destination.  Therefore, there is great risk associated with Africa and African countries (Lepp et al., 2011).  Therefore the image is portrayed negatively across the entire African continent with no recognition for national or regional variability.

Information sources have a direct influence on how the world perceives Africa.  Often these images are portrayed in a negative light in the media.  As previously mentioned, creating an image of a destination is a long process and although a negative image can be changed, it is a slow process.  When the negative image of a destination overshadows the positive images, it is likely to predict destinations to avoid.  Risk factors such as health, security, political instability, socio-cultural differences portray Africa in a negative light and therefore are perceived as destinations to avoid (Lepp et al., 2011).

The individual's personality, motivation and culture will influence the level of risk tolerance they have and therefore have an impact on which destination they choose. Where the negative images of a destination have a direct influence on the affective components, it can be deduced that the decision not to visit will trump the decision to visit more often than not (Lepp et al., 2011).

## 2.15 DEMOGRAPHIC VARIABLES INFLUENCE PERCEPTUAL/ COGNITIVE AND AFFECTIVE EVALUATIONS

Socio-demographic variables include gender, age, occupation, education and social class as well as motivations, personal values, personality and lifestyle. These are summed up as the individual's personal characteristics. Since an image is created by an individual's experience of a destination, how an individual perceives the experience will also be influenced by their individual characteristics. Therefore it can be assumed that the individual's perception about a destination image will be influenced by the individual's own needs, motivations, prior knowledge and personal characteristics.

A number of empirical works have attempted to identify differences in the perceived image depending on socio-demographic characteristics and such studies have presented contrasting results. Several researchers (Baloglu, 1997; Baloglu and McCleary, 1999a; Calantone, Chen and Kerstetter, 1999; Di Benetton, Hakam and Bojanic, 1989; Stern and Krakover, 1993; Walmsley and Jenkins, 1993) found some differences in the perceived image depending on gender, age, level of education, occupation, income, marital status, and country of origin, while the work of Baloglu (1997) found no such differences in the cases of gender, level of education and income (Beerli and Martín, 2004b). However this won't be included in this study and can be considered in future research.

## 2.16 SUMMARY

The literature shows that the image of a destination is influenced by a number of information sources as well as the characteristics of an individual or investor. The chapter answers the main research question which states "What are the forces that influence the destination image of Nelson Mandela Bay?". The literature review

identified the cognitive and affective influences that play a role in the image formation of a destination. Information sources; Culture, the natural environment, the infrastructure and social environments as well as political stability and risk were also identified in the literature reviewed as factors that influences a destination's image. Together all these influences create an overall or compound image and display the interrelationships that exist. Baloglu and McCleary (1999a) offer a general theoretical model of image-formation factors which was expanded upon by Beerli and Martin (2004). Appendix H contains a list of all references that were reviewed through which the independant variables were identified as Cognitive components, Affective component, General infrastructure and social environment, Leisure and recreation, Culture, Information source consulted, and Political stability and risk. This chapter also sought to answer the research questions and research objectives as identified under section 2.1 through the discussions in section 2.3 through to 2.11.

Successful destination marketing needs to take into account the changing trend in what consumers are looking for when they travel. Recent research studies in destination marketing are leaning more toward the experience and lifestyle of a destination rather than the places to visit and things to do. Destination marketers must therefore compete for the heart and mind of consumers as consumers are now more in control of what it is they are looking for rather than what is available or on offer. How people perceive a destination will depend on their own individual interests. It is the role of DMOs to create a marketing plan that will appeal to a broad target market with differing individual interests and perceptions. The Literature review conducted identifies the Dependant variable as the Image of Nelson Mandela Bay.

Chapter 3 will address the research methodology to be employed for this research treatise. The chapter will achieve the research objective of explaining the research methodology used for this research study with sufficient detail to allow it to be reproduced in future.

# Chapter 3

## 3 CHAPTER 3: RESEARCH DESIGN AND METHODOLOGY

### 3.1 INTRODUCTION

The previous chapter addressed the main research question which states "What influences the image of Nelson Mandela Bay as a destination?" The previous chapter also addressed the secondary research questions as follows:

RQ2: What is a Destination image?

RQ3: How to build a strong brand image?

RQ4: What is the role of stakeholders in the development of a destination image?

RQ5: Which Marketing activities are essential for a strong brand image?

RQ6: What Perceptual/ Cognitive and affective components influence the destination image of Nelson Mandela Bay?

RQ7: How do socio-psychological motivations influence the affective evaluation?

RQ8: What information sources influence the type of image likely to develop?

RQ9: Which demographic variables influence perceptual/ cognitive and affective evaluations?

The chapter achieved the research objectives by performing a literature review in order to identify which components have an influence on the image of Nelson Mandela Bay.

Ethical clearance was obtained for this research study by the Nelson Mandela Metropolitan University and as such the research has been approved.

This chapter will address the research methodology to be employed for this research treatise. An outline of the chapter can be seen in figure 3.1 below:
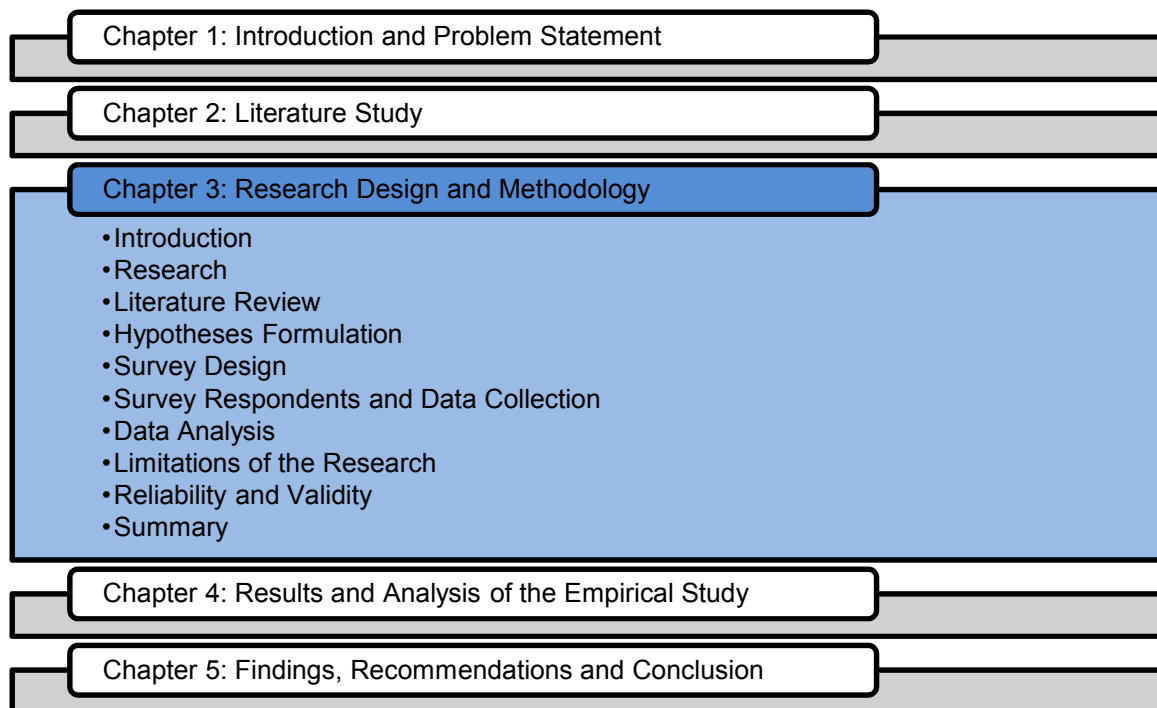
Figure 3.1. - Overview of Chapter 3

## 3.2 RESEARCH

### 3.2.1 Definition of Research

According to Collis and Hussey (2014) research is an organised and methodical process of analysis and investigation with a view to increasing a body of knowledge. It involves collecting information, analysing and interpreting the information by using a recognised scientific data analysis method.

Whatever type of research is conducted, there are several fundamental stages that are common across all different types of research.

Collis and Hussey (2014) use the following as an overview of the research process:
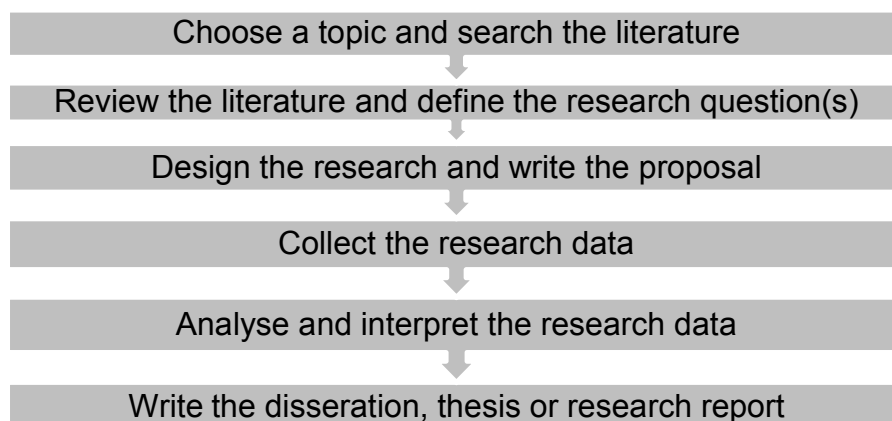


Figure 3.2 – Overview of the research process (Collis and Hussey, 2014).

### 3.2.2 Research Paradigms

A research paradigm is a guideline or framework for how the scientific research should be conducted (Collis and Hussey, 2014). It involves the application of a variety of standardised methods and techniques that will increase the likelihood of attaining validity in the scientific endeavour (Mouton, 2002). A research paradigm is either interpretivistic or positivistic. The paradigm guides how researchers ask questions and what the researcher considers to be the truth.

Positivistic research is based in realism which originated in the natural sciences field. It is a rational process and provides experimental theory with a view to understanding social phenomena. It is therefore objective with the result being the explanation of a cause and effect relationship between different variables. This research paradigm is therefore associated with quantitative research (discussed later in this section). The interpretivistic study emerged in a response to the shortcomings of the positivistic paradigm. It rests on idealism and is subjective and multiple (Collis and Hussey, 2014). It is further based on the assumption that reality is shaped by our perceptions. It is therefore associated with a qualitative research (discussed later in this chapter) where the results of a study are based on the researcher's perceptions and interpretations.

The research onion as explained by Saunders, Lewis and Thornhill (2012) depicts the different layers of research. The first layer refers to the philosophy to be adopted. Layer two refers to the research approach to be undertaken. Layer three refers to the research strategy to be employed such as experimental; survey, etc. Layer four outlines the research choice, whereas layer five refers to the research time horizon. Finally layer six refers to the research technique and procedures with regard to data collection and data analysis. Figure 3.3 is a graphical presentation of the six layers of research as referred to by Saunders as the research onion.
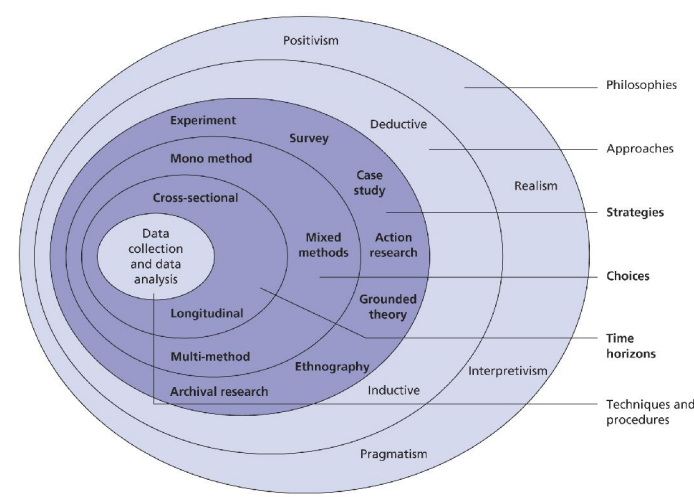
Figure 3.3 – Research Onion (Saunders, Lewis and Thornhill, 2012)

The choice between qualitative and quantitative approaches to the research is dependent on the aim of the study (exploratory, conformational or quantification) and the planned use of the findings (policy formulation or process understanding) (Kumar, 2012). The researcher starts with a problem statement and develops a research question. Based on the main research question, the researcher decides on the data collection and data analysis to be used. The researcher is also influenced by her personal view and this determines the philosophy that will be followed. There are four philosophies that can be followed, i.e Positivism; Realism; Interpretivism and Pragmatism (Saunders, Lewis and Thornhill, 2012). The researcher then determines the research strategy that will be followed such as a survey, a case study, etc and thereafter determines the research choice which may include mixed methods (Saunders, Lewis and Thornhill, 2012). Hereafter the researcher determines whether the research is a longitudinal study or a cross-sectional study (Saunders, Lewis and Thornhill, 2012). The research onion illustrates how the inner elements need to be considered in relation to the outer elements (Saunders, Lewis and Thornhill, 2012).

### 3.2.2.1 Qualitative Research

A qualitative research method is well suited to elicit in-depth information (Collis and Hussey, 2014) and is appropriate to uncover underlying motivations, values, attitudes and perceptions. According to Leedy and Omrod (2010), the qualitative research approach places prominence on describing and understanding the nature

of the phenomena. The result is tentative answers or hypotheses about what has been observed. The result is that a numerical value cannot be assigned to this meaning as it is subjective. Statistical analysis methods can therefore not be used.

Qualitative research commonly uses interviews, asking open-ended questions and it is important that the researcher understands the respondents personal constructs and how they view the world and what influences their understanding (Collis and Hussey, 2014). Other forms of qualitative research designs include case studies, grounded theory and historical research.

### 3.2.2.2 Quantitative Research

Quantitative research is a more highly formalised approach in social research. According to Mouton (2002) quantitative research is more explicitly controlled within a range that is more exactly defined in terms of the methods used and is relatively close to the physical sciences. It seeks to quantify human behaviour through numbers and observations (Collis and Hussey, 2014). Numerical data are gathered from the selected population sample and this data are used to generalise the findings to the greater population. The emphasis is on precise measurement, the testing of hypotheses based on a sample of observations and a statistical analysis of the data recorded. Relationships among variables are described mathematically and the subject matter is, as in the physical sciences, treated as an object (Mouton, 2002).

Statistical methods such as correlation analysis are commonly used amongst researchers. A correlation tests the relationship between two variables or sets of data and the extent to how one variable influences another is examined. A correlation is either positive when one variable increases in relation to another variable, or negative, when one variable decreases in relation to another variable (Collis and Hussey, 2014; Fox and Bayat, 2010; Leedy and Omrod, 2010).

The correlation coefficient, which is symbolised as (r), is the statistical expression used and ranges between -1 (a perfect negative correlation) to +1 (a perfect positive correlation). The various strengths of correlation are described as follows:

- +1.00                 Perfect positive linear association;
- +0.90 to +0.99       Very high positive correlation;
- +0.70 to +0.89       High positive correlation;
- +0.40 to +0.69       Medium positive correlation;
- +0.01 to +0.39       Low positive correlation;
- 0.00                  No linear association;
- -0.01 to -0.39        Low negative correlation;
- -0.40 to -0.69        Medium negative correlation;
- -0.70 to -0.89        High negative correlation;
- -0.90 to -0.99        Very high negative correlation; and
- -1.00                 Perfect negative linear association (Collis and Hussey, 2014).

Variables that are studied are classified as dependent or independent based on their relationship with each other. The dependent variable's value is affected by one or more independent variables. The independent variable can be seen as the cause and the dependent variable can be seen as the effect (Collis and Hussey, 2009; Fox and Bayat, 2010).

## 3.3 RESEARCH PARADIGM FOR THIS STUDY

This research study falls within the positivistic paradigm. The objective of this research is to explain the cause and effect relationships between the dependent variable, *Destination Image,* and the independent variables as derived from the literature, using quantitative analysis including correlation analysis namely:

- *Cognitive, Affective and Overall components,*
- *General infrastructure and social environment*
- *Leisure and recreation,*
- *Culture,*
- *Information sources,*
- *Political stability and risk.*

## 3.4 LITERATURE REVIEW

### 3.4.1  Literature Review Defined

Literature refers to an existing body of knowledge (Collis and Hussey, 2014) and includes secondary sources such as books, journal articles, newspaper articles, conference papers, websites, etc.  The researcher draws on the existing body of knowledge to obtain an understanding of the topic of the research.   The literature review is therefore a summary of the researchers finding from the secondary sources researched.   The researcher conducts a critical analysis of the current body of knowledge and demonstrates that the most recent relevant literature has been consulted.

### 3.4.2 Purpose of the Literature Review

The purpose of a literature review is so that the researcher can obtain a deeper understanding of the topic being researched as well as provide a context for the research questions.  The literature review also allows the researcher to identify gaps in the body of knowledge and to make a meaningful contribution to the area or field of expertise.   By consulting the research already conducted, the researcher can identify previous methodologies used.   Reviews of existing literature and methodology are both vital demonstrations of the validity of the research (Thody, 2009).

### 3.4.3. Literature Review process for this study

The on-line search facility provided by the NMMU was used to obtain the majority of the literature.  Textbooks, especially for this chapter was also used in the literature review.   For most part of the research paper, the on-line research facility was utilised.  Keywords were identified from journal articles that were used on the on-line facility to obtain relevant sources of information.

The on-line facility was the most beneficial and proved advantageous due to easy access as all that is needed is an internet connection to access the NMMU on-line library site.   The site also provided relevant and recent journal articles.   The researcher started by reviewing the most recent and relevant published sources and used the references cited in those publications to trace earlier publications.

Mendeley software was used to store all the publications and assisted the researcher with citations.

## 3.5 HYPOTHESISED FACTORS FOR DESTINATION IMAGE

Based on the review of the literature, and as depicted in figure 3.4, the researcher constructed hypotheses for Destination Image. The hypotheses were used to establish relationships between the dependant variable, *Destination Image,* and the Independent variables *Cognitive, Affective and Overall components, general infrastructure and social environment, leisure and recreation, culture, information sources and political stability and risk.*

The hypotheses developed were designed to be either accepted or rejected through the use of statistical analysis. The following hypotheses were developed for testing:

$H_1$ = A positive relationship exists between the cognitive and affective components and the destination image of Nelson Mandela Bay;

$H_2$ = General Infrastructure and social environment positively influence the Affective evaluations and destination image of Nelson Mandela Bay;

$H_3$ = Leisure and Recreation positively influence the Affective evaluations and destination image of Nelson Mandela Bay;

$H_4$ = Culture positively influence Affective evaluations and the destination image of Nelson Mandela Bay;

$H_5$ = Information Sources positively influences the Affective evaluations and destination image of Nelson Mandela Bay;

$H_6$ = Information Sources positively influences Cognitive evaluations and the destination image of Nelson Mandela Bay.

