

**EFFECTIVE COMMUNICATION IN DEVELOPING RAIL TOURISM IN CAPE TOWN,  
SOUTH AFRICA**

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## DECLARATION

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Daphne Kayster

Signed

November 2014

Date

## **ABSTRACT**

### **Introduction**

This research explores effective communication within tourism to answer the research question “What are the communication needs of the same day rail visitor in Cape Town?”

The research sub-questions are namely:

- Who is the same day rail visitor in Cape Town?
- What are the same day rail visitors' communication needs?
- What are the same day rail visitors' information search preferences?
- How does the same day rail visitor perceive rail tourism communication?
- What are the same day rail visitors' product attributes?

### **Literature review**

Using a theoretical framework anchored by Lumsdon and Page's (2004) tourist-transport interface, Fodness's (1994) tourism motivation theory, as well as information search (Fodness & Murray, 1997), this quantitative research considers how the same day rail visitor obtains tourist destination information and the influence of that information on their transport decisions to reach the tourist destination. Destination image (Beerli & Martin, 2004a) plays a key role in influencing the purchase behaviour of tourists as those destinations with a strong positive image, have a better chance of being selected by tourists in their travel decision process. Furthermore the literature explores effective communication and its ability to link the tourist with the destination (Hall, 1999), and the role of public relations in establishing rail tourism in Cape Town (Stacks, 1992; Grunig & Hunt, 1984; Van Ruler, 2004).

### **Design and methodology**

A quantitative empirical, research design was selected for this limited scope thesis. The study used a single, structured, self-administered and pre-tested questionnaire. This questionnaire was distributed to convenience samples of same day rail visitors on board the tourism train to either Simon's Town or Stellenbosch. While the non-probabilistic sample cannot be generalised into a broad overview of the same day rail visitor; it can offer insights into the communication needs of the rail tourist.

### **Key findings**

The key findings to this research were:

- The same day rail visitor in Cape Town is mainly local South African, travelling in a family or friend group and using rail for the first time.
- Understanding 'information search' behaviour is the key to meeting the communication needs of the same day rail visitor as while both men and women seek information, but they seek information differently and use different information sources, with the message and channel being important.
- The same day rail visitor uses a variety of communication channels to find information.
- The same day rail visitor was disappointed in some of the promotional communication as it over promised on the destination image (trip).
- Cape Town rail service is doing an 'average' but not a good job in communicating rail tourism information.
- Effective communication channels for trip experience and feedback were email and social media (Facebook and Twitter).
- The same day rail visitor uses a variety of communication channels to communicate with, and to receive communication from, Cape Town rail service.
- The same day rail visitor requires relevant information that enables them to make a purchase decision.
- The majority of same day rail visitors obtained knowledge about the tourist service via promotions on Groupon and thereafter from family, friends and the internet.
- Personal safety and security are very important product attributes (88 %).
- Cross-transport inter-connections, preferably at railway station, were essential to 90% of the respondents.
- The same day rail visitors' product needs are matched by their experiences.

## **Recommendations**

Future study is recommended to consider whether improved communication on the trains and stations to the 'to work' commuters and 'anything but work' commuters, would extend their patronage to include same day rail visitor.

It is recommended that further studies explore whether a causal relationship exists between the prices of the Groupon same day rail visitor package and purchase decisions of rail tourists in Cape Town.

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And my constant early morning mascot, Chaos, our family cat for her warm, silent presence.

## DEDICATION

I dedicate this thesis to

My late father, Wilhelm de Wet, for instilling a love of lifelong learning: "Papa you are my role model. Your own studies as a mature student, as well as your life-long thirst to acquire knowledge, have served as an inspiration to me.

## GLOSSARY

Commuter	A person who travels regularly to and from a place especially between where you live and where you work i.e. the 'to work commuter' and the 'anything but work' commuter who travels regularly for non- work purposes.
Off-peak service	Off-peak period refers to the period from 09h00 – 15h00 and from 19h00 until the last train. During this period less train operate and there are less commuters on board Cape Town rail trains allowing Cape Town rail to provide a transport offering for same- day visitors (excursionists), domestic and international tourists (Scott, 2013).
Destination	Buhalis (2000) defines destinations as places that offer an amalgam of tourism products and services, which are consumed under a brand name of the destination.
PRASA	Passenger Rail Agency of South Africa.
PRASACres	Passenger Rail Agency of South Africa Corporate Real Estate Solutions.
PRISA	The Institute for Public Relations and Communication Management of Southern Africa.
Rail tourism	Tourism and leisure trips that use railways to transport tourists (whatever the reason for the move) are commonly referred to as rail tourism (Blancheton & Marchi, 2013).
Same day rail visitor	A visitor (domestic, inbound or outbound) is classified as a visitor or excursionist, if his/her trip does not include an overnight stay (World Tourism Organisation, n.d.).
Tourist	A tourist is a visitor (domestic, inbound or outbound) whose trip includes an overnight stay (Bond, 2008).
Travel party	A travel party is defined as visitors travelling together on a trip and whose expenditures are pooled (World Tourism Organisation, n.d.).
Trip	A trip refers to the travel by a person from the time of departure from his/her usual residence until he/she returns: it thus refers to a round trip. Trips taken by visitors are tourism trips (World Tourism Organisation, n.d.).
Usual environment	The usual environment of an individual, a key concept in tourism, is defined as the geographical area (though not necessarily a contiguous one) within which an individual conducts his/her regular life routines (World Tourism Organisation, n.d.).

## CAPE TOWN RAIL TOURISM MAP



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# 1 CHAPTER ONE: INTRODUCTION

## 1.1 Introduction

The purpose of this research is to explore effective communication in developing rail tourism in Cape Town and to answer the research question “What are the communication needs of the same day rail visitor in Cape Town?”

## 1.2 Research context

As the world’s largest and fastest-growing industry, tourism is a global and dynamic phenomenon as well as a major economic, environmental, and socio-cultural force (George, 2012; UNWTO, 2014). Transportation – the means to connect the tourist and the destination – is a fundamental component of the tourism industry (Deuschl, 2006; Lumsdon & Page, 2004). Transport is responsible for the following four spatial movements, namely:

*“Linking the source market with the host destination; providing mobility and access within destination area/region/country; providing mobility and access within an actual tourism attraction; and facilitating travel along a recreational route which is itself part of the tourism experience” (Hall, 1999:181).*

Furthermore, increasing attention, since the mid-1990s, has been given to sustainable tourism transport which would serve as an alternative to the private car (Lumsdon *et al.*, 2006). In addition, the concept of tourists travelling by train is not new. In India, a new era in rail tourism is emerging (PRWeb, 2010); in Japan, as part of a tourism growth initiative, the JR East Shinkansen railway network is strengthening its ties with the Japan Tourism Agency, local governments and related companies (Saimyo, 2010) and in British Columbia, the spectacular scenic rail journeys on multiple routes have emerged as a ‘major global rail tourism destination’ (Anon, 2006:1).

In South Africa, a rail-based study conducted by Africon (2008) concluded that South Africa’s high-status passenger trains, including the world-famous Blue Train, established an international benchmark for luxury train travel. Another success story is private railway company, Rovos Rail, which annually offers 6,500 tourists a luxury train travel experience to destinations throughout Southern Africa. In addition, according to Africon (2008), the success of Rovos Rail is partly attributed to good advertising amongst its target market, both locally and overseas.



Cape Town is a popular global and local tourist destination because of its natural beauty, cultural and historical characteristics. The British newspaper, *The Guardian*, and the United States of America publication, *The New York Times*, rated the city the top holiday destination for 2014 (Sapa, 2014). The coastal area of the Western Cape is a leader in leisure tourism; while 50 per cent of South Africa's top ten premier visitor destinations are situated in Cape Town (Cornelissen, 2005; George, 2012).

Cape Town's rail service, in collaboration with the City of Cape Town, offer urban rail transport to same day rail visitors as well as domestic and international tourists during the off-peak period, on three tourism routes, namely: the Southern Line tourism route; the Khayelitsha tourism route and the Stellenbosch tourism route (Scott, 2013).

### **1.3 Research background**

Research has been conducted on commuter satisfaction, rail as a tourism transport option and on the safety and security facilities on the Southern Line tourism route. The annual PRASA (Passenger Rail Agency of South Africa) customer satisfaction surveys focuses on the daily commuter's perception of Cape Town's rail service (Lehasa, 2013); the City of Cape Town's rail tourism research study investigated rail as a tourism transport option (Eco-Facilities Managers, 2010) prior to the South African FIFA World Cup; and the informal '*Tell Us What You Think*' survey conducted by the Marketing and Communication Department to visitors travelling on the Southern Line tourism route during the period July 2012 – October 2012 focused on the same day visitor's rail experience and paid particular attention to safety, security and facilities (Edwards, 2012).

Within the tourism industry, public relations is defined as seeking "*to build and maintain mutual understanding between a tourism company and its publics*" (French, 1994:1). This sentiment is endorsed by George (2012:276) who acknowledges public relations is a powerful, cost-effective and valuable tool for tourism development; and by Huertas (2008:406) who declares public relations to be "*crucial in the promotional activities and the communications of companies and tourism institutions.*" These authors position public relations within tourism as having a focus on developing relationships, communication and promotional activities.

### **1.4 Research problem**

According to Lumsdon *et al.* (2006)., not much is known about how to develop the use of public transport as a sustainable alternative to reach tourism destinations. It is a Cape Town

public transport objective to encourage same day visitors, domestic and international tourists to use the train during the off-peak to reach tourist destinations within Cape Town (Scott, 2013). However, rail transport has not yet adapted to the needs of tourists as trains in South Africa are considered a second rate means of transport (George, 2012). Thus, it is important that the rail service communicates effectively to existing and potential same day rail visitors and offers a product which meets the needs and expectations of the same day rail visitor. For public relations communication to be effective it is important to understand who the organisation is talking to and what messages the audience expects to receive from the organisation as well as the response the organisation expects from the audience who have received the organisation's messages.

Consequently, public relations messages to the same day rail visitor should be able to persuade them to use the train as their preferred mode of transport to the tourist destination. Moreover, it is important to establish who the same day rail visitor is and to determine the type of content and other communication needs required to link the same day rail visitor to the destination. Therefore, this research seeks to explore the demographics of the same day rail visitor, their communication needs, communication preferences, perceptions of current rail tourism communication and the required product attributes of the transport linking the tourist to the destination.

## **1.5 Research lens**

As the communications manager for Cape Town's rail service and tasked with establishing rail tourism to boost off-peak leisure, 'anything but work' commuter train usage, it is necessary for the researcher to understand who the same day rail visitor is, what their communication needs are in order to communicate effectively with them.

## **1.6 Preliminary literature review**

The literature review will focus on public relations literature as the overarching discipline and will divide the discipline into four broad areas: public relations and communication management; stakeholder management; relationship management; reputation management; and effective communication (including media platforms). The context for this research is the rail tourism industry in Cape Town.

### **1.6.1 Public relations and communication management**

Public relations is the oldest term used to describe the communication function of organisations and the importance of this communication (Grunig & Hunt, 1984; Bronn, 2001; McDonald & Hebbani, 2011). According to Skinner *et al.* (2010:4), the Institute for Public Relations and Communication Management of Southern Africa (PRISA) defines public relations as “*the management, through communication, of the perceptions and strategic relationships between an organisation and its internal and external stakeholder.*” Grunig and Hunt (1984:6) initially defines “*the management of communication between an organization and its publics,*” nonetheless Grunig (1992:4) later defines public relations as “*the overall planning, execution, and evaluation of an organisation’s communication with both external and internal publics – groups that affect the ability of an organisation to meet its goals.*” It should be noted that Grunig (1992:6) effectively equates ‘public relations’ to ‘communication management’ as well as to ‘organisational communication’ and acknowledges that these three terms can be used interchangeably. Furthermore, van Riel and Fombrun (2007:2) declare communication to be the “*heart of organisational performance*” and organisational communication as “*an integrated communication structure linking stakeholders to the organisation.*” These definitions divide public relations as a discipline into four sub-categories namely: public relations and communication management; stakeholder management; relationship management; reputation management; (image) and effective communication (including media platforms). Moreover, these areas are not mutually exclusive, which makes it clear that public relations is not a one-dimensional discipline but a broad one that encompasses a variety of activities and functions that are appropriate to any number of organisation’s strategic objectives.

### **1.6.2 Stakeholder management**

Widely recognised as being responsible for placing stakeholders at the hub of strategic thinking, Freeman (1984:46) defines stakeholders as “*any group or individual who can affect or is affected by the achievement of the organisation’s objectives.*” In addition, Grunig and Repper (1992:123) posit that stakeholders are critical, crucial, essential, important, or vital for an organisation in the accomplishment of its mission. However, according to Cutlip, *et al.* (1994:6), public relations dominates stakeholder management as it is “*the management function that establishes and maintains mutually beneficial relationships between an organisation and its publics on whom success or failure depends.*” While Freeman (1984: 46) concedes that the stakeholder concept is simple as it is easy to identify those who ‘can affect or are affected by’ the organisation, the strategic management of stakeholders is

complicated. Newsom *et al.* (2000), delineate these publics or stakeholders as employees, suppliers, customers, government, investors, a local community or even many local communities where an organisation operates, special interest groups affected by the organisation and others that have certain expectations of an organisation and the organisation owes them some level of accountability. However,

*“... stakeholder analysis can be used to generate knowledge about the relevant actors so as to understand their behaviour, intentions, interrelations, agendas, interests, and the influence or resources they have brought – or could bring – to bear on decision-making processes” (Brugha & Varvasovszky, 2000:239).*

Therefore understanding who the stakeholder is, and using this knowledge to build a relationship through stakeholder engagement and effective communication is an important public relations function when it is aligned to strategic organisational goals.

### **1.6.3 Relationship management**

Ledingham suggests that

*“the emergence of relationship management ... calls into question the essence of public relations - what it is and what it does or should do, it's function and value within the organisational structure and the greater society, and the benefits generated not only for sponsoring organisations, but also for the public's those organisations serve and the societies in which they exist” (Ledingham, 2000: xiii).*

Furthermore, Broom and Dozier (1990) point out that the relational perspective shifts the validation of public relations initiatives from measures of communication output to that of achieving behavioural outcomes. Research conducted by Ledingham and Bruning (1998) established that customers were more likely to use the services of organisations they rated highly in terms of the five relationship dimensions of trust, openness, involvement, investment and commitment. Ledingham (2003) believes public relations balances the interests of organisations and publics through the management of organisation-public relationships, a relationship which, according to Phillips (2006) is valuable and pivotal to the generation of wealth. Therefore, the development of relationships with the rail stakeholder is critical to achieve Cape Town rail's service objective of increasing patronage during off-peak periods; and the development the rail service's relationship with the same day rail visitor is thus based on the product offering meeting the needs and expectations of the tourist (Mansfeld, 1992; Fodness, 1994).

#### **1.6.4 Reputation management**

Gotsi and Wilson define corporate reputations as

*‘a stakeholder’s overall evaluation of a company over time. This evaluation is based on the stakeholder’s direct experience with the company... and symbolism that provides information about the firm’s actions and/or a comparison with the actions of other leading rivals’ (Gotsi & Wilson, 2001:29).*

Gaines-Ross (2008) similarly points out that ‘reputation’ refers to how positively or negatively the organisation is viewed by its stakeholders – the group of people or publics on whose success or failure an organisation depends. According to Doorley and Garcia (2007), a good corporate reputation is a valuable asset for the long-term sustainability and also holds both intangible and tangible benefits for organisations. In addition, Seital (2001) notes that most companies today realise that the building of a good corporate image is a lengthy process and that it takes only one error to create and contribute towards a negative public image of the organisation. Although corporate image is a fragile article of trade, most organisations believe that a positive corporate image is key to continued long-term success.

Tourism offering differs from other types of products and services in that they are intangible, they cannot be physically displayed, it is impossible for tourists to try them out or inspect at the point of sale prior to a purchase being made (George, 2012; van der Merwe, 2003). In addition, the basic tourist conditions, like the weather, the real quality of service, the real quality of accommodations, and the attitude of the hosts, are unknown at the time the tourist has to make a decision. Existing sources of tourist information presents a picture of the *probability* of acquiring a given utility at a particular potential destination on the basis of the image created (Buhalis, 1998; Mansfeld, 1992). Furthermore, George (2012:286) points out that one of the key functions of *public relations* is to “attempt to create a perception of tangibility for the offering in the mind of the consumer by communicating its benefits through promotion, branding and quality customer service”. Beerli and Martin (2004a) conclude that as tourists have a limited knowledge of the tourist destination, image plays an important role; as a result destinations with strong, positive and recognisable images have a better probability of being selected by tourists.

#### **1.6.5 Effective communication and communication platforms**

Effective communication includes both formal and informal sharing of meaningful and timely information between exchange parties in an empathetic manner (Sharma & Patterson, 1999) and this communication can be at an inter-organisational level or at a personal level (Morgan

& Hunt, 1994; Olkkonen *et al.*, 2000). In this instance, when moving the tourist to the destination, transportation plays a linking role that is based on the purchase of a ticket to reach the destination. This is a buyer-seller relationship, which literature reports is significantly affected by the buyer's perceived relationship with the seller, based on factors such as trust, quality, commitment and satisfaction, and to influence their buying decision (Sanzo *et al.*, 2003, 2007; Sharma & Patterson, 1999; Yen *et al.*, 2011; Gursoy & McCleary, 2004, Fodness & Murray, 1997).

Furthermore, communication is an effective relationship-building strategy (Palmatier *et al.*, 2006). Communication plays a significant role on perception of the quality of relationship, which includes factors such as trust, commitment and satisfaction (Sanzo *et al.*, 2003, 2007; Yen *et al.*, 2011). In addition, effective communication is timely, accurate and useful to remove mutual suspicion, unify expectations and to consequently facilitate trust (Moorman *et al.*, 1992; Yousafzai *et al.*, 2005; Massey & Dawes, 2007).

## **1.7 Research question**

The research question is “What are the communication needs of the same day rail visitor in Cape Town?”

### **1.7.1 Sub questions**

The research question was divided into four sub-questions, namely:

- Who is the same day rail visitor in Cape Town?
- What are the same day rail visitors' communication needs?
- What are the same day rail visitors' information search preferences?
- How does the same day rail visitor perceive rail tourism communication?
- What are the same day rail visitors' product attributes?

### **1.7.2 Objectives**

The objectives of the study are:

- To establish the demographics of the current same day rail visitor in Cape Town
- To understand the communication needs of the same day rail visitors in Cape Town.
- To determine the information search preferences of the same day rail visitors in Cape Town.
- To explore the perceptions of the existing rail tourism communication by the same day rail visitor.
- To establish the product attributes of same day rail visitors.

## **1.8 Rationale of the study**

This research will provide information to improve the rail services' communication to the same day rail visitor and also increase the off-peak 'anything but work' same day rail visitor passenger numbers.

## **1.9 Research design and methodology**

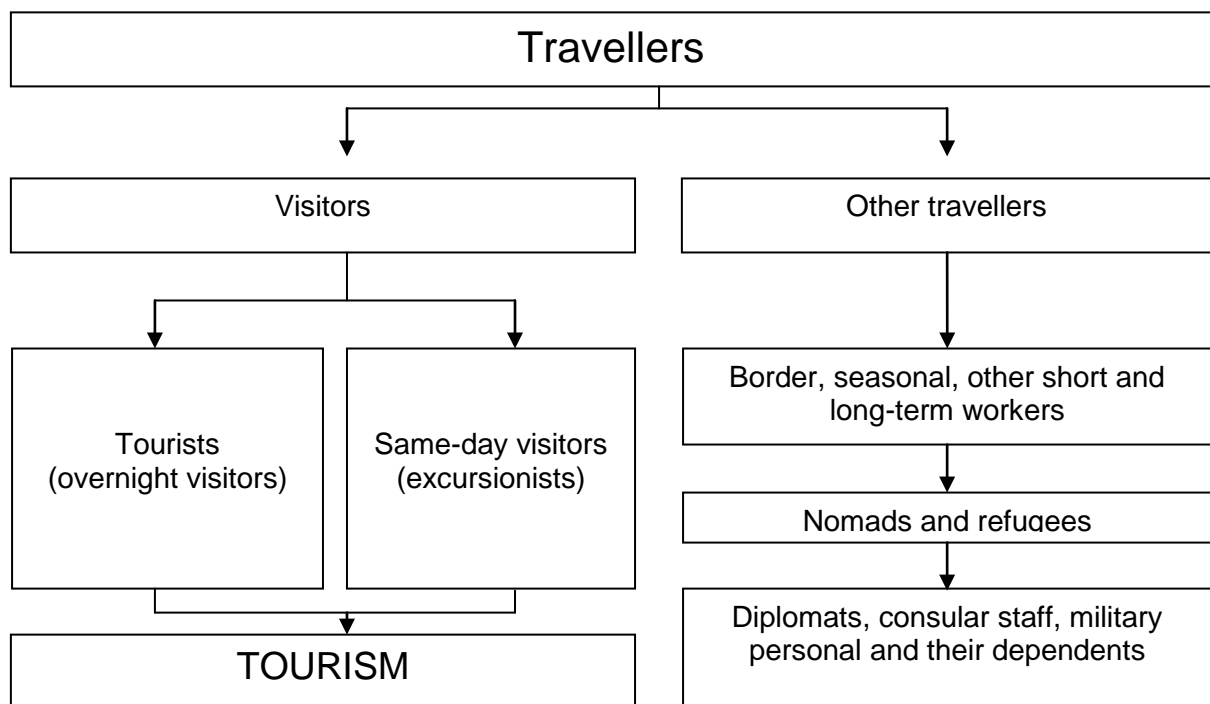
Research is a process whereby scientific knowledge is obtained by utilising various objective and procedures (Welman *et al.*, 2005). Denzin and Lincoln (1994) state that quantitative research methods places an emphasis on the measurement and analysis of casual relationships between variables within the value-laden nature of the inquiry but does not investigate processes.

The research design of the limited scope thesis is empirical and follows a subjective model, which produces a conditional or "it depends" result as it seeks to provide understanding evidence. The research is exploratory as very little is known about the same day rail visitor, their communication needs, preferences and perceptions as well as their product needs and expectations. However, there are already public relations strategies in place to communicate and promote the service to the same day rail visitor. Therefore the research method is mainly quantitative and will make use of a questionnaire to obtain data for analysis to determine the effectiveness of the communication, as well as what works and when does it work. The research is contextually bound geographically to rail tourists in Cape Town and the term 'destination' is limited to Simon's Town and Stellenbosch.

