



Socio-cultural, geographical and financial factors that influence a tourist's overall experience of Township Tours in the Western Cape, South Africa

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Abstract

Consumers are becoming more focused on the experience attached to a service or product, which can be created through the use of the experience economy. An experience is created through various indicators and becomes a main driver of overall satisfaction. This study focusses on the tourism industry in South Africa, specifically, township tourism in the Western Cape. The purpose of this article is to investigate the relation between authenticity, memorabilia, entertaining experience, safety, tour conditions, monetary value, flow of income, and the tourists' overall satisfaction of township tours in the Western Cape. These variables or indicators of experience in the tourism industry are grouped into three categories; socio-cultural; geographical, and; financial factors. Furthermore, the disconfirmation theory as well as the expectancy value theory are utilised to explain the relation between the variables of the study. This study makes use of a quantitative research paradigm and the data was collected by means of a questionnaire. The findings of this article state tourist' overall experience of township tours relate strongly on the interaction with the locals, availability of memorabilia, and arts and crafts. Tour guides provide tourists with adequate information and knowledge to provide a feeling of safety. From the findings, recommendations to the stakeholders of township tours are made, The managerial implication is that the tour operators of township tours need to be aware of the impact that the township tours has on the local economy and that tourists are willing to pay more for an authentic experience. The study is significant as it is one of very few studies conducted on township tours in South Africa, and the first in the Western Cape.

Keywords: Experience economy, Overall tourist satisfaction, Township tours, socio-cultural-factors, geographical factors, financial factors

Introduction and Background

In order for a service provider to succeed in the modern marketplace, it is essential to differentiate oneself in the eyes of the consumers (Hunter, 2017). Modern consumers of



services are no longer satisfied with just the advantages of the physical attributes they pay for, they are increasingly interested in the emotional experiences and memories the service promises to give them (Ketter, 2018). Success in the service market has become progressively more difficult as there is no tangibility to entice consumers. Proposed customer value and experience can be maximized by service providers when there is a shift in their focus from physical attributes to intangible aspects, such as an experience, (Ketter, 2018). The experience model of Pine and Gilmore (2011) offers an explanation on how to achieve this.

The international tourism industry is an example of a service industry which has numerous competitors. As a result, it has become additionally important for service providers to promote, develop and deliver valuable experience to tourists in order to differentiate themselves in the marketplace. This process is referred to as experience marketing and is created through the experience economy (Ketter, 2018). The aim of this study is to investigate the relation between socio-cultural, geographical and financial factors and the tourists' overall satisfaction of the township tour in the Western Cape.

1.1 Experience economy

The experience model, designed by Pine and Gilmore (2011: 1999), proposes a way to market experiences. The experience model consists of four realms that provide an explanation to the different experiences that people have when consuming a service. The first realm relates to entertaining experiences, the second relates to an educational experience, the third realm relates to an escapist experience, and the last realm relates to an aesthetic experience (Mastery, 2017; Cassel, 2015).

The experiences created in the experience model are dependent on various indicators. Corte, Sciarelli, Cascella & Gaudio (2015) identify several indicators which a destination is characterized by. These include entertainment; price and worth; local transport; perceived safety and security; hospitality of local people; cultural events; and activities. The experience model explains the relation between socio-cultural, geographical and financial factors on the creation of experience. This experience has an influence on overall tourist satisfaction of a destination.

1.2 Satisfaction theories

A positive experience (where a service provider surpasses the expectations of the tourist) will lead to tourist satisfaction (Bhatt, 2015). Pinto, Gurerreiro and Silva (2010), add that satisfied tourists are more likely to communicate and recommend their positive experience by means of word of mouth, to friends, family and relatives. Cárdenas-García, Fernández and Pulido-Fernández, (2016) supports the work of Pinto, Gurerreiro and Silva (2010), by indicating that the higher the satisfaction level of the tourists, the higher the level of expenditure during their visit and vice versa. The foundation of this study is therefore grounded in the two theories that explain the relation between tourist experience and overall satisfaction, namely; the expectancy value theory and the disconfirmation theory.

Within the expectancy value theory, individuals form an opinion prior to the purchase of an offering on the benefits and outcomes they stand to achieve from it (Plante, O'Keefe & Thèorêt, 2012). Plante et al., (2012) add that consumers will then select the option that they perceive to have the highest benefits. This theory is therefore based on subjective measures and vary between individuals as they have different attitudes (Plante et al, 2012).