$H_7$ = Political Stability and Risk positively influence the Affective evaluations and destination image of Nelson Mandela Bay;

Figure 3.4 is a graphical presentation of the formulated hypotheses.
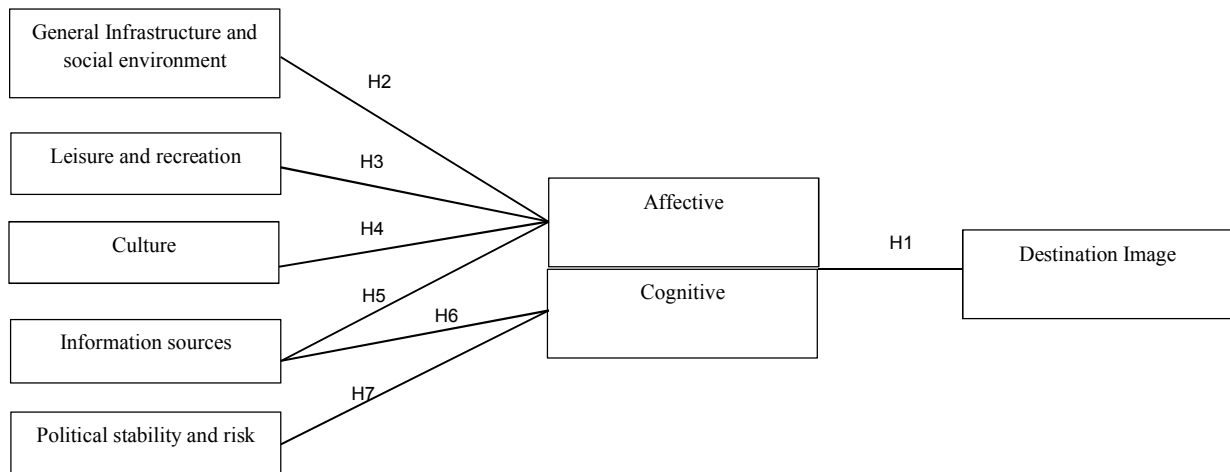


Figure 3.4 – Hypotheses formulation model

## 3.6 SURVEY DESIGN

### 3.6.1    Survey Research Defined

Surveys are the most common used method of data collection and involve selecting a sample group and asking them questions and thereafter tabulating their answers from which correlations can be drawn.  The main objective of conducting research is to collect information from a sample group in order to learn more about the larger population (Leedy and Omrod, 2010).

The survey process is a simple process that involves preparing a series of questions that are identified from the literature review and presenting these to the sample population.  The responses are summarised and tabulated from which statistical inferences are made (Leedy and Omrod, 2010).  This research will make use of electronic surveys to the sample population.

According to Leedy and Omrod (2010), researchers need to follow specific guidelines when using questionnaires as a tool in survey research. The construction of the questionnaire will be determined by a number of factors such as content, format, type, wording and order.  The questionnaire will allow for anonymity, permitting the respondents to freely express their views without the fear of

victimisation. The covering letter of the questionnaire clearly indicated that all responses and feedback would be kept confidential.

Two basic question formats are used in survey research, namely, open and closed questions (Collis and Hussey, 2014). If the question is designed to test the presence or absence of a particular behaviour, a closed question format is appropriate and an open format question is used when the question is designed to test opinions and extent of knowledge (Collis and Hussey, 2014).

### 3.6.2  Questionnaire Description

A literature study was conducted to comprehend the concepts and to provide a theoretical framework for the design of the questionnaire. An introduction to the research topic was provided and prepared the respondent with sufficient information to be able to respond to the questionnaire. The introduction also stated that participation in the research study was completely voluntarily and that all information would be kept confidential.

The questionnaire is divided into two sections. Section A captures all the demographic information of the respondent such as Gender, Age, Education Level, Occupation, Monthly Household Income, Sector employed in, etc. This section contained a total of twelve questions.

Section B was designed to capture respondents perceptions on the independent variables which include Cognitive and Affective Components as described in section 2.7, general infrastructure and social environment as described in section 2.10, leisure and recreation as described in section 2.11, culture as described in section 2.12, information sources as described in section 2.13, and political stability and risk as described in section 2.14.

### 3.6.3  Questionnaire Scale, Validity and Reliability

A Likert scale is the most common rating scale used in questionnaires. Respondents are asked to rate their responses from strongly disagree (1) to strongly agree (5). The Likert scale provides an ordinal measure of the responses received.

The likert scale is very convenient when wanting to measure a construct (Kumar, 2012; Leedy and Omrod, 2010).  For this research a five- point Likert scale was used for Section B.  Statements were made and the respondents had to indicate to what extent they agreed or disagreed with the statement. The scale weighting ranged from one to five as follows:

- Strongly Disagree (1);

- Disagree (2);

- Neutral/Do not Agree or Disagree (3);

- Agree (4); and

- Strongly Agree (5).

The survey's questions were formulated from the literature review conducted.  These questions were tabulated into an operationalisation of factors. The sources and their related survey items can be seen in Appendix H.

This was done in order to assist with the reliability and validity of the questionnaire. The questionnaire was discussed with and reviewed by Professor M Cullen, the research supervisor of this study.

## 3.7 SURVEY RESPONDENTS AND DATA COLLECTION

### 3.7.1   Population

The population sample consists of as many external stakeholders as possible that could be identified.  The convenience and snowball sampling methods were used. Convenience sampling refers to the sampling method used when the researcher has little influence on the composition of the sample (Collis and Hussey, 2014). Snowball sampling refers to the selection of a sample population that includes respondents with experience on the topic being researched (Collis and Hussey, 2014).  With snowball sampling, the researcher usually includes a question on whether the respondents know of anyone else that may have had a similar experience, etc (Collis and Hussey, 2014).

### 3.7.2  Questionnaire distribution

A database of external stakeholders was obtained from the Coega Development Corporation, the Mandela Bay Development Agency and the International Relations division within the Nelson Mandela Bay Municipality.

A list of 120 potential respondents was captured onto a spreadsheet that contained each respondent's contact name, organisation where they are employed and email address.

An online survey was distributed to all of the potential respondents.  An email was distributed to the potential respondents with a Universal Resource Link (URL) to the online survey.  A total of 120 surveys were sent to potential respondents. The potential respondents were reminded once to respond after which a total of 49 responses were received.

### 3.7.3  Strengths and weaknesses of the data collection method used

Electronic surveys have numerous advantages which include low costs; automation and real-time access; design flexibility and simplifies the data capturing process (Mouton, 2002).  The disadvantages cited for electronic surveys is the limited responses received as internet users may be bombarded with requests to complete online surveys and the limited interviewer and respondent interface which may be required to clarify questions that are unclear (Mouton, 2002).

### 3.7.4  Number of responses and response rate

The survey was distributed to a total of 120 respondents via email.  Of these 120 surveys distributed 49 were successfully completed.  This equates to a response rate of 40.8%.  The statistician, who was consulted for this study, deemed the number of responses as sufficient to conduct statistical analysis.

## 3.8 DATA ANALYSIS

The responses from the survey were automatically tabulated by the online survey service which was used to conduct the survey.  The results were exported onto an excel data sheet and any corrupt records were removed and incorrect information

was corrected. The data were then analysed by a statistician from the NMMU Statistical Department. Both descriptive and inferential statistics were drawn.

## 3.9 LIMITATIONS OF RESEARCH METHODOLOGY

Collis and Hussey (2014, p.110) define research limitations as "a weakness or a deficiency in the research". For an exploratory research such as this research topic, there is only a small population sample from which tentative conclusions can be drawn. The conclusions need to be retested against a bigger population. The same applies with using a convenience sampling method instead of a random sampling method (Collis and Hussey, 2014). The following limitations of this study have been identified:

- Lack of open ended questions that limits the ability to extract detailed responses;
- Small population sample;
- The lack of control the researcher has over the number of responses received.

## 3.10 RELIABILITY AND VALIDITY

In order for research to be considered credible, it needs to be reliable and valid. These two aspects will be discussed in this section.

### 3.10.1 Reliability

Reliability refers to "the accuracy and precision of the measurement and the absence of differences if the research were repeated" (Collis and Hussey, 2014, p. 52). In order for a study to be reliable, it needs to yield the same results if the study were repeated.

"It is often possible to design a research study where reliability is high, but validity, which will be discussed in the next section, is low" (Collis and Hussey, 2014, p. 53). Leedy and Omrod (2010) explain that this is due to the fact that measuring the same thing consistently does not mean that it is measured accurately.

Cronbach Alpha is used to test reliability and the following guidelines have been suggested:

- Cronbach Alpha ≥ 0.90   -   high reliability
- Cronbach Alpha ≥ 0.80   -   moderate reliability
- Cronbach Alpha ≥ 0.70   -   low reliability
- Cronbach Alpha < 0.70   -   unacceptable reliability

A Cronbach Alpha value of between 0.50 and 0.69 has been indicated as acceptable for new and experimental research (Nunnally, 1978).

*3.10.2 Validity*

Validity refers to the extent to which a test measures what the researcher wants it to measure (Collis and Hussey, 2014). It is the extent to which the measuring instrument is in fact measuring what it is intended to (Leedy and Omrod, 2010).

There are a number of ways in which validity is tested. The most common is face validity which is a method to ensure that the measurements used by the researcher actually measures what it was intended to measure (Collis and Hussey, 2014). Another form of validity is construct validity which is mainly used in business research and tests phenomena that are not directly observable (Kumar, 2012) such as motivation, ambition and anxiety (Collis and Hussey, 2014). It is important to consider the validity of the research questions as well as the research as a whole. This will allow the researcher to define meaningful conclusions that will add to the body of knowledge.

**3.11 SUMMARY**

This chapter clearly explained the research methodology used for this study. The quantitative and positivistic paradigm was discussed. The researcher formulated the hypotheses as per figure 3.4. The measuring instrument was designed and the researcher clearly outlined how the research was conducted.

Chapter 4 will deal with the analysis of the collected data. An empirical evaluation will be conducted to either accept or reject the hypotheses and to draw correlations between the various factors identified.

# Chapter 4

**4. CHAPTER 4: RESULTS AND ANALYSIS OF THE EMPIRICAL STUDY**

**4.1 INTRODUCTION**

The previous chapter explained the research methodology that was followed in this study as well as an explanation of how the primary data would be collected.

This chapter will comprise of an analysis of the primary data as well as the interpretation thereof. Primary data were collected by way of an electronic questionnaire. The primary data was analysed starting with descriptive statistics and thereafter an analysis using inferential statistics in order to answer the research questions RQ6; RQ7 and RQ8.

The objective of this chapter is to conduct an empirical analysis in order to accept or reject the formulated hypotheses and determine the correlation between the various variables on destination image.

An overview of this chapter can be seen in figure 4.1 below:

Chapter 1: Introduction and Problem Statement

Chapter 2: Literature Study

Chapter 3: Research Design and Methodology

Chapter 4: Results and Analysis of the Empirical Study
- Introduction
- Data Analysis and Interpretation Methods
- Univariate Analysis and Descriptive Statistics
- Analysis and Presentation of Section B – Factors Influencing Destination Image
- Analysis and Presentation of Independent Variables
- Multivariate Analysis and Inferential Statistics
- Summary

Chapter 5: Findings, Recommendations and Conclusion

Figure 4.1. - Overview of Chapter 4

## 4.2    DATA ANALYSIS AND INTERPRETATION METHODS

Two data analysis methods will be used to analyse the raw primary data that were collected during the survey described in the previous chapter. These methods, uni-variate and multi-variate analysis, will be discussed below.

### 4.2.1   Univariate analysis

In this section descriptive statistics will be used to analyse individual variables without investigating their relationships to other variables. Various statistical measures are available for this type of data analysis. The choices of valid measures are dependent on the data type. Categorical data such as *Gender, Age, Geographical Location* and *Employment Level* that are found in Section A of the survey can only be analysed using categorical frequency tables (count and percentage); bar and pie charts and the modal category (Collis and Hussey, 2014; Wegner, 2012). Statistical methods used in this study include categorical frequency tables and pie charts.

### 4.2.1.1  Frequency distribution

The term frequency refers to the rate at which something, like a particular data or response value, occurs in a particular period of time or in a given sample. A frequency distribution is a summary of all the frequencies for all data values recorded for a particular variable (Collis and Hussey, 2014). In this study the frequency distribution will be depicted using pie charts in order to simplify analysis and interpretation.

### 4.2.2   Multivariate Analysis

In this section inferential statistics will be used to analyse and interpret the relationships between two or more variables. The choices of valid measures are dependent on the data type as discussed in the previous section.   Statistical methods used in this study include numeric frequency distribution, histograms, central tendency measures and measures of association.

### 4.2.2.1  Pearson's Correlation

Pearson's product-moment correlation coefficient is used to measure the strength of the linear association between two variables (Collis and Hussey, 2014; Wegner,

2012). The correlation coefficient is used to indicate the strength of the correlation. As previously discussed, section 3.2.2.2 provided guidelines for interpretation of pearson's correlation.

## 4.3    UNIVARIATE ANALYSIS AND DESCRIPTIVE STATISTICS

The questionnaire, as contained in Appendix A, was divided into two sections. Section A captured all the demographic information of the respondents such as, Gender, Age, Education Level, Occupation, Monthly Household Income, Sector employed in, and contained a total of twelve questions.

Section B was designed to capture respondent's perceptions on the independent variables which included the following:

- Cognitive and Affective Components,
- the information source consulted when conducting research on where to invest,
- general infrastructure,
- leisure and recreation,
- culture and social environment and
- political and economic factors.

A five point likert scale with answers ranging from strongly disagree to strongly agree was used.

### 4.3.1   Section A: Demographic Data

In this section demographic data that were captured in the survey will be presented and discussed.

### 4.3.1.1  Question 1.1: Gender

Figure 4.2 depicts the responses to the question regarding the Gender of the respondent.  A total of 49 responses were received and it can be seen from Figure 4.2 that the split between males and females were fairly equal with 49% of the respondents being male and 51% of the respondents being female.

**Frequency Distribution: Gender**

Male
Female

49%
51%
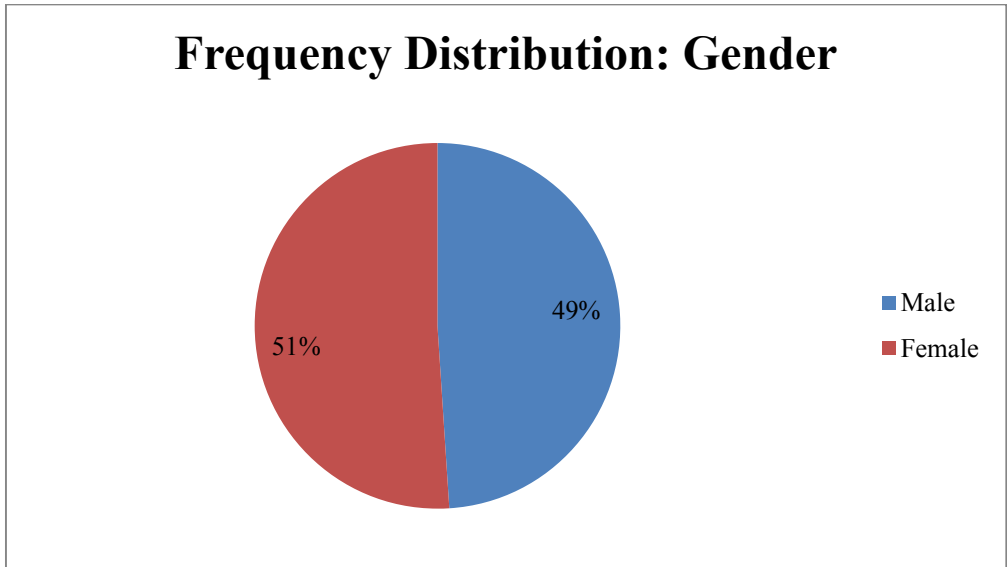
Figure 4.2 - Frequency Distribution of Gender

*4.3.1.2 Question 1.2: Age*

Figure 4.3 depicts the responses to the question regarding the age of the respondents. As can be seen from Figure 4.3, the majority (43%) of the respondents were between the ages of 35-44 years of age. The second largest (29%) responses were received from respondents in the age category between 25-34 years. The remaining responses were received from respondents in the age groups 45-54 (18%) and 55 and over (10%).



**Frequency Distribution: Age**

25-34 years
35-44 years
45-54 years
55 and over

29%
10%
18%
43%
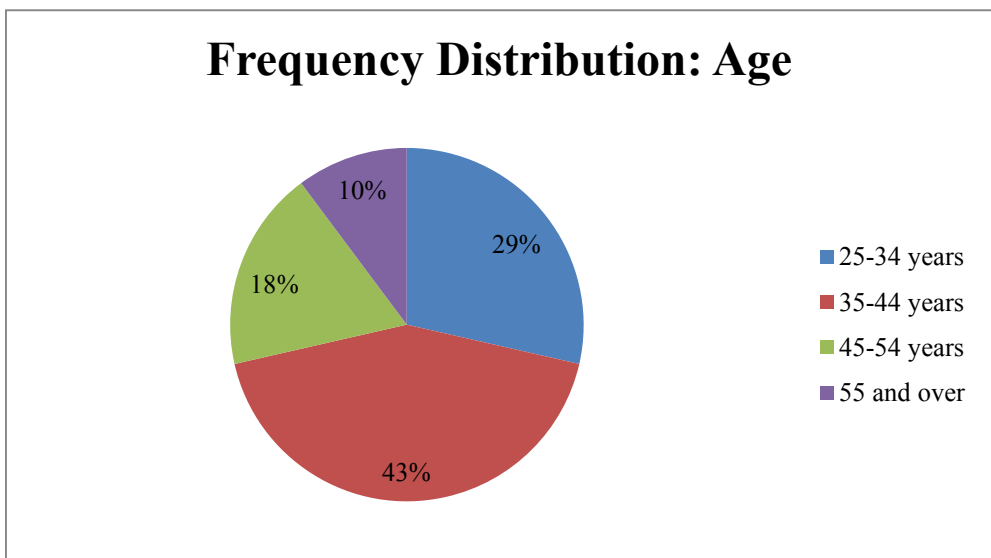
Figure 4.3 – Frequency Distribution of Age

### 4.3.1.3 Question 1.3: Level of Education

Figure 4.4 depicts the responses to the question on the level of education of the respondents. As can be seen from Figure 4.4 there is a relatively even distribution of respondents in the post graduate and undergraduate categories. Respondents with a Secondary level of education equalled 22%.