### **1.9.1 Population**

Scholars assert that an increase in the amount of leisure time and disposable income, together with more efficient transportation networks, created a larger base of potential tourists travelling to local destinations and this has given rise to the 'same day visitor', who are often local people visiting destinations in their area (George, 2012; Echtner & Ritchie, 2003). Same day rail visitors using rail transport to reach a tourist destination in Cape Town and its greater environment will be the target population. George (2012:3) defines same day visitors as those tourists who travel more than 40 kilometres (one way) away from home for other than commuting purposes, staying less than 24 hours in the place visited and separates the travellers into visitors and other travellers (Grobler, 2012). Figure 1-1 (Grobler, 2012) further divides visitors into tourists who are overnight visitors and the same day visitor or excursionists and it is in the latter group that the visitor who travels by train to

tourist destinations falls and is thus referred to as the same day rail visitor. The population for this study only includes same day rail visitors who purchased tickets to travel on board the tourism train. Commuters, rail tourists as well as same day visitors who have purchased a 1-day or 2-day Tourist pass ticket to Simon's Town and board normal scheduled trains at stations other than Cape Town Station, are excluded from the research study. As are children 16 years and under travelling with their parents on board the tourism train as well as staff.



**Figure 1-1 Typology of travellers**  
(Grobler, 2012)

### 1.9.2 Sample

A convenience self-selecting sample of same day rail visitors travelling on the tourist train on either Saturdays or Sundays to Simon's Town or Stellenbosch will be asked to complete a questionnaire. Convenience sampling takes place when the researcher selects participants or messages due to the fact that they are available and accessible (Stacks, 2002). The convenience self-selecting sample method is a non-probability sample and therefore the results cannot be generalised. The same day rail visitor must be willing to answer the questionnaire to be included in this self-selecting sample.

### 1.9.3 Data collection instrument

According to Stacks (2002), the most commonly used data collection method in public relations research is a questionnaire of one form or another. The same is true for tourism



research (Walker & Walker, 2011). Data for the main research will be collected during December 2013 using a single, structured questionnaire. The design of the questionnaire will be informed by the literature review and piloted during November 2013, prior to the actual data collection. The pilot is a 'dress rehearsal' for the main investigation and an attempt to highlight possible deficiencies timeously to the forefront (de Vos *et al.*, 2011).

The questionnaire will comprise open and closed question. The closed questions (quantitative) response options include five-point Likert scales to show the amount of agreement with statements relating to attitudes and perceptions; a dichotomous response option to obtain more definite preferences; an importance rating to grade attributes; and a multiple choice to categorise demographics and mass media preferences. Open ended questions (qualitative) were included to obtain additional insight into the requirements of the same day rail visitor.

#### **1.9.4 Data analysis**

The completed questionnaires will be collected. The questions and responses will be coded prior to capturing the responses on Moonstats, a stand-alone statistical software program. Although the data is coded and makes use of numbers, the data analysis is not only about numbers. Descriptive statistics will be used to describe the data and detect patterns within the data. The researcher will analyse and summarise the participants' responses in the form of charts, tables, percentages, averages and frequency counts to draw inferences from the responses of the sample.

#### **1.10 Limitations of the research**

This study is limited by the self-selecting convenience sampling method, which generates a non-probability sample and therefore offers limited representation of the population. Furthermore, the results may not be generalised beyond the specific rail tourist population from which the researcher drew the sample. . The destination of the same day rail visitor used in the study was not relevant as the research question relates to the communication underpinning the decision to travel to the tourist destination by rail; and not the choice of destination to visit.

#### **1.11 Ethical considerations**

The research was conducted in compliance with the policies of Cape Town's rail service and the Passenger Rail Agency of South Africa was given a written undertaking regarding

document confidentiality by researcher. No preferential treatment was given to the researcher who is employed by PRASA as a communications manager.

Participants in the research will be asked to sign an informed letter of consent and will complete the survey on a voluntary basis and complete the questionnaires anonymously. Confidentiality with regard to participants' responses will be respected. The questionnaire introduction will inform participants of the nature and background of the study. On request, study participants will have access to the results analysis of the questionnaire.

## 1.12 Outline of the thesis

This mini-thesis is structured into five chapters

**Table 1-1 Structure of thesis**  
(Mouton, 2001)

Chapter 1: Introduction	This chapter introduces this research into the communication needs and preferences of the same day rail visitor in Cape Town. It outlines the preliminary literature in the public relations management discipline relevant to this study within the context of rail tourism. It presents the research design and methodology that this quantitative, empirical study will follow. The method of data collection is a questionnaire to a convenience and self-selecting sample of same day visitors using the tourism train.
Chapter 2: Literature Review	In chapter two, the study is placed within the public relations domain, and the contextual and theoretical framework (literature review) that has informed the study, is discussed. For the purpose of the thesis, the researcher has divided the literature review according to the main areas of inquiry in order to obtain an insight into the following sub-categories of public relations: stakeholder management; relationship management; reputation management and effective communication (including media platforms). The literature is then placed within the context of the research rail tourism.
Chapter 3: Research Design and Methodology	In chapter three the researcher discusses the research strategy, design and methodology used to answer the research question "What are the communication needs and expectations of the same day rail visitor? This chapter furthermore provides detail relating to sampling procedures, data collection and analysis as well as reliability and validity.
Chapter 4: Findings	In chapter four the findings of the research on communication needs and preferences of the same day rail visitors are presented. Only significant and interesting results are interpreted and discussed. Full results together with graphs, are included as appendices.
Chapter 5: Conclusions and Recommendations	In this concluding chapter the researcher summarises the findings and includes the overall conclusions, recommendations and limitations of

the study. This chapter also proposes further research based on the findings.

### **1.12.1 Summary**

In chapter one, this study has been placed in context and the research problem and objectives of the study outlined, i.e. exploring the communication needs and expectations of the same day rail visitors and to answer the research question “*What are the communication needs of the same day rail visitor in Cape Town??*” The aim of this research is to obtain knowledge about the same day rail visitor, their communication needs, preferences and perceptions as well as their product needs and expectations. The research design and methodology is mainly a quantitative questionnaire with open and closed ended questions. The research is limited by the non-probability self-selecting sampling technique.

Chapter two will review the public relations literature which has been divided into the following sub-categories of public relations: stakeholder management; relationship management; reputation management and effective communication (including media platforms).

## **2 CHAPTER TWO: LITERATURE REVIEW**

### **2.1 Introduction**

The purpose of this limited scope research is to explore the research question “*What are the communication needs of the same day rail visitor in Cape Town??* The public relations literature presented in chapter two will inform the development of the questionnaire to establish the identity of the same day rail visitor, their communication needs, preferences and perceptions as well as their product needs and expectations. The literature review will examine public relations as the overarching discipline of this research and has been sub-categorised into public relations and communication management; stakeholder management; relationship management; reputation management and effective communication (including media platforms). However, these five areas are not mutually exclusive, but overlap each other through communication purpose, audience, media, message as well as feedback. The context for this research is the rail tourism industry in Cape Town.

### **2.2 Public relations**

As a professional and academic discipline, public relations is driven by a dual focus. On the one hand it is focussed on the management of communication or organisational/corporate communication aimed at delivering messages to stakeholders to achieve strategic outcomes (Grunig & Hunt, 1984; van Ruler, 2004; Van Riel & Fombrun, 2007). On the other hand, public relations is focussed on building relationships with stakeholders (Ferguson, 1984) to achieve behavioural outcomes (Broom & Dozier, 1990). Both communication-driven public relations and relationship-driven public relations involve stakeholders (Freeman, 1984) and relationships (Ledingham & Brunning, 1998) as well as reputation management (Fombrun, 1996; Gotsi & Wilson, 2001), and use communication for implementation; but are dissimilar in purpose and outcome.

#### **2.2.1 Public relations as management of communication**

Public relations is the oldest term used to describe the communication function of organisations and the importance of this communication (Grunig & Hunt, 1984; Bronn, 2001; McDonald & Hebbani, 2011). Its importance is underlined by the fact that public relations is considered interchangeable with ‘*communication management*’ and ‘*organisational*

*communication*' as interchangeable terms (Grunig, 1992:4). According to Bronn (2001), the increased importance of the role of communications within organisations, is agreed upon by most researchers and that communication includes words, both spoken and written, and actions of an organisation (McDonald & Hebbani, 2011; Coombs, 1995).

The Institute for Public Relations and Communication Management of Southern Africa (PRISA) emphasises public relations is communication management focussing on perceptions and strategic relationships (Skinner *et al.*, 2010). According to the definition of the Institute of Public Relations, these strategic relationships consist of "the deliberate, planned and sustained effort to establish and maintain mutual understanding between an organisation and its public" (Kitchen, 1997). Grunig and Hunt's (1984) definition of public relations is generally considered the most authoritative and states that public relations is the "*management of communication between an organization and its publics.*" Cutlip *et al.* (1994: 1) expand on Grunig and Hunt's (1984) original definition to include public relations' role as it "*establishes and maintains mutually beneficial relationships between an organization and the publics on whom its success or failure depends.*" Similarly Long and Hazelton (1987:6) suggest that public relations is "*a communication function of management through which organisations adapt to, alter, or maintain their environment for the purpose of achieving organisational goals.* However, Grunig (1992:4) later refined his original definition of public relations to "*the overall planning, execution, and evaluation of an organisation's communication with both external and internal publics – groups that affect the ability of an organisation to meet its goals.*" Baskin *et al.* (1997:5) concur that public relations is a "*management function that helps achieve organizational objectives, define philosophy, and facilitate organizational change.*" Furthermore, Van Riel and Fombrun (2007:2) declare communication to be the "*heart of organisational performance*" and organisational communication as "*an integrated communication structure linking stakeholders to the organisation.*" Furthermore Heath (2001:36) asserts that "*the management function rhetorically adapts organisations to people's interests and people's interests to organisations by co-creating meaning and co-managing cultures to achieve mutually beneficial relationships*". In addition, according to Baskin *et al.* (1997), public relations practitioners are responsible for the development, execution, and evaluation of organisational programs that promote the exchange of influence and understanding among an organisation's constituent parts and publics.

Thus, from the Institute for Public Relations and Communications for Southern Africa (PRISA) definition, and the other scholar definitions of public relations, it is clear that public relations is not a one-dimensional discipline but a broad one that encompasses a variety of

activities and functions appropriate to the organisation and includes strategic objectives and relationships, which underpin organisational communication needs.

### **2.2.2 Public relations as relationships**

Contrarily Ferguson (1984:40) introduces the concept of public relations as relationships in which she called for public relations to centre its focus on the relationship that exists between an organisation and its publics and away from organisational strategic objectives and communication. Broom *et al.*, (1997) agree that the relationship between an organisation and its stakeholders is recognised as a dominant concern for public relations practitioners. Public relations practitioners communicate with all relevant internal and external publics with the aim of developing positive relationships with them; as well as to create consistency between organisational goals and societal expectations Baskin *et al.* (1997:5). Pratt (2003:442) asserts that in the case of business, political and community organisations, the emphasis on “*building firm, dynamic relationships with various publics has morphed into an evolving stakeholder theory, which recognizes the inherent disparate values among an organization’s publics*”. However, a positive relationship with all is important as interests of the few are no longer given greater value than the interests of the many and those managers who do not value relationships and stakeholders’ interests, will find it more difficult “*to keep their license to operate*” (Scholes & Clutterbuck, 1998). Furthermore, L’Etang believes

*“...public relations is the occupation responsible for the management of organisational relationships and reputation. It encompasses issues management, public affairs, corporate communications, stakeholder relations, risk communication and corporate social responsibility” L’Etang (2009:609).*

These strategic relationships, must according to Stacks (2002), be identified, established, and maintained through the effective use of communication. Communication is essential to managing the organisation-stakeholder relationship because it provides the two sides with a means of sharing information and engaging in a dialogue (Grunig *et al.*, 1992). Therefore, it is possible to conclude from these and the plethora of definitions, including the 472 definitions gathered by Harlow (1977) that public relations, regardless of its central focus, is concerned with management, communication, strategic objectives and relationships. Furthermore, McDonald and Hebbani (2011:1) maintain that most public relations practitioners and scholars agree that public relations’ functions include “*communication, stakeholder relationship management, reputation management, and strategic management*“. Furthermore, Goodman (2004) points out that communication is used to describe a variety of strategic management functions and includes public relations; crisis and emergency

communication; corporate citizenship; reputation management; community relations; media relations; investor relations; employee relations; government relations; marketing communication; management communication; corporate branding and image building; advertising.

### **2.2.3 Public relations as collaboration and dialogue**

Much of the public relations theory and research has been based on Grunig and Hunt's (1984) four models of public relations - press agency, public information, two-way asymmetrical and two-way symmetrical communication and represent a first classification of insights into communication (Grunig & Hunt, 1984; Van Ruler, 2004). Kent and Taylor (2002) however asserts that a theoretical shift from public relations from reflecting an emphasis on managing communication (Grunig & Hunt, 1984) to an emphasis on communication as a tool for negotiating relationships (Botan, 1992) has been taking place for some time. Moreover, Van Ruler (2004) agrees that recent advances view the concepts of communication as fundamentally a two-way process which at all levels is participatory and interactive. This paradigm shift has moved communication from a sender/receiver-orientation to an actor-orientation which allows actors to be active and take initiatives (Van Ruler, 2004). Furthermore, Ledingham and Bruning (2000) argue that Grunig's (1992) concept of public relations as "*building relationships with publics that constrain or enhance the ability of the organisation to meet its mission*" has been instrumental in shifting the emphasis in public relations from managing publics and public opinion to a new emphasis on building, nurturing and maintaining relationships.

Dialogic theory suggests that for organisations to create effective organisation-public communication channels, they must be willing to interact with publics in an honest and ethical way (Kent, Taylor & White, 2003). According to Kent and Taylor (2002) the concept of dialogue as a feature of ethical/moral communication existed before the concept of symmetrical communication by decades. Moreover, Broom, *et al.* (1997) believes that due to the increase in media outlets such as the television and internet, public relations has shifted to interpersonal channels of communication. Furthermore, Botan (1992) defines public relations as the use of communication to negotiate relationships amongst groups and declares that the internet ideally provides such a multi-channel environment to improve relationships with publics. Turk and Kruckeberg (2000:399) conclude by declaring that "*it is virtually impossible to practice effective public relations today without using the Internet*".

## 2.2.4 Models of public relations

In *Managing Public Relations*, Grunig and Hunt (1984) outlined for the first time the now widely quoted four models of public relations, namely: press agency/publicist; public information; two-way asymmetric and two-way symmetric (Grunig & Hunt, 1984:22). While van Ruler (2004) criticises Grunig and Hunt's models (1984), particularly two-way asymmetrical communication for its limited two-way functionality, she presents a communication grid as an incrementally expanded alternative based on flow of communication and the development of meaning (denotation and connotation). Van Ruler (2004:139) presents seven types of public relations professionals namely: the town crier, steward, traffic manager, conductor, creator, facilitator and seat of the pants.

**Table 2-1 Models of public relations and communication and tourism**  
(Grunig & Hunt, 1984:22; Grunig, 1992; Van Ruler, 2004:123-43)

Direction / Purpose	Grunig & Hunt (1984:22); Grunig (1992)	Van Ruler (2004:123-43)
Undirected	No model	Magic Bullet – aka hypodermic needle theory. Town Crier / Steward.
One-way communication Purpose: Propaganda	Press agency/ publicity model; Intentionally incomplete and distorted in a one-way flow of communication. No research.	No model
One-way communication. Purpose: Dissemination of information	Public information dissemination. Objective information provided but is still slanted in a one-way flow. Aim to change the public's behaviour and attitudes. No research.	Dissemination of information. Traffic Manager (reach = effect). Linear causality & controlled one way. Press releases and public relations materials.
Two-way asymmetrical communication. Purpose: Persuasion	Persuasion: Monitors and measures public response to specific messages. Aims to modify or change opinions of primary audiences to the exclusion of intervening publics.	Conductor. Linear causality & controlled one way. Van Ruler considers advertising and marketing to be based on propaganda.
Two-way symmetrical model Purpose: Mutually beneficial	Mutually beneficial: Uses communication to manage conflict and improve understanding with strategic publics.	Consensus-building. Creator. Interaction. Mutual understanding and consensus.
Dialogue Purpose: Ongoing process of learning	No model	Interaction. Facilitator. Revealing meaning, monitoring, process management and mediation.

While Grunig and Hunt's (1984) models dominate American public relations and Van Ruler's (2004) models emerge from Europe, there has been very little development in newer and



better public relations models and unlike marketing (L'Etang *et al.*, 2007), public relations theory and models of public relations have seldom been applied to the tourism industry (Huertas, 2008). Public relations is furthermore underrated as a communication tool (Pender, 1999). However, George (2012:276) believes public relations is a powerful, cost-effective and valuable tool for tourism development; and public relations is a highly effective communication tool for travel and tourism organisations (Pender, 1999). In addition, Tilson and Stacks (1997) applied a multi-dimensional situational model of public relations, developed by Stacks in his 1992 unpublished work, to a business-tourist case study in Miami.

The multi-dimensional situational model follows Grunig and Hunt's (1984) four models, namely; press agency, public information; two-way asymmetrical; two-way symmetrical communication. Tilson and Stacks (1997) define situations as either a crisis or non-crisis therefore managing communication according to the demands of the situation and the intended outcome of the communication. Furthermore, Tilson and Stacks (1997) advise that tourism organisations employ a comprehensive communication strategy – which makes use of all Grunig and Hunt's (1984) models at different stages – to fuse advertising and public relations rather than separate propaganda, advertising and marketing campaigns. Furthermore, Huertas (2008:406) declares public relations to be “*crucial in the promotional activities and the communications of companies and tourism institutions.*”

### **2.3 Importance of public relations in tourism**

L'Etang *et al.* (2007) believe tourism is an “*inter-cultural process and public relations is a part of communication activity which facilitates multiple understandings of that process.*” All the same, public relations is a planned activity within tourism, which favours the tour provider and promotes a complimentary public opinion about their “*overall activity, their work, their services and the goals of their work*” (Senečić & Vukonić, 1997). In addition, Lumsdon (1997) emphasises that due to social and environmental pressure, tourism organisations are increasingly making use of public relations; and he concludes that many destinations are relying more on public relations rather than on advertising campaigns, arguing that if managed strategically, public relations activities can convey the message more effectively.

Similarly Abrahams *et al.* (2012) posit that public relations is viewed as a most appropriate technique to convey desired messages and induce a response from the tourism target markets and that media relations, crisis management, product placement, sponsorship and attendance at exhibitions and travel fairs are public relations activities common to tourism. Putra (2009) expands this notion by reporting that in rebuilding its image and reputation, Bali

Island has realised the importance of and has widely applied public relations as an effective communication tool in varied activities such as media campaigns, international level events or competitions, foreign journalist's site visits and international road shows.

Public relations within tourism is seen, by many tourism scholars, to focus on managerial and communication activities thereby presenting an alternative to marketing in promotions; and providing a means to develop relationships (George, 2012; Pender, 1997). Although there is evidence (L'Etang *et al.*, 2007; Lubbe, 1997), that reputational messages, which attempt to promote a certain image, can be counterproductive (Tilson & Stacks, 1997). Nevertheless, French (1994) defines all activities calculated to build and maintain mutual understanding between a tourism company and its publics, as public relations. Notwithstanding, Morgan *et al.* (2003), note that public relations plays a significant role in the tourism industry as a promotional tool when it is integrated with other partnerships of place/destination image development or promotion.

Other public relations functions in tourism, including the writing of press releases about destinations and the sponsoring of events, are aimed at building awareness of and maintaining a positive brand image of the tourism entity in an effort to motivate tourists to visit the tourism destination. Public relations messages are distinguished from advertising as it is not paid for, and thus become more believable to the potential tourist market (Walker & Walker, 2011; Kolb, 2006). In his book '*Travel and tourism public relations*', the author Deuschl attributes the prominence of public relations in travel and tourism to:

*the explosion of news media outlets dedicated to covering travel and tourism over the past 20 years;(2) the explosive growth in technology, particularly the internet (3) the need for effective communication in crises management (Deuschl, 2006:7).*

For example, Putra (2009:46) considers public relations to be effective if used to speak out or to explain a situation; for example an organisation could be in a crisis if there is an incident in a hotel; when a guest dies.

### **2.3.1 Communication channels**

Scholars believe tourists are likely to gain knowledge and hence familiarity through an on-going search process, such as reading guidebooks, other related books, advertising and write-ups in newspapers and magazines, watching advertisements on TV, listening to advertising on radio, or from a discussion of travel experiences with family and friends (Chon, 1990; Gursoy & McCleary, 2004). Furthermore, George (2012:286) elaborates that tourists are likely to search for destination information in brochures, websites, postcards, or

in the media. However, Roque *et al.* (2013) argue that the internet is currently the most important and relevant information source used by tourists. Buhalis and Law (2008), believe that the internet has reshaped how information related to tourism is distributed and how people plan their travel. Fodness and Murray furthermore identified three unique groups of tourists who used similar combinations of information sources:

- a) *the active research groups used a wide variety of sources such as brochures, local tourism offices, travel guides and travel agents;*
- b) *the passive information search tourist were distinguished by their reliance on friends or relatives, magazines and newspapers for information, and*
- c) *the possessive research group relied on personal experience, family and friends (Fodness and Murray, 1997:511).*

Litvin *et al.* (2008:458) further posit that interpersonal influence and word-of-mouth (WOM) are ranked the most important information source when a consumer is making a purchase decision. These influences are especially important in the hospitality and tourism industry, whose intangible products are difficult to evaluate prior to their consumption. Iyiola and Akintunde (2011) argue that knowledge of how tourists obtain information is crucial in designing effective communication campaigns as the information search represents the primary stage at which the tourism communicator can provide information and influence tourists' decisions (Lubbe, 1997).