In addition, the disconfirmation theory is based on tourist expectations and perceived value. According to the disconfirmation theory, a tourists' expectations, can be influenced by three categories of inputs namely advertising and the service providers brand image; word-of-mouth



and external media sources, and a tourists' previous experiences with the service provider (Fripp, 2018). A tourists' perceived value received is influenced by; the offerings quality; the interaction with personnel; the service encounters; the value for money, and the brand image of the service provider (Fripp, 2018). An evaluation of whether the experience met the tourist's expectations takes place which results in positive or negative confirmation (Fripp, 2018).

1.3 Tourism in South Africa

The tourism industry is seen as being vitally important to the South African economy, as stated by the Tourism CEO Sisa Ntshona (Statista, 2018). According to Statista (2018) there were 16 million tourists that visited South Africa in 2017 and the prediction is that this number will grow to a total of 19.5 million by 2022. Tourism in South Africa directly contributes 2.9% to the countries' Gross Domestic Product (GDP) and has created over 40 000 jobs over the last five years (Stats SA, 2018). Zeitsman (2018) proclaims that domestic tourists are equally important as international tourists with regards to the tourism industry in South Africa.

Tourism in the Western Cape, which includes Cape Town, the West Coast, the Cape Winelands, Overberg, Eden and Central Karoo, is known to be South Africa's most popular tourist destination and contributes significantly to the income of South Africa, growing by 11.5% between 2016 and 2017 (Western Cape Info, 2018; Western Cape Government, 2017; Winde, 2017). Melherbe (2015) asserts that travelers venturing to South Africa are looking for authentic experiences and in order to cater for this, the tourism industry in the Western Cape embarked on a new tourism experience known as a township tour.

1.4 Township tours in the Western Cape

Township tourism arose after the establishment of South Africa as a democracy and has great growth potential as it is promoted as an authentic South African experience to tourists (Watson, 2017; Voss, 2016; George & Booyens, 2014). A township is described as an underdeveloped area that has been shaped by the historical events of South Africa, also known as locations (McGaffi, et al., 2015). Township tours and child care initiatives provide opportunities of job creation and the enhancement of the lives of the residents of townships (Contribution to Opportunities, 2017).

Research conducted by Horner and Swarbrooke (2016) indicates that township tours offer tourists' both an educational and entertaining experience as it provides an insight into South Africa's history. The characteristics of a township tour include a visit to cultural and political sites, shebeens (which are mostly found in traditional townships as alternatives to pubs) and craft markets (McGaffi, Napier & Karuru-Sebina, 2015; Mkezi, 2012). However, research by Perry and Potgieter (2013) and Frenzel (2013) reveal that many tourists tend to avoid township tours as they have concerns about their safety and security while on the tour. Township tourism can be influenced by various socio-cultural, financial and geographical factors.

1.5 Socio-cultural factor

The socio-cultural element of tourism (also known as social exchange) is created when there is an interaction between the host community, and the tourists visiting the community (Mdusm, 2017). For the purpose of this study, socio-cultural factors of a township tour include the authenticity of the tour; the availability of memorabilia and entertaining experiences.

In South Africa the interest in cultural tourism, and the demand for authentic experiences have increased over the last few years (Reinstein, 2014). Tourists increasingly want to be exposed to cultures, customs, food, traditions and dance of the various cultural groups. For the purpose of this study, authenticity refers to the tourists' desire to obtain a deeper understanding of their



travel destination and is driven by a want to experience what is classified as 'normal' at this destination (Dennett & Song, 2016). Reinstein (2014) suggest that a visit to a township can enhance the authentic experience for the tourist if the tour guide grew up in the local community and can provide the tourists with important knowledge of the local history. Another feature that tributes to the authenticity of township tours, is traditional healers that only use natural herbs, also referred to as a *sangoma* in South Africa (Festa, 2013). The availability of memorabilia in addition contributes to the authenticity of an experience (Festa, 2013).

Memorabilia also known as souvenirs help tourists to remember the experiences and places they have visited, and include inter alia t-shirts, postcards, key chains and handmade crafts (National Center for Families Learning, 2018). According to ET Bureau (2016), women enjoy the shopping experience that involves purchasing of memorabilia more than men, and shop for longer periods of time.

An entertaining experience is one which creates enjoyment of fulfilment (Mastery, 2017). Horner and Swarbrooke (2016) assert that township tours offer tourists an entertaining experience through activities such as learning traditional dances or taking part in other cultural activities. Moushumi (2014) states that a language barrier can however exist between the host community and tourists, as tourists are often not aware of the cultural aspects of the host community. This barrier can be overcome by intercultural awareness and Moushumi (2014) suggest that training and education in cultural diversity can help to address this problem.