**Frequency Distribution: Level of Education**
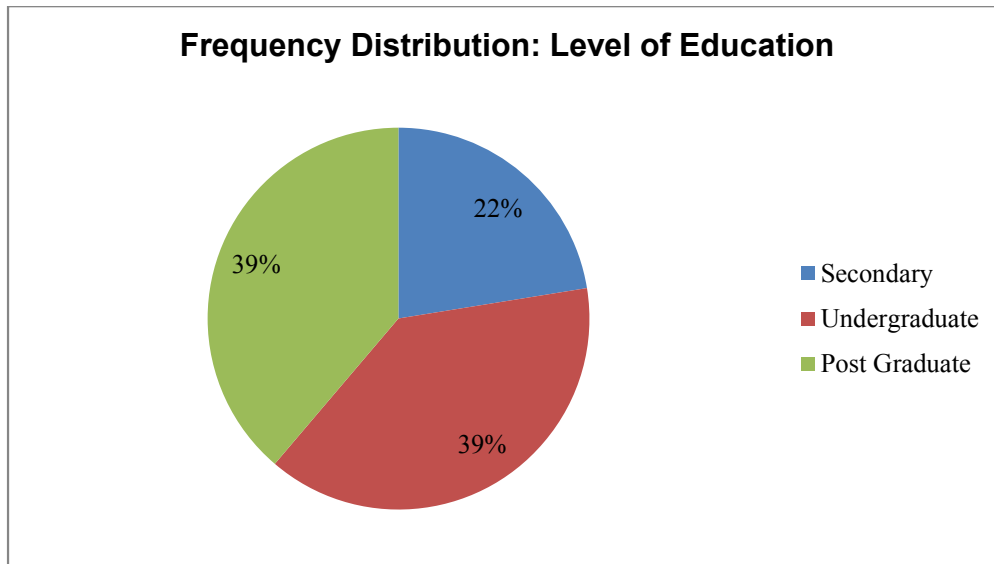
Figure 4.4 – Frequency Distribution of Level of Education

### 4.3.1.4 Question 1.4: Occupational Status

Figure 4.5 depicts the responses on the Occupational status of the respondents. The majority of respondents (86%) are employed while a small percentage is self-employed (10%) or retired (4%).

**Frequency Distribution: Occupational Status**
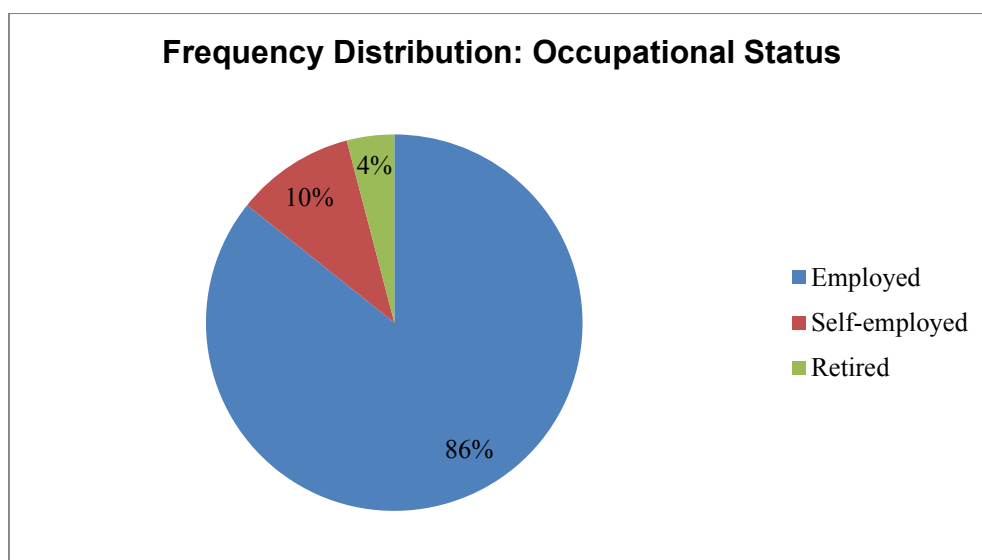
Figure 4.5 – Frequency Distribution of Occupational Status

### 4.3.1.5 Question 1.5: Monthly Household Income

Figure 4.6 depicts the distribution of Monthly Household Income for each category of respondent's. The majority (35%) of respondents earn a monthly household income of between R10 001- R25 000. The second and third highest category of respondents (23% and 20%) earn a monthly household income of between R35 001 – R50 000 and R25 001 – R35 000 respectively.
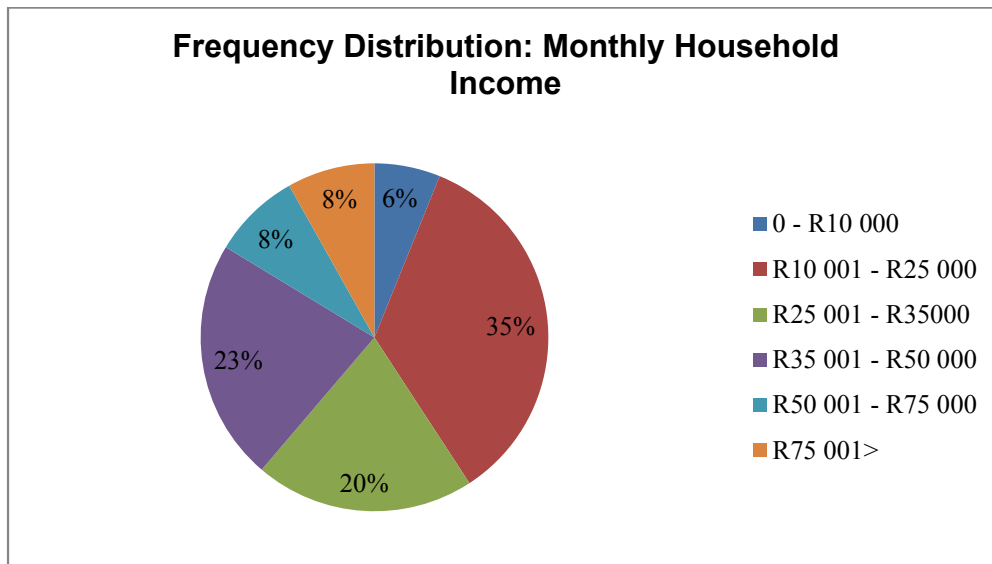


Figure 4.6 – Frequency Distribution of Monthly Household Income

### 4.3.1.6 Question 1.6: Country

Figure 4.7 depicts the responses on which Country the respondent lives in. An attempt was made by the researcher to obtain responses from both national and international respondents. The vast majority (94%) of responses were received from respondents residing in South Africa, but external to Nelson Mandela Bay. Responses from 4% of the responses were received from respondents residing in the United Arab Emirates and 2% of the responses were received from respondents residing in the United Kingdom.
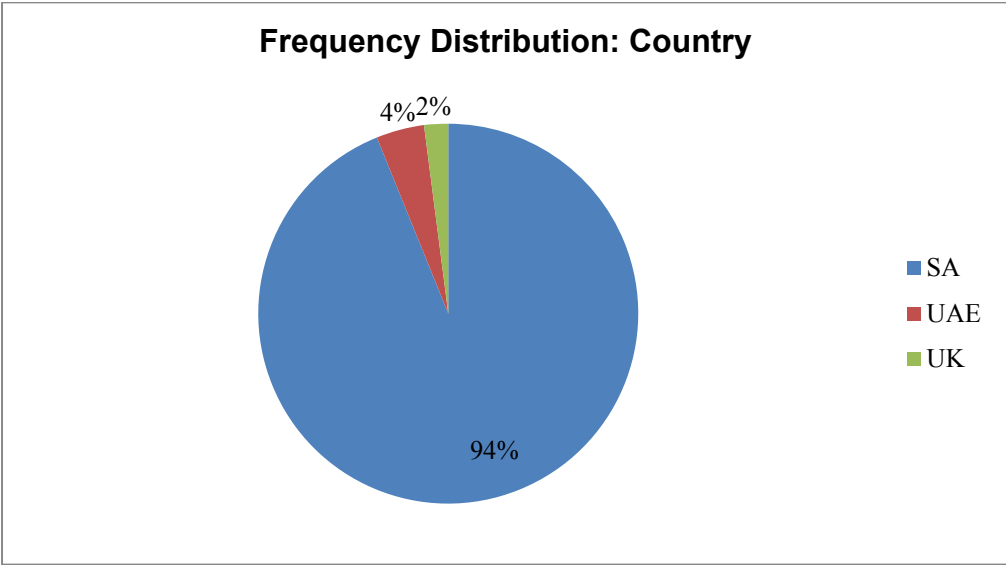
Figure 4.7 – Frequency Distribution of Country

### 4.3.1.7 Question 1.7: Sector Employed

Figure 4.8 depicts the responses on which the sector the respondents are employed in. The majority of the respondents were employed in the Local Government Sector and 15% being employed in the Manufacturing Sector. The Medical Sector comprised 11% of the respondents. The remaining percentages are evenly distributed between the remaining sectors as listed in the figure 4.8.
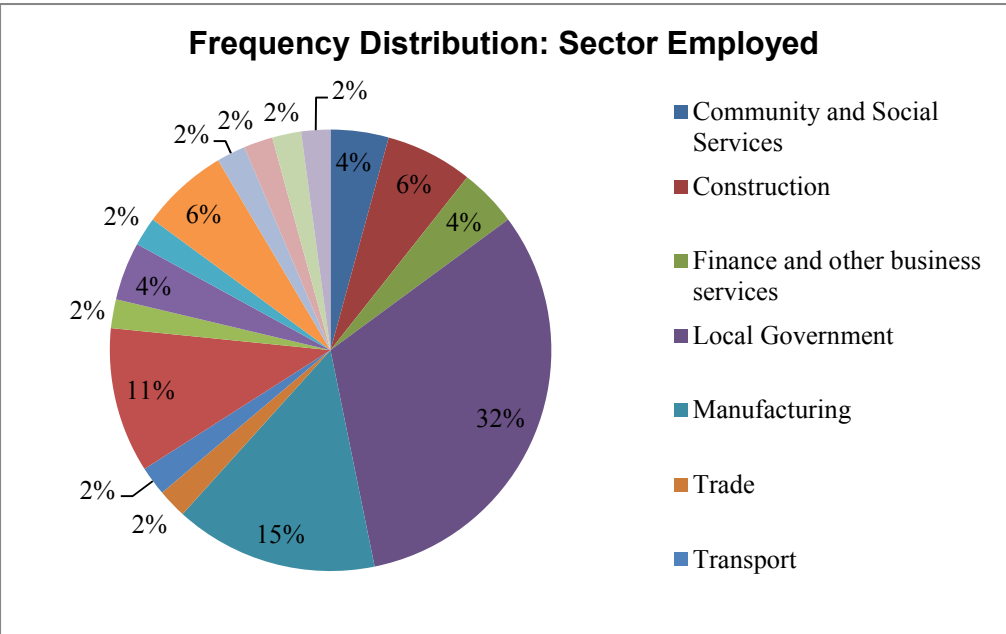


Figure 4.8 – Frequency Distribution of Sector Employed

## 4.4 ANALYSIS AND PRESENTATION OF SECTION B – FACTORS INFLUENCING DESTINATION IMAGE

In this section questions were asked pertaining to previous visits to Nelson Mandela Bay, previous investments and the intention of the respondent to visit and/ or invest in future.

### 4.4.1 Surv Question1: I visited Nelson Mandela Bay before

Figure 4.9 depicts the responses to the question asked of respondents as to whether they visited Nelson Mandela Bay before. An overwhelming 94% of respondents had previously visited Nelson Mandela Bay before.
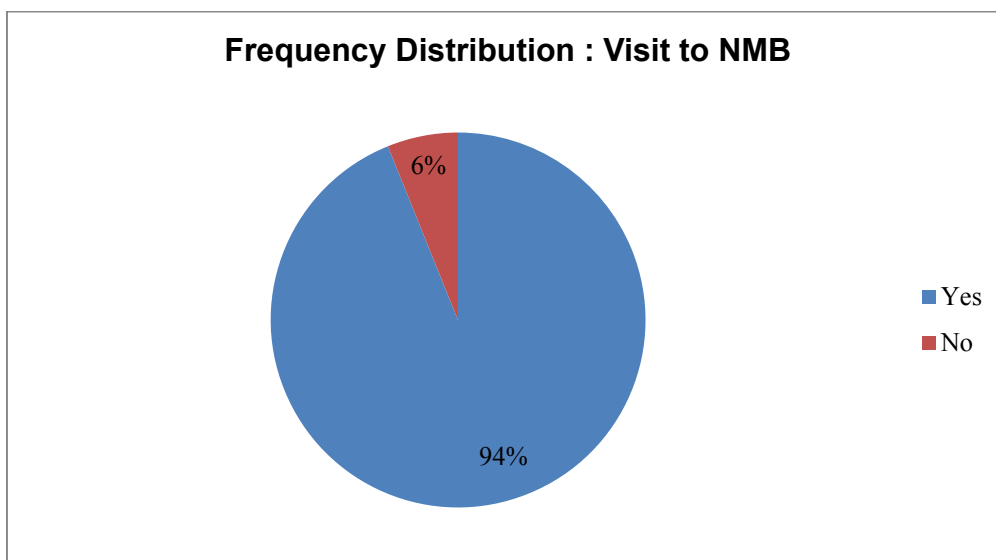


Figure 4.9 - Frequency Distribution of Visit to NMB

### 4.4.2 SURV Question 2: I have invested in Nelson Mandela Bay before

Figure 4.10 depicts the responses to the question asked whether the respondents have invested previously in Nelson Mandela Bay. One third of the sample (33%) has indicated that they have invested in Nelson Mandela Bay. This percentage in an indication that there is no investor confidence in Nelson Mandela Bay.

**Frequency Distribution: Investment in NMB**

33%

67%

■ Yes
■ No
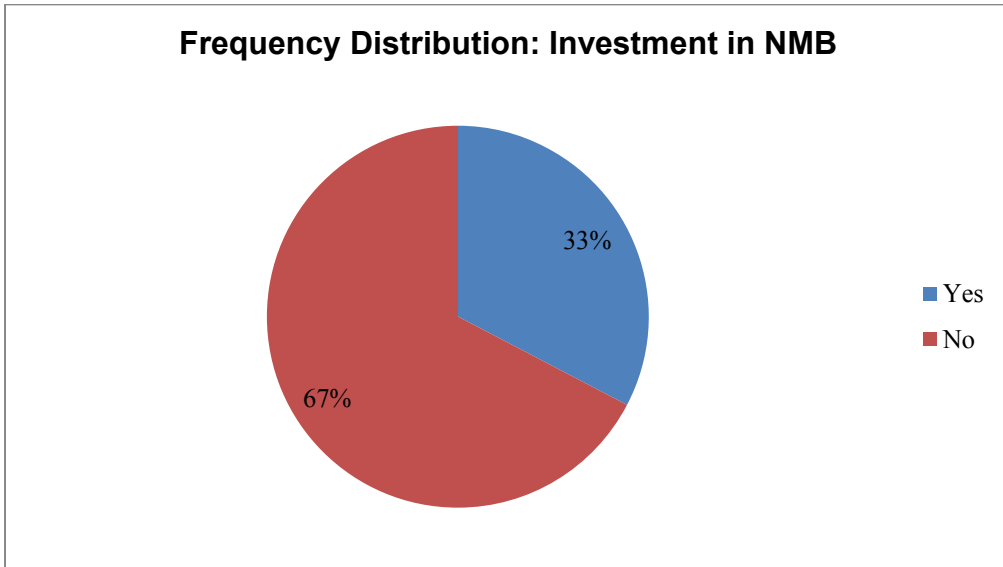
Figure 4.10 - Frequency Distribution of Investment in Nelson Mandela Bay

### 4.4.3   SURV Question 3: I intend investing in Nelson Mandela Bay

Figure 4.11 depicts the responses from the respondents on their intention to invest in Nelson Mandela Bay.  An overwhelming majority (67%) of the respondents indicated that they were not considering investing in Nelson Mandela Bay.   This large percentage is indicative that Nelson Mandela Bay has low investor confidence.



**Frequency Distribution: Intention to Invest**

33%

67%

■ Yes
■ No
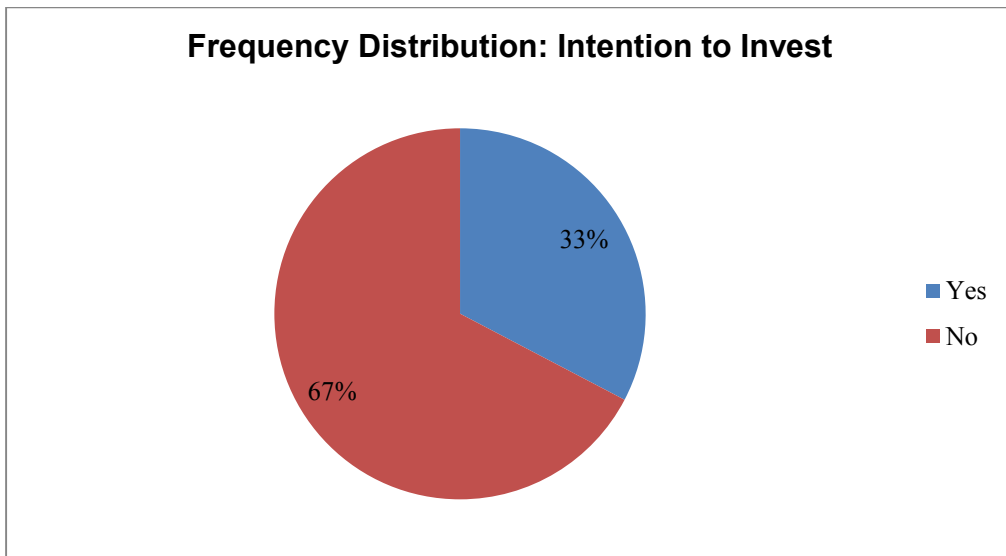
Figure 4.11 - Frequency Distribution of Intention to Invest

### 4.4.4   SURV Question 4: I have invested elsewhere in South Africa

Figure 4.12 depicts the responses from respondents on the question whether they have invested elsewhere in South Africa.   Like the previous two questions, an overwhelming majority (78%) indicated that they did not invest anywhere in South

Africa. This large percentage can be indicative that either the respondents don't have an appetite for investing or the South African economy is still impacting negatively on the investor confidence.