Based on extensive search of the theoretical and managerial tourism literature, Fodness and Murray (1997:505-506) compiled a list of tourism information sources (Table 2–2). The authors suggest that to address tourists' information needs, information must be widely available and communication strategies should focus primarily on those sources used most frequently by tourists. Bieger and Laesser (2000) echo a similar view and assert that a successful communication strategy to the potential travellers consists in providing convenience and building a relationship of trust between the tourists and the tourist company. The authors elaborate by noting that convenience is determined by the availability of information and a customer-tailored presentation of information. Additionally, reliable sources of information are not only provided by private relations (friends and relatives) but more and more by employees of travel agencies, tourist information and organisations (Bieger & Laesser, 2000).

**Table 2-2 Classification of Tourism Information (Adapted)**  
(Fodness & Murray, 1997:505)

Sources of Information	Types of Information	
	Impersonal	Personal
Commercial	Brochures Guide books Local tourist offices State travel guides	Auto clubs Travel agents
Non-commercial	Magazines Newspapers	Friends or relative Highway welcome centers Personal experience
Electronic sources	Corporate Website Google Internet	Social Media Facebook Twitter

### **2.3.2 Intangibility of tourism products**

Tourism product offerings are intangible and thus as tourist product offerings differ from other types of products and services (Lumsdon, 1997). Mansfeld (1992: 401) however notes that due to the intangibility of the tourism offering, such sources of tourist information presents only a picture of the *probability* of acquiring a given utility at a particular potential destination on the basis of the image created. Furthermore, basic tourist conditions, like the weather, the real quality of service, the real quality of accommodations, and the attitude of the hosts, are mainly unknown at the time decisions are being made (Mansfeld, 1992:401). Consequently, tourists adopt different information search patters to reduce the perceived risk in buying intangible-dominant products such as touristic experiences (Engel *et al.*, 1995). Fodness and Murray (1997) concludes by pointing out that in essence, tourists seek to enhance the quality of their trip by decreasing the level of associated uncertainty through information search. George (2012:286) however argues that that one of the key functions of public relations, is to “*attempt to create a perception of tangibility for the offering in the mind of the consumer by communicating its benefits through promotion, branding and quality customer service*, as it is impossible for tourists to try them out; inspect them prior to purchase as they cannot be physically displayed at the point of sale before purchasing (van der Merwe, 2003; Buhalis 1998:411).

### **2.3.3 Motivation to travel**

*“Tourism is a construct employed to denote significant psychological, social, and economic differences from other, similar behaviour during which people leave and return to their home.” (Gnoth, 1997:283)*

The study of tourist motivation and behaviour has become an important contributor in the overall analysis of tourism (Pearce, 1996). According to Lubbe (1997), the motivation to leave home and travel begins when an individual becomes aware of his needs and he perceives that certain destinations, products or services may have the ability to satisfy those needs. Several authors however suggest that while a destination may hold a number of attractions for the potential tourist, the decision to visit such a destination is consequent on his prior need to travel (Crompton, 1979a; Chon, 1990; Mansfeld, 1992). Crompton (1979a) divides tourist motivations into push and pull factors, and this classification is now commonly used in tourism research. It is believed that Maslow's (1943) hierarchy of needs, i.e. physiological, safety, belonging, esteem and self-actualisation, act as 'push' factors while the environmental cues arising from the attractiveness of a destination function as 'pull' factors, i.e. landscape, climate, accommodation, access, food, promotions and price (Lubbe:1997:40). These two forces operate together and serve as an antecedent event for an individual's motivation to travel (Lubbe, 1997; Chon, 1990; Walker & Walker, 2011; Crompton, 1979a). Furthermore, Chon (1990) points out that a primary image of the destination is constructed at the point where the push and pull factors co-exist. Fodness (1994) parallels the idea that from a tourism promotional perspective, tourism products can be designed and promoted as providing a solution to the needs of tourists.

### **2.3.4 Information search**

The desire to travel is preceded by 'potential tourists' undertaking an active information search to obtain information, from specific sources, to enable them to make a travel decision (Baloglu & McCleary, 1999). According to Roque *et al.* (2013), tourists seek access to several levels of information, which will allow them to collect data to arrange trips and activities as well as to develop an interaction with the destination and its resources. One of the fundamental classifications of information sources is the internal versus external search (Fodness & Murray, 1997). Internal sources include personal experiences with specific or similar destinations and such knowledge is used as the basis for planning a repeat visit; but when internal search provides insufficient information, tourists resort to external sources of information (Gursoy & McCleary, 2004; Fodness & Murray 1997). The acquisition of travel information is central to the selection of a destination as well as to onsite decisions such as

accommodation selection, transportation, activities as well as tour decisions (Fodness & Murray, 1998; Vogt & Fesenmaier, 1998; Gursoy & McCleary, 2004). According to Iyiola and Akintunde (2001:27), tourists form opinions and select products based on information at their disposal, including information supplied to the tourist. Information search can be described as the expressed need to consult various sources prior to making a purchase decision. Information search can be defined as “*the motivated activation of knowledge stored in memory or acquisition of information from the environment*” (Engel et al., 1995:17).

### 2.3.5 Destination image

The information acquired allows the potential tourist to form a destination image (Figure 2-1). As a result of having access to additional sources of information, the organic image may be altered. The modified image is referred to as an induced image (Gunn, 1988; Chon, 1990, Beerli & Martin, 2004a; Echtner & Ritchie, 2003). Gunn (1988) insists that there is very little that tourism communicators can do to change the organic image; they can however influence a change in an induced image through promotional and publicity efforts. Chon (1990) argues that in making a purchase decision, the consumer (tourist) goes through stages of need recognition, information search, evaluation of alternatives, choice of product or service, and lastly, post-purchase evaluation.

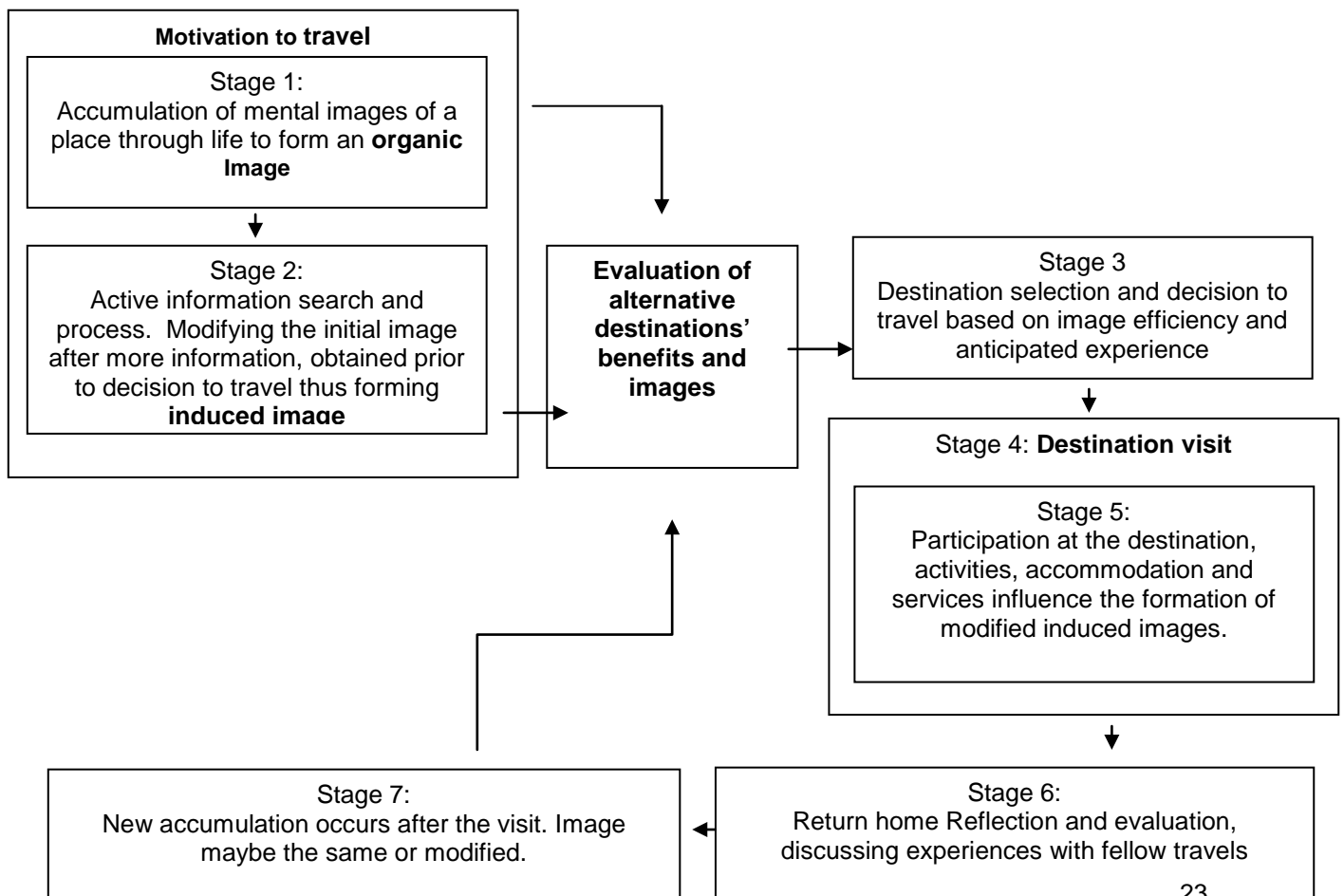


Figure 2-1 Process of information search, image formation in destination selection (Adapted) (Fakeye & Compton, 1991; Chon, 1990; Jenkins, 1999)

Figure 2–1 explains the difference between the three types of destination images, namely, organic, induced and modified as well as their role in destination selection. The organic image is based on non-commercial sources of information such as news about the destination in the mass media, information received and opinions of friends and relatives, and education (school courses). The induced image is based on commercial sources of information such as different forms of advertising and information from tourism communicators, travel agents and tour operators.

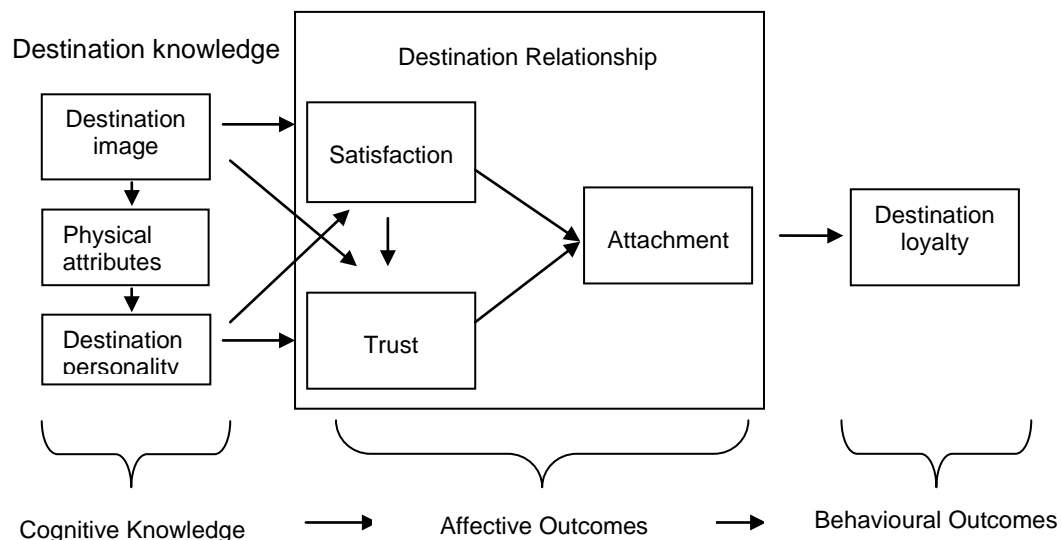
Tourists form an image of a tourist destination after undergoing a process which includes motivation, gathering of information, accumulation of images and ends with destination selection, travel and a review of image after return home (Fakeye & Compton, 1991; Chon, 1990; Jenkins, 1999). Destination image is the most popular topic of research in the tourism literature since the field was established in the early 1970s (Pike, 2007; Chon, 1990; Echtner & Ritchie, 2003). Crompton (1979b:19) defines a destination image as the aggregate “*sum of beliefs, ideas, and impressions that a person has of a destination*” and includes facts, thoughts, dreams, visuals, preconceptions, impressions and emotions to provide a pre-taste of the destination (Lawson & Baud Bovy, 1977; Fakeye & Crompton, 1991; Jenkins, 1999). The creation of a desirable destination image is the principal goal when promoting a destination so it becomes ‘necessary’ to potential tourists” (Fakey & Crompton, 1991:10) and destination image plays a crucial role in an individual’s travel purchase decision-making (Chon, 1990).

However, Lubbe (1998) concludes that the attractiveness of a destination is not only based on its attributes, but also on the needs and motivations of a potential tourist. Roque *et al.* believe:

*“Tourist information, in addition to its role in the promotion of tourist destinations, has a major influence in the creation of the image of the destination, which implies that the information is a critical factor in describing the destination, in the way the description spreads and in whether the destination appears attractive” (Roque et al, 2013:71).*

Furthermore, according to Beerli and Martin (2004a), image is a mental picture formed by a set of attributes that define the destination in its various dimensions, and has a significant influence on consumer buying behaviour within the tourism sector. Thus, destination image is viewed as a multidimensional construct composed of three primary dimensions, i.e. cognitive, affective and conative (Figure 2–2). The cognitive component consists of beliefs and knowledge about the physical attributes of a destination, whereas the affective component relates to the appraisal of the affective quality of feelings towards the attributes

and the surrounding environment (Baloglu & McCleary, 1999; Beerli & Martin, 2004b; Prayag, 2007). The conative component on the other hand evolves from cognitive and affective images (Beerli & Martin, 2004b; Prayag, 2007). Several studies reported that destination images influences the purchase behaviour of tourists (Hunt, 1975; Pearce, 1982; Vogt & Fesenmaier, 1998) and it is imperative that they be viewed favourably (Echtner & Ritchie, 2003).



**Figure 2-2 Multidimensional construct of destination image**  
*(Chen & Phou, 2013; Beerli & Martin, 2004a)*

The development of destination image is structured, but hardly simple. According to Chon (1990), the role of a destination image in tourism has significance in communication strategies when viewed through the framework of the traveller's buying behaviour. She points out that in making a purchase decision, the consumer (tourist) goes through stages of need recognition, information search, evaluation of alternatives, choice of product or service, and lastly, post-purchase evaluation.

Tourists form an image of a tourist destination after undergoing a process which, according to Gunn (1988), consists of the following stages:

- accumulating mental images of the destination, thus forming an organic image;
- modifying the initial image after more information, thus forming an induced image;
- deciding to visit the destination;
- visiting the destination;
- sharing the destination;



- returning home; and
- modifying the image on the experience in the destination.

Based on that, the author distinguishes two types of image, organic and induced. The organic image is based on non-commercial sources of information such as news about the destination in the mass media, information received and opinions of friends and relatives, and education (school courses). The induced image is based on commercial sources of information such as different forms of advertising and information from tourism communicators, travel agents and tour operators. As a result of having access to additional sources of information, the organic image may be altered. The modified image is referred to as an induced image (Gunn, 1988; Chon, 1990, Beerli & Martin, 2004a; Echtner & Ritchie, 2003).

In conclusion, Gunn (1988) insists that there is very little that tourism communicators can do to change the organic image; they can however influence a change in an induced image through promotional and publicity efforts.

#### **2.4 Stakeholder management as a strategy**

Stakeholder theory, championed by Freeman (1984), was initially proposed as a means of strategic management for organisation and is based on the principle that an organization is characterized by its relationships with its environment, particularly the needs, interests and influences of various groups and individuals, including employees, customers, suppliers, governments, and members of the communities (Mainardes *et al.*, 2011; Key, 1999, Clarkson, 1995; Freeman, 1984; Yilmaz & Gunel, 2009). According to Freeman's definition, which although largely adopted is often criticised as being too broad (Mitchell *et al.*, 1997) is

*“A stakeholder in an organization is (by definition) any group or individual who can affect or is affected by the achievement of the organization's objectives” (Freeman, 1984:46).*

Vinten (2000:378) posit that in its origins in the 1950's and 1960's, the term 'stakeholder' referred to the interests of shareholders, since it was “these groups without whose support the organisation would cease to exist”. However, according to Presenza and Cipollina (2010:19), from a managerial perspective, stakeholder theory posits that the various groups might have a direct influence on managerial decision; and agree with Freeman (1984:46) that *“to be an effective strategist you must deal with those groups.”*

While on the one hand, Friedman (1970) suggested that the primary objective of organisations is to maximize the return on investments to shareholders. On the other hand, Freeman (1984) was the first to present a theory that suggested, apart from the economic shareholder, other internal and external actors impacted on the firm (Key, 1999). These actors, according to Donaldson and Preston (1995:67) “*are persons or groups with legitimate interests in procedural and/or substantive aspects of corporate activity*”. Clarkson (1995) argues that the stakeholder concept is shaped by the organisation, the actors and the nature of their relationships. While Freeman’s (1984) stakeholder map presents management with a valuable strategic tool, it does not provide an adequate theoretical foundation for explaining the firm or internal and external stakeholder behaviour or categorisation as the theory is unclear as to who the stakeholders are and who is excluded (Rawlins, 2006; Miles, 2012; Key, 1999). Furthermore, the term ‘stakeholder’ has been used indiscriminately for over twenty years (Friedman & Miles, 2006) and there are countless definitions, each with its own differing emphasis that confuses and distorts interpretations of stakeholder theory (Mainardes *et al.*, 2011; Miles, 2012), there is not a single definitive or generally accepted definition, beyond agreement on the principles reflected in Freeman’s (1984) definition.

#### **2.4.1 Stakeholder typology**

Stakeholder typology is varied and Donaldson and Preston (1995) warn that stakeholder theory should not be considered as a single theory, but rather a collection of theories. For example, on the one hand, Donaldson and Preston’s (1995) typology of stakeholder theory defines three key aspects of stakeholder theory, namely: (1) descriptive accuracy; (2) instrumental power and (3) normative validity. According to Donaldson and Preston (1995) the descriptive aspect of stakeholder theory is used to describe some characteristic and/or behaviour of an organisation and is furthermore used to examine and explain the past, present and future state of affairs of an organisation and its stakeholders. The instrumental aspect on the other hand, identifies the connection or lack thereof between stakeholder management and the achievement of the organisation’s or development’s objectives and goals. Lastly, the normative aspect of stakeholder theory is the fundamental core of the stakeholder theory in that the interests of all stakeholders are of intrinsic value. On the other hand, Clarkson’s (1995) typology divides stakeholders into 1) primary and 2) secondary and explains that primary stakeholders have formal ties with the organisation and secondary stakeholders have loose ties.

Furthermore, the typology of Mitchell *et al.* (1997) categorise stakeholders into 1) power, 2) legitimacy and 3) urgency as these elements determine their relevance to the organisation

as stakeholders become salient to managers to the extent that those managers perceive them as possessing power, legitimacy and urgency. Power is defined as the ability to influence other parties to make decisions the party would not have otherwise made; legitimacy is determined by whether the stakeholder has a legal, moral or presumed claim that can influence the organisation's behaviour, direction, process or outcome; and urgency exists under two conditions: (a) when a relationship or claim is of a time-sensitive nature and (b) when that relationship or claim is important or critical to the stakeholder (Mitchell *et al.*, 1997). However, the more elements held by a single stakeholder group, the more powerful, management perceives them to be (Mitchell *et al.*, 1997). However, Friedman and Miles (2002) criticises Mitchell *et al.* (1997) model on the basis that the focus thereof is on defining who or what the stakeholders of an organisation are, rather than discussing the dynamics of the organisation/stakeholder relation.

Therefore, while each group of stakeholders merits consideration for its own sake and not merely because of its ability to further the interests of some other group; it is equally clear that the organisation must make trade-offs between its own goals and that of the stakeholders (Key, 2012); as well as prioritizing important stakeholders of the organisation which can influence the organisation and be influenced by the organisation (Yilmaz & Gumel, 2009:98). Freeman (1984) considers the effects of these trade-offs to be economic, technological, social, political and management. Thus stakeholder management refers to "*the necessity for an organization to manage its relationships with specific stakeholder groups in an action-oriented way*" (Brønn & Berg, 2005:122), which includes communicating, negotiating and contracting, managing relationships and motivating stakeholders to respond to the organisation in ways that benefit it (Harrison & St. John, 1996). In recent years, stakeholder theory has focused on the importance of engaging stakeholders in long-term value creation (Andriof *et al.*, 2002).

#### **2.4.2 Mapping stakeholders**

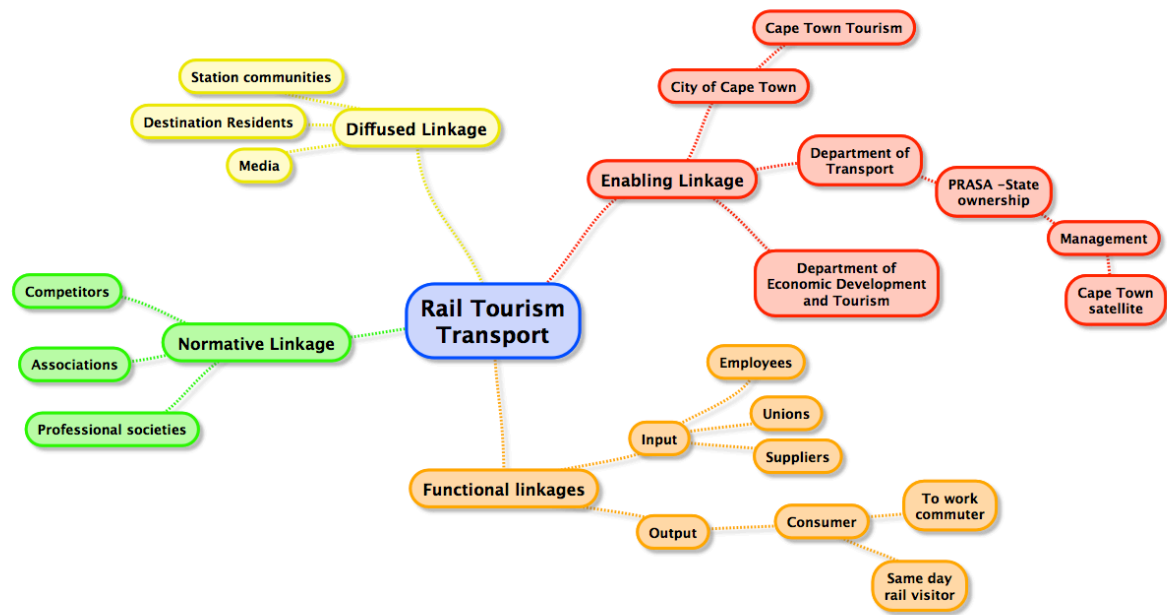
Freeman (1984) believes for organisations to effectively manage their stakeholders, it is important to understand three concepts (1) identification of the stakeholder and their respective perceived stakes (2) the processes necessary to manage the organisation's relationships with its stakeholders, and (3) the management of a set of transactions or bargains among the organisation and its stakeholders. Furthermore, Rawlins (1997:3) posits that organisations should first attempt to identify all stakeholders before narrowing them by means of their attributes and argues that the best effort to identify all stakeholders within a

public relations framework is Grunig and Hunt's (1984) linkage model that uses four types of linkages to identify stakeholder relationships to an organisation:

**Table 2-3 Stakeholders and the organisation**  
*(Grunig & Hunt, 1984)*

1) Enabling linkages	Stakeholders provide authority and have some control over the organisation.
2) Functional linkages	Stakeholders are essential to the organisation's functioning. Divided between input functions that provide labour and resources and output function that consume the products or service.
3) Diffused linkages	Stakeholders with infrequent interactions with the organisation, but arise during times of crises.
4) Normative linkages	Stakeholders with common interest with shares or similar values, goals or problems and often include competitors that belong to industrial or professional associations.