1.6 Geographical factors

In similar academic research pertaining to township tourism, environmental impacts are defined as the expected impacts of the project on the environment in which it is conducted (Anderson, 2015). For the purpose of this study, the geographical factors of township tours are defined as the location relating to the natural environment, where an activity takes place and include the tourists' safety, tour conditions as well as knowledge and interaction of the tour guide.

Personal safety plays a role when the tourist decides to participate in a township tour. Emmanuel (2017) states that the safety of township tours is dependent on the tour operator rather than specific security standards. Emmanuel (2017) adds that there are numerous factors that can improve the safety of township tours, including the hospitality of residents in township tours and the knowledge and interaction of the tour guide. Tour conditions include how well the tour operator organizes the tour; the knowledge and interaction of the tour guide with the tourists; the promptness of the tour and the logistics of the tour (Laura's Township Tours, 2018).

Tour operators also becomes service providers who create packages or assemble the components of a tour or a trip (Knowles & Westcott, 2015). Tourist packages are structured in such a way that it is more affordable for the tourist than purchasing the components individually. Aggarwal (2013) reports that one of the core purposes of a tour operator is logistics. Efficient management of logistics, including punctuality of the tours can enhance the customer satisfaction of the tourist as it assist tourist to plan additional daytrips whilst on vacation (Jenkin, 2018).

Tours guides are also referred to as tour leaders, tour managers, tour escorts, local guides and interpreters (Chilembwe & Mweiwa, 2014). Therefore, the role of the tour guide can be described as leading, interpretive, inspiring and entertaining and becomes a part of the value chain. Through interaction and continuous communication, the tour guide provides the correct information pertaining to facilities, activities and the history of the township which enhance the overall experience of tourists. (Black & Weiler, 2015).



1.7 Financial factors

The financial factors of tourism for this study, include the monetary value that tourists are willing to pay for a township tour and the flow of income the township tours create for the host community (Akrani, 2011). According to economist, Mike Schussler, South Africa is facing the world's biggest unemployment crisis, with unemployment increasing by 60% between 2001 and 2018 (TIMESLIVE, 2018). In recent statistics it has been reported that the unemployment rate has remained stable in South Africa at 26.7%, equating to six million people without jobs (Masutha, 2018). Schussler further states that this increase in unemployment has in turn increased the problem of poverty and inequality in the country. South Africa's rural townships account for 38% of the working-age people and constitute large and underdeveloped communities (TIMESLIVE, 2018; Alam, 2018). While these communities make up a large portion of the country's population, 60% are unemployed, adding to the countries unemployment demise (Alam, 2018).

Township tourism contributes to the alleviation of this crisis of unemployment through the creation of employment and entrepreneurial opportunities for the residents of townships (Mdusm, 2017). Diphoko (2017) adds that many residents in township areas are becoming more entrepreneurial oriented by opening spaza shops and craft markets. This opportunity allows for residents to stay in their community, without having to migrate to urban areas to seek employment. Arulappan (2016) states that the increase in township tourism and the positive flow of income for the host community have resulted in a financial benefit for the host community of township tours. Monetary value in this study relates to the amount that tourists are willing to pay for a township tour (Akrani, 2011). Perceived value is regarded as the benefits a customer stands to gain from a product or service in relation to what they must sacrifice to consume the offering (Shen, 2016). Shen (2016) in addition states that if consumers feel they have received value they will be satisfied.

2. Research Methodology

The research methodology and design assisted in addressing the objectives of the study. For the purpose of this study on the the relationship between socio-cultural, geographical and financial factors and the tourists' overall satisfaction of township tours in the Western Cape, the sample size constituted 100 respondents, which represented tourists who participated in township tours. The researchers, through convenience sampling, distributed the questionnaire in order to obtain 100 usable questionnaires, resulting in a 100% response rate. To ensure a 100% response rate, the researchers attended as many township tours as possible.

The questionnaire constituted four sections, namely; demographic details; socio-cultural factors; geographical factors, and; financial factors. The scaled items of the questionnaire were sourced from the work of Szell (2012:92), Sheng (2010:16-18) and Mengich (2011:101-105). Prior to the final research survey, pre-testing was conducted in order to establish whether the items in the questionnaire were valid for the purpose of this study. During the pre-testing phase, 20 random respondents who had taken part in a township tour completed the questionnaires.