**Frequency Distribution: Investment in South Africa**
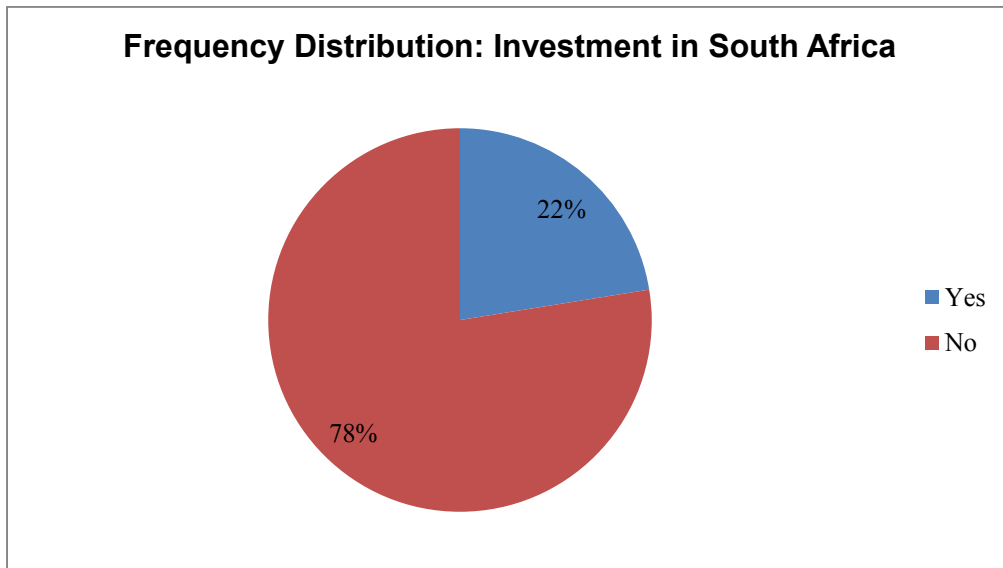


Figure 4.12 - Frequency Distribution of Investment in South Africa

*4.4.5 SURV Question 5: I intend visiting Nelson Mandela Bay*

Figure 4.13 depicts the responses to the question asked on whether the respondents intend to visit Nelson Mandela Bay in the future. An overwhelming majority (84%) of the respondents indicated a positive response. Although the investor confidence is low in Nelson Mandela Bay, there is still an intention to visit the City which is a positive indication that an opportunity still exists to develop a better image in terms of investment.

**Frequency Distribution: Intention to visit NMB**
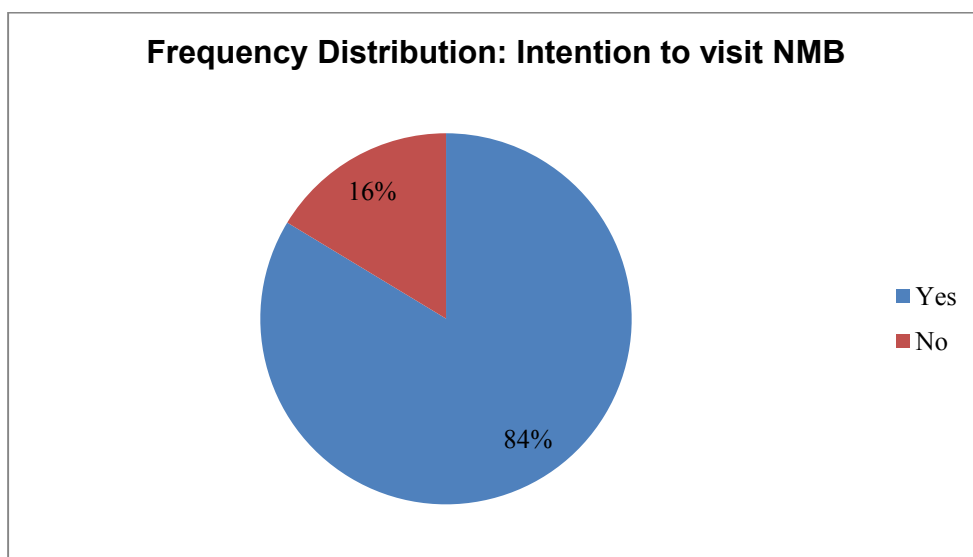


Figure 4.13 - Frequency Distribution of Intention to Visit Nelson Mandela Bay

## 4.5 ANALYSIS AND PRESENTATION OF INDEPENDENT VARIABLES

Section B also required respondents to answer questions relating to the factors (variables) that would influence destination image. The results of this section are summarised in Table 4.1. The results are derived from the questionnaire with a five point Likert-type scale with the following categories: 5 = Strongly agree, 4 = Agree, 3 = Neither agree nor disagree, 2 = Disagree, 1 = Strongly disagree.

**Frequency Distribution: Independent Variables**

| Variable | Strongly disagree | Disagree | Neutral | Agree | Strongly agree |
|---|---|---|---|---|---|
| POL5 | 34.7 | 34.7 | 22.4 | 6.1 | 2.0 |
| POL4 | 14.3 | 16.3 | 20.4 | 36.7 | 12.2 |
| POL3 | 14.3 | 18.4 | 20.4 | 36.7 | 10.2 |
| POL2 | 12.2 | 42.9 | 16.3 | 24.5 | 4.1 |
| POL1 | 28.6 | 36.7 | 22.4 | 12.2 | |
| CUL5 | 10.2 | 8.2 | 26.5 | 38.8 | 16.3 |
| CUL4 | 4.1 | 8.2 | 26.5 | 36.7 | 24.5 |
| CUL3 | 4.1 | 6.1 | 18.4 | 44.9 | 26.5 |
| CUL2 | 6.1 | 16.3 | 30.6 | 36.7 | 10.2 |
| CUL1 | 4.1 | 12.2 | 26.5 | 38.8 | 18.4 |
| LEI5 | 6.1 | 10.2 | 20.4 | 49.0 | 14.3 |
| LEI4 | 4.1 | 8.2 | 24.5 | 51.0 | 12.2 |
| LEI3 | 6.1 | 26.5 | 20.4 | 38.8 | 8.2 |
| LEI2 | 10.2 | 30.6 | 30.6 | 20.4 | 8.2 |
| LEI1 | 8.2 | 18.4 | 16.3 | 44.9 | 12.2 |
| GEN6 | 14.3 | 38.8 | 20.4 | 22.4 | 4.1 |
| GEN5 | 4.1 | 34.7 | 26.5 | 28.6 | 6.1 |
| GEN4 | 8.2 | 22.4 | 20.4 | 38.8 | 10.2 |
| GEN3 | 2.0 | 20.4 | 26.5 | 38.8 | 12.2 |
| GEN2 | 2.0 | 16.3 | 24.5 | 40.8 | 16.3 |
| GEN1 | 16.3 | 24.5 | 24.5 | 26.5 | 8.2 |
| INF5 | 14.3 | 22.4 | 38.8 | 20.4 | 4.1 |
| INF4 | 12.2 | 30.6 | 28.6 | 26.5 | 2.0 |
| INF3 | 10.2 | 24.5 | 36.7 | 26.5 | 2.0 |
| INF2 | 14.3 | 26.5 | 34.7 | 22.4 | 2.0 |
| INF1 | 14.3 | 24.5 | 28.6 | 30.6 | 2.0 |
| AFF5 | 2.0 | 18.4 | 34.7 | 38.8 | 6.1 |
| AFF4 | 10.2 | 16.3 | 55.1 | | 18.4 |
| AFF3 | | 24.5 | 26.5 | 42.9 | 6.1 |
| AFF2 | 2.0 | 18.4 | 24.5 | 44.9 | 10.2 |
| AFF1 | 0 | 10.2 | 16.3 | 53.1 | 20.4 |
| COG6 | 6.1 | 40.8 | 24.5 | 22.4 | 6.1 |
| COG5 | 6.1 | 24.5 | 40.8 | 22.4 | 6.1 |
| COG4 | 4.1 | 14.3 | 30.6 | 38.8 | 12.2 |
| COG3 | 2.0 | 26.5 | 22.4 | 32.7 | 16.3 |
| COG2 | 2.0 | 30.6 | 22.4 | 38.8 | 6.1 |
| COG1 | 8.2 | 26.5 | 22.4 | 34.7 | 8.2 |

POL = Political and Economic factors
CUL = Culture and social environment
LEI = Leisure and Recreation
GEN = General Infrastructure
INF = Information Sources
AFF = Affcetive Component

Figure 4.14 – Frequency Distribution – Independent Variables

The following table contains the descriptive statistics: mean, median and standard deviation:

**Table 4.1: Descriptive statistics for factors influencing Destination Image**

| Descriptive Statistics | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | Valid N | Mean | Median | Minimum | Maximum | Lower Quartile | Upper Quartile | Std.Dev. |
| COG | 49 | 3.13 | 3.17 | 1.67 | 4.50 | 2.50 | 3.67 | 0.76 |
| AFF | 49 | 3.53 | 3.60 | 1.80 | 5.00 | 3.20 | 4.00 | 0.66 |
| GEN | 49 | 3.10 | 3.00 | 1.67 | 4.83 | 2.33 | 3.50 | 0.81 |
| LEI | 49 | 3.30 | 3.40 | 1.20 | 4.80 | 2.80 | 3.80 | 0.83 |
| CUL | 49 | 3.56 | 3.60 | 1.40 | 4.80 | 3.20 | 4.20 | 0.84 |
| INF | 49 | 2.78 | 2.80 | 1.00 | 4.40 | 2.40 | 3.40 | 0.84 |
| POL | 49 | 2.63 | 2.40 | 1.00 | 4.40 | 2.20 | 3.20 | 0.82 |
| SURV | 49 | 2.43 | 2.00 | 1.00 | 4.00 | 2.00 | 3.00 | 0.94 |

### 4.5.1 Cognitive Component (COG)

The Cognitive Component included questions on the knowledge and beliefs about Nelson Mandela Bay. Questions pertaining to reputation; Business and Investment opportunities; infrastructure; energy and transport were asked.

On average most respondents 'neither agree nor disagree' (mean = 3.13). The midpoint of response is 'neither agree nor disagree' (median=3.17). The responses vary on average by 0.76 (standard deviation) to the mean.

### 4.5.2 Affective Component (AFF)

The Affective Component tested the respondent's feelings and emotions about Nelson Mandela Bay. It included questions on the respondent's perception about Nelson Mandela Bay such as pleasant; arousing; exciting, relaxing and adventurous.

On average most respondents 'neither agree nor disagree' (mean = 3.53). The midpoint of response is 'neither agree nor disagree' (median=3.60). The responses vary on average by 0.66 (standard deviation) to the mean.

### 4.5.3 General Infrastructure and social environment (GEN)

This section posed questions to respondents on their perception of the general infrastructure in Nelson Mandela Bay. It included questions on the maintenance of roads; accessibility of ports; the state of commercial infrastructure; the state of hospitals; and private and public transport facilities.

On average most respondents 'neither agree nor disagree' (mean = 3.10). The midpoint of response is 'neither agree nor disagree' (median=3). The responses vary on average by 0.81 (standard deviation) to the mean.

### 4.5.4 Leisure and Recreation (LEI)

This section covered the availability of leisure and recreational activities as perceived by the respondent. It included questions on the variety of restaurants; night life; adventure activities; shopping facilities and parks.

On average most respondents 'neither agree nor disagree' (mean = 3.30). The midpoint of response is 'neither agree nor disagree' (median=3.40). The responses vary on average by 0.83 (standard deviation) to the mean.

### 4.5.5 Culture (CUL)

This section attempted to uncover the culture and social environment as perceived by the respondents. It included questions on places of historical and cultural interests; cultural activities; friendliness of the locals; quality of life and whether the City offers and balanced lifestyle.

On average most respondents 'neither agree nor disagree' (mean = 3.56). The midpoint of response is 'neither agree nor disagree' (median=3.60). The responses vary on average by 0.84 (standard deviation) to the mean.

### 4.5.6 Information Source Consulted (INF)

This section attempted to gauge where the respondents received the majority of their information from when researching a destination. The following options were included: internet; print media; word of mouth; past experience and other investors.

On average most respondents disagree with the statements (mean = 2.78). The midpoint of response is 'disagree' (median=2.80). The responses vary on average by 0.84 (standard deviation) to the mean.

*4.5.7  Political stability and risk (POL)*

This section questioned the perception of risk in terms of political and economic stability of Nelson Mandela Bay.  It included questions on political stability; economic stability; whether these have an influence on a decision to invest and the perception on the crime rate in Nelson Mandela Bay.

On average most respondents disagree (mean = 2.63).  The midpoint of response is 'disagree' (median=2.40).   The responses vary on average by 0.82 (standard deviation) to the mean.

## 4.6    MULTIVARIATE ANALYSIS AND INFERENTIAL STATISTICS

In this section the reliability and validity of the captured data and the results of inferential statistics will be discussed.

*4.6.1  Reliability and Validity*

In order for research to be considered credible, it needs to be reliable and valid. These two aspects were discussed in section 3.10.1 and 3.10.2.

Table 4.2 indicates the Cronbach's alpha for each construct for this study.  It can be seen that the internal reliability of all measuring instruments is sufficient as the lowest Cronbach Alpha was calculated to be 0.77. This value is higher than the minimum requirement of 0.70.

**Table 4.2: Cronbach's alpha**

| Variable | Valid N | Cronbach's alpha |
|----------|---------|------------------|
| COG | 49 | 0.82 |
| AFF | 49 | 0.77 |
| GEN | 49 | 0.84 |
| LEI | 49 | 0.83 |
| CUL | 49 | 0.83 |
| INF | 49 | 0.86 |
| POL | 49 | 0.78 |

*4.6.2 The relationship between the independent variables on destination image*

The conceptual framework was used to establish relationships between the Dependent variable, *Destination Image,* and the Independent Variables. Hypotheses were formulated in order to test the relationship between the Dependent Variable and the Independent Variables. Table 4.3 show these hypotheses, the relevant Pearson Correlation, the correlation strength as well as whether the hypothesis is accepted or rejected.

**Table 4.3. Hypotheses**

| Hypothesis | Hypothesis Description | Pearson Correlations | Correlation Strength | Hypothesis Accepted or Rejected |
|---|---|---|---|---|
| $H_1$ | A positive relationship exists between the cognitive and affective components and the destination image of Nelson Mandela Bay | 0.57 | Medium positive correlation | Accepted |
| $H_2$ | General Infrastructure and social environment positively influences the Affective evaluations and the destination image of Nelson Mandela Bay | 0.40 | Medium positive correlation | Accepted |
| $H_3$ | Leisure and Recreation positively influence the Affective evaluations and the destination image of Nelson Mandela Bay | 0.55 | Medium positive correlation | Accepted |

| $H_4$ | Culture positively influence the Affective evaluations and the destination image of Nelson Mandela Bay | 0.48 | Medium positive correlation | Accepted |
|---|---|---|---|---|
| $H_5$ | Information Sources positively influences the Affective evaluations and the destination image of Nelson Mandela Bay | 0.43 | Medium positive correlation | Rejected |
| $H_6$ | Information Sources positively influences the Cognitive evaluations and the destination image of Nelson Mandela Bay | 0.16 | Low positive correlation | Accepted |
| $H_7$ | Political Stability and Risk positively influence the Affective evaluations and the destination image of Nelson Mandela Bay | 0.16 | Low positive correlation | Rejected |

From Table 4.3 above it is shown that the formulated hypotheses have either been accepted or rejected. It was shown that a relationship exists between the Dependent variable, *Destination Image*, and the Independent Variables.  This is discussed in further detail later in this chapter.

Table 4.4 below displays the relationships between the variables at a 95% level of significance.  The correlations marked in red are significant a $p < 0.05$.

**Table 4.4 - Correlations**

| Correlations | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| **Marked correlations (in red) are significant at p < .05** | | | | | | | | |
| | **COG** | **AFF** | **INF** | **GEN** | **LEI** | **CUL** | **POL** | |
| **COG** | 1.00 | | | | | | | |
| **AFF** | 0.57 | 1.00 | | | | | | |
| **GEN** | 0.51 | 0.40 | 0.32 | 1.00 | | | | |
| **LEI** | 0.39 | 0.55 | 0.13 | 0.65 | 1.00 | | | |
| **CUL** | 0.47 | 0.48 | 0.05 | 0.56 | 0.64 | 1.00 | | |
| **INF** | 0.23 | 0.19 | 1.00 | | | | | |
| **POL** | 0.43 | 0.16 | 0.29 | 0.46 | 0.30 | 0.37 | 1.00 | |
| **SURV** | 0.15 | 0.21 | 0.13 | 0.05 | 0.13 | 0.06 | 0.20 | 1.00 |

As previously discussed in Chapter 2, distinction is often made between the cognitive and affective components of destination images (Alvarez and Campo, 2014; Baloglu and McCleary, 1999; Beerli and Martin, 2004a; Beerli and Martin, 2004b; Cherifi et al., 2014; Lepp et al., 2011; Maher and Carter, 2011; Richards and Wilson, 2004; Stepchenkova and Morrsin, 2008). The cognitive component refers to the knowledge and beliefs about a place, whilst the affective aspects are emotions and feelings about the place (Alvarez and Campo, 2014; Baloglu and McCleary, 1999; Beerli and Martin, 2004a; Beerli and Martin, 2004b; Cherifi et al., 2014; Lepp et al., 2011; Maher and Carter, 2011; Richards and Wilson, 2004; Stepchenkova and Morrsin, 2008). Thus people develop images of a destination based on their own beliefs, ideas and attitudes and motivations. Cherifi et al. (2014), Alvarez and Campo (2014) note that affective components carry greater weight in creating an image of a destination. As a result of the literature reviewed, more correlations were tested against the Affective components. RQ6: The survey results conclude that a definite relationship exists between the cognitive and affective evaluations of Nelson Mandela Bay.