According to Grunig and Hunt (1984) organisations must manage enabling and functional linkages because they all create consequences for the organisation -- organisations cannot pursue their goals without these stakeholders. Furthermore, organisations must manage diffuse linkages when it creates consequences for others.



**Figure 2-3 Stakeholder map of rail tourism transport linkages (Adapted)**  
 (Freeman, 1984; Grunig & Hunt, 1984)

### 2.4.3 Importance of stakeholder management in tourism

Within the tourism sector, the relationship with the stakeholder is critical because the product is intangible (Lumsdon *et al.*, 2006), i.e. the product cannot be touched, tasted or tested, it can only be experienced (Walker & Walker, 2011). Furthermore the market is fragmented (Presenza & Cipollina, 2010), volatile and diverse (Yilmaz & Gunel, 2009) making the reduction of risk essential (Tilson & Stacks, 1997). According to Yilmaz and Gunel

*“In the tourism sector, where an intangible product is sold to customers and relationships create the foundation of business applications, stakeholders should be considered as the main actors in achieving success and gaining competitive advantage” (Yilmaz & Gunel, 2009:106).*

Thus the success and implementation of sustainable tourism development is reliant upon the support of stakeholders and the building of relationships (Byrd, 2007). Furthermore, according to Byrd (2007) for stakeholders to be successfully included in tourism development, two questions must be answered namely who are the stakeholder and how should they be engaged, especially in a highly fragmented, diverse and volatile sector (Yilmaz & Gunel, 2009). Sautter and Leisen (1999) posit that consideration should be given to each stakeholder group, regardless of the relative power or interest held by each as the *“performance of a tourist destination depends on the links between various component actors not just on the individual characteristics”* (March & Wilkinson, 2009:456).

## 2.5 Relationship management

When Ferguson (1984:40) presented relationships as a central concept for public relations, she suggested that the discipline focus its study on the relationship that exists between an organisation and its publics and move away from the management of communication. However, Broom *et al.*, (1997) make it clear that the concept of relationships within public relations is aimed at achieved behavioural outcomes and should be placed within relational communication theory.

Ledingham and Bruning (1998) defined organisation-public relationship as “*the state which exists between an organisation and its key publics in which the action of either entity impact the economic, social, political and/or cultural well-being of the other entity*”. Bruning and Ledingham (1999) state that relationship management shifts the perspective and the practice of public relations away from public opinion manipulation and towards the idea of building, developing and maintain organisation-public relationship, a shift which Ehling (1992:622) viewed as “*an important change in the conceptualisation of the primary mission of public relations*”. However Hutton (2007) suggests that the first step in making relationship management part of public relations would be a sound theoretical foundation and although, no existing established theory exists; public relations scholars have considered interpersonal communication as a possible field to understand how to build relationships between organisations and their publics.

Morgan and Hunt (1994:23) suggest relationships are based on trust which exists when “one party has confidence in an exchange partner’s reliability and integrity”. The construct of trust is often viewed as an important part of the relationship between publics and organisations (Botan & Taylor, 2004:652; Aula, 2011:30). Nevertheless, the concept of trust, an important linkage in relationships must also be understood, even if as Ledingham suggests “the emergence of relationship management ... calls into question the essence of public relations - what it is and what it does or should do, its function and value ... and benefits...” (Ledingham, 2000: xiii). Earlier, however, Ledingham and Bruning (1998, 2000) argued that Grunig’s (1992:55) two way symmetrical model of public relations with its concept of public relations as “*building relationships with publics that constrain or enhance the ability of the organization to meet its mission*” was instrumental in shifting the emphasis in public relations from managing publics and public opinion to a new emphasis on building, nurturing, and maintaining relationships and regard Grunig’s theoretic evolution of symmetrical communication as a normative model of public relations practice. Furthermore, Spekman (1988:79) believes “trust to be the cornerstone of strategic partnerships”. Ledingham and

Bruning (1998) point out that the perspective that views public relations as relationship management argues for the practice unfolding within the four-step strategic management process of analysis, planning, implementation and evaluation. Ledingham and Bruning (1998) expand this notion by noting that the term public relations implies that the research and practice of the discipline should focus on 1) an organisation's relationship with its key publics, 2) concern itself with the dimensions upon which that relationship is built, and 3) determine the impact that the organisation-public relationship has on the organisation and its key publics.

Hon and Grunig (1999:2) believe that the outcomes of an organisation's long-term relationship with stakeholders can be measured by focusing on those elements existing within the relationship such as trust; satisfaction, commitment; control mutuality; exchange relationship and communal relationship. Further literature on trust considers confidence in the other as the most important attribute as it, together with reliability and integrity, is associated with qualities such as consistent, competent, honest, fair, responsible, helpful, and benevolent (Altman & Taylor,1973; Morgan & Hunt, 1994). Furthermore, Grunig and Grunig (2011); Hon & Grunig (1999) point out that to establish a good relationship with stakeholders, four qualities are required; there needs to be trust between the two parties; a sense of commitment and loyalty to the relationships is also required, there has to be satisfaction with the relationship and lastly, an important quality of the relationship entails controlled mutuality, with the possibility that both parties in the relationship have an influence on the relationships.

Evidence from research conducted by Ledingham and Bruning (1998:61) indicate that "*an organization-public relationship centred around building trust, demonstrating involvement, investment, commitment, and maintaining open, frank communication between the organization and its key public does have value in that it impacts the stay-leave decision in a competitive environment*". Additionally, Ledingham and Bruning's (1998) study indicates that when public relations is viewed as relationship management, the public relations programmes can be designed around relationship goals, with communication strategies employed to support the achievement of those goals. Furthermore, Hutton (1999) posits that

*'Relationship management refers to the practice of public relations as an exercise in identifying mutual interests, value and benefit between a client-organisation and its publics. While acting primarily on the client's behalf, such an approach to public relations seeks to have the client operate in a responsible manner, in conformance with the public interest, in the belief that public support and consent are vital to the organisation in achieving its long-term objectives. The emphasis is on mutual trust,*

*compromise, co-operation, and whenever possible, win-win situations'. (Hutton, 1999:208)*

Despite the attributes of a strategic partnership and organisation-public relationship being highlighted as trust, confidence, reliability and integrity, Broom *et al.*, (1997:96) established that a useful definition of “relationships” in the scholarship of public relations does not exist; and according to Coombs (2001:106), public relations continues to be defined as the use of communication to manage the relationships between and organisation and its stakeholders. Furthermore, Broom *et al.*, (1997) highlighted that in the absence of a fully developed definition, the ability to measure organisation-public relationships is severely reduced, and thus limitations are placed on constructing an effective theory on how to build relationships and affect behaviour outcomes.

## **2.6 Corporate communication**

Public relations is considered as consisting of a communication function (McDonald & Hebbani, 2011). According to Skinner and von Essen (1999) communication is central to the practice of public relations, with the aim of establishing understanding, but specifically to persuade, to inform, to influence attitude and to bring about action. Goodman (2006) similarly suggests that organisations use corporate communication to lead, motivate, persuade, and inform employees and the public alike.

Jackson's (1987) definition of corporate communication as *'the total communication activity generated by a company to achieve its planned objectives'* was one of the first to appear in the international literature. Van Riel and Fombrun (2007:25) expand this definition by stating that corporate communication can be defined as *'the set of activities involved in managing and orchestrating all internal and external communication aimed at creating favourable starting points with stakeholders on which the company depends'*. Likewise Illia and Balmer (2012:418) note that corporate communication “is considered to be a management function” with three objectives: 1) maintaining a favourable inter-organisational relationships with groups on which the organisation depends; 2) evaluating social trends and drafting policies which allows organisations to proactively adapt to changes within the environment; and 3) integrating all communication efforts in support of marketing activities. Furthermore, Steyn and Puth (2000:5) state that corporate communication is communication on behalf of the organisation. It is “managed communication” with the purpose of increasing organisational effectiveness by creating and maintaining relationships with stakeholders.



Contrastingly, Grunig (1992) states that corporate communication plays a key role in managing relationships with all parts of an organisation's environment, performing a two-way symmetrical function whereby they communicate stakeholder views to senior managers and vice versa. Similarly, Institute of directors (2009) notes that effective communication with stakeholders is essential for building and maintaining their trust and confidence. In this regard one of the recommended practices is that communication with stakeholders should be in clear and understandable language and communication guidelines should be adopted to support a responsible communication programme.

### **2.6.1 Communication channels**

Public relations practitioners rely on a combination of printed, spoken, images, controlled and uncontrolled media to communicate with various stakeholders. The introduction of technology has however changed the notions about traditional media, particularly relating to mass media. Cutlip *et al.* (1994) contend that notions about mass, undifferentiated, passive audience is viewed as being outdated and replaced by interactive media, resulting in more individualised communication between an organisation and its various publics. (Government Communications, 2011:3) expands this notion by stating that the Internet heralded a start of a new media era. The phenomenal growth in digital technology and social media platforms, have revolutionised the way in which people and organisations communicate and share information. Grunig (2009:6) furthermore notes that the "*new digital media have dialogical, interactive, relational, and global properties that make them perfectly suited for a strategic management paradigm of public relations*".

The Harvard Business Review (*In Merrill et al.*, 2011:20) reports that "the exponential growth of social media, from blogs, Facebook and Twitter to LinkedIn and YouTube, offers organisations the change to join a conversation with millions of customers around the globe every day". The essence of the statement lies in the word "conversation". Since the role of public relations is to build and maintain mutually beneficial relationships between an organisation and its various stakeholders through the management of two-way symmetrical communication, the intranets, internets, blogs and social media makes two-way communication possible (Begin & Charbonneau, 2012). Furthermore, Coombs (2007) points out the Internet plays a significant role in today's public relations and is one of the defining differences between "old" and "new" public relations. Taylor *et al.* (2001:264) conclude that the traditional landscape has however changed as technology now makes it possible to capture more data and information than ever possible before.

## **2.6.2 Tourism communication**

Freeman (1984) succinctly stated that organisations needed to deal strategically with all groups that can affect you and be responsive to those whom you effect as

*This is even more evident when the field of interest is tourist destination where the experience and satisfaction of tourists and to the general economic success of the region is directly related to many types of firms and other organizations. Some of these are located in the tourist destination; others are located elsewhere but play an important role in linking destinations to sources of tourists, including other tourist destinations, as well as to other types of inputs required by a tourist destination to function effectively and efficiently. The performance of a tourist destination depends on the links between these various component actors, not just on their individual characteristics (March & Wilkinson, 2009).*

Fundamental to developing a successful relationship between transport and tourism is the recognitions that all stakeholders be included in the development and planning process. Byrd (2007) posits that tourism planners must monitor and understand the demographics and preferences of the current visitors in an attempt to predict who may be the future visitor. Tourism planners need to be aware of potential new markets and, before trying to attract them, know their interests and if the area can meet the visitors' interests.

On-going communication with these stakeholders helps to build a stable, long-term relationship that manages conflict that may occur in the relationship. Sautter and Leisen (199:435) depict a useful starting point in the construction of a stakeholder map for a tourism initiative. Presenza and Cipollina (2010:28) believe that for a tourism destination to be sustainable it needs a communication strategy that is *“collaborative and inclusionary consensus-building practices”*. Building trust through collaboration is based on the *“sharing information and expertise and by consolidating relationships between the parties”* (Franch *et al.*, 2008). As such, effective management demands synchronous attention to the genuine interests of all appropriate stakeholders (Donaldson & Preston 1995). Clarkson (1995) emphasises this premise and cautions that failure to retain participation of even a single primary stakeholder group will result in the failure of the organisation as he emphasises that the key participants form part of the tourist destination and the importance of their role inside the network, as well as the motivation behind the relationships cannot be downplayed.

## **2.7 Reputation management**

Waeraas and Byrkjeflot (2012:189) posit although definitions vary in the emphasis and scope, there seems to be consensus that organisational reputation refers to the general

perception of a given organisation across stakeholders over time. A commonly used definition in management and marketing literature is reputation as “the overall estimation in which a company is held by its constituents” (Fombrun, 1996:34). Furthermore, organisational reputation has been defined as the mental and abstract perception of an organisation – an “intangible asset”, which according to Bromley (2001:317) defines reputation as a “*distribution of opinions – the overt expressions of a collective image – about a person or other entity, in a stakeholder or interest group.*”

A good corporate reputation is a valuable asset for the long-term sustainability and also holds both intangible and tangible benefits for organisations (Doorley & Garcia, 2007). Seital (2001) notes that most companies today realise that the building of a good corporate image is a lengthy process and that it takes only one error to create and contribute towards a negative public image of the organisation. Although corporate image is a fragile article of trade, most organisations is of the belief that a positive corporate image is key to their continued long-term success.

Reputation refers to how positively or negatively the organisation is viewed by its stakeholders – the group of people or publics on whose success or failure an organisation depends (Gaines-Ross, 2008:6). Fombrun and van Riel, (2004) advance the notion that the development of a corporate reputation is based on the information stakeholders receive about the organisation. In this regard stakeholders receive corporate information via their engagement with the company, from mediated company reports as well as second hand information obtained from other people. To a large extent corporate reputation is based on how stakeholders view the ability of the organisation to meet their expectations. Failure to meet shareholder expectations can be problematic to organisations (Reichart, 2003) especially in the light or the impact that stakeholder perceptions may have on reputation. Institute of Directors (2009) cautions that organisations must deal with stakeholder interests and expectations and cannot afford to ignore them event if these stakeholders are not considered legitimate. However, in today’s sensitive business environment the ultimate survival of an organisation depends on developing and maintaining a recognisable image and a favourable reputation (Gray & Balmer, 1998) as to a large extent corporate reputation is based on how stakeholders view the ability of the organisation to meet their expectations.

## **2.8 Effective communication**

Effective communication includes both formal and informal sharing of meaningful and timely information between exchange parties in an empathetic manner (Sharma & Patterson, 1999) and this communication can be at an inter-organisational level or at a personal level (Morgan

& Hunt, 1994; Olkkonen *et al.*, 2000). In this instance, when moving the tourist to the destination, transportation plays a linking role that is based on the purchase of a ticket to reach the destination. This is a buyer-seller relationship, which literature reports is significantly affected by the buyer's perceived relationship with the seller, based on factors such as trust, quality, commitment and satisfaction, and to influence their buying decision (Sanzo *et al.*, 2003, 2007; Sharma & Patterson, 1999; Yen *et al.*, 2011; Gursoy & McCleary, 2004, Fodness & Murray, 1997).

Furthermore, communication is an effective relationship-building strategy (Palmatier *et al.*, 2006). Communication plays a significant role on perception of the quality of relationship, which includes factors such as trust, commitment and satisfaction (Sanzo *et al.*, 2003, 2007; Yen *et al.*, 2011). In addition, effective communication is timely, accurate and useful to remove mutual suspicion, unify expectations and to consequently facilitate trust (Moorman *et al.*, 1992; Yousafzai *et al.*, 2005; Massey & Dawes, 2007).

According to Sautter and Leisen (1999) an organisation should managed its stakeholders effectively if they apply these three principles: identification of the stakeholder and their respective perceived stakes, the processes necessary to manage the organisation's relationships with its stakeholders, and management of a set of transactions or bargains among the organisation and its stakeholders (Freeman 1984). In short, an organisation with stakeholder management capabilities has organisational processes to take these groups and their stakes into account routinely as part of the standard operating procedures of the organisation and which implements a set of transactions or bargains to balance the interests of these stakeholders to achieve the organisations purpose (Freeman,1984).

### **2.8.1 Conclusion**

In this chapter, this study was placed within the theoretical framework of the discipline of public relations and communication management including stakeholder management, corporate communication; relationship management and reputation management and considered them in the context of the tourism, particularly rail and transport tourism.

In this chapter we reviewed the literature on public relations, stakeholders, and relationship and reputation management. From the literature review it has emerged that while the theory and models of public relations have seldom been applied to the tourism industry, public relations is an effective communication tool to convey desired messages and to induce a response from the rail tourist targets publics.

Key authors in the field of transport and tourism believe that transport is central to tourism (Lumsdon & Page, 2004; Hall, 1999; Deuschl, 2006) and that transport is responsible for connecting tourism generating origin points to tourism destination regions (Prideaux, 2000; Page, 2005; Omisore & Fadoyin, 2012). Moreover, from the literature review it can be concluded that destination image plays an important role in influencing the purchase behavior of tourists as those destinations with a strong positive image, have a better chance of being selected by tourists in their travel decision process (Echtner & Ritchie, 2003). Lastly, the acquisition of travel information is central to the selection of a destination and according to Roque *et al.* (2013), tourists seek access to several levels of information, which allows them to collect data to arrange trips and activities as well as to develop an interaction with the destination and its resources. Lubbe (1998) furthermore concluded that the attractiveness of a destination is not only based on its attributes, but also on the needs and motivations of a potential tourist.

The following chapter will outline the research design and methodology used to explore effective communication in developing rail tourism in Cape Town and consider who the same day rail visitor is, their communication needs, preferences and perceptions, as well as product needs and expectations in order to communicate effectively with them.

### **3 CHAPTER THREE: RESEARCH DESIGN AND METHODOLOGY**

#### **3.1 Introduction**

This chapter will describe the research design, methodology and data collection methods followed during the fieldwork research to explore effective communication in developing rail tourism in Cape Town. The research design, methodology and data collection methods are distinctive concepts in empirical and non-empirical research (Wahyuni 2012:72).

#### **3.2 Research in public relations**

Research in public relations has used quantitative and qualitative research to develop and grow the discipline theoretically. According to Botan & Taylor (2004), public relations is not merely communication practice but extends into research and applied research making use of a variety of research designs and methodologies. From the literature review under the umbrella discipline of public relations and four sub-categories of the discipline, namely stakeholder theory and management; relationship management; reputation management and effective communication within the context of the rail tourism industry. Key concepts extracted from the literature review are public relations and its core function communication within the rail tourism sector; include the importance of tourism information search, destination image and the role of transport in linking the tourist with the destination.

#### **3.3 Conceptualisation**

Conceptualisation, the process through which the researcher specifies what is meant when particular terms are used (Babbie & Mouton, 2001) will explain the literature review extracted concepts.

##### **3.3.1 *Public relations as communication in tourism***

Tourism organisations and destinations are increasingly using public relations, rather than advertising campaigns, to communicate with potential tourists (Lumsdon, 1997). Most public relations practitioners and scholars agree that one of the public relations' core functions is communication (McDonald & Hebbani, 2011), which includes both the words (spoken and written) and the actions of an organisation (Coombs, 1995) and is essential to managing the organisation-stakeholder relationship (Grunig & Grunig, 1992). Seital argues that

*“The heart of public relations work lies in attempting to affect the public opinion process. And that most public relations programmes are designed either to persuade people to change their opinion on an issue, product or organisation; crystallise uninformed or undeveloped opinions; reinforce existing opinions”. (Seital, 2001:52)*

Furthermore research shows that reputation, images, brands and other types of cognitive representations are what members of different publics think and say to each other (Grunig, 2009). Walker and Walker (2011) suggest that an important part of an organisation’s communication strategy is the development of the brand-identity. Morgan *et al.* (2003), states that public relations play a significant role in tourism industry as a promotional tool when it is integrated with other partnerships of place/destination image development or promotion. Lubbe (1998) concludes that the attractiveness of a destination is not only based on its attributes, but also on the needs and motivations of a potential tourist.

### **3.3.2 Information search**

The desire to travel is proceeded by ‘potential tourists’ undertaking an active information search to obtain information, from specific sources, to enable them to make a travel decision (Baloglu & McCleary, 1999). Iyiola and Akintunde (2011) argue that knowledge of how tourists obtain information is crucial in designing effective communication campaigns as the information search represents the primary stage at which the tourism communicator can provide information and influence tourists’ decisions (Lubbe, 1997). Interpersonal influence and word of mouth are especially important information sources in the hospitality and tourism industry as tourism is an intangible product which needs to be evaluated prior to its consumption (Litvin *et al.*, 2008). This research will look for the following indicators of communication effectiveness and information search include the channels of communication the same day rail visitor prefers as a source of information; the ease of finding information; confidence in the information available; the quality, presentation and relevance of the information as well as the platforms for search and the platform for sharing or providing feedback during and after the event.

### **3.3.3 Destination image**

The most popular topic of research in the tourism literature since the field was established in the early 1970s is destination image (Pike, 2007; Chon, 1990; Echtner & Ritchie, 2003). Crompton (1979b:19) defines a destination image as the aggregate “*sum of beliefs, ideas, and impressions that a person has of a destination*” and includes facts, thoughts, dreams, visuals, preconceptions, impressions and emotions to provide a pre-taste of the destination (Lawson & Baud Bovy, 1977; Fakeye & Crompton, 1991; Jenkins, 1999). This research will

look at indicators of destination image were peripherally examined and included the communication effectiveness and the relevancy, quality and presentation of the information as well as salient transport attributes.