Cronbach Alpha values could not be calculated for the financial factors of this study as the structure of the questions relating to it in the questionnaire were not in a format which supports this calculation. The variables constituting socio-cultural factors collectively presented a mean value of 6.5, a standard deviation of 3.4, a Cronbach alpha value of 0.7, and an average inter-item correlation of 0.2, indicating that there was consistency in the values. It can be concluded that the items in the questionnaire, pertaining to socio-cultural factors of a township tour, were reliable and valid.



The variables constituting geographical factors collectively presented a mean value of 4.5, a standard deviation of 2.3, and a Cronbach Alpha value of 0.6. As this variable only consisted of a small number of items the Cronbach Alpha value is low, but still acceptable (Briggs & Cheek, 1986). The average inter-item correlation values ranged between 0.2 and 0.5. The values pertaining to this independent variable indicate that the items relating to this variable in the questionnaire were reliable and valid (Briggs & Cheek, 1986).

The questionnaire was adapted and the final questionnaire was presented to 100 random respondents of all races and genders above the age of 18 at the various township tours. Once the data was gathered, the questionnaires were checked to verify the completeness of the questionnaire. The raw data was then edited, the items coded, and tabulated. A graphical representation of the data was constructed, to illustrate the findings of the study.

3 Research findings and discussion

Statistical analysis of the data can assist the researcher to compare and describe the data (Unite For Site, 2015). To explain the data, descriptive and inferential statistics were conducted. Descriptive statistics cannot be utilized to generalize past the data being analyzed, therefore, inferential statistics such as Cronbach Alpha values of the variables and Pearson's correlation coefficient were calculated to describe the relation between the variables (Hebl, 2013).

This section provides the findings relating to the demographic characteristics of respondents as well as the socio-cultural, geographical, and financial factors of a township tour, and; the respondents overall experience of the township tour.

3.1 Respondents demographic characteristics

In this study the majority (64%) of the respondents were female, while the minority (36%) were male. The average age of the respondents in this study was 33 years, indicating that most of the respondents were of a younger generation.

Of the respondents', 42% resided in South Africa and 23% of respondents originated from India. The remaining 35% of respondents were traveling from other countries, including; Australia, New Zealand, America, Europe, UK and Asia. This indicates that the majority (58%) of the respondents were international travelers. This finding supports the work of Zietsman (2018) that both domestic and international tourists contribute to the tourism industry in South Africa.

Relating to the working status of the respondents, 39% of respondents were students, 35% were employed, 15% were retired, 10% were unemployed and the remaining 1% fell into another category. The majority of respondents (56%) were single.

Of the respondents, 29% indicated that they were made aware of township tours via friends and relatives, 24% of respondents were made aware of the township tour via a travel agent, 23% were made aware of the township tour via online sources, and the remaining 24% were made aware of the township tour via an advert, through their own curiosity or other means. This finding supports the research Cetinkaya and Oter (2016) that word of mouth and digital marketing proved to be the most effective marketing techniques in the tourism industry.

3.2 Socio-cultural factors of township tours

As the respondents could select more than one answer, descriptive statistics are not applicable for this section, and the findings are reported as percentages. The two socio-cultural factors identified as the most influential on the tourists' experience of the township tour are cultural dances and performances (66%) and demonstrations done by herbal healers (63%). These findings concur with the research of Horner and Swarbrooke (2016) that indicate



that township tours can offer tourists an entertaining experience. Traditional cuisine provided (32%) and modernization of living conditions (30%) ranked the least influential on tourists' experiences.

Authenticity is a key influencer in a tourists' decision to take part in a township tour, however, only 30% of respondents believed that the living conditions of the residents was actually authentic. Of the respondents, 63% indicated that herbal healers demonstrating traditional remedies was the element that demonstrated the authenticity of the township tour experience the most. Furthermore, 55% of respondents indicated that the local culture added to the authenticity of the tour. The finding supports the work of Festa (2013) that an entertaining experience can include authentic activities, such as watching a *sangoma* perform traditional herbal healing demonstrations.

With regards to the availability of memorabilia, the option to purchase handmade crafts had the largest influence on the experience of the tourist respondents. The second highest number of respondents (45%) indicated that the opportunity to take photos had an influence on their experience of the township tour, while only 26% of the respondents indicated that they were influenced by whether the township tour generated income for the locals.