RQ7: Psycho-social motivations included the components of General Infrastructure and social environment; Leisure and Recreation; Culture and Political Stability and Risk. All the above components, except Political Stability and Risk, were positively

correlated to the Affective evaluation of Nelson Mandela Bay. However, as can be seen from Table 4.4, General Infrastructure and Political Stability and Risk tested with a higher correlation to the Cognitive evaluations of Nelson Mandela Bay amongst the respondents surveyed.

RQ8: Information Sources had a low significant relationship against the Affective evaluations on Nelson Mandela Bay. However, a more positive relationship exists between Information Sources and General Infrastructure (0.32) and Political Stability and Risk (0.29). The study therefore revealed that information on what infrastructure is available to investors is important. In the same way, Political stability and Risk weighs heavy on an investors decision to invest in Nelson Mandela Bay. This is synonymous with the literature reviewed in Chapter 2.

### 4.6.3  One Sample t-test

Relationships between two groups of subjects (male and females) were also tested to establish whether there is a difference between the two subject groups. Appendix F concludes that there were no significant differences between males and females on the perception of Nelson Mandela Bay.

### 4.6.4  ANOVA

The ANOVA test was conducted to test if there were significant differences between the different age groups; education and income categories. As can be seen from Appendix G there were no significant differences between the different age groups and education categories. However from Appendix G it can be seen that there is a significant difference between the R25001-R50 000 and R50 001+ income categories on the decision to invest in Nelson Mandela Bay. It can therefore be concluded that a higher income influences the decision to invest in Nelson Mandela Bay. It can therefore be assumed that an investor with more disposable income in a sluggish economy if more willing to risk than an investor with a lesser disposable income.

## 4.7    SUMMARY

This chapter comprised of the analysis and interpretation of the primary data starting with descriptive statistics and then moved onto inferential statistics in order to answer RQ6; RQ7 and RQ8.

This chapter achieved the objectives of conducting an empirical evaluation of the proposed Destination Framework in order to accept or reject the formulated hypotheses, establishing the correlation between the various factors in the proposed Destination Framework and perceived destination image.

In the next chapter a summary of the research findings based on the empirical survey will be presented. Limitations of the Study, recommendations and additional research opportunities will also be presented in the final chapter.

# Chapter 5

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**5. CHAPTER 5: FINDINGS, RECOMMENDATIONS AND CONCLUSIONS**

**5.1 INTRODUCTION**

The primary research objective of this study was to create a model of destination image formation for Nelson Mandela Bay and to explain the cause and effect relationships between the dependent variable, *Destination Image,* and the independent variables, *Cognitive, Affective and Overall components, general infrastructure and social environment, leisure and recreation, culture, information sources, and political stability and risk* using quantitative analysis including correlation analysis.

The primary research question was to identify what influences the destination image of Nelson Mandela Bay.

Section 5.2 presents a summary of the main findings established by answering the secondary research questions and meeting the secondary research objectives. Section 5.3 summarises the contribution this research has made to the existing body of knowledge on the subject of destination image. Section 5.4 presents possible avenues for future research studies while Section 5.50 the limitations of the study followed by a chapter summary in Section 5.6. An overview of this chapter can be seen in Figure 5.1.

| Chapter 1: Introduction and Problem Statement |
| Chapter 2: Literature Study |
| Chapter 3: Research Design and Methodology |
| Chapter 4: Results and Analysis of the Empirical Study |
| Chapter 5: Findings, Recommendations and Conclusion |

- Introduction
- Summary of the Research
- Summary of Contributions
- Opportunities for Future Research
- Limitations of the Study
- Summary
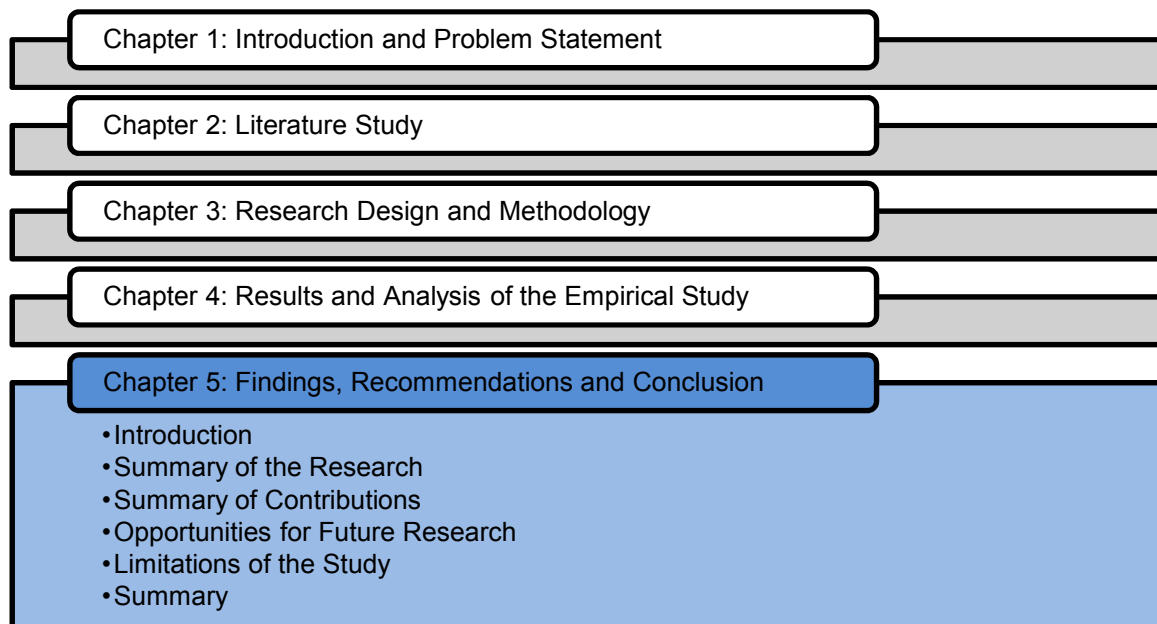
Figure 5.1 - Overview of Chapter 5

## 5.2 SUMMARY OF THE RESEARCH QUESTIONS

Five research questions were identified and investigated in order to address the main research question of this research study. This section contains summaries of these investigations.

The main research question ($RQ_1$) was stated as, "What influences the destination image of Nelson Mandela Bay?" Eight sub-questions ($RQ_2$ to $RQ_9$) were identified and investigated in order to suggest solutions to this main problem. These sub-questions were as follows:

$RQ_2$:   What is Destination image?

$RQ_3$:   How do you build a strong brand image?

$RQ_4$:   What is the role of stakeholders in the development of a destination image?

$RQ_5$:  Which Marketing activities are essential for a strong brand image?

$RQ_6$: What Perceptual/ Cognitive and affective components influence the destination image of Nelson Mandela Bay?

$RQ_7$:   How do socio-psychological motivations influence the affective evaluation?

$RQ_8$:   What information sources influence the type of image likely to develop?

$RQ_9$:  Which demographic variables influence perceptual/ cognitive and affective evaluations?

In order to successfully answer the above research questions, a literature study was conducted in Chapter 2 which discussed the components of destination image.

The literature showed that the image of a destination was influenced by a number of information sources as well as the characteristics of an individual or investor. There were also cognitive and affective influences that played a role in the image formation of a destination. Together all these influences create an overall or compound image and display the interrelationships that exist. Baloglu and McCleary (1999a) offer a general theoretical model of image-formation factors which was expanded upon by Beerli and Martin (2004). Successful destination marketing needs to take the changing trend in what consumers are looking for when they travel into account.

Recent research studies in destination marketing are leaning more toward the experience and lifestyle of a destination rather than the places to visit and things to do. Destination marketers must therefore compete for the heart and mind of consumers as consumers are now more in control of what it is they are looking for rather than what is available or on offer. How people perceive a destination will depend on their own individual interests and it is the role of Destination Marketing Organisations to create a marketing plan that will appeal to a broad target market with differing individual interests and perceptions.

## 5.3 SUMMARY OF CONTRIBUTIONS

This research study was an exploratory study and has attempted to identify which components; as identified by the literature review; are important to Nelson Mandela Bay from the external stakeholder's perspective.

The primary research objective was to develop a destination Image model for Nelson Mandela Bay and to explain the cause and effect relationships between the dependent variable, *Destination Image,* and the independent variables, *Cognitive, Affective and Overall components, general infrastructure and social environment, leisure and recreation, culture, information sources, and political stability and risk* using quantitative analysis including correlation analysis. The empirical analysis outlined in Chapter 4 of the research indicated from the survey questions posed to the survey sample which components of destination image are deemed important to Nelson Mandela Bay from an external stakeholder's perspective. Hypotheses were formulated in Chapter 3 based on the literature review conducted in Chapter 2. The

following hypotheses were tested using the Pearson Correlation statistical method in Chapter 4:

$H_1$ = A positive relationship exists between the cognitive and affective components and the destination image of Nelson Mandela Bay;

$H_2$ = General Infrastructure and social environment positively influence the Affective evaluations and destination image of Nelson Mandela Bay;

$H_3$ = Leisure and Recreation positively influence the Affective evaluations and destination image of Nelson Mandela Bay;

$H_4$ = Culture positively influence Affective evaluations and the destination image of Nelson Mandela Bay;

$H_5$ = Information Sources positively influences the Affective evaluations and destination image of Nelson Mandela Bay;

$H_6$ = Information Sources positively influences Cognitive evaluations and the destination image of Nelson Mandela Bay;

$H_7$ = Political Stability and Risk positively influence the Affective evaluations and destination image of Nelson Mandela Bay;

The empirical results as outlined in Chapter 4 indicated which components of destination image are significant to the destination image model for Nelson Mandela Bay. The Destination Image Model is therefore proposed for Nelson Mandela Bay:
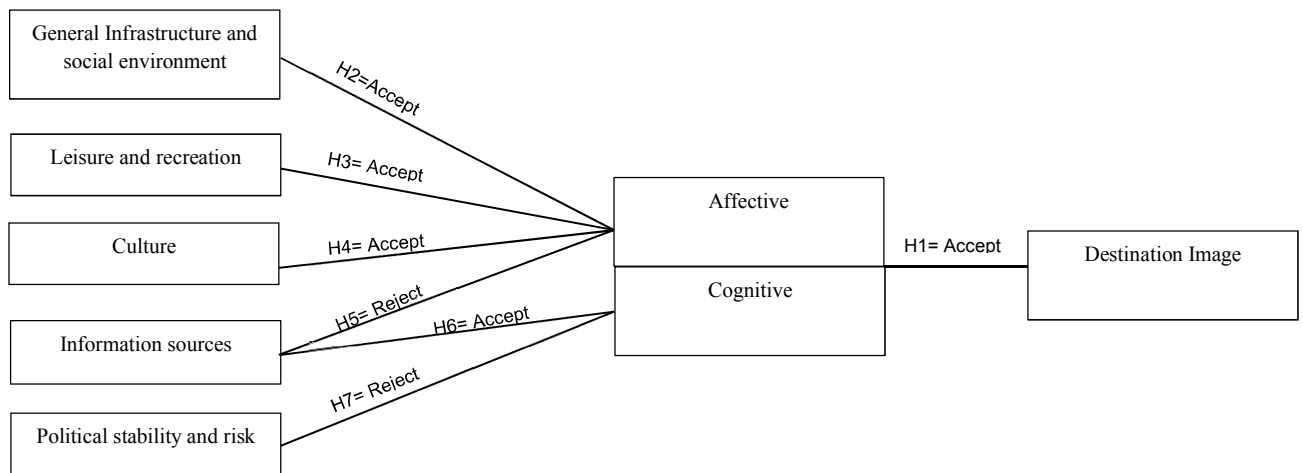
Figure 5.2 – Destination Image Model of Nelson Mandela Bay

Being an exploratory study, the ground work has been laid and future research opportunities will be discussed in the next section.

## 5.4 OPPORTUNITIES FOR FUTURE RESEARCH

A number of opportunities for future research have been identified throughout the research process of this study. Some of these research opportunities are outlined below:

- Future research can be performed by applying the destination image model to a larger sample of external stakeholders; by targeting a greater number of international respondents; so that quantitative statistical analysis of the model can be further evaluated;

- Future research to confirm this exploratory research can be performed utilising factor analysis with a larger sample size (both national and international);

- An in-depth qualitative research study could be conducted to identify how tourist and investors perceive Nelson Mandela Bay;

- An in-depth research study could be conducted to identify what remedies and marketing strategies could be employed to create a better investor image of Nelson Mandela Bay.

- Future research studies can determine how the demographic variables influence the affective and cognitive components and the destination image.

## 5.5    LIMITATIONS OF THE STUDY

A weakness or deficiency in the research is described as a limitation (Collis and Hussey, 2014). The following have been identified as limitations of this study:

- The respondents of the study were concentrated in the South African region. Only a limited number of responses were received from respondents outside of South Africa.

- Positivistic and quantitative research is limited by the inability to extract further detail which may be revealed by the limited available responses of respondents;

- Distribution of links to online questionnaires to respondents via e-mail limits the amount of control which the researcher has over the response rate. The number of questions had to be kept to a minimum to maintain the respondent's willingness to answer the questions;

- Whilst the use of an online survey tool made data capturing easy; the researcher had no way of identifying who had completed the survey and who had not completed the survey.  This made it difficult to follow up.  General follow up emails had to be distributed requesting respondents to complete the surveys.

## 5.6    SUMMARY

The main objective of this research was to create a model of destination image formation for Nelson Mandela Bay.  The deliverables to achieve this included:

- Performing a literature study on destination image;

- Identifying an appropriate model from previous studies that could be applied to Nelson Mandela Bay;

- Explaining the research methodology used for this research study with sufficient detail to allow it to be reproduced in future;

- Conducting an empirical evaluation of the proposed destination image model;

- Establishing the correlation between the various components of destination image in the proposed model in order to accept or reject the formulated hypotheses.

This study concluded in the development of a destination image model for Nelson Mandela Bay that can be expanded upon with further research.

The core problem to be addressed by this research, which is that Nelson Mandela Bay has a negative image as a destination and investor site has been addressed. Opportunities for further research were outlined and limitations of this study were identified.

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# APPENDICES

*Appendix A: Questionnaire*

**Dear Respondent,**

You are part of a sample of selected respondents whose views we seek on the research titled: **IMAGE OF NELSON MANDELA BAY [NMB]: AN EXTERNAL STAKEHOLDER'S PERSPECTIVE.**

Destinations or Cities compete in a global market place for similar resources of which foreign investment is one. To remain competitive, Cities need to have a positive image compared to its competitors in order to attract investment.

The purpose of the study is therefore to identify what perceptions external stakeholders have of Nelson Mandela Bay. Form these perceptions; we will identify the Image held of Nelson Mandela Bay. This is an exploratory study that seeks to and the results will also be used to embark on further research.

We would therefore appreciate if you could offer us 10-15 minutes of your time to complete the electronic survey. We thank you in advance for your participation. There are no correct or incorrect answers. Please answer the questions as accurately and honestly as possible. For each answer, tick the most appropriate number that best describes your perception. Please tick only one answer and answer all the questions please.

Ethical clearance for this research has been obtained from the Nelson Mandela Metropolitan University and the research has therefore been approved.

Please note that your participation is voluntary and you have the right to withdraw from this study at any time. All responses are strictly confidential and will be treated anonymously.


Thank you very much for your participation.


Charmel Bush

MBA Student: Nelson Mandela Metropolitan University


Research Promoter: Prof. Margaret Cullen  Margaret.cullen@nmmu.ac.za

| SURV 1 | I visited Nelson Mandela Bay before | YES (1) | NO (2) |
|--------|-------------------------------------|---------|--------|
| SURV 2 | I have invested in Nelson Mandela Bay before | YES (1) | NO (2) |
| SURV 3 | I intend investing in Nelson Mandela Bay | YES (1) | NO (2) |
| SURV4 | Have you invested anywhere in South Africa? | YES (1) | NO (2) |
| SURV 5 | I intend visiting Nelson Mandela Bay | YES (1) | NO (2) |

## DEMOGRAPHIC VARIABLES (please tick the relevant option)

| Gender | Male (1) | Female (2) | | |
|--------|----------|------------|---|---|
| Age | 18-24 (1) | 25-34 (2) | 35-44 (3) | 45-54 (4) | 55 and over (5) |
| Education Level | Primary (1) | Secondary (2) | Undergraduate (3) | Post Graduate (4) | |
| Occupation | Employed (1) | Self-employed (2) | Retired (3) | | |

| Monthly Household Income (please indicate with a tick) | - 10 000 (1) | | |
|---|---|---|---|
| | 10 001- 25 000 (2) | Please indicate your currency | eg. £ |
| | 25 001-35000 (3) | | |
| | 35 001- 50 000 (4) | | |
| | 50 001-75 000 (5) | | |
| | 75 001> (6) | | |

| Which Country do you live in? | |
|---|---|

| Which sector are you employed in? (please indicate with a tick) | Agriculture (1) |
|---|---|
| | Community and Social Services (2) |
| | Construction (3) |
| | Finance and other business services (4) |
| | Local Government (5) |

| | Manufacturing (6) |
| | Mining (7) |
| | Trade (8) |
| | Transport (9) |
| | Utilities (10) |

## COGNITIVE COMPONENT (please tick the relevant option)

| COG 1 | NMB has a good reputation | STRONGLY DISAGREE (1) | DISAGREE (2) | NEUTRAL (3) | AGREE (4) | STRONGLY AGREE (5) |
|---|---|---|---|---|---|---|
| COG2 | NMB offers good business opportunities | STRONGLY DISAGREE (1) | DISAGREE (2) | NEUTRAL (3) | AGREE (4) | STRONGLY AGREE (5) |
| COG3 | NMB offers investment opportunities | STRONGLY DISAGREE (1) | DISAGREE (2) | NEUTRAL (3) | AGREE (4) | STRONGLY AGREE (5) |
| COG4 | NMB has good infrastructure such as access to roads, Buildings; etc | STRONGLY DISAGREE (1) | DISAGREE (2) | NEUTRAL (3) | AGREE (4) | STRONGLY AGREE (5) |
| COG5 | NMB offers sustainable alternative energy solutions | STRONGLY DISAGREE (1) | DISAGREE (2) | NEUTRAL (3) | AGREE (4) | STRONGLY AGREE (5) |
| COG6 | NMB has sufficient transport networks | STRONGLY DISAGREE (1) | DISAGREE (2) | NEUTRAL (3) | AGREE (4) | STRONGLY AGREE (5) |