### **3.3.4 The role of transport in linking the tourist with the destination**

Transportation – the means to connect the tourist and the destination – is a fundamental component of the tourism industry (Deuschl, 2006; Page, 2005). Transport is responsible for the following four spatial movements, namely;

*“Linking the source market with the host destination; providing mobility and access within destination area/region/country; providing mobility and access within an actual tourism attraction; and facilitating travel along a recreational route which is itself part of the tourism experience” (Hall, 1999:181).*

However, as tourism trips involve travel to places other than the tourist’s usual environment, it is frequently on transport systems which are not familiar to the traveller and thus the choice of transport mode is often affected by the amount of information available, alternative options and ease of access to the transportation (Lumsdon & Page, 2004). Therefore the purpose of this empirical, non-experimental quantitative research is to explore effective communication in developing rail tourism in Cape Town and seeks to understand the communication needs and preferences of the same day rail visitor. This research will look at product attributes important to the same day rail visitor as indicators of whether their needs and expectations of the transport mode chosen are being satisfied; and these include the tourism routes available; frequency of use; satisfaction in the experience; the attributes of the product that are important to the same day rail visitor and the attractiveness of possible products.

## **3.4 Research questions**

This research seeks to answer the research question *“What are the communication needs of the same day rail visitor in Cape Town?”*

### **3.4.1 Sub-research questions**

The research will also investigate:

- Who is the same day rail visitor in Cape Town?
- What are the same day rail visitors’ communication needs?
- What are the same day rail visitors’ information search preferences?
- How does the same day rail visitor perceive rail tourism communication?
- What are the same day rail visitors’ product attributes?



### **3.5 Research design**

Research is a process whereby scientific knowledge is obtained using a variety of objective methods and procedures (Welman *et al.*, 2005). In social science, i.e. the science of people, research tends to be less accurate than within the natural sciences, where it is exact, deterministic and independent of the person making the observations (Bhattacharjee, 2012).

The research design provides the nuts and bolts of how the research will be undertaken (Coughian *et.al.* 2007:661), and connects the research methodology (sometimes called research practice) with the research methods (tools and techniques) that will be used to answer the research questions (David & Sutton 2011; Wahyuni, 2012).

The research design is empirical as it is based on observations and measurements of reality (Trochim, 2006), and non-experimental as it does not manipulate variables (Lapan & Quartaroli, 2009).

#### **3.5.1 Research paradigm**

Wahyuni (2012) suggests research paradigms address the philosophical dimension of social sciences with ontology and epistemology, the two main dimensions to distinguish existing paradigms. Ontology refers to the view of how one perceives reality and considers whether reality is singular and objective or shaped by human experiences and social contexts (Bhattacharjee, 2012). Epistemology, the science of knowing, refers to the beliefs on the way to generate, understand and use the knowledge that are deemed to be acceptable and valid (Wahyuni (2012).

Using a social constructivist epistemology, this research is subjective as the knowledge it seeks is speculative and not based on unchallengeable rock solid foundations and this knowledge can be different for different people (Wheeldon & Ahlberg, 2012). Burrell and Morgan (1979) label the subjective paradigms as seeking radical humanist which seeks to explore or as interpretivists who seek explain phenomenon.

The research is exploratory as it seeks to find out more about the same day rail visitors and generate an idea of their communication needs and the required product attributes. The research uses a quantitative data collection method, which is a single, structured, self-administered and pretested questionnaire.

### 3.6 Research methodology

Methodology, a subfield of epistemology, is defined as the “science of finding out or the procedure for scientific investigation” (Babbie; 2010:4). A quantitative methodology was selected for this research as it allows the researcher to understand the facts of the research exploration from an outsider’s perspective; and the quantitative approach allows the researcher to control the exploration and structure of the research situation to identify and isolate variables (Welman *et al.*, 2005). Maree and Petersen (2007) state the purpose of quantitative data is to systematically evaluate objective numerical data which is generalisable as it is often seen as an abstraction of reality; while qualitative data is textual and is produced by the minds of respondents or interviewees.

**Table 3-1 Strengths and weaknesses of quantitative data**  
(Johnson & Onwuegbuzie, 2004)

Strengths	Weaknesses
<p>Testing and validating already constructed theories about how (and to a lesser degree, why) phenomena occur.</p> <p>Useful for obtaining data that allows quantitative predictions to be made.</p> <p>Data collection using some quantitative methods is relatively quick.</p> <p>Provides precise, quantitative, numerical data.</p> <p>Data analysis is relatively less time consuming (using statistical software).</p> <p>The research results are relatively independent of the researcher (e.g., effect size, statistical significance).</p>	<p>The researcher’s categories that are used may not reflect local constituencies’ understandings.</p> <p>The researcher may miss out on phenomena occurring because of the focus on theory or hypothesis testing rather than on theory or hypothesis generation (called the confirmation bias).</p> <p>Knowledge produced may be too abstract and general for direct application to specific local situations, contexts, and individuals.</p>

### 3.7 Research method

Research method refers to a set of steps to travel between two places on the map and consists of a set of specific procedures, tools and techniques to gather and analyse data (David & Sutton, 2011). Quantitative data collection methods often employ measuring instruments such as structured observation schedules, structured interviewing schedules, questionnaires, checklists, indexes and scales (de Vos *et al.*, 2011:171).

In this study the data collection instrument is a questionnaire. The questionnaire is useful in gathering relatively in-depth information and unobservable data about respondent’s attitudes, beliefs, preferences, personalities, and factual information (Stacks, 2002:175). Survey research involves the use of standardised questionnaire or interviews to directly

collect data about people, their preferences, ideas and behaviours in a systematic way (Bhattacharjee, 2012; Leung, 2001). Leedy (1993) notes that a questionnaire is an instrument which is used for observing data beyond the physical reach of the observer and it is able to extract data from either a large or small population. Pretorius (2012) furthermore notes that the format of the questionnaire is dependent on the ultimate goal of the survey being conducted and that although it is best suited for studies of individual people as the unit of analysis, the questionnaire can be used in descriptive, explanatory and exploratory research.

Babbie and Mouton (2001:249) suggest that there are three main methods of administering questionnaires to respondents: face-to-face interviews; telephone interviews and self-administered questionnaires. The questionnaire, can either be a written document that is completed by the person being surveyed, it could also be an online questionnaire, a face-to-face interview, or a telephone interview. While Downs and Adrian (2004:106) argue that the questionnaire is a cheap method of data collection methods, it assures a certain amount of anonymity; it provides a permanent record which can be restudied during the analysis phase; it can be designed so that tabulating standardised answers is easy and lastly, the questionnaire has the advantage of comprising more topics than is normally covered in other methods of data collection. This research uses a quantitative data collection method, which is a single, structured, self-administered and pretested questionnaire.

### **3.7.1 Levels of measurement**

There are four kinds of levels of measurement in the social and behavioural sciences or rating scales namely nominal; ordinal; interval or a ratio. The rating scale refers to the values of an indicator, which is an item that is developed to measure a theoretical construct defined in the research. These values may be quantitative (numeric) or qualitative (non-numeric) (Bhattacharjee, 2012).

#### **3.7.1.1 Nominal measurements**

The lowest level is called nominal level of measurement, sometimes called categorisation. In this study, within the variable 'nationality', the data was divided into the following categories according to mutually exclusive attributes or values and simply offer names or labels for different attribute values.

- = South African
- = American
- = Australian

= British, and so forth.

David and Sutton (2011:624) describe nominal level of measurement as that where the response categories cannot be placed into any specific order and no judgement can be made about the relative size or distance of one category to another. The central tendency of a nominal scale is the mode as neither the mean nor the medium can be defined (Bhattacharjee, 2012).

### **3.7.1.2 Ordinal measurements**

Babbie and Mouton (2001:130) describes ordinal measures as those variables with attributes that researchers can logically rank-order. De Vos *et al.* (2011:179) expand by noting that ordinal-level measurement not only classifies observations, but also places them in a ranking order from high to low or from more to less, thereby placing them in categories which display a greater-than or smaller-than relationship to each other. (Bhattacharjee, 2012) furthermore points out that figures used in ordinal level of measurement enables researchers not only to indicate differences between categories of variables, but also their relative positions with respect to one another. The authors conclude by noting that ordinal measurement goes a step further than nominal measurement in that observations can be placed in ranking order. A classic example is the Moh's scale of mineral hardness, which ranks the relative hardness of each mineral to each other, but does not provide the actual measure of hardness (Bhattacharjee, 2012).

### **3.7.2 Data collection instrument design**

An appropriate questionnaire design is essential to ensure the researcher obtains valid responses to the research questions (Leung (2001:189). This research uses a single, structured, self-administered and pretested questionnaire, as its data collection method to answer the research question "What are the communication needs of the same day rail visitor in Cape Town??" and sub-questions

Who is the same day rail visitor in Cape Town?  
What are the same day rail visitors' communication needs?  
What are the same day rail visitors' information search preferences?  
How does the same day rail visitor perceive rail tourism communication?  
What are the same day rail visitors' product attributes?

The questionnaire was therefore broadly divided into the following four sections:

Background information (Demographics)  
Communication needs and preferences

Experience and perceptions  
 Product needs and expectations

In this study the questionnaire consisted of a mixture of open-ended (unstructured) and close-ended (structured) questions. In the case of open-ended questions, respondents were asked to provide their own answers to questions, whilst the close-ended questions required respondents to select an answer from amongst a list provided by the researcher (Babbie & Mouton, 2001:233).

### 3.7.2.1 Advantages of close and open-ended questions

**Table 3-2 Advantages of close and open-ended questions**  
*(Leung (2001:187))*

Close-ended format	Open-ended format
Easy and quick to fill in	Allows exploration of the range of possible themes arising from an issue
Minimises discrimination against less literate (in self-administered questionnaire)	
Easy to code, record and analyse results quantitatively	Can be used even if a comprehensive range of alternative choices cannot be compiled
Easy to report results	

### 3.7.2.2 Response formats

In the development of the questionnaire, the researcher considered the format of the close-ended response categories which took the form of list questions, rating scales, dichotomous alternatives, and forced-choice checklists. This sub-section illustrates the response formats the researcher utilised in developing the questionnaire:

Choice of categories was selected to explore the demographics of the same day rail visitor:  
 For example:

What is your travel party size?

Single adult	2-4 Adults	More than 4 Adults	Family with children
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Checklists were used to measure the concept of 'communication needs and preferences'.  
 For example:

"Where would you prefer to hear about Cape Town's rail tourism trips from a person? Mark the appropriate answer (One only) with an 'X' "

Word of mouth	Promotions	On the telephone	Friend of family member	Fairs and exhibitions
---------------	------------	------------------	-------------------------	-----------------------

Likert style scales were utilised to measure experience and perceptions of Cape Town rail tourism communication. In some of the questions the Likert scale ran from negative to positive and in other from positive to negative attitudes. For example

“I trust Cape Town rail’s rail tourism information and communication”

Strongly agree	Agree	I don’t know	Disagree	Strongly disagree
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Ranking question response was utilised to establish how respondents rank a list of ‘product needs and expectations’ items in relation to each other. For example

“Indicate how important each of these elements is to you”

Completely not important	Somewhat important	Uncertain	Important	Very important
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Agree/Disagree dichotomous alternatives were utilised to measure communication needs and preferences: For example

”I found the rail tourism information to be .

Reliable (Agree/Disagree)	Relevant (Agree/Disagree)
---------------------------	---------------------------

The inclusion of ‘other’ category at the end of the list allowed respondents to enter a response not included on the selective list provided by the researcher.

### **3.7.2.3 Pilot study**

Welman *et al.* (2005:148) suggest when a new measurement instrument is developed, it is advisable to “test it out” prior to administering it to the actual sample. The pilot study is viewed by De Vos *et al.* (2011:73) as the ‘dress rehearsal’ for the main investigation with the purpose of assessing the feasibility of the study and to test the measuring instrument. Before distributing the questionnaire, input from the researcher’s supervisor as well as a peer review was obtained. A small-scale data collection trial was also conducted with three volunteers who travelled on board the tourism train to Stellenbosch on Sunday 28 November 2013 to test the conception and understanding of the questions. Additionally, a small-scale data collection pre-test pilot study was conducted amongst same day visitors on board the tourism train on Sunday 8 December 2013.

The preliminary pilot study allowed the researcher to estimate how long respondents would take to complete the questionnaire and further identified areas that should be refined or changed. Of the 25 questionnaires handed out, 19 were returned to use for pre-test data analysis and to make some revisions to the questionnaire.

Findings of the pilot study revealed that some changes needed to be made to the questionnaire as respondents required clarity on some of the questions. The pilot study further revealed aspects of interpretation and that changes had to be made when explaining the nature and purpose of the research study. Some respondents interpreted the questionnaire as a customer satisfaction questionnaire and they therefore preferred to complete it after first experiencing the day trip. The purpose of both peer review and pre-test pilot questionnaire measures, were aimed at increasing the validity of the empirical study which resulted in 18 questions included in the questionnaire, as provided in Appendix A.

#### **3.7.2.4 Reliability**

Reliability refers to the likelihood that a given measurement procedure will yield the same description of a given phenomenon if that measurement is repeated (Babbie & Mouton, 2001:125). David and Sutton (2011:621) similarly mentions that a data collection instrument is said to be reliable when it records the same phenomenon. The researcher designed the data collection procedure as accurately and consistently as possible by clarifying meaning and ensuring that the measurement item and relevant variables were not ambiguous.

#### **3.7.2.5 Validity**

Validity refers to the extent to which an empirical measure adequately reflects the real meaning of the concept under consideration (Babbie & Mouton, 2001:122). The researcher ensured validity by seeing that the questionnaire measurement instrument measured specifically what it was designed to measure.

### **3.8 Population and sampling**

This section describes the population and the sampling plan as part of the research design development. According to Pretorius (2012) in survey research, a sample of respondents from a population is selected by the researcher and a standardised questionnaire is then administered to them.

### **3.8.1 Population**

Welman *et al.* (2005:55) defines a population as a group of potential participants to whom researchers want to generalise the results of the study. Therefore, the population sample must be representative. The population for this research is all the same day rail visitors who travelled on board the tourism train over a three day period during December 2013, on either a Saturday or Sunday, and visited either Simon's Town or Stellenbosch. The same day rail visitors are defined as those tourists who travel away from home for other than commuting purposes, staying less than 24 hours in the place visited (George, 2012:3). These tourists may be local, domestic or international visitors. For South Africa, to be outside the usual environment, Grobler (2012) observes that same day visitors have to travel more than 40 kilometres from their place of residence (one way).

The population in the totality targeted for this study comprised 180 same day rail visitors, who travelled to Simon's Town (14 and 15 December 2013) and to Stellenbosch (22 December 2013) respectively. The research environment for the data collection period occurred under the normal weekend off-peak rail tourism environment conditions as the tourism train has its own pre-approved train schedule and does not operate according to the train time tables commuters use for the normal weekend train service. Local, domestic and international travellers were included in the sample population. Same day rail visitors who were 18 years old and upwards were included in the sample survey as well as those same day rail visitors with wheelchair disabilities.

### **3.8.2 Sampling**

Sampling, as per definition, means that a portion of the population is selected as populations are generally too large to be analysed (Wheeldon & Ahlberg, 2012:54). However this sample, which is non-probability and convenience, included all the same day rail visitors who travelled on board the tourism train over a three day period during December 2013, on either a Saturday or Sunday, and visited either Simon's Town or Stellenbosch, who were willing to complete the questionnaire. Same day visitors purchased train tickets, which included leisure activities at the visitor destination of Simon's Town and Stellenbosch. For each of these days a maximum of 60 tickets could be purchased for travel on board the tourism train.

A non-probability sampling technique was used to collect data from respondents. According to Stacks (2002:155) non-probability sampling is conducted when the researcher does not have access to every unit in a population of people or messages. When non-probability sampling is employed the researcher is restricted to saying, "based on what or whom we



sampled, their responses were this.” The researcher cannot generalise to the larger population, only to the sample observed and the probability that any element or member of the population will be included in the sample, cannot be determined. (Welman, *et al.*, 2005:56). Examples of non-probability sampling methods include convenience sampling; volunteer sampling and purposive sampling. According to Stacks (2002:151) non-scientific sampling, also referred to as non-probability or convenience sampling, which only allows for descriptions based on the people or messages actually studied. Typically units are selected based on non-random criteria and the information cannot be generalised back to the population (Bhattacharjee, 2012).

Convenience sampling occurs when the researcher selects participants because they are available. They may not be the population of people, but they are accessible. By interviewing only those people at a particular location, the researcher restricts him/her to inferences to only those people who were at such and such location at such and such a time. The selection of convenience sampling was used in this study and the rationale for using this sampling method was based on the ease of access the researcher had to the sample population travelling on board the tourism train. Welman *et al.* (2005:70) caution that although convenience sampling is widely used, it is prone to bias and influences that are beyond the researcher’s control due to the fact that the cases appear in the sample because they were easy to obtain.

### **3.8.3 Exclusions to sample**

Same day visitors who purchased train tickets to travel to Simon’s Town and Stellenbosch on the normal Cape Town rail train were excluded from the survey. Same day visitors who purchased 1-day or 2-day tourist pass tickets to Simon’s Town and travelled on the normal Cape Town rail train, were excluded from the study. Children 16 years and under travelling with their parents on the tourism train were excluded as well as Cape Town’s bus shuttle and staff members at visitor destinations. Same day visitors in possession of 1-day tourist pass tickets who travelled on board the tourism train on the return journey only from Simon’s Town and Stellenbosch respectively, were excluded from the survey.

## **3.9 Data collection methods and fieldwork practice**

The next element to consider after the research design is the data collection method. In a quantitative study any number of strategies can be adopted when collecting data and these can include interviews, questionnaires, attitude scales or observational tools. Questionnaires are the most commonly used data gathering instruments and consist mainly of closed

questions with a choice of fixed answers. In this study a self-administered questionnaire was used to obtain quantitative primary data, to explore the communication needs and expectations of the same day rail visitor in Cape Town. In the questionnaire, different items/questions/statements probed the concepts of rail tourism communication selected for measurement.

### **3.9.1 Data collection process**

This section outlines the administration of the questionnaire to the sample population on board the tourism train. David and Sutton (2011:613) refers to data collection as the period in the research project that involves engaging with a target sample or population from whom data is collected.

The tourism train consists of two first class coaches, consisting of a seating capacity of 38 seats per carriage. The survey was conducted on 14, 15 and 22 December 2013, when the target population of same day visitors travelled from Cape Town to Simon's Town (14 and 15 December) and Cape Town to Stellenbosch (22 December). The research package consisted of a covering letter providing background information on the study, the consent form as well as the 5-page questionnaire measuring instrument. Prior to boarding the tourism train, the researcher provided potential participants with written information on the nature of the research, which was contained in the rail tourism programme of the day. These were followed up with a verbal explanation during the group meet and greet photo opportunity session ten minutes before the sample population boarded the tourism train.

The journey time between Cape Town and Simon's Town and Stellenbosch respectively, is one hour. Based on the experience and observations during the pre-test pilot study, the researcher delivered the questionnaire, using a convenience sampling technique, to same day visitors shortly after the train departed Cape Town Station. This allowed participants sufficient time to complete the questionnaire as from experience gained during the pilot study, same day visitors 'flock to the train windows, camera and or mobile phone in hand, when the train pulls into Muizenberg station. The train trip to Stellenbosch does not have similar spectacular sea views from the comfort of the train window resulting in more time to complete the questionnaire.

The researcher approached potential participants seated in carriages one and four respectively. Participants were provided with a pen to complete the questionnaire as well as a folder which served as a comfortable writing service. The researcher was assisted by tourism train staff in collecting completed questionnaires from participants, prior to same day

visitors detraining at Simon’s Town and Muldersvlei station respectively. Some of the participants who had not completed the questionnaire on the forward journey, left their questionnaires and folders on the train.

To better guarantee the success of the survey, the researcher tried to ensure that as many same day rail visitors completed the questionnaires. This was done by engaging with the sample population on the purpose of the survey, why the data obtained from the questionnaire was important and how the results would be used to improve the rail tourism service offering. The researcher also assured participants that their responses would be treated with the utmost of confidentiality.

**3.9.2 Identification code**

In quantitative data, coding refers to the application of numerical values to the different possible responses to questions in a questionnaire (David and Sutton, 2011:609). For control purposes, each questionnaire was dated and numbered and these numbers were in sequence for every train trip. The identification code for the completed questionnaires was as follows:

Day 1.1;	Day 1.2;	Day 1.3 etc.
Day 2.1;	Day 2.2;	Day 2.3 etc.
Day 3.1;	Day 3.2;	Day 3.3 etc.

**3.9.3 Data capturing and data editing**

Before data could be processed, the responses on the questionnaire were translated into numerical format to facilitate computer processing. Each question had a fixed number of possible responses. Each response was associated with a specific code as specified Table 3–3.

**Table 3-3 Example of data coding**

I trust Cape Town’s rail tourism information and communication

Response	Code
Strongly agree	1
Agree	2
I don’t know	3
Disagree	4
Strongly disagree	5

Where individual questions had missing responses, no corresponding code was inserted. The data was entered into the Statistical Package, Moonstats, within which a numerical data analysis was undertaken.

The questions and responses were coded prior to capturing the responses on Moonstats, a stand-alone statistical software program. Although the data is coded and makes use of numbers, the data analysis is not only about numbers. Descriptive statistics will be used to describe the data and detect patterns within the data. The researcher will analyse and summarise the participants' responses in the form of charts, tables, percentages, averages and frequency counts to draw inferences from the responses of the sample.

### **3.10 Data analysis**

This section describes the stages of the quantitative data analysis as applied in the present study. Data analysis involves the drawing of inferences from raw data. *Welman et al.* (2005:211) point out that data analysis by means of statistical techniques assists researchers to investigate variables as well as their effect, relationship, and patterns of involvement within the world. The quantitative data analysis concentrates on the coding of data and the various tests applied.

According to *Welman et al.* (2005:227) coding implies that the variables the researcher wants to analyse must be identified and a code value attached to each variable. To ensure quality of the statistical analysis, care was taken with the coding of the variables in the data preparation phase. Where respondents provided more than one response to a questions 7, 8 and 9 respectively, only the first answer provided in each question, was coded. The standardised research tool, Moonstats, was used to capture the data that was analysed in numeric value. Analysing the data in numeric values allowed for the assessment of directional relationships between the variables. The data had a degree of credibility due to the standardisation and procedure for collecting it.