Findings relating to the elements of entertainment that had the largest influence on the experience of the township tour indicate that the cultural dances and performances done by locals (66%) was the most influential. The second most influential element identified by the tourists was the activities where they had the opportunity to take part (50%). Many respondents (46%) also identified listening to local music as an influencer of their experience.

3.3 Geographical factors of a township tour

As the respondents could select more than one answer, descriptive statistics are not applicable and the findings will be reported as percentages. The two geographical factors identified as the most influential on the tourists' experience of the township tour are the hospitality of the locals (66%) and that the tour guide made the tourist feel safe (64%). This finding correlates with the study of Cetinkaya and Oter (2016) that proclaim that tour guides are intermediaries between the tourist and the township and are responsible for the handling of problems, deflecting difficult situations and ensuring the safety of the tourists while on the tour. This finding compliments the work of Perry and Potgieter (2013) and Frenzel (2013) that tourists have concerns regarding the safety of township tours, yet highlights the importance of the role of the tour guide during township tours. In addition, 56% of respondents felt that the locals being hospitable influenced the safety of the experience, while only a small percentage (31%) felt that being made aware of safety measures would influence their township tour experience.

The least influential geographical impacts were whether precautionary safety measures were communicated (31%) and that the tourist had the perception that safety would be an issue on the tour (33%). Each item is discussed in more detail.

The finding relating to the tour conditions of the township tour, indicates that the element that mostly enhanced the respondents overall experience during the tour was that the tour guide was knowledgeable, with 57% of respondents agreeing on this. The finding correlates with Cetinkaya and Oter (2016) as well as Chilembwe and Mweiwa (2014) that claim that the tour guide adds value to the tourists' experience by being interpretive, inspiring and entertaining towards the tourists. The second element that respondents felt most enhanced their experience was that the tour was well organized (55%), however the element that proved least influential was if the tour was punctuality (26%). This finding contradicts the finding of Jenkin (2018) that punctuality enhance customer satisfaction amongst tourists.



3.4 Financial factors of a township tour

The descriptive statistics for the financial factors section of the questionnaire are summarized below. The majority of the tourist (33%) were willing to pay between R900 and R1200 for a township tour, although 21% were prepared to pay between R600 and R900 and more than R1200. This finding supports the statement by Ketter (2018) that individuals are willing to pay more to satisfy their psychological and social needs. The discrepancies in the amounts tourists are willing to pay can be attributed to the fact that foreign tourists benefit greatly with the South African rand, whereas younger age groups, such as students, are willing to pay less.

Respondents in general believed that the township tours had a positive impact on the local community. This finding supports the research done by Zietsman (2018) and Vos (2017) indicating that township tours could have a positive impact on the local community's economy.

3.5 The respondents' overall experience of the township tour

The descriptive statistics for the respondents' overall experience of a township tour are discussed in the following paragraphs. The first item in the section of the questionnaire, relating to the tourists' experience of a township tour, aimed to determine factors influencing the tourist respondent's decision to take part in a township tour. The findings indicate that 78% of respondents agreed that they wanted to interact with the local community, 76% of respondents agreed that they wanted to see the local arts and crafts, 69% of respondents agreed they wanted to be subjected to an authentic experience, 66% of respondents agreed they wanted to understand why other people were interested in visiting a township, 62% agreed they wanted to gain insight into areas affected by apartheid, 53% of respondents agreed they wanted to understand why township tours are controversial and, 67% of respondents agreed that they wanted to see a holistic view of the country. This finding supports the statement of McGaffi, Napier and Karuru-Sebina (2015) that tourists visit townships as they want to gain insights into South Africa's rich history.

The findings relating to the elements that enhanced the experience for the tourist respondents indicate that more than half (57%) of the respondents felt that learning about the history of the area where the township tour took place would enhance their experience of township tours the most while 50% indicated that the tour guide enhanced their experience the second most. There was also a high percentage of respondents that felt that observation of daily activities (44%), having the local cuisine (40%), interacting with locals (40%) and the hospitality of the locals (37%) would enhance their experience. This supports the work of Mkezi (2012) who proclaims that tourists visit townships to experience the 'township culture'.

3.6 Inferential statistics

Inferential statistics were used to test the relation between the variables of this study as well as the correlation between the items.