## AFFECTIVE COMPONENT (please tick the relevant option)

| AFF1 | NMB is a pleasant place | STRONGLY DISAGREE (1) | DISAGREE (2) | NEUTRAL (3) | AGREE (4) | STRONGLY AGREE (5) |
|---|---|---|---|---|---|---|
| AFF2 | NMB is an arousing destination | STRONGLY DISAGREE (1) | DISAGREE (2) | NEUTRAL (3) | AGREE (4) | STRONGLY AGREE (5) |
| AFF3 | NMB is an exciting place | STRONGLY DISAGREE (1) | DISAGREE (2) | NEUTRAL (3) | AGREE (4) | STRONGLY AGREE (5) |
| AFF4 | NMB is a relaxing place | STRONGLY DISAGREE (1) | DISAGREE (2) | NEUTRAL (3) | AGREE (4) | STRONGLY AGREE (5) |
| AFF5 | NMB is an adventurous place | STRONGLY DISAGREE (1) | DISAGREE (2) | NEUTRAL (3) | AGREE (4) | STRONGLY AGREE (5) |

## GENERAL INFRASTRUCTURE AND SOCIAL ENVIRONMENT
### (please tick the relevant option)

| GEN1 | NMB has well maintained roads | STRONGLY DISAGREE (1) | DISAGREE (2) | NEUTRAL (3) | AGREE (4) | STRONGLY AGREE (5) |
|---|---|---|---|---|---|---|
| GEN2 | NMB has accessible ports | STRONGLY DISAGREE (1) | DISAGREE (2) | NEUTRAL (3) | AGREE (4) | STRONGLY AGREE (5) |
| GEN3 | NMB has good commercial infrastructure | STRONGLY DISAGREE (1) | DISAGREE (2) | NEUTRAL (3) | AGREE (4) | STRONGLY AGREE (5) |
| GEN4 | NMB has good hospital facilities | STRONGLY DISAGREE (1) | DISAGREE (2) | NEUTRAL (3) | AGREE (4) | STRONGLY AGREE (5) |
| GEN5 | NMB has good private transport facilities | STRONGLY DISAGREE (1) | DISAGREE (2) | NEUTRAL (3) | AGREE (4) | STRONGLY AGREE (5) |
| GEN6 | NMB has good public transport facilities | STRONGLY DISAGREE (1) | DISAGREE (2) | NEUTRAL (3) | AGREE (4) | STRONGLY AGREE (5) |

## LEISURE AND RECREATION (please tick the relevant option)

| LEI1 | NMB has a variety of restaurants | STRONGLY DISAGREE (1) | DISAGREE (2) | NEUTRAL (3) | AGREE (4) | STRONGLY AGREE (5) |
|---|---|---|---|---|---|---|
| LEI2 | NMB has a vibrant night life | STRONGLY DISAGREE (1) | DISAGREE (2) | NEUTRAL (3) | AGREE (4) | STRONGLY AGREE (5) |
| LEI3 | NMB has adventure activities | STRONGLY DISAGREE (1) | DISAGREE (2) | NEUTRAL (3) | AGREE (4) | STRONGLY AGREE (5) |
| LEI4 | NMB has modern shopping facilities | STRONGLY DISAGREE (1) | DISAGREE (2) | NEUTRAL (3) | AGREE (4) | STRONGLY AGREE (5) |
| LEI5 | NMB has beautiful parks | STRONGLY DISAGREE (1) | DISAGREE (2) | NEUTRAL (3) | AGREE (4) | STRONGLY AGREE (5) |

## CULTURE (please tick the relevant option)

| CUL1 | NMB has interesting places of historical or cultural interest | STRONGLY DISAGREE (1) | DISAGREE (2) | NEUTRAL (3) | AGREE (4) | STRONGLY AGREE (5) |
|---|---|---|---|---|---|---|
| CUL2 | NMB has interesting cultural activities | STRONGLY DISAGREE (1) | DISAGREE (2) | NEUTRAL (3) | AGREE (4) | STRONGLY AGREE (5) |
| CUL3 | Residents in NMB are hospitable and friendly | STRONGLY DISAGREE (1) | DISAGREE (2) | NEUTRAL (3) | AGREE (4) | STRONGLY AGREE (5) |
| CUL4 | NMB offers a good quality of life | STRONGLY DISAGREE (1) | DISAGREE (2) | NEUTRAL (3) | AGREE (4) | STRONGLY AGREE (5) |
| CUL5 | NMB offers balanced living | STRONGLY DISAGREE (1) | DISAGREE (2) | NEUTRAL (3) | AGREE (4) | STRONGLY AGREE (5) |

## INFORMATION SOURCE CONSULTED (please tick the relevant option)

I receive information to invest from:

| | | STRONGLY DISAGREE (1) | DISAGREE (2) | NEUTRAL (3) | AGREE (4) | STRONGLY AGREE (5) |
|---|---|---|---|---|---|---|
| INF1 | …………...the internet | STRONGLY DISAGREE (1) | DISAGREE (2) | NEUTRAL (3) | AGREE (4) | STRONGLY AGREE (5) |
| INF2 | …………. the print media | STRONGLY DISAGREE (1) | DISAGREE (2) | NEUTRAL (3) | AGREE (4) | STRONGLY AGREE (5) |
| INF3 | …………. word of mouth | STRONGLY DISAGREE (1) | DISAGREE (2) | NEUTRAL (3) | AGREE (4) | STRONGLY AGREE (5) |
| INF4 | …………. past experience | STRONGLY DISAGREE (1) | DISAGREE (2) | NEUTRAL (3) | AGREE (4) | STRONGLY AGREE (5) |
| INF5 | ………….. other investors | STRONGLY DISAGREE (1) | DISAGREE (2) | NEUTRAL (3) | AGREE (4) | STRONGLY AGREE (5) |

## POLITICAL STABILITY AND RISK (please tick the relevant option)

| | | STRONGLY DISAGREE (1) | DISAGREE (2) | NEUTRAL (3) | AGREE (4) | STRONGLY AGREE (5) |
|---|---|---|---|---|---|---|
| POL1 | NMB is politically stable | STRONGLY DISAGREE (1) | DISAGREE (2) | NEUTRAL (3) | AGREE (4) | STRONGLY AGREE (5) |
| POL2 | NMB is economically stable | STRONGLY DISAGREE (1) | DISAGREE (2) | NEUTRAL (3) | AGREE (4) | STRONGLY AGREE (5) |
| POL3 | Political stability positively influences my decision to invest | STRONGLY DISAGREE (1) | DISAGREE (2) | NEUTRAL (3) | AGREE (4) | STRONGLY AGREE (5) |
| POL4 | Political unrest influences my decision to invest | STRONGLY DISAGREE (1) | DISAGREE (2) | NEUTRAL (3) | AGREE (4) | STRONGLY AGREE (5) |
| POL5 | NMB is relatively safe with a low crime rate | STRONGLY DISAGREE (1) | DISAGREE (2) | NEUTRAL (3) | AGREE (4) | STRONGLY AGREE (5) |

**Thank You for taking the time to complete this survey.**

## *Appendix B: Frequency Distribution Tables*

**GENDER**

|       |        | Frequency | Percent |
|-------|--------|-----------|---------|
| Valid | Male   | 24        | 49.0    |
|       | Female | 25        | 51.0    |
|       | Total  | 49        | 100.0   |

**AGE**

|       |             | Frequency | Percent |
|-------|-------------|-----------|---------|
| Valid | 25-34 years | 14        | 28.6    |
|       | 35-44 years | 21        | 42.9    |
|       | 45-54 years | 9         | 18.4    |
|       | 55 and over | 5         | 10.2    |
|       | Total       | 49        | 100.0   |

**EDUCATION**

|       |               | Frequency | Percent |
|-------|---------------|-----------|---------|
| Valid | Secondary     | 11        | 22.4    |
|       | Undergraduate | 19        | 38.8    |
|       | Post Graduate | 19        | 38.8    |
|       | Total         | 49        | 100.0   |

**OCCUPATION**

|       |               | Frequency | Percent |
|-------|---------------|-----------|---------|
| Valid | Employed      | 42        | 85.7    |
|       | Self-employed | 5         | 10.2    |
|       | Retired       | 2         | 4.1     |
|       | Total         | 49        | 100.0   |

**INCOME**

|       |                    | Frequency | Percent |
|-------|--------------------|-----------|---------|
| Valid | 0 - R10 000        | 3         | 6.1     |
|       | R10 001 - R25 000  | 17        | 34.7    |
|       | R25 001 - R35000   | 10        | 20.4    |
|       | R35 001 - R50 000  | 11        | 22.4    |
|       | R50 001 - R75 000  | 4         | 8.2     |
|       | R75 001>           | 4         | 8.2     |
|       | Total              | 49        | 100.0   |

**SECTOR**

| | | Frequency | Percent | Valid Percent |
|---|---|---|---|---|
| Valid | Community and Social Services | 2 | 4.1 | 4.3 |
| | Construction | 3 | 6.1 | 6.4 |
| | Finance and other business services | 2 | 4.1 | 4.3 |
| | Local Government | 15 | 30.6 | 31.9 |
| | Manufacturing | 7 | 14.3 | 14.9 |
| | Trade | 1 | 2.0 | 2.1 |
| | Transport | 1 | 2.0 | 2.1 |
| | Medical | 5 | 10.2 | 10.6 |
| | Sales | 1 | 2.0 | 2.1 |
| | Hospitality | 2 | 4.1 | 4.3 |
| | Advertising | 1 | 2.0 | 2.1 |
| | IT | 3 | 6.1 | 6.4 |
| | Logistics | 1 | 2.0 | 2.1 |
| | Tourism | 1 | 2.0 | 2.1 |
| | Property | 1 | 2.0 | 2.1 |
| | Marketing | 1 | 2.0 | 2.1 |
| | Total | 47 | 95.9 | 100.0 |
| Missing | System | 2 | 4.1 | |
| Total | | 49 | 100.0 | |

**CURRENCY**

| | | Frequency | Percent |
|---|---|---|---|
| Valid | R | 46 | 93.9 |
| | AED | 2 | 4.1 |
| | GBP | 1 | 2.0 |
| | Total | 49 | 100.0 |

**COUNTRY**

| | | Frequency | Percent |
|---|---|---|---|
| Valid | SA | 46 | 93.9 |
| | UAE | 2 | 4.1 |
| | UK | 1 | 2.0 |
| | Total | 49 | 100.0 |

**SURV1**

| | | Frequency | Percent |
|---|---|---|---|
| Valid | Yes | 46 | 93.9 |
| | No | 3 | 6.1 |
| | Total | 49 | 100.0 |

**SURV2**

|       |       | Frequency | Percent |
|-------|-------|-----------|---------|
| Valid | Yes   | 16        | 32.7    |
|       | No    | 33        | 67.3    |
|       | Total | 49        | 100.0   |

**SURV3**

|       |       | Frequency | Percent |
|-------|-------|-----------|---------|
| Valid | Yes   | 16        | 32.7    |
|       | No    | 33        | 67.3    |
|       | Total | 49        | 100.0   |

**SURV4**

|       |       | Frequency | Percent |
|-------|-------|-----------|---------|
| Valid | Yes   | 11        | 22.4    |
|       | No    | 38        | 77.6    |
|       | Total | 49        | 100.0   |

**SURV5**

|       |       | Frequency | Percent |
|-------|-------|-----------|---------|
| Valid | Yes   | 41        | 83.7    |
|       | No    | 8         | 16.3    |
|       | Total | 49        | 100.0   |

**SURV**

|       |       | Frequency | Percent |
|-------|-------|-----------|---------|
| Valid | 1     | 8         | 16.3    |
|       | 2     | 19        | 38.8    |
|       | 3     | 15        | 30.6    |
|       | 4     | 7         | 14.3    |
|       | Total | 49        | 100.0   |

**COG1**

| | | Frequency | Percent |
|---|---|---|---|
| Valid | Strongly disagree | 4 | 8.2 |
| | Disagree | 13 | 26.5 |
| | Neutral | 11 | 22.4 |
| | Agree | 17 | 34.7 |
| | Strongly agree | 4 | 8.2 |
| | Total | 49 | 100.0 |

**COG2**

| | | Frequency | Percent |
|---|---|---|---|
| Valid | Strongly disagree | 1 | 2.0 |
| | Disagree | 15 | 30.6 |
| | Neutral | 11 | 22.4 |
| | Agree | 19 | 38.8 |
| | Strongly agree | 3 | 6.1 |
| | Total | 49 | 100.0 |

**COG3**

| | | Frequency | Percent |
|---|---|---|---|
| Valid | Strongly disagree | 1 | 2.0 |
| | Disagree | 13 | 26.5 |
| | Neutral | 11 | 22.4 |
| | Agree | 16 | 32.7 |
| | Strongly agree | 8 | 16.3 |
| | Total | 49 | 100.0 |

**COG4**

| | | Frequency | Percent |
|---|---|---|---|
| Valid | Strongly disagree | 2 | 4.1 |
| | Disagree | 7 | 14.3 |
| | Neutral | 15 | 30.6 |
| | Agree | 19 | 38.8 |
| | Strongly agree | 6 | 12.2 |
| | Total | 49 | 100.0 |

**COG5**

| | | Frequency | Percent |
|---|---|---|---|
| Valid | Strongly disagree | 3 | 6.1 |
| | Disagree | 12 | 24.5 |
| | Neutral | 20 | 40.8 |
| | Agree | 11 | 22.4 |
| | Strongly agree | 3 | 6.1 |
| | Total | 49 | 100.0 |

**COG6**

| | | Frequency | Percent |
|---|---|---|---|
| Valid | Strongly disagree | 3 | 6.1 |
| | Disagree | 20 | 40.8 |
| | Neutral | 12 | 24.5 |
| | Agree | 11 | 22.4 |
| | Strongly agree | 3 | 6.1 |
| | Total | 49 | 100.0 |

**AFF1**

| | | Frequency | Percent |
|---|---|---|---|
| Valid | Disagree | 5 | 10.2 |
| | Neutral | 8 | 16.3 |
| | Agree | 26 | 53.1 |
| | Strongly agree | 10 | 20.4 |
| | Total | 49 | 100.0 |

**AFF2**

| | | Frequency | Percent |
|---|---|---|---|
| Valid | Strongly disagree | 1 | 2.0 |
| | Disagree | 9 | 18.4 |
| | Neutral | 12 | 24.5 |
| | Agree | 22 | 44.9 |
| | Strongly agree | 5 | 10.2 |
| | Total | 49 | 100.0 |

**AFF3**

| | | Frequency | Percent |
|---|---|---|---|
| Valid | Disagree | 12 | 24.5 |
| | Neutral | 13 | 26.5 |
| | Agree | 21 | 42.9 |
| | Strongly agree | 3 | 6.1 |
| | Total | 49 | 100.0 |

**AFF4**

| | | Frequency | Percent |
|---|---|---|---|
| Valid | Disagree | 5 | 10.2 |
| | Neutral | 8 | 16.3 |
| | Agree | 27 | 55.1 |
| | Strongly agree | 9 | 18.4 |
| | Total | 49 | 100.0 |

**AFF5**

| | | Frequency | Percent |
|---|---|---|---|
| Valid | Strongly disagree | 1 | 2.0 |
| | Disagree | 9 | 18.4 |
| | Neutral | 17 | 34.7 |
| | Agree | 19 | 38.8 |
| | Strongly agree | 3 | 6.1 |
| | Total | 49 | 100.0 |

**GEN1**

| | | Frequency | Percent |
|---|---|---|---|
| Valid | Strongly disagree | 8 | 16.3 |
| | Disagree | 12 | 24.5 |
| | Neutral | 12 | 24.5 |
| | Agree | 13 | 26.5 |
| | Strongly agree | 4 | 8.2 |
| | Total | 49 | 100.0 |

**GEN2**

|       |                   | Frequency | Percent |
|-------|-------------------|-----------|---------|
| Valid | Strongly disagree | 1         | 2.0     |
|       | Disagree          | 8         | 16.3    |
|       | Neutral           | 12        | 24.5    |
|       | Agree             | 20        | 40.8    |
|       | Strongly agree    | 8         | 16.3    |
|       | Total             | 49        | 100.0   |

**GEN3**

|       |                   | Frequency | Percent |
|-------|-------------------|-----------|---------|
| Valid | Strongly disagree | 1         | 2.0     |
|       | Disagree          | 10        | 20.4    |
|       | Neutral           | 13        | 26.5    |
|       | Agree             | 19        | 38.8    |
|       | Strongly agree    | 6         | 12.2    |
|       | Total             | 49        | 100.0   |

**GEN4**

|       |                   | Frequency | Percent |
|-------|-------------------|-----------|---------|
| Valid | Strongly disagree | 4         | 8.2     |
|       | Disagree          | 11        | 22.4    |
|       | Neutral           | 10        | 20.4    |
|       | Agree             | 19        | 38.8    |
|       | Strongly agree    | 5         | 10.2    |
|       | Total             | 49        | 100.0   |

**GEN5**

|       |                   | Frequency | Percent |
|-------|-------------------|-----------|---------|
| Valid | Strongly disagree | 2         | 4.1     |
|       | Disagree          | 17        | 34.7    |
|       | Neutral           | 13        | 26.5    |
|       | Agree             | 14        | 28.6    |
|       | Strongly agree    | 3         | 6.1     |
|       | Total             | 49        | 100.0   |

**GEN6**

| | | Frequency | Percent |
|---|---|---|---|
| Valid | Strongly disagree | 7 | 14.3 |
| | Disagree | 19 | 38.8 |
| | Neutral | 10 | 20.4 |
| | Agree | 11 | 22.4 |
| | Strongly agree | 2 | 4.1 |
| | Total | 49 | 100.0 |

**LEI1**

| | | Frequency | Percent |
|---|---|---|---|
| Valid | Strongly disagree | 4 | 8.2 |
| | Disagree | 9 | 18.4 |
| | Neutral | 8 | 16.3 |
| | Agree | 22 | 44.9 |
| | Strongly agree | 6 | 12.2 |
| | Total | 49 | 100.0 |

**LEI2**

| | | Frequency | Percent |
|---|---|---|---|
| Valid | Strongly disagree | 5 | 10.2 |
| | Disagree | 15 | 30.6 |
| | Neutral | 15 | 30.6 |
| | Agree | 10 | 20.4 |
| | Strongly agree | 4 | 8.2 |
| | Total | 49 | 100.0 |