Close-ended questions allowed the researcher to evaluate communication needs and preference, how rail tourists perceive the communication efforts as well as the product needs and preference of rail tourists. A selection of open-ended questions allowed respondents to answer questions in their own words, additionally allowed the researcher gain insight into the communication needs and preferences of the target population.

### **3.11 Shortcomings of the research design and methodology**

Whilst careful attention has been paid in selecting the research methods to support the present study's reliability and validity, the study consists of a number of disadvantages. According to Grinnell and Unrau (2008), the selection of convenience samples will certainly be biased as certain groups might be over-represented in this sampling method. These disadvantages should be taken into account when the findings of the study are interpreted.

A limitation of this study is that the population was a small segment of a seasonal experience thus the characteristics of same day visitors, information search patterns and Cape Town rail images may vary by season (e.g. winter). The data collection was conducted in 'summer' during a period when same day rail packages could be purchased via Groupon.

Furthermore, surveys are often criticised for lacking depth. The combination of open and closed questions is the researcher's attempt to overcome this shortcoming and to provide additional insight into the research area. Question 11 and 15 respectively had two response categories, referred to as dichotomies, whereby respondents had to provide a simple yes or no response where basic facts needed to be stated. It is possible that the exclusion of the 'Do not know' category might have influenced the findings.

### **3.12 Summary**

Chapter three outlined the research design and methodology applied to this study to answer the research question: "What are the communication needs of the same day rail visitor in Cape Town??" The research design of this limited scope is empirical and follows a positivist paradigm. This chapter furthermore provided detail relating to sampling procedures, data collection and analysis as well as reliability and validity. The research method is mainly quantitative and made use of a single, structured, self-administered questionnaire distributed to a convenience sample of same day rail visitors travelling on board the tourism train for a day trip to Simon's Town and Stellenbosch during December 2013. The questionnaire was used to obtain data for primary analysis to determine the effectiveness of the rail tourism communication. In chapter four, the research strategy, design and the methodology selected for this study are put to the test in describing the findings of the research.

## **4 CHAPTER FOUR: FINDINGS**

### **4.1 Introduction**

The purpose of this limited scope thesis explores the communication needs and expectations of the same day rail visitor in Cape Town. In chapter three the research design and methodology were discussed. Chapter four reports on the findings of a structured self-administered questionnaire distributed to a convenience sample of same day rail visitors on board the tourism train. In-depth discussions will be provided of the findings with graphs utilised to provide a visual depiction of the findings. In addition to the graphs, explanations are provided of how the data is interpreted. Where possible, the interpreted data will be linked back to appropriate sections of the academic literature.

The theoretical foundation bonding this limited scope thesis is public relations and communication management; stakeholder management; relationship management; reputation management; (image) and effective communication (including media platforms). The context is the rail tourism industry in Cape Town.

### **4.2 Research finding**

The findings of the research are presented according to the sub-questions

- Who is the same day rail visitor in Cape Town?
- What are the same day rail visitors' communication needs?
- What are the same day rail visitors' information search preferences?
- How does the same day rail visitor perceive rail tourism communication?
- What are the same day rail visitors' product attributes?

and culminate with an answer to the research question, "What are the communication needs of the same day rail visitor?"

### 4.3 Overview

**Table 4-1 Number of respondents who completed in the rail tourism questionnaire**

Date	Sampling frame	Same day visitors approached	Questionnaires returned	Questionnaires not completed
Saturday 14 December 2013	56	30	25	2
Sunday 15 December 2013	48	20	17	3
Sunday 22 December 2013	24	12	10	2
Total	128	62	52	7

The questionnaire was delivered to same day rail visitors travelling on board the tourism train, using a convenience sampling technique. Of the 60 questionnaires distributed, 42 usable questionnaires were collected from same day rail visitors on the train from Cape Town to Simon's Town and 10 from Cape Town to Stellenbosch, which represents a 86% ( $n=52$ ) response rate of the self-selecting sample and may thus not be generalised beyond the specific same day rail tourist population from which the researcher drew the sample.

Table 4-1 shows that the number of same day rail visitors approached for voluntary completion of the questionnaire was 62. 83% ( $n = 52$ ) of the respondents completed the questionnaire. This figure forms the base for subsequent analysis. The remaining 17% did not complete it, and offered the following reasons for not completing the questionnaires as being:

- a) insufficient time;
- b) wanted to complete the questionnaire on the return trip;
- c) questionnaire was too long; and
- d) they were too tired on the return trip to complete the questionnaire.

### 4.4 Profile of same day rail visitor

The following questions relate to the sub-question “**Who is the same day rail visitor in Cape Town?**” Question 1-5 established demographics of the same day rail visitor; Question 6 asked their reasons for using a Cape Town rail train; Question 14 asked them how often they would use Cape Town rail to travel for leisure and Question 11 established how familiar they were with the Cape Town rail tourism products.

**In summary:** The typical same day rail visitor is a local South African, female, 24-44 years of age and travels in a family group or in a group of 2-4 adults. Furthermore, 48.08% ( $n=25$ )

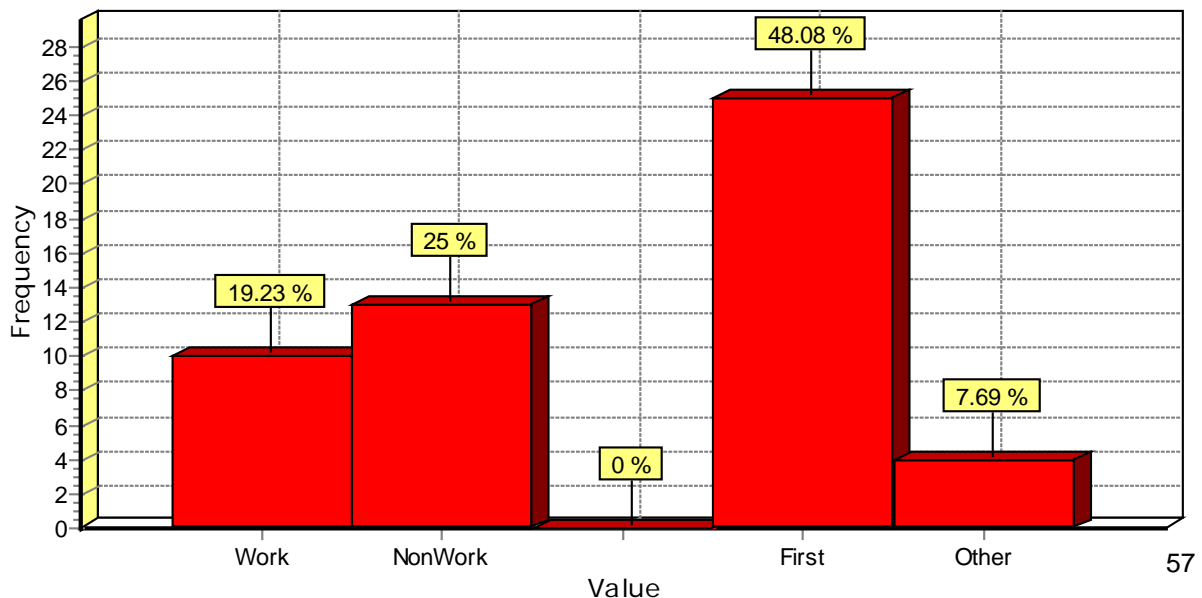
respondents indicated that it was their first train ride ever with Cape Town rail. The same day rail visitor would like to use a rail leisure or tourism service often, but knows very little about the tourism services offered.

**Table 4-2 Summary of same day visitor demographics**

Nationalities	South African	British	Germany	Japanese	Zambian	Zimbabwean
	47	1	1	1	1	1
Age group	18 – 24	25 – 44	45 – 64			
	8	34	10			
Gender	Male	Female				
	20	32				
Travel status	Local	Domestic	International			
	48	3	1			
Travel party size	Single adult	2 – 4 adults	More than four adults		Family with children	
	3	19	7		23	

**Questions 1–5:** Table 4–2 shows that the 52 respondents represented nationalities of which South Africans ( $n=47$ ) were the biggest group; the age group 25-44 ( $n=34$ ) was the highest represented; there were more females ( $n=32$ ) than males ( $n=20$ ); and there were more family with kids ( $n=23$ ) than individual same day visitors ( $n=3$ ) on board the tourism train.

**Question 6:** Same day rail visitors were asked to provide their reasons for using Cape Town rail by responding to the statement “I travelled on a Cape Town rail train...” The closed-ended question provided four options plus ‘other, ‘please specify’.

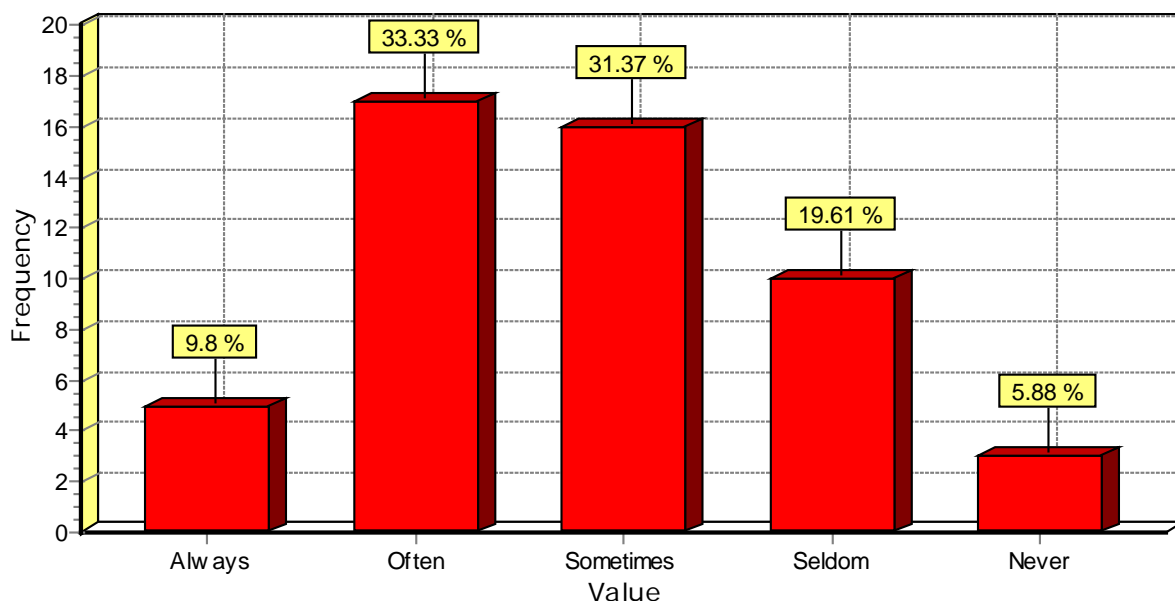


**Figure 4-1 Same day rail visitors reasons for using a Cape Town rail train**



Figure 4–1 shows that 48% ( $n=25$ ) respondents indicated it was this was their first trip ever on Cape Town rail; 25% ( $n=13$ ) indicated that they use a Cape Train rail service for non-work purposes and 19% ( $n=10$ ) respondents indicated that they travel on a Cape Town rail service train to get to work. However, 7% ( $n=4$ ) respondents chose ‘other’ as their answer and their responses ranged from “I travelled on tourism trips”; or “I travelled on the Southern Line tourism route“ (x 2) to “I travelled just for fun”. A further analysis of the 19% ( $n=10$ ) respondents who indicated that they travel on a Cape Town rail service train to get to work, it has emerged that 90% ( $n=9$ ) are females, in a travel party size consisting of family with children.

**Question 14: “How often would you use Cape Town rail to travel for leisure?”** A Likert scale’s was used for this question and the collection of attitudinal statements ranged from the positive to the negative with a central neutral statement; in this instance ranging from always, often, sometimes and seldom to never.



**Figure 4-2 Schedule of same day rail visitors desire to travel by train**

Figure 4-2 reveals that 5% respondents indicated that they would never use a Cape Town rail service train to travel for leisure (despite travelling on the train when completing the questionnaire). Another 10% ( $n=5$ ) of the respondents indicated always while the remainder 83% state that they will use the rail service ranging from often at 33% ( $n=17$ ); sometimes at 31% ( $n=16$ ) and seldom at 19% ( $n=10$ ).

**Question 11: “I am familiar with these Cape Town rail tourism products and services.”** The question required respondents to answer yes or no to knowledge from tourism product and services.

Despite 19% ( $n=10$ ) of respondents being daily commuters and 7% ( $n=4$ ) of respondents being repeat rail tourism visitors, only 42% ( $n=20$ ) of same day rail visitors had knowledge of the Southern Line tourism route. Moreover, 68% ( $n=28$ ) of the respondents are not familiar with the hop-on-hop-off tourist pass ticket.

#### 4.5 Communication needs and information search preferences

The following questions relate to the sub-questions, “What are the same day rail visitors’ communication needs?” and “What are the same day rail visitors’ information search preferences?” The following results relate to the communication needs and information search preferences of same day rail visitors and present the findings of Questions 7-10. To determine where the same day rail visitor would look for information about the Cape Town rail service tourism trips, checklists (Questions 7-9) were used that divided the communication platforms into three sub-categories, namely people, electronic media and mass media.

**In summary:** The same day rail visitor information would like to hear about promotions, particularly Groupon deals; and would prefer to find information about the tourism trips on the internet, or in the print and broadcast media. The open-ended question 10 asking “where and how” the same day rail visitor found the information that prompted their participation on the current trip, support the promotion, particularly the Groupon ‘deal’ preference, followed by obtaining information from family or friend and the internet.

#### Question 7: “Where would you prefer to hear from Cape Town rail tourism trips from a person?”

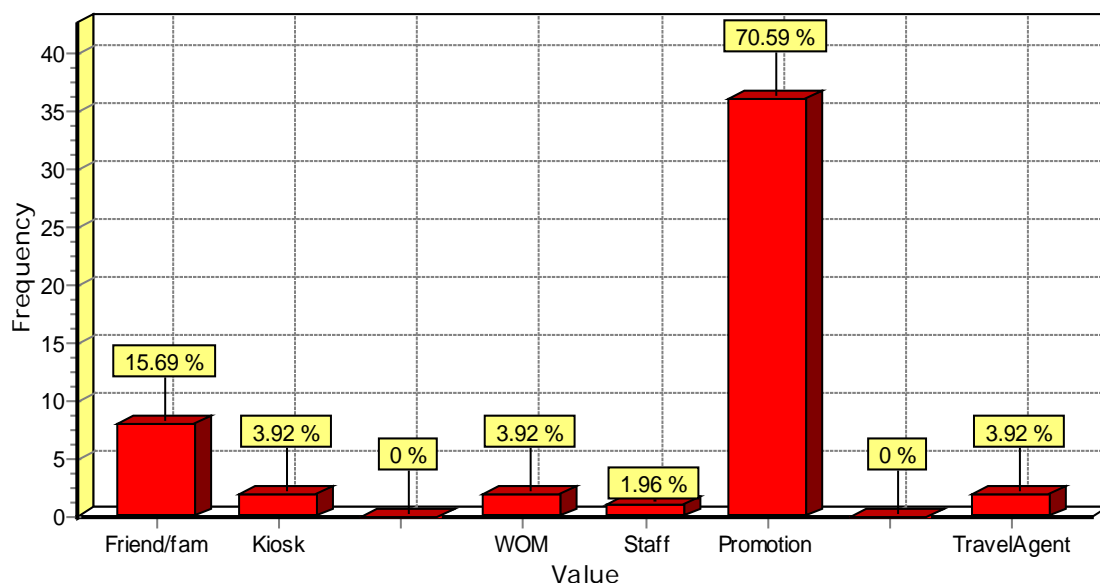
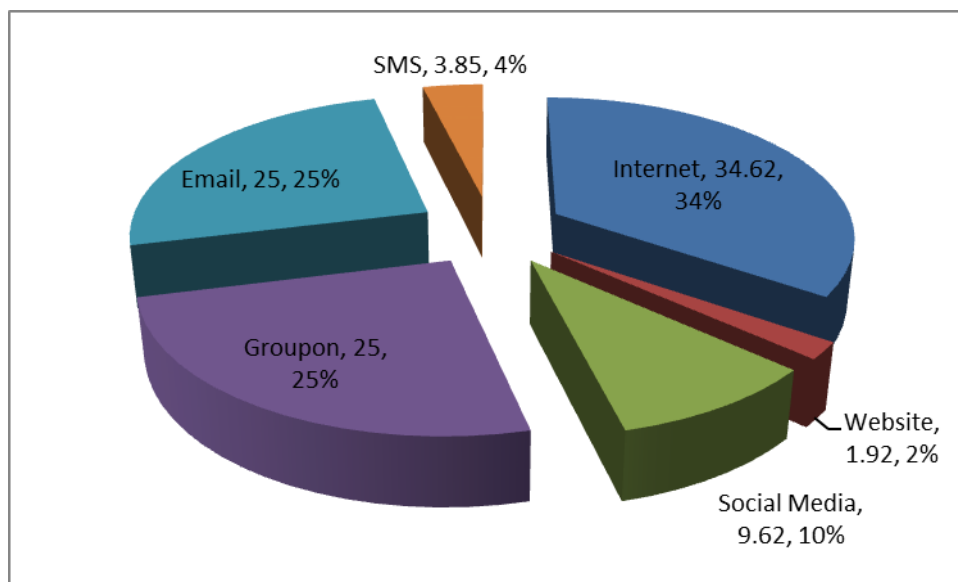


Figure 4-3 Personal information source preferences

The majority of same day rail visitors indicated, as shown in Figure 4–3, that 70% ( $n=36$ ) of respondents prefer to obtain rail tourism information via promotions while 15% ( $n=8$ ) of respondents indicated they prefer information from family/friends. It is worthwhile noting that a minority of 3, 92% ( $n=2$ ) each indicated they prefer obtaining rail tourism information from the tourism information kiosk, word of mouth or from a travel agent.

In observing the personal communication preference per demographic group, the findings indicated that across all male 78% ( $n=21$ ) and female 65% ( $n=32$ ) respondents, ‘promotion’ was rated as the communication preference from a person. However there are differences between the two sexes in that 25% ( $n=8$ ) females indicated that they prefer to obtain communication from a friend/family member while no male respondents selected family/friend as a communication preference. Differences in the age groups revealed that 72% ( $n=24$ ) of age group 25-44 years; 70% ( $n=7$ ) in age group 45-64 and 62% ( $n=5$ ) in the age group 18-24 years indicated ‘promotion’ as communication preference. Differences in nationalities indicated that 71% ( $n=33$ ) South Africans; 100% ( $n=1$ ) British; 100% ( $n=1$ ) and German preferred ‘promotions’ as channel of rail tourism communication from a person.

**Question 8: “Where would you prefer to hear from Cape Town rail tourism trips electronically?”**



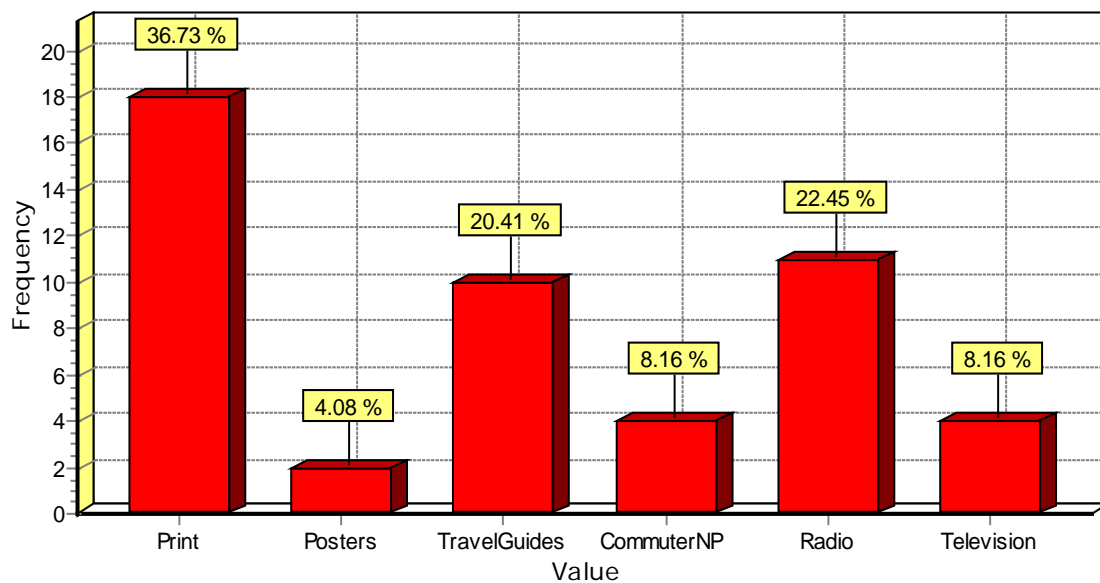
**Figure 4-4 Electronic information source preference**

As can be seen in Figure 4-4, the data demonstrates that there is little difference between 34% ( $n=18$ ) respondents who indicated their electronic communication preference to be the internet; and the 25% ( $n=13$ ) respondents who indicated e-mail and Groupon deals

respectively. 9% ( $n=5$ ) respondents preferred to obtain rail tourism information via social media.

All the same day rail visitors in terms of gender and age preferred the internet, e-mail and Groupon deals. However, a comparison between genders indicated that 25% ( $n=5$ ) males preferred the internet, e-mail and Groupon deals respectively, while 40% ( $n=13$ ) females preferred the internet; and 25% ( $n=8$ ) preferred e-mail and Groupon deals respectively. Social media was favoured by 10% ( $n=2$ ) male respondents and 9% ( $n=3$ ) female respondents. The comparison between the age groups, showed that the internet 37% ( $n=3$ ); Groupon deals 37% ( $n=3$ ) and e-mail 12% ( $n=1$ ) were favoured by respondents in the age group 18-24 years, while 29% ( $n=10$ ) in the age group 25-44 years favoured the internet and 26% ( $n=9$ ) preferred e-mail and Groupon deals respectively. In the age category 45-64, the internet was favoured by 50% ( $n=5$ ) respondents, with 30% ( $n=3$ ) indicating e-mails and 10% ( $n=1$ ) respondents selected Groupon as electronic communication preference.

**Question 9: “Where would you prefer to hear from Cape Town rail tourism trips in the mass media?”**



**Figure 4-5 Mass media information source preference**

As seen in Figure 4–5, print media is preferred by 36% ( $n=18$ ) respondents; while 22% ( $n=11$ ) indicated the radio; 20% ( $n=10$ ) preferred travel guides; 8% ( $n=4$ ) preferred the commuter newspaper and television, and a mere 4% ( $n=2$ ) preferred posters.

**Question 10: “Where and how did you hear about or find the information for this trip?”** This open-ended question required respondents to formulate their own responses in terms of their information search experience. The majority of the respondents 77% ( $n=37$ ) respondents indicated they obtained information via Groupon, followed by family and friends 10% ( $n=5$ ), or the internet 6% ( $n=3$ ). However only 2% ( $n=1$ ) heard about the trip through word of mouth.

#### 4.5.1 Communication channels preferences

The following results relate to the communication channel preferences of the same day rail visitors and present the findings of Questions 17-18.

**In summary:** The communication channels preferred by the same day rail visitor to communicate with and hear from Cape Town rail service are email, via Facebook or the internet.

**Question 17: “What method of communication would you like to use to communicate your feedback to Cape Town rail tourism?”** This open-ended question required respondents to formulate their own responses in terms of how they would prefer to communicate with Cape Town rail service in providing feedback on the rail tourism trips.

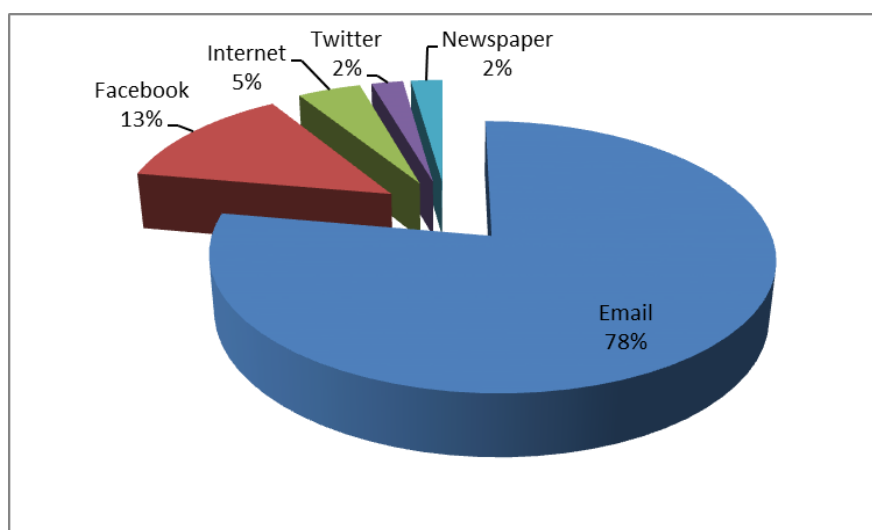
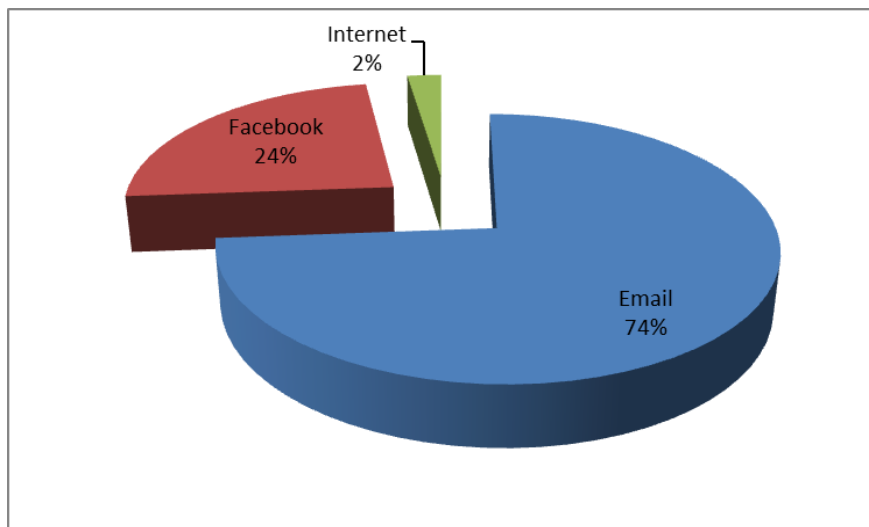


Figure 4-6 Communication feedback preference to Cape Town rail

The findings (Figure 4–6) revealed that the majority of respondents 77% ( $n=37$ ) would prefer to communicate trip feedback via e-mail, but 13% ( $n=6$ ) said they would use Facebook; while 4% ( $n=2$ ) preferred the internet and 2% ( $n=1$ ) selected twitter and community newspaper respectively.

**Question 18: “What method of communication would like Cape Town rail tourism to communicate with you or share your experience on the rail trip with you?”** This open-ended question required respondents to formulate their own responses in terms of how they would prefer Cape Town rail service to communicate with them.



**Figure 4-7 Communication feedback preference from Cape Town rail**

As Figure 4–7 exemplifies that the majority of respondents 73% ( $n=30$ ) would prefer Cape Town rail service to communicate with them via e-mail or Facebook 13% ( $n=5$ ) and only 2% ( $n=1$ ) selected the internet. A comparison between respondents providing trip feedback to Cape Town rail service and Cape Town rail service sharing trip information with same day rail visitors shows that e-mail, and then Facebook is the preferred channel of communication.

#### **4.6 Communication content and effectiveness**

The following results relate to the research sub-question “**How does the same day rail visitor perceive rail tourism communication**” and report on findings which relate to the communication content requirements and communication effectiveness to the same day rail visitors and present the findings of Questions 13 and 15.

**In summary:** The overall perceptions of trust and content appeal in Cape Town’s rail tourism service communication are perceived positively by the same day rail visitor (Figure

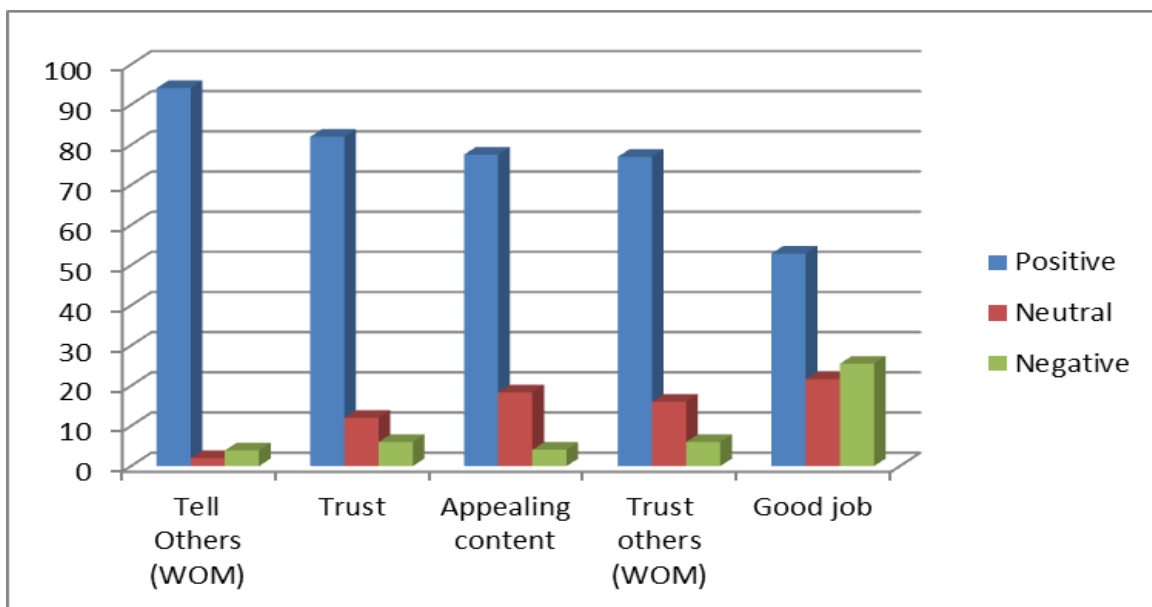
4–8). Furthermore, respondents felt positive towards the rail tourism information and considered it to be relevant; clearly presented; easy to understand; interesting; reliable; timely; enough; and instructional (Figure 4–14). However there was feedback that the rail tourism information over promised and the actual trip under-delivered.

**Question 13: What are your perceptions of Cape Town’s rail tourism communication?**

Evaluations of respondents’ perceptions of the rail tourism communication content were elicited using 5-point Likert scales on statements designed to extract attitudes towards the Cape Town rail tourism communication process.

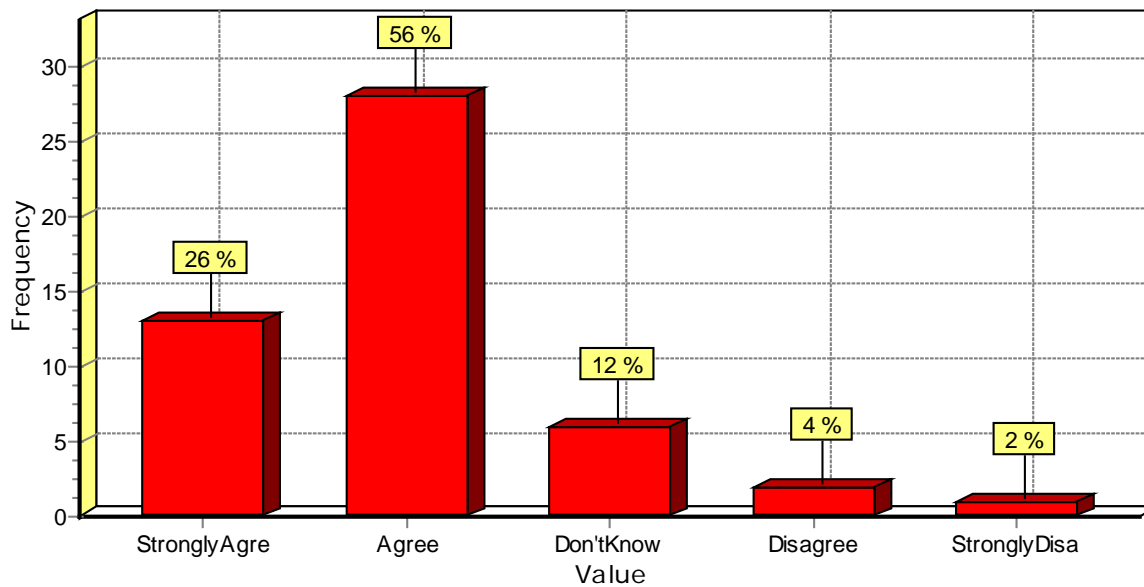
A Likert scale was used for this question and the collection of attitudinal statements ranged from the positive to the negative with a central neutral statement; in this instance ranging from strongly agree, agree, I don’t know, disagree to strongly disagree.

The overall perceptions (Figure 4–8) of the same day rail visitor are positive as they trust the content and find it appealing, However, it should be noted in answering whether or not they consider Cape Town rail service tourism communication to be ‘doing a good job’ 25% ( $n=13$ ) of respondents feel negatively towards the communication, with another 21% ( $n=11$ ) undecided and only 52% ( $n=27$ ) positive in believing the organisation is doing a good job.



**Figure 4-8 Overall perceptions of trust and content appeal**

**Question 13 (a): “I trust Cape Town rail tourism information and communication?”**



**Figure 4-9 I trust rail tourism information and communication**

The findings illustrate that 26% ( $n=13$ ) of the respondents strongly agreed that that they trust the Cape Town rail tourism information and communication and an additional 56% ( $n=28$ ) of the respondents agreed, therefore 82% or respondents perceive the rail tourism information and communication positively. While 12% ( $n=6$ ) of the respondents were undecided, 6% ( $n=3$ ) of the respondents were negative towards the information and communication.

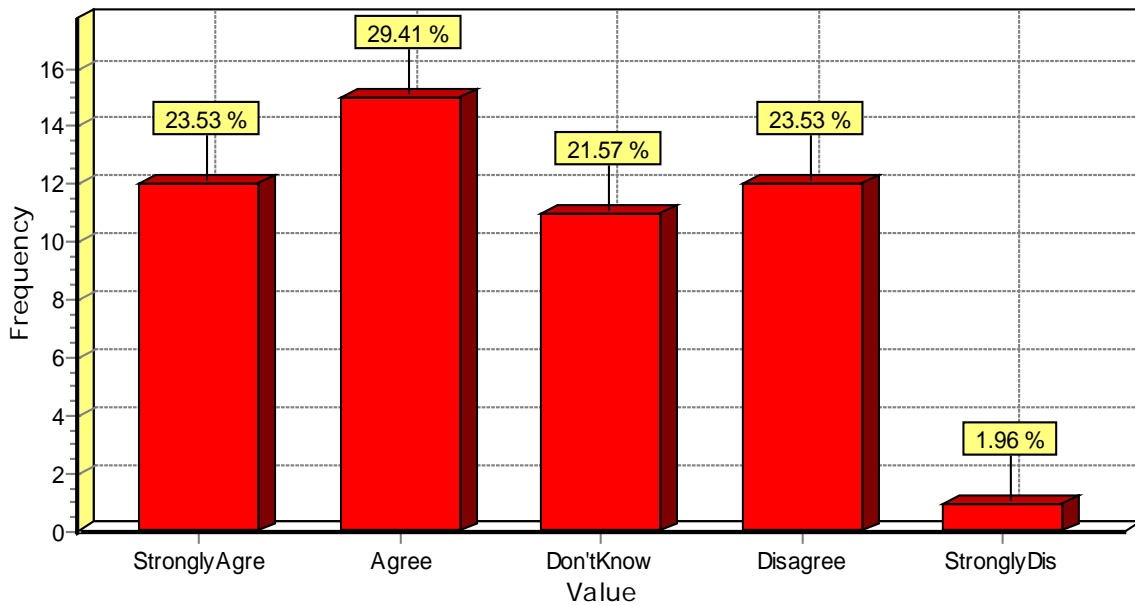
A look at the demographics and together with the results for this question, revealed that 20% ( $n=5$ ) of the first-time users of the rail tourism trips strongly agreed and 58% ( $n=14$ ) agreed, a total of 78%, that they trusted the Cape Town rail tourism information and communication. However 20% ( $n=5$ ) were undecided.

**Question 13 (b): “Cape Town rail is doing a good job communicating about its rail tourism?”**

As can be seen in Figure 4–10, altogether 52% ( $n=37$ ) respondents strongly agreed or agreed that Cape Town rail is doing a good job communicating about its rail tourism trips, but 24% ( $n=13$ ) of the respondents either strongly disagreed or disagreed.

However a further 21% ( $n=11$ ) of respondents were undecided whether Cape Town rail is doing a good job communicating about its rail tourism trips.

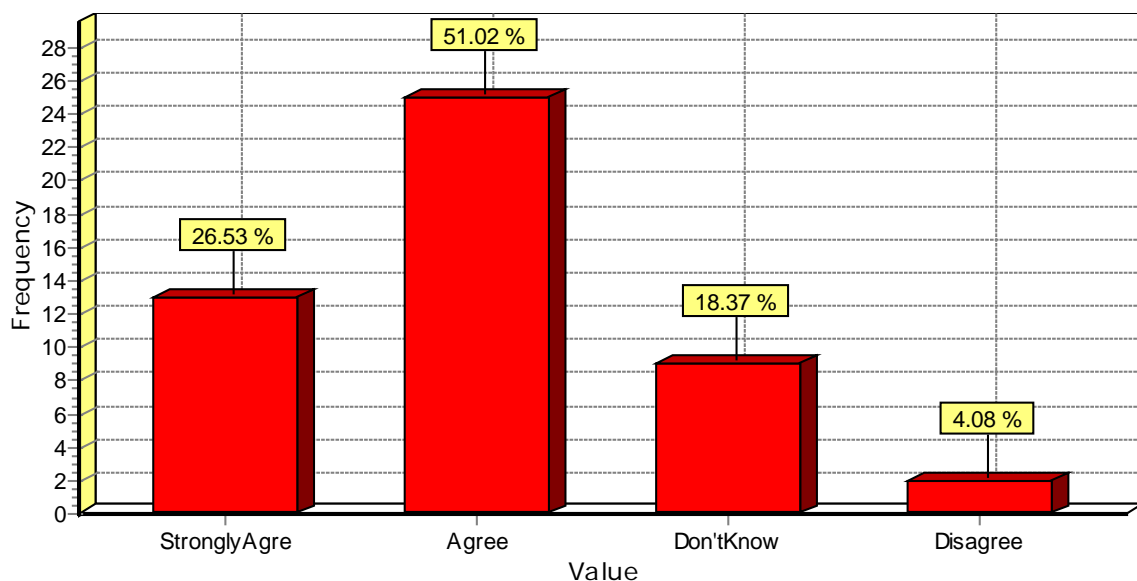




**Figure 4-10 Cape Town rail tourism is doing a good job in communicating tourism trips**

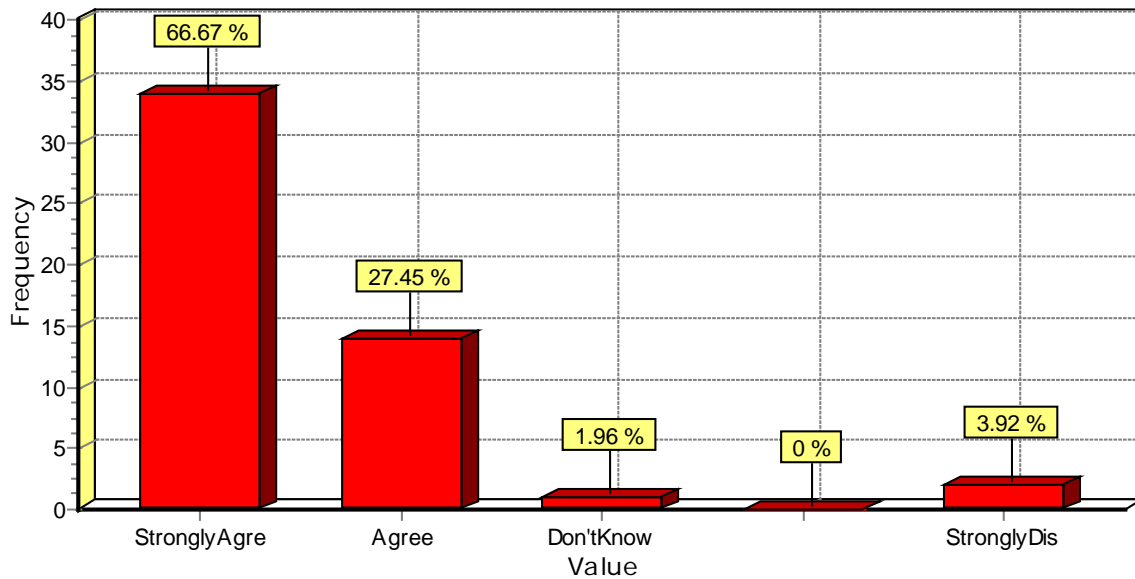
**Question 13 (c): “I find the Cape Town rail tourism communication content appealing?”**

From looking at the distribution of the values, it can be ascertained that the most frequently occurring value for ‘I find the Cape Town rail tourism communication content appealing’ is ‘agree’. Responses to Figure 4–11 indicate that 26% ( $n=13$ ) of the respondents strongly agreed that they find the Cape Town rail tourism communication appealing, whilst none of the respondents strongly disagreed. A further 51% ( $n=25$ ) of the respondents agreed, whilst 4% ( $n=2$ ) of the respondents disagreed. In continuing, 18% ( $n=9$ ) of the respondents were undecided.



**Figure 4-11 I find Cape Town rail tourism communication content appealing**

**Question 13 (d): “I will tell others about Cape Town rail tourism trips (WOM)?”**



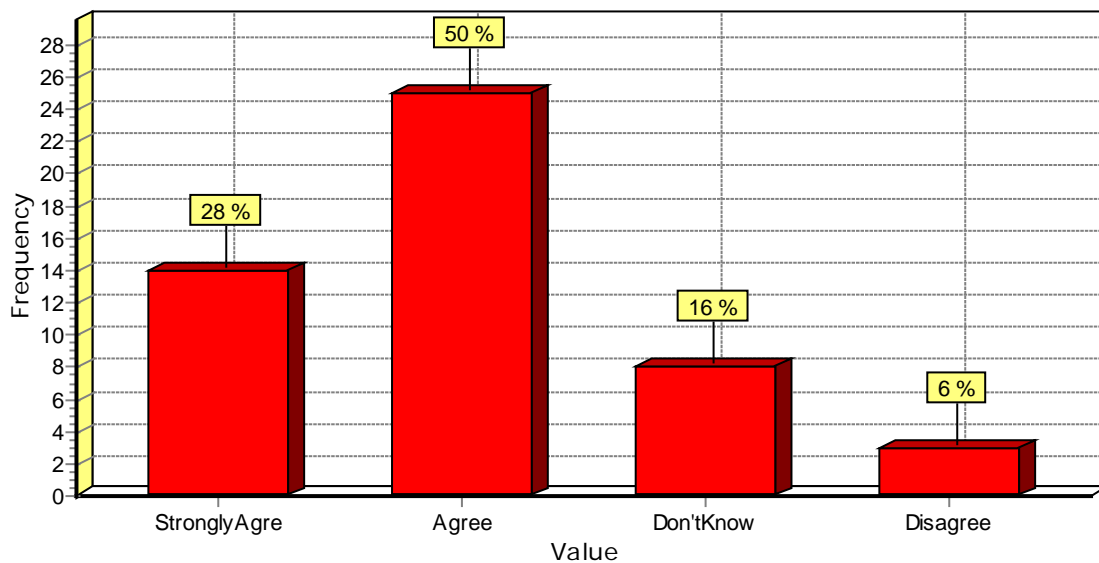
**Figure 4-12 I will tell others about Cape Town rail tourism trips (WOM)**

Looking at the distribution of the values, it can be ascertained that the most frequently occurring value for ‘I will tell others about Cape Town rail tourism trips (WOM)’ is ‘Strongly agree’.

Results in Figure 4–12 indicate that 66% ( $n=32$ ) of the respondents strongly agreed that they would tell others about Cape Town rail tourism trips, whilst 3% ( $n=25$ ) of the respondents strongly disagreed. A further 27% ( $n=25$ ) of the respondents agreed, 4% ( $n=25$ ) respondents disagreed. In going further, 18% ( $n=25$ ) of the respondents were undecided. From the data it is evidenced that the respondents view Cape Town rail tourism positively.

The results furthermore revealed that 62% ( $n=15$ ) of the first-time users of the rail tourism trips strongly agreed and 41% ( $n=10$ ) agreed that they will tell others about the Cape Town rail tourism trips.

**Question 13 (e): “I trust the information others share about Cape Town rail service tourism trips?”**



**Figure 4-13 I trust what others say about Cape Town rail service tourism trips**

As can be seen in Figure 4–13, 28% ( $n=14$ ) of the respondents indicated that they strongly agreed that they trust information they receive from others about Cape Town rail tourism trips and there was no respondent who strongly disagreed. Altogether 50% ( $n=25$ ) agreed whilst 6% ( $n=3$ ) disagreed that they trust information others say about Cape Town rail tourism trips. Furthermore, 16% ( $n=8$ ) respondents were undecided.

**Question 15: “I found the Cape Town rail tourism information to be ...?”**

Making use of eight questions relating to effective communication, respondents were asked to agree or disagree with the statements as to whether they found the rail tourism information to be relevant; clearly presented; easy to understand; interesting; reliable; timely; enough; and instructional. To counteract the possible effect of acquiescence, Question 15 further provided respondents the opportunity to write down their own answer under ‘other, ‘please specify’. From the results illustrated in Figure 4–15 it is evident that across all eight statements, the majority of respondents agreed that they found the rail tourism information relevant (96%)  $n=48$ ; clear (91%)  $n=44$ ; easy (97%)  $n=48$ ; interesting (93%)  $n=45$ ; timely (89%)  $n=42$ ; enough (89%)  $n=43$ ; and instructional (87%)  $n=42$ .

However, in the open-ended section, 2% ( $n=1$ ) respondents indicated that they found the information misleading as they had not entered Boulders Beach as indicated on the day trip promotional material. Contrastingly, 98% respondents did not provide any response when prompted to do so under ‘other, please specify’.

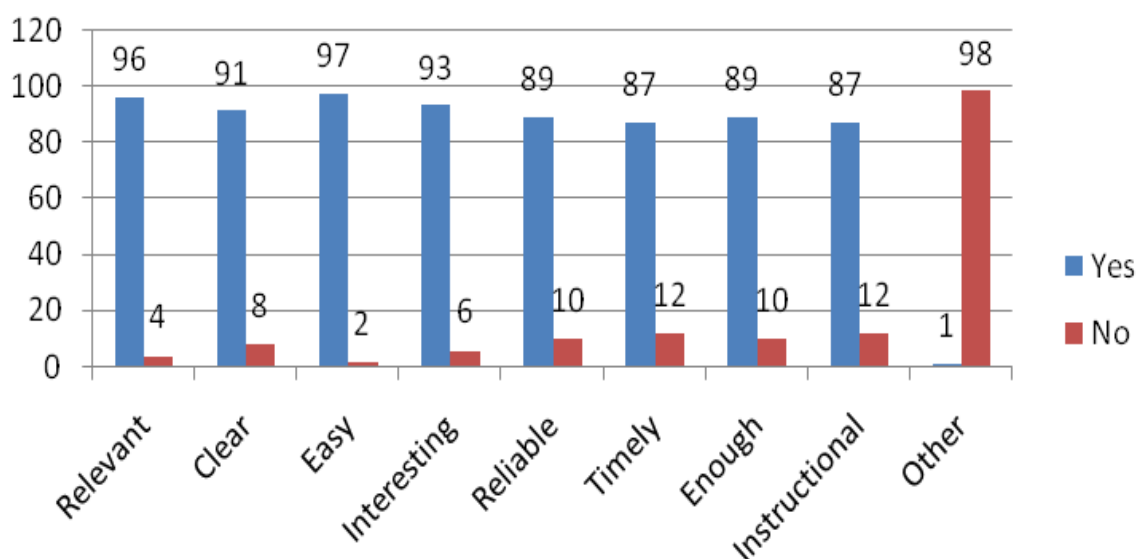


Figure 4-14 I found Cape Town rail service tourism information to be...

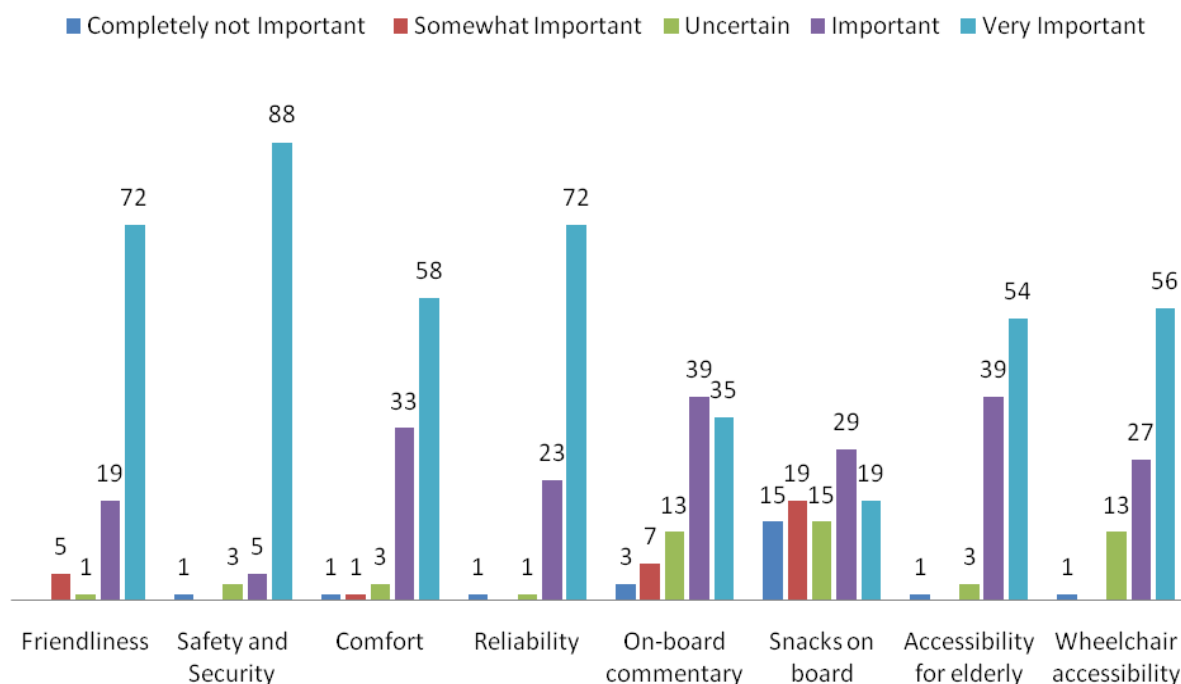
#### 4.7 Product needs and expectations

This section of the findings relates to the research question “**What are the same day rail visitors’ product attributes (needs and expectations)?** In this question, twenty-one attributes, in three categories (travel to the destination; participation at the destination; and overall rail tourism trip experience) were compiled and respondents asked to rate the salience or importance of the attributes on a scale from ‘1’ completely unimportant to ‘5’ very important. Besides, the questionnaire allowed for an open-ended response which provided respondents the opportunity to write down their own answer under ‘other, please specify’.

**In summary:** Personal safety and security, reliability and friendliness of the rail tourism people are very important product attributes Furthermore, respondents felt that accessibility for same day rail visitors using wheels, were very important. (Figure 4–15). Similarly, 64% respondents felt that the organisation of a bus or shuttle service (64%) at stations were very important. However, respondents indicated the opportunity to sample and obtain information on wine making, were less important to them.

#### 4.7.1 Travel to the destination

**Question 16 a–h): How important are these elements to the rail tourism trip experience?** A 5-point Likert scale was used requiring respondents to rate the salience or importance of the rail tourism product attributes ‘travel to a destination’ to the same day rail visitor.



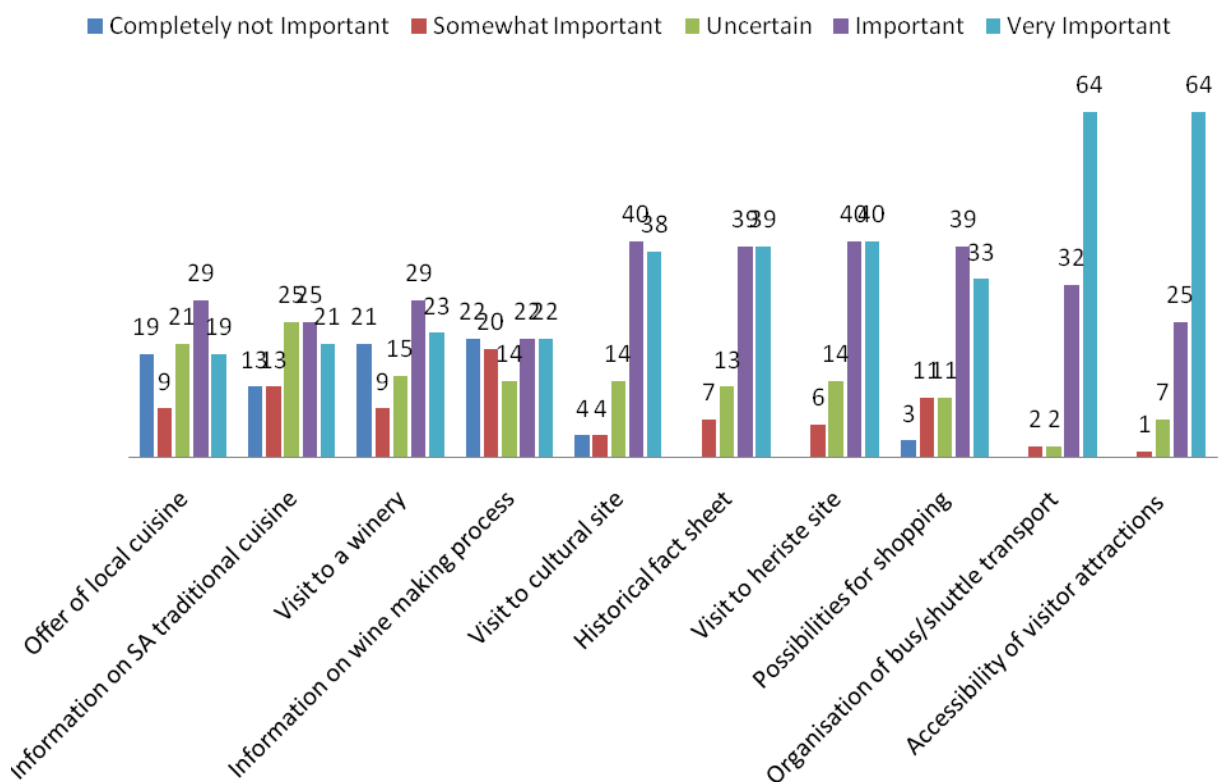
**Figure 4-15 Travel to the destination attributes**

**In summary:** Overall, most respondents felt that safety and security (88%); reliability (72%) and friendliness (72%) were very important; while more than half felt comfort (58%); accessibility (54%) and wheel chair accessibility (56%); were very important. Less important to most of the respondents were on-board commentary (35%) and snacks on board (19%). However the results change if very important and important are combined, then on-time reliability becomes the most important travel to destination attribute. Table 4–3 provides a summary of the combined results.

**Table 4-3 Table of very important and important travel to destination attributes (Ranked)**

	Combined total %
On-time reliability of trains	95
Very important to 72% (n=37) + Important to 23% (n=10)	
Personal safety and security	93
Very important to 88% (n=45) + Important to 5% (n=2)	

Accessibility for elderly people and families with children Very important to 54% (n=28) + Important to 39% (n=20)	93
Friendliness Very important to 72% (n=37) + Important to 19% (n=10)	91
Comfort Very important to 58% (n=00) + Important to 33% (n=10)	91
Accessibility for people with disabilities Very important to 56% (n=29) + Important to 27% (n=14)	83
On board commentary Very important to 35% (n=00) + Important to 39% (n=20)	74
Snacks on board Very important to 19% (n=00) + Important to 29% (n=00)	48



#### 4.7.2 Participation at the destination

**Question 16 (i-r) explores attributes relating to ‘participation at the tourist destination’.** A 5-point Likert scale was used requiring respondents to rate the salience or importance of the rail tourism product attributes “Participation at a destination’ to the same day rail visitor (Figure 4-16).

**In summary:** Overall, most respondents felt that the organisation of a bus or shuttle service (64%) and accessibility of visitor attractions (64%) were very important; while approximately 40% felt cultural sites, heritage sites, historical fact sheets and possibilities for shopping were very important at participation at destination attributes. Less important to the majority of respondents were opportunities to sample and obtain information on local and South African cuisine, to sample and obtain information on wine making. However transportation and accessibility of visitor attractions remain a high priority for same day rail tourists for participation at a destination attributes and less than 50% of respondents considered sampling of local cuisine or information on South African cuisine or wine-making to be very important or important. Table 4–3 provides a summary of the combined results.

However the results change if very important and important are combined, then on-time reliability becomes the most important travel to destination attribute. Table 4–4 provides a summary of the combined results.

**Table 4-4 Participation at a destination very important and important combined rankings**

**Figure 4-16 Participation at a destination attributes**

	Combined total %
Organisation of bus/shuttle transport	96
Very important to 64% (n=00) + Important to 32% (n=20)	
Accessibility of visitor attractions	89
Very important to 64% (n=00) + Important to 25% (n=20)	
Visit heritage site	80
Very important to 40% (n=00) + Important to 40% (n=20)	
Visit cultural site	78
Very important to 38% (n=00) + Important to 40% (n=20)	
Historical fact sheet	78
Very important to 39% (n=00) + Important to 39% (n=20)	
Visit to a winery	52
Very important to 23% (n=00) + Important to 29% (n=20)	
Offer of local cuisine	48
Very important to 19% (n=00) + Important to 29% (n=20)	
SA traditional cuisine information	46
Very important to 21% (n=00) + Important to 25% (n=20)	
Wine making information	44
Very important to 22% (n=00) + Important to 22% (n=20)	

### 4.7.3 Functional attributes

**Question 16: A further three items (s-u) explored respondents' overall rail tourism trip expectations.** How important were quality, affordability and length of trip to the same day rail visitor.

**In summary:** Overall, there is a close match between how the respondents considered the quality of the same day rail tourism trip and the affordability of trip to be very important, whereas it was not as important as to how long the trip would take (Figure 4– 7).

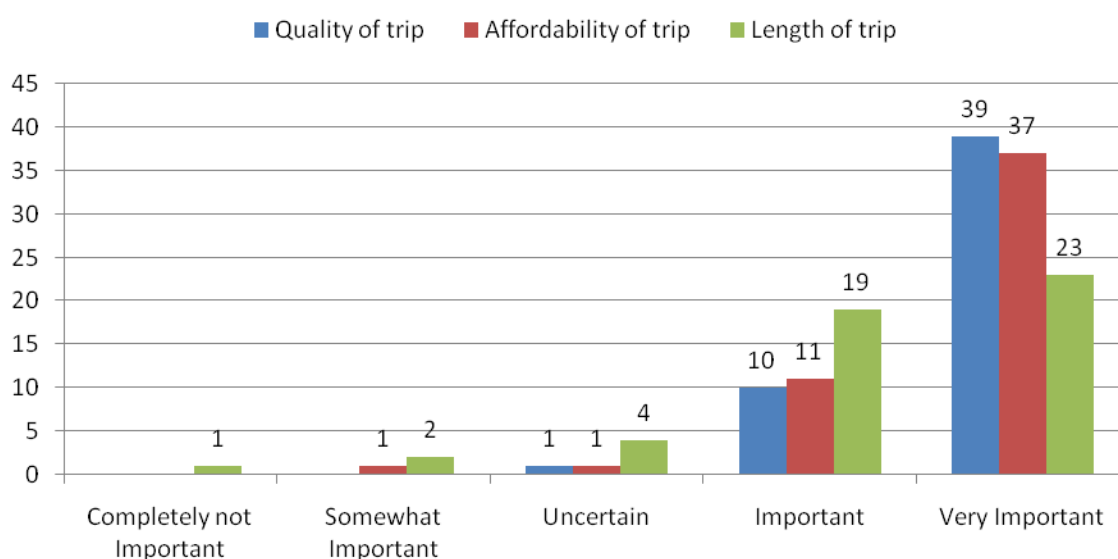


Figure 4-17 Functional attributes

## 4.8 Summary

Of the 60 questionnaires distributed, 52 usable questionnaires were collected from same day rail visitors on board the tourism train, which represented a 86% response rate of the self-selecting sample, non-probability, convenience sample.

The findings put forward that 52% of same day visitors had some form of travel experience on Cape Town rail train and that 48% respondents were on their first trip ever. Furthermore 19% of respondents use the Cape Town rail service to travel to work. The findings advise that same day visitors perceive the rail tourism communication more positively than negatively with the 52% of respondents either strongly agreeing or agreeing that Cape Town rail service is doing a good job communicating its rail tourism trips in an appealing manner.

In addition, the findings suggest that interconnecting transport services at a railway station as either important or very important and that visitor attractions should be within easy reach



from railway stations, thus it can therefore be inferred, that when same day visitors travel by train, bus/shuttle connections as well as easy access to visitor attractions are without doubt an important part of their overall travel experience. In contrast, altogether 42% respondents indicated that they evaluated the wine making process either completely not important or somewhat important.

In the next chapter the conclusion and recommendations will be discussed with reference to the research objectives.

## 5 CHAPTER FIVE: CONCLUSIONS AND RECOMMENDATIONS

### 5.1 Introduction

This chapter discusses the main findings of this study and links them to the literature review. This research explores effective communication within tourism to answer the research question “**What are the communication needs of the same day rail visitor in Cape Town??**” The research sub-questions are namely:

- Who is the same day rail visitor in Cape Town?
- What are the same day rail visitors' communication needs?
- What are the same day rail visitors' information search preferences?
- How does the same day rail visitor perceive rail tourism communication?
- What are the same day rail visitors' product attributes?

As part of Cape Town rail's drive to develop rail tourism and given the increasing importance of tourism information in encouraging same day visitors to use public transport to visit tourist destinations in Cape Town, this research sought to provide insight into to the development of public transport as a sustainable alternative to reach tourism destination sites; a research area about which not much is known according to Lumsdon, *et al.* (2006). As part of the development of public transport as a suitable alternative to reach tourist sites, it is important that the rail service communicate effectively to existing and potential same day rail visitors as well as offer a well matched product which meets the needs and expectations of the same day rail visitor. Effective communication will allow the rail service to encourage the same day rail visitor to use rail as their transport choice to reach their tourism destination.

This final chapter draws conclusions and makes recommendations based on the main findings of the study as well as integrating the findings with the literature review. In addition to addressing the research questions in this limited scope thesis, chapter five furthermore seeks to highlight the study limitations and provide directions and areas for future research.

### 5.2 Key findings

The key findings of the quantitative research are as follows:

- The same day rail visitor in Cape Town is mainly local South African, travelling in a family or friend group and using rail for the first time.
- Understanding 'information search' behaviour is the key to meeting the communication needs of the same day rail visitor as while both men and women

seek information, but they seek information differently and use different information sources, with the message and channel being important.

- The same day rail visitor uses a variety of communication channels to find information.
- The same day rail visitor was disappointed in some of the promotional communication as it over promised on the destination image (trip).
- Cape Town rail service is doing an 'average' but not a good job in communicating rail tourism information.
- Effective communication channels for trip experience and feedback were email and social media (Facebook and Twitter).
- The same day rail visitor uses a variety of communication channels to communicate with, and to receive communication from, Cape Town rail service.
- The same day rail visitor requires relevant information that enables them to make a purchase decision.
- The majority of same day rail visitors obtained knowledge about the tourist service via promotions on Groupon and thereafter from family, friends and the internet.
- Personal safety and security are very important product attributes (88 %).
- Cross-transport inter-connections, preferably at railway station, were essential to 90% of the respondents.
- The same day rail visitors' product needs are matched by their experiences.

### **5.3 Who is the same day rail visitor in Cape Town?**

The research concludes that the same day rail visitor in Cape Town is a local South African, female, 24-44 years of age; who prefers to travels in a family group or in a group of 2-4 adults. This same day rail visitor is most likely using rail for the first time and knows little about the rail service tourism's activities, as confirmed by George (2012),who states that it is not necessary for the same day visitor to be familiar with a tourist destination, which is an intangible product (Mansfeld,1992, Buhalis, 1998). Echtner and Ritchie (2003) believe it is possible for the same day visitors to have an image of a destination despite the fact that they have never visited the destination or been exposed to a flood of information about the destination.

Further research is recommended into how to use public relations to encourage local South Africans, particularly females travelling in small or family groups, to use the rail service to link them to tourist destinations especially as an unexpected finding revealed that 19% (n=10) of

same day visitors consisted of weekday commuters, who travel on board a Cape Town rail train during the week to get to work. It is also recommended that research be conducted into the effectiveness of station posters to increase rail tourism activity.

#### **5.4 What are the same day rail visitors' communication needs and preferences?**

Understanding 'information search' behaviour is the key to meeting the communication needs of the same day rail visitor as while both men and women seek information, but they seek information differently and use different information sources, with the message and channel being important. The findings reveal that the same day rail visitor uses a variety of communication channels to obtain knowledge and increase their awareness of Cape Town's rail tourism trips. These channels are predominantly promotions, family and friends (word of mouth), the internet, email, Groupon and last but not least print media.

These findings are in line with the tourism literature which suggests that same day visitors are not dependent on a single source of information, but gain knowledge and awareness from the experiences of others, and by means of visual, verbal, and sensory stimuli such as advertisements, newspaper/magazine articles, and television programming (Fodness and Murray, 1997; Vogt & Fesenmaier, 1998). This research confirms previous studies regarding information search (Fodness & Murray, 1999) and are furthermore supported by Jenkins (1999) who believes that the preference construct allows researchers to understand the image held of particular destinations by individual tourists.

The literature furthermore reports that the Internet and websites are excellent two-way communication tools since