Pearson's correlation coefficient measures the relationship between the variables of a study and indicates how the items are related (McLaren, 2013). The value of the coefficient ranges between negative one and one, where a value of zero indicates that there is no relationship between the variables (McLaren, 2013). Guidelines for interpreting Pearson's correlation coefficient, as set out by Collis and Hussey (2003), are:

- <0.30: Weak correlation,
- 0.30-0.49: Moderate correlation, and;
- 0.50+: Strong correlation.

For the purpose of this study, Pearson's correlation coefficients were calculated to measure the relation between the independent and dependent variables, namely; socio-cultural,



geographical and financial impacts, and the dependent variable; which is the overall tourist satisfaction. The findings from this calculation are utilized in order to test the hypotheses relevant to this study. The relation between the independent and dependent variables of this study are presented in Table 1

Table 1. Relationships between the independent and dependent variables of the study

Variable	Socio - Cultural factors			Geographical factors			Financial factors	
	Memorabilia	Authenticity	Entertainment	Tour conditions	Safety of the tour	Monetary value	Flow of income	Respondent satisfaction
Memorabilia	1.00							
Authenticity	0.66	1.00						
Entertainment	0.69	0.60	1.00					
Tour conditions	0.60	0.48	0.67	1.00				
Safety of the tour	0.63	0.61	0.76	0.68	1.00			
Monetary value	0.01	0.08	0.07	0.03	-0.01	1.00		
Flow of income	0.09	0.04	0.18	0.13	0.24	-0.01	1.00	
Respondents satisfaction	0.33	0.20	0.30	0.19	0.24	0.04	0.42	1.00

For practical significance of the correlation:
 If correlation coefficient is
 <0.30: Weak correlation
 0.30-0.49: Moderate correlation
 0.50+: Strong correlation

From Table 1 it is clear that there are various correlations between the different variables. The strongest correlations however exist between the independent variables, namely;

- The safety of the tour and entertainment (0.76); the safety of the tour and tour conditions (0.68).
- There is a strong correlation between memorabilia and entertainment (0.69); memorabilia and authenticity (0.66); memorabilia and safety of the tour (0.63), and; memorabilia and tour conditions (0.60).
- Tour conditions have a strong correlation with entertainment (0.67), whilst entertainment has a strong correlation with authenticity (0.60).
- Respondent's satisfaction have low correlations (0.33; 0.20; 0.30) with the sub factors of socio-cultural factors.
- Respondent's satisfaction similarly have low correlations with the sub factors of geographical factors (0.19; 0.24).
- The only moderate correlation between respondents satisfaction is with the flow of income (0.42) under financial factors indicating that the respondents were comfortable with the price of the township tours.



4 Conclusion and recommendations

The variables of this study, namely; authenticity; memorabilia; entertainment experience; safety; tour conditions; monetary value, and; flow of income, were grouped into three categories, being socio-cultural, geographical and, financial factors. The findings relating to the socio-cultural factors relating to authenticity and entertaining experiences, indicate that tourists value the hospitality of the locals, the availability of memorabilia and traditional cultural performances the most high. The tour guides provides adequate knowledge and experience to provide a feeling of safety for tourists. The findings relating to financial factors, indicated that there were discrepancies in the amounts that tourists were willing to spend on a township tour, and tour operators need to consider this when pricing their service. Adding to this, the findings presented that township tours offer positive financial benefits to the local economy, in that they create a flow of income for the community.

The recommendations based on the findings and conclusions of this research study include:

- To accommodate the various market segments, tour operators should offer different pricing packages of township tours to the various customer segments. This can be done by offering discounts to students as well as discounts through different seasons for both international and local tourists, on the presenting of a student card. A special rate could also be offered to pensioners on certain days. This could also be done for South Africans who hold a South African passport. This can also be done by offering referral incentives or “bring a friend” discounts.
- Furthermore, to accommodate different people with different interests, tour operators should market different packages that give tourists the opportunity to tailor the experience to suit them. These could include taking part in preparing cuisine, another could offer an overnight stay with one of the families or another could include a class where the tourist could learn to make the local crafts.

5 Future Studies

The study has implications for the businesses and stakeholders of township tours, both in and outside of the townships. Firstly, more research should be conducted on models that illustrate the variables of experience, relating to tourists’ perceptions towards township tours and whether there is a relationship that exists between these variables. Adding to this, more research should be also be conducted to investigate the correlation between tourist experience and their overall satisfaction with the tour and the effect this has on rate of revisits. In depth studies should also be conducted on the relationship between the variables which effect the experience of a township tour. Further studies should be conducted in various areas of South Africa where township tours operate so as to do a comparative study between the various areas on this important theme.

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