**LEI3**

| | | Frequency | Percent |
|---|---|---|---|
| Valid | Strongly disagree | 3 | 6.1 |
| | Disagree | 13 | 26.5 |
| | Neutral | 10 | 20.4 |
| | Agree | 19 | 38.8 |
| | Strongly agree | 4 | 8.2 |
| | Total | 49 | 100.0 |

**LEI4**

|  |  | Frequency | Percent |
|---|---|---|---|
| Valid | Strongly disagree | 2 | 4.1 |
|  | Disagree | 4 | 8.2 |
|  | Neutral | 12 | 24.5 |
|  | Agree | 25 | 51.0 |
|  | Strongly agree | 6 | 12.2 |
|  | Total | 49 | 100.0 |

**LEI5**

|  |  | Frequency | Percent |
|---|---|---|---|
| Valid | Strongly disagree | 3 | 6.1 |
|  | Disagree | 5 | 10.2 |
|  | Neutral | 10 | 20.4 |
|  | Agree | 24 | 49.0 |
|  | Strongly agree | 7 | 14.3 |
|  | Total | 49 | 100.0 |

**CUL1**

|  |  | Frequency | Percent |
|---|---|---|---|
| Valid | Strongly disagree | 2 | 4.1 |
|  | Disagree | 6 | 12.2 |
|  | Neutral | 13 | 26.5 |
|  | Agree | 19 | 38.8 |
|  | Strongly agree | 9 | 18.4 |
|  | Total | 49 | 100.0 |

**CUL2**

|  |  | Frequency | Percent |
|---|---|---|---|
| Valid | Strongly disagree | 3 | 6.1 |
|  | Disagree | 8 | 16.3 |
|  | Neutral | 15 | 30.6 |
|  | Agree | 18 | 36.7 |
|  | Strongly agree | 5 | 10.2 |
|  | Total | 49 | 100.0 |

**CUL3**

| | | Frequency | Percent |
|---|---|---|---|
| Valid | Strongly disagree | 2 | 4.1 |
| | Disagree | 3 | 6.1 |
| | Neutral | 9 | 18.4 |
| | Agree | 22 | 44.9 |
| | Strongly agree | 13 | 26.5 |
| | Total | 49 | 100.0 |

**CUL4**

| | | Frequency | Percent |
|---|---|---|---|
| Valid | Strongly disagree | 2 | 4.1 |
| | Disagree | 4 | 8.2 |
| | Neutral | 13 | 26.5 |
| | Agree | 18 | 36.7 |
| | Strongly agree | 12 | 24.5 |
| | Total | 49 | 100.0 |

**CUL5**

| | | Frequency | Percent |
|---|---|---|---|
| Valid | Strongly disagree | 5 | 10.2 |
| | Disagree | 4 | 8.2 |
| | Neutral | 13 | 26.5 |
| | Agree | 19 | 38.8 |
| | Strongly agree | 8 | 16.3 |
| | Total | 49 | 100.0 |

**INF1**

| | | Frequency | Percent |
|---|---|---|---|
| Valid | Strongly disagree | 7 | 14.3 |
| | Disagree | 12 | 24.5 |
| | Neutral | 14 | 28.6 |
| | Agree | 15 | 30.6 |
| | Strongly agree | 1 | 2.0 |
| | Total | 49 | 100.0 |

**INF2**

|  |  | Frequency | Percent |
|---|---|---|---|
| Valid | Strongly disagree | 7 | 14.3 |
|  | Disagree | 13 | 26.5 |
|  | Neutral | 17 | 34.7 |
|  | Agree | 11 | 22.4 |
|  | Strongly agree | 1 | 2.0 |
|  | Total | 49 | 100.0 |

**INF3**

|  |  | Frequency | Percent |
|---|---|---|---|
| Valid | Strongly disagree | 5 | 10.2 |
|  | Disagree | 12 | 24.5 |
|  | Neutral | 18 | 36.7 |
|  | Agree | 13 | 26.5 |
|  | Strongly agree | 1 | 2.0 |
|  | Total | 49 | 100.0 |

**INF4**

|  |  | Frequency | Percent |
|---|---|---|---|
| Valid | Strongly disagree | 6 | 12.2 |
|  | Disagree | 15 | 30.6 |
|  | Neutral | 14 | 28.6 |
|  | Agree | 13 | 26.5 |
|  | Strongly agree | 1 | 2.0 |
|  | Total | 49 | 100.0 |

**INF5**

|  |  | Frequency | Percent |
|---|---|---|---|
| Valid | Strongly disagree | 7 | 14.3 |
|  | Disagree | 11 | 22.4 |
|  | Neutral | 19 | 38.8 |
|  | Agree | 10 | 20.4 |
|  | Strongly agree | 2 | 4.1 |
|  | Total | 49 | 100.0 |

**POL1**

|       |                   | Frequency | Percent |
|-------|-------------------|-----------|---------|
| Valid | Strongly disagree | 14        | 28.6    |
|       | Disagree          | 18        | 36.7    |
|       | Neutral           | 11        | 22.4    |
|       | Agree             | 6         | 12.2    |
|       | Total             | 49        | 100.0   |

**POL2**

|       |                   | Frequency | Percent |
|-------|-------------------|-----------|---------|
| Valid | Strongly disagree | 6         | 12.2    |
|       | Disagree          | 21        | 42.9    |
|       | Neutral           | 8         | 16.3    |
|       | Agree             | 12        | 24.5    |
|       | Strongly agree    | 2         | 4.1     |
|       | Total             | 49        | 100.0   |

**POL3**

|       |                   | Frequency | Percent |
|-------|-------------------|-----------|---------|
| Valid | Strongly disagree | 7         | 14.3    |
|       | Disagree          | 9         | 18.4    |
|       | Neutral           | 10        | 20.4    |
|       | Agree             | 18        | 36.7    |
|       | Strongly agree    | 5         | 10.2    |
|       | Total             | 49        | 100.0   |

**POL4**

|       |                   | Frequency | Percent |
|-------|-------------------|-----------|---------|
| Valid | Strongly disagree | 7         | 14.3    |
|       | Disagree          | 8         | 16.3    |
|       | Neutral           | 10        | 20.4    |
|       | Agree             | 18        | 36.7    |
|       | Strongly agree    | 6         | 12.2    |
|       | Total             | 49        | 100.0   |

**POL5**

|  |  | Frequency | Percent |
|---|---|---|---|
| Valid | Strongly disagree | 17 | 34.7 |
|  | Disagree | 17 | 34.7 |
|  | Neutral | 11 | 22.4 |
|  | Agree | 3 | 6.1 |
|  | Strongly agree | 1 | 2.0 |
|  | Total | 49 | 100.0 |

*Appendix C: Descriptive Statistics*

**Descriptive Statistics**

|      | Valid N | Mean | Median | Minimum | Maximum | Std.Dev. |
|------|---------|------|--------|---------|---------|----------|
| **COG1** | 49 | 3.08 | 3 | 1 | 5 | 1.13 |
| **COG2** | 49 | 3.16 | 3 | 1 | 5 | 1.01 |
| **COG3** | 49 | 3.35 | 3 | 1 | 5 | 1.11 |
| **COG4** | 49 | 3.41 | 4 | 1 | 5 | 1.02 |
| **COG5** | 49 | 2.98 | 3 | 1 | 5 | 0.99 |
| **COG6** | 49 | 2.82 | 3 | 1 | 5 | 1.05 |
| **AFF1** | 49 | 3.84 | 4 | 2 | 5 | 0.87 |
| **AFF2** | 49 | 3.43 | 4 | 1 | 5 | 0.98 |
| **AFF3** | 49 | 3.31 | 3 | 2 | 5 | 0.92 |
| **AFF4** | 49 | 3.82 | 4 | 2 | 5 | 0.86 |
| **AFF5** | 49 | 3.29 | 3 | 1 | 5 | 0.91 |
| **GEN1** | 49 | 2.86 | 3 | 1 | 5 | 1.22 |
| **GEN2** | 49 | 3.53 | 4 | 1 | 5 | 1.02 |
| **GEN3** | 49 | 3.39 | 4 | 1 | 5 | 1.02 |
| **GEN4** | 49 | 3.20 | 3 | 1 | 5 | 1.15 |
| **GEN5** | 49 | 2.98 | 3 | 1 | 5 | 1.03 |
| **GEN6** | 49 | 2.63 | 2 | 1 | 5 | 1.11 |
| **LEI1** | 49 | 3.35 | 4 | 1 | 5 | 1.16 |
| **LEI2** | 49 | 2.86 | 3 | 1 | 5 | 1.12 |
| **LEI3** | 49 | 3.16 | 3 | 1 | 5 | 1.11 |
| **LEI4** | 49 | 3.59 | 4 | 1 | 5 | 0.96 |
| **LEI5** | 49 | 3.55 | 4 | 1 | 5 | 1.06 |
| **CUL1** | 49 | 3.55 | 4 | 1 | 5 | 1.06 |
| **CUL2** | 49 | 3.29 | 3 | 1 | 5 | 1.06 |
| **CUL3** | 49 | 3.84 | 4 | 1 | 5 | 1.03 |
| **CUL4** | 49 | 3.69 | 4 | 1 | 5 | 1.06 |
| **CUL5** | 49 | 3.43 | 4 | 1 | 5 | 1.17 |
| **INF1** | 49 | 2.82 | 3 | 1 | 5 | 1.09 |
| **INF2** | 49 | 2.71 | 3 | 1 | 5 | 1.04 |
| **INF3** | 49 | 2.86 | 3 | 1 | 5 | 1.00 |

| | | | | | | |
|---|---|---|---|---|---|---|
| **INF4** | 49 | 2.76 | 3 | 1 | 5 | 1.05 |
| **INF5** | 49 | 2.78 | 3 | 1 | 5 | 1.07 |
| **POL1** | 49 | 2.18 | 2 | 1 | 4 | 0.99 |
| **POL2** | 49 | 2.65 | 2 | 1 | 5 | 1.11 |
| **POL3** | 49 | 3.10 | 3 | 1 | 5 | 1.25 |
| **POL4** | 49 | 3.16 | 3 | 1 | 5 | 1.26 |
| **POL5** | 49 | 2.06 | 2 | 1 | 5 | 1.01 |

*Appendix D: Cronbach's Alpha*

**Cronbach alpha: 0.82**

**Average inter-item corr.: 0.45**

|  | Itm-Totl Correl. | Alpha if deleted |
|---|---|---|
| COG1 | 0.42 | 0.83 |
| COG2 | 0.70 | 0.76 |
| COG3 | 0.76 | 0.75 |
| COG4 | 0.63 | 0.78 |
| COG5 | 0.52 | 0.80 |
| COG6 | 0.49 | 0.81 |

**Cronbach alpha: 0.84**

**Average inter-item corr.: 0.47**

|  | Itm-Totl Correl. | Alpha if deleted |
|---|---|---|
| GEN1 | 0.68 | 0.80 |
| GEN2 | 0.52 | 0.83 |
| GEN3 | 0.70 | 0.79 |
| GEN4 | 0.70 | 0.79 |
| GEN5 | 0.57 | 0.82 |
| GEN6 | 0.50 | 0.83 |

**Cronbach alpha: 0.78**

**Average inter-item corr.: 0.42**

|  | Itm-Totl Correl. | Alpha if deleted |
|---|---|---|
| POL1 | 0.36 | 0.79 |
| POL2 | 0.67 | 0.69 |
| POL3 | 0.61 | 0.71 |
| POL4 | 0.57 | 0.73 |
| POL5 | 0.53 | 0.74 |

**Cronbach alpha: 0.77**

**Average inter-item corr.: 0.41**

|  | Itm-Totl Correl. | Alpha if deleted |
|---|---|---|
| AFF1 | 0.64 | 0.70 |
| AFF2 | 0.63 | 0.70 |

**Cronbach alpha: 0.83**

**Average inter-item corr.: 0.50**

|  | Itm-Totl Correl. | Alpha if deleted |
|---|---|---|
| LEI1 | 0.54 | 0.82 |
| LEI2 | 0.61 | 0.80 |

| | | | | | | |
|------|------|------|---|------|------|------|
| AFF3 | 0.57 | 0.72 | | LEI3 | 0.65 | 0.79 |
| AFF4 | 0.33 | 0.80 | | LEI4 | 0.67 | 0.78 |
| AFF5 | 0.56 | 0.73 | | LEI5 | 0.67 | 0.78 |

**Cronbach alpha: 0.86**

**Average inter-item corr.: 0.57**

**Cronbach alpha: 0.83**

**Average inter-item corr.: 0.52**

| | Itm-Totl Correl. | Alpha if deleted | | | Itm-Totl Correl. | Alpha if deleted |
|------|------|------|---|------|------|------|
| INF1 | 0.57 | 0.86 | | CUL1 | 0.49 | 0.84 |
| INF2 | 0.71 | 0.83 | | CUL2 | 0.61 | 0.81 |
| INF3 | 0.62 | 0.85 | | CUL3 | 0.84 | 0.75 |
| INF4 | 0.75 | 0.82 | | CUL4 | 0.70 | 0.78 |
| INF5 | 0.77 | 0.81 | | CUL5 | 0.57 | 0.82 |

*Appendix E: Factors*

**Descriptive Statistics**

| | Valid N | Mean | Median | Minimum | Maximum | Lower Quartile | Upper Quartile | Std.Dev. |
|---|---|---|---|---|---|---|---|---|
| **COG** | 49 | 3.13 | 3.17 | 1.67 | 4.50 | 2.50 | 3.67 | 0.76 |
| **AFF** | 49 | 3.53 | 3.60 | 1.80 | 5.00 | 3.20 | 4.00 | 0.66 |
| **GEN** | 49 | 3.10 | 3.00 | 1.67 | 4.83 | 2.33 | 3.50 | 0.81 |
| **LEI** | 49 | 3.30 | 3.40 | 1.20 | 4.80 | 2.80 | 3.80 | 0.83 |
| **CUL** | 49 | 3.56 | 3.60 | 1.40 | 4.80 | 3.20 | 4.20 | 0.84 |
| **POL** | 49 | 2.63 | 2.40 | 1.00 | 4.40 | 2.20 | 3.20 | 0.82 |
| **INF** | 49 | 2.78 | 2.80 | 1.00 | 4.40 | 2.40 | 3.40 | 0.84 |
| **SURV** | 49 | 2.43 | 2.00 | 1.00 | 4.00 | 2.00 | 3.00 | 0.94 |

**Correlations**

**Marked correlations (in red) are significant at p < .05**

| | COG | AFF | INF | GEN | LEI | CUL | POL |
|---|---|---|---|---|---|---|---|
| **COG** | 1.00 | | | | | | |
| **AFF** | 0.57 | 1.00 | | | | | |
| **INF** | 0.23 | 0.19 | 1.00 | | | | |
| **GEN** | 0.51 | 0.40 | 0.32 | 1.00 | | | |
| **LEI** | 0.39 | 0.55 | 0.13 | 0.65 | 1.00 | | |
| **CUL** | 0.47 | 0.48 | 0.05 | 0.56 | 0.64 | 1.00 | |
| **POL** | 0.43 | 0.16 | 0.29 | 0.46 | 0.30 | 0.37 | 1.00 |
| **SURV** | 0.15 | 0.21 | 0.13 | 0.05 | 0.13 | 0.06 | 0.20 | 1.00 |

*Appendix F: t-Test*

## T-tests comparing the two genders

**T-tests;       Grouping:**

**GENDER**

| | Mean Female | Mean Male | t-value | df | p | Valid N Female | Valid N Male | Std.Dev. Female | Std.Dev. Male |
|---|---|---|---|---|---|---|---|---|---|
| **COG** | 3.23 | 3.03 | 0.94 | 47 | 0.3507 | 25 | 24 | 0.60 | 0.90 |
| **AFF** | 3.60 | 3.47 | 0.70 | 47 | 0.4846 | 25 | 24 | 0.59 | 0.73 |
| **GEN** | 3.03 | 3.17 | -0.63 | 47 | 0.5330 | 25 | 24 | 0.78 | 0.86 |
| **LEI** | 3.46 | 3.14 | 1.33 | 47 | 0.1900 | 25 | 24 | 0.65 | 0.98 |
| **CUL** | 3.54 | 3.58 | -0.13 | 47 | 0.8984 | 25 | 24 | 0.89 | 0.79 |
| **POL** | 2.72 | 2.54 | 0.76 | 47 | 0.4524 | 25 | 24 | 0.74 | 0.90 |
| **INF** | 2.90 | 2.66 | 1.02 | 47 | 0.3137 | 25 | 24 | 0.90 | 0.79 |
| **SURV** | 2.32 | 2.54 | -0.83 | 47 | 0.4127 | 25 | 24 | 0.99 | 0.88 |

**No significant differences (all p-values > 0.05)**

## Appendix G: ANOVA

<span style="color:red">**ANOVAs comparing the age catgegories**</span>
<span style="color:red">**(The last two age categories were combined because of small n's)**</span>

**Breakdown Table of Descriptive Statistics**

| Age_new | COG Means | COG N | COG Std.Dev. | AFF Means | AFF N | AFF Std.Dev. | INF Means | INF N | INF Std.Dev. | GEN Means | GEN N | GEN Std.Dev. | LEI Means | LEI N | LEI Std.Dev. | CUL Means | CUL N | CUL Std.Dev. | POL Means | POL N | POL Std.Dev. | SURV Means | SURV N | SURV Std.Dev. |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 25-34 years | 3.17 | 14 | 0.98 | 3.47 | 14 | 0.62 | 2.59 | 14 | 1.02 | 3.36 | 14 | 0.97 | 3.29 | 14 | 1.02 | 3.54 | 14 | 0.89 | 2.86 | 14 | 0.86 | 2.57 | 14 | 0.94 |
| 35-44 years | 3.08 | 21 | 0.61 | 3.60 | 21 | 0.62 | 2.83 | 21 | 0.76 | 2.82 | 21 | 0.71 | 3.19 | 21 | 0.81 | 3.65 | 21 | 0.88 | 2.49 | 21 | 0.84 | 2.24 | 21 | 0.89 |
| 45+ years | 3.18 | 14 | 0.77 | 3.50 | 14 | 0.79 | 2.91 | 14 | 0.80 | 3.26 | 14 | 0.71 | 3.49 | 14 | 0.69 | 3.44 | 14 | 0.76 | 2.63 | 14 | 0.75 | 2.57 | 14 | 1.02 |
| **All Grps** | **3.13** | **49** | **0.76** | **3.53** | **49** | **0.66** | **2.78** | **49** | **0.84** | **3.10** | **49** | **0.81** | **3.30** | **49** | **0.83** | **3.56** | **49** | **0.84** | **2.63** | **49** | **0.82** | **2.43** | **49** | **0.94** |

## Analysis of Variance

|  | F | p |
|---|---|---|
| **COG** | 0.09 | 0.9166 |
| **AFF** | 0.18 | 0.8352 |
| **GEN** | 2.37 | 0.1047 |
| **LEI** | 0.52 | 0.5981 |
| **CUL** | 0.25 | 0.7819 |
| **POL** | 0.86 | 0.4311 |
| **INF** | 0.57 | 0.5687 |
| **SURV** | 0.75 | 0.4762 |

**No significant differences (all p-values > 0.05)**

**ANOVAs comparing the education catgegories**

Breakdown Table of Descriptive Statistics

| EDUCATION | COG Means | COG N | COG Std.Dev. | AFF Means | AFF N | AFF Std.Dev. | INF Means | INF N | INF Std.Dev. | GEN Means | GEN N | GEN Std.Dev. | LEI Means | LEI N | LEI Std.Dev. | CUL Means | CUL N | CUL Std.Dev. | POL Means | POL N | POL Std.Dev. | SURV Means | SURV N | SURV Std.Dev. |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Secondary | 3.03 | 11 | 0.66 | 3.51 | 11 | 0.72 | 2.31 | 11 | 0.74 | 2.67 | 11 | 0.68 | 3.15 | 11 | 0.93 | 3.38 | 11 | 0.97 | 2.29 | 11 | 0.56 | 2.00 | 11 | 0.77 |
| Undergraduate | 3.03 | 19 | 0.68 | 3.45 | 19 | 0.60 | 2.91 | 19 | 0.88 | 3.20 | 19 | 0.75 | 3.51 | 19 | 0.56 | 3.60 | 19 | 0.71 | 2.73 | 19 | 0.86 | 2.53 | 19 | 0.90 |
| Post Graduate | 3.30 | 19 | 0.89 | 3.63 | 19 | 0.70 | 2.94 | 19 | 0.80 | 3.25 | 19 | 0.90 | 3.19 | 19 | 1.00 | 3.62 | 19 | 0.90 | 2.74 | 19 | 0.88 | 2.58 | 19 | 1.02 |
| **All Grps** | **3.13** | **49** | **0.76** | **3.53** | **49** | **0.66** | **2.78** | **49** | **0.84** | **3.10** | **49** | **0.81** | **3.30** | **49** | **0.83** | **3.56** | **49** | **0.84** | **2.63** | **49** | **0.82** | **2.43** | **49** | **0.94** |

## Analysis of Variance

|  | F | p |
|---|---|---|
| **COG** | 0.72 | 0.4902 |
| **AFF** | 0.35 | 0.7055 |
| **GEN** | 2.11 | 0.1333 |
| **LEI** | 0.93 | 0.4023 |
| **CUL** | 0.31 | 0.7331 |
| **POL** | 1.25 | 0.2973 |
| **INF** | 2.38 | 0.1043 |
| **SURV** | 1.54 | 0.2258 |

**No significant differences (all p-values > 0.05)**

Breakdown Table of Descriptive Statistics

| Income_new | COG Means | COG N | COG Std.Dev. | AFF Means | AFF N | AFF Std.Dev. | INF Means | INF N | INF Std.Dev. | GEN Means | GEN N | GEN Std.Dev. | LEI Means | LEI N | LEI Std.Dev. | CUL Means | CUL N | CUL Std.Dev. | POL Means | POL N | POL Std.Dev. | SURV Means | SURV N | SURV Std.Dev. |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Up to R25 000 | 3.14 | 20 | 0.77 | 3.55 | 20 | 0.68 | 2.59 | 20 | 1.05 | 3.12 | 20 | 0.98 | 3.49 | 20 | 0.87 | 3.49 | 20 | 0.93 | 2.56 | 20 | 0.69 | 2.45 | 20 | 0.94 |
| R25 001 - R50 000 | 3.23 | 21 | 0.64 | 3.56 | 21 | 0.60 | 3.00 | 21 | 0.67 | 3.19 | 21 | 0.55 | 3.30 | 21 | 0.59 | 3.83 | 21 | 0.63 | 2.85 | 21 | 0.74 | 2.14 | 21 | 0.85 |
| R50 001+ | 2.85 | 8 | 1.05 | 3.43 | 8 | 0.82 | 2.70 | 8 | 0.61 | 2.81 | 8 | 0.97 | 2.83 | 8 | 1.17 | 3.03 | 8 | 0.89 | 2.25 | 8 | 1.19 | 3.13 | 8 | 0.83 |
| All Grps | 3.13 | 49 | 0.76 | 3.53 | 49 | 0.66 | 2.78 | 49 | 0.84 | 3.10 | 49 | 0.81 | 3.30 | 49 | 0.83 | 3.56 | 49 | 0.84 | 2.63 | 49 | 0.82 | 2.43 | 49 | 0.94 |

## Analysis of Variance

**Marked effects (in red) are significant at $p < .05$**

| | F | p |
|---|---|---|
| COG | 0.70 | 0.5026 |
| AFF | 0.13 | 0.8790 |
| GEN | 0.62 | 0.5405 |
| LEI | 1.88 | 0.1634 |
| CUL | 3.02 | 0.0584 |
| POL | 1.72 | 0.1901 |
| INF | 1.27 | 0.2909 |
| SURV | 3.54 | 0.0371 |

*Appendix H: Survey Item Literature Sources*

| Dependant variable: **IMAGE OF NELSON MANDELA BAY** | Source of items |
|---|---|
| Operationilisation: In this study Image refers to the summation of beliefs, ideas and impressions that are influenced by cognitive and affective components that make up the overall image of a destination (Beerli and Martin, 2004; Chen and Phou, 2013 and Prayag, 2007). | |
| I visited Nelson Mandela Bay before | Cherifi et al. (2014), Alvarez and Campo (2014) |
| I have invested in Nelson Mandela Bay before | Cherifi et al. (2014), Alvarez and Campo (2014) |
| I intend investing in Nelson Mandela Bay | Cherifi et al. (2014), Alvarez and Campo (2014) |
| Have you invested anywhere in South Africa? | |
| I intend visiting Nelson Mandela Bay | Cherifi et al. (2014), Alvarez and Campo (2014) |
| Independent Variable: **DEMOGRAPHIC VARIABLES** | Source of items |
| Socio-demographic variables include gender, age, occupation, education and social class as well as motivations, personal values, personality and lifestyle.  These are summed up as the individual's personal characteristics. | |
| Gender:          Male          Female | Baloglu, 1997; Baloglu and McCleary, 1999a; Calantone, Chen and Kerstetter, 1999; Di Benetton, Hakam and Bojanic, 1989; Stern and Krakover, 1993; Walmsley and Jenkins, 1993; Beerli and Martín, 2004b |

| Age: | 18-24 25-34 35-44 45-54 55 and over | Baloglu, 1997; Baloglu and McCleary, 1999a; Calantone, Chen and Kerstetter, 1999; Di Benetton, Hakam and Bojanic, 1989; Stern and Krakover, 1993; Walmsley and Jenkins, 1993; Beerli and Martín, 2004b |
|---|---|---|
| Education Level: | Primary Secondary Undergraduate Post Graduate | Baloglu, 1997; Baloglu and McCleary, 1999a; Calantone, Chen and Kerstetter, 1999; Di Benetton, Hakam and Bojanic, 1989; Stern and Krakover, 1993; Walmsley and Jenkins, 1993; Beerli and Martín, 2004b |
| Occupation: Employed<br><br>Self-employed<br><br>Retired | | Baloglu, 1997; Baloglu and McCleary, 1999a; Calantone, Chen and Kerstetter, 1999; Di Benetton, Hakam and Bojanic, 1989; Stern and Krakover, 1993; Walmsley and Jenkins, 1993; Beerli and Martín, 2004b |
| Monthly Household Income:<br><br>  - 10 000<br>10 001  - 25 000<br>25 001  - 35 000<br>35 001  - 50 000<br>50 001  - 75 000<br>75 001  > | | Baloglu, 1997; Baloglu and McCleary, 1999a; Calantone, Chen and Kerstetter, 1999; Di Benetton, Hakam and Bojanic, 1989; Stern and Krakover, 1993; Walmsley and Jenkins, 1993; Beerli and Martín, 2004b |
| Which Country do you live in? | | Baloglu, 1997; Baloglu and McCleary, 1999a; Calantone, Chen and Kerstetter, 1999; Di Benetton, Hakam and Bojanic, 1989; Stern and Krakover, 1993; Walmsley and Jenkins, 1993; Beerli and |

| | Martín, 2004b |
|---|---|
| Which sector are you employed in?<br><br>Agriculture<br>Mining<br>Manufacturing<br>Utilities<br>Construction<br>Trade<br>Transport<br>Finance and other business services<br>Community and Social Services<br>Local Government<br>Retired | Baloglu, 1997; Baloglu and McCleary, 1999a; Calantone, Chen and Kerstetter, 1999; Di Benetton, Hakam and Bojanic, 1989; Stern and Krakover, 1993; Walmsley and Jenkins, 1993; Beerli and Martín, 2004b |

| Independent variable: **COGNITIVE COMPONENT** | Source of items |
|---|---|
| Operationilisation: In this study cognitive component refers to the knowledge and beliefs about a place. | |
| NMB has a good reputation | Beerli and Martin, 2004a; Beerli and Martin, 2004b; |
| NMB offers good business opportunities | Beerli and Martin, 2004a; Beerli and Martin, 2004b; |
| NMB offers investment opportunities | Beerli and Martin, 2004a; Beerli and Martin, 2004b; |
| NMB has good infrastructure such as access to roads, Buildings; etc | Beerli and Martin, 2004a; Beerli and Martin, 2004b; |
| NMB offers sustainable alternative energy solutions | Beerli and Martin, 2004a; Beerli and Martin, 2004b; |

| | |
|---|---|
| NMB has sufficient transport networks | Beerli and Martin, 2004a; Beerli and Martin, 2004b; |
| Independent variable: **AFFECTIVE COMPONENT** | Source of items |
| Operationilisation: The affective aspects are emotions and feelings about the place | |
| NMB is a pleasant place | Beerli and Martin, 2004a; Beerli and Martin, 2004b; |
| NMB is an arousing destination | Beerli and Martin, 2004a; Beerli and Martin, 2004b; |
| NMB is an exciting place | Beerli and Martin, 2004a; Beerli and Martin, 2004b; |
| NMB is a relaxing place | Beerli and Martin, 2004a; Beerli and Martin, 2004b; |
| NMB is an adventurous place | Beerli and Martin, 2004a; Beerli and Martin, 2004b; |
| Independent variable: **GENERAL INFRASTRUCTURE AND SOCIAL ENVIRONMENT** | Source of items |
| Operationilisation: Some destinations share similar images such as mountains, beaches, culture, heritage, etc. as mentioned earlier, individuals will be motivated to visit destinations that share a similar culture, so they are also motivated to visit a destination that shares similar infrastructure or social environments (Hong et al., 2006) | |
| NMB has well maintained roads | Beerli and Martin, 2004 |
| NMB has accessible ports | Beerli and Martin, 2004 |
| NMB has good commercial infrastructure | Beerli and Martin, 2004 |
| NMB has good hospital facilities | Beerli and Martin, 2004 |
| NMB has good private transport facilities | Beerli and Martin, 2004 |

| | |
|---|---|
| NMB has good public transport facilities | Beerli and Martin, 2004 |
| Independent variable: **LEISURE AND RECREATION** | Source of items |
| Operationilisation: Leisure and recreation include elements such as scenery, activities and memorable experiences (Cegarra Navarro and Martinez-Martinez, 2011). | |
| NMB has a variety of restaurants | Cegarra Navarro and Martinez-Martinez, 2011 |
| NMB has a vibrant night life | Cegarra Navarro and Martinez-Martinez, 2011 |
| NMB has adventure activities | Cegarra Navarro and Martinez-Martinez, 2011 |
| NMB has modern shopping facilities | Cegarra Navarro and Martinez-Martinez, 2011 |
| NMB has beautiful parks | Cegarra Navarro and Martinez-Martinez, 2011 |
| Independent variable: **CULTURE** | Source of items |
| Operationilisation: Culture plays a significant role in the perception of a destination image. How close the destination's culture is to the individual's own culture will determine whether they are attracted to the destination according to the image that is perceived. | |
| NMB has places of historical or cultural interest | Beerli and Martin, 2004; Chen and Phou, 2013 |
| NMB has interesting cultural activities | Beerli and Martin, 2004; Chen and Phou, 2013 |
| Residents in NMB are hospitable and friendly | Beerli and Martin, 2004; Chen and Phou, 2013 |
| NMB offers a good quality of life | Beerli and Martin, 2004; Chen and Phou, 2013 |
| NMB offers balanced living | Beerli and Martin, 2004; Chen and Phou, 2013 |

| Independent variable: **INFORMATION SOURCE CONSULTED** | Source of items |
|---|---|
| Operationilisation: In this study Information sources can take the form of history books, the media, internet and word-of-mouth and these information sources are the influences that create perceptions about a destination. Lepp et al. (2011) | |
| I receive information to invest from the internet | Ho, Lin, and Chen, 2012; Llodrà-Riera et al. 2015; Munar, 2011; Papathanassis and Knolle, 2011; Xiang and Gretzel, 2010 |
| ……from the print media | Ho, Lin, and Chen, 2012; Llodrà-Riera et al. 2015; Munar, 2011; Papathanassis and Knolle, 2011; Xiang and Gretzel, 2010 |
| ………..from word of mouth | Ho, Lin, and Chen, 2012; Llodrà-Riera et al. 2015; Munar, 2011; Papathanassis and Knolle, 2011; Xiang and Gretzel, 2010 |
| ………….from past experience | (Beerli and Martín, 2004; Lee and Lockhsin (2012); Cherifi et al. (2014) |
| ………….from other investors | (Beerli and Martín, 2004; Lee and Lockhsin (2012); Cherifi et al. (2014) |
| Independent variable: **POLITICAL AND ECONOMIC FACTORS** | Source of items |
| Operationilisation: Africa is associated with a lot perceived risk. Africa has the perception of war, crime, social instability, poor governance, lack of health, poverty, etc which influence the affective components of a destination. As previously mentioned, the affective components carry greater weight when an individual creates an image of a destination. Therefore, there is great risk associated with Africa and African countries (Lepp et al., 2011). Therefore the image is portrayed negatively across the entire African continent with no recognition for national or regional variability. | |

| | |
|---|---|
| NMB is politically stable | Ho, Lin, and Chen, 2012; Llodrà-Riera et al. 2015; Lepp et al., 2011; Munar, 2011; Papathanassis and Knolle, 2011; Xiang and Gretzel, 2010 |
| NMB is economically stable | Ho, Lin, and Chen, 2012; Llodrà-Riera et al. 2015; Lepp et al., 2011; Munar, 2011; Papathanassis and Knolle, 2011; Xiang and Gretzel, 2010 |
| Political stability influences my decision to invest | Ho, Lin, and Chen, 2012; Llodrà-Riera et al. 2015; Lepp et al., 2011; Munar, 2011; Papathanassis and Knolle, 2011; Xiang and Gretzel, 2010 |
| Political unrest influences my decision to invest | Ho, Lin, and Chen, 2012; Llodrà-Riera et al. 2015; Lepp et al., 2011; Munar, 2011; Papathanassis and Knolle, 2011; Xiang and Gretzel, 2010 |
| NMB is relatively safe with a low crime rate | Ho, Lin, and Chen, 2012; Llodrà-Riera et al. 2015; Lepp et al., 2011; Munar, 2011; Papathanassis and Knolle, 2011; Xiang and Gretzel, 2010 |

**Nelson Mandela Metropolitan University**
*for tomorrow*

FORM E

### ETHICS CLEARANCE FOR TREATISES/DISSERTATIONS/THESES

*Please type or complete in black ink*

FACULTY: BUSINESS AND ECONOMIC SCIENCE

SCHOOL/DEPARTMENT: BUSINESS SCHOOL

I, (surname and initials of supervisor) MARGARET CULLEN

the supervisor for (surname and initials of candidate) BUSH . CL.

_____ (student number) 197160510

a candidate for the degree of MBA

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

IMAGE OF NELSON MANDELA BAY :
An EXTERNAL STAKEHOLDERS PERSPECTIVE

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? | | ✓ |
| 2. Is the study based on a research population defined as 'vulnerable' in terms of age, physical characteristics and/or disease status? | | ✓ |
| 2.1 Are subjects/participants/respondents of your study: | | ✓ |
| (a) Children under the age of 18? | | ✓ |
| (b) NMMU staff? | | ✓ |
| (c) NMMU students? | | ✓ |
| (d) The elderly/persons over the age of 60? | | ✓ |
| (e) A sample from an institution (e.g. hospital/school)? | | ✓ |
| (f) Handicapped (e.g. mentally or physically)? | | ✓ |

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| | | |
|---|---|---|
| 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) | | ✓ |
| 3.1 Are you intending to access participant data from an existing, stored repository (e.g. school, institutional or university records)? | | ✓ |
| 4. Will the participant's privacy, anonymity or confidentiality be compromised? | | ✓ |
| 4.1 Are you administering a questionnaire/survey that: | | |
| (a) Collects sensitive/identifiable data from participants? | | ✓ |
| (b) Does not guarantee the anonymity of the participant? | | ✓ |
| (c) Does not guarantee the confidentiality of the participant and the data? | | ✓ |
| (d) Will offer an incentive to respondents to participate, i.e. a lucky draw or any other prize? | | ✓ |
| (e) Will create doubt whether sample control measures are in place? | | ✓ |
| (f) Will be distributed electronically via email (and requesting an email response)? Note: • If your questionnaire DOES NOT request respondents' identification, is distributed electronically and you request respondents to return it *manually* (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. | | ✓ |

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 RECH (Ethics) representative.

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

_(signature)_

**SUPERVISOR(S)**

25/8/15
**DATE**

pp _(signature)_

**HEAD OF DEPARTMENT**

25/8/2015
**DATE**

_(signature)_

**STUDENT(S)**

25/8/2015
**DATE**

*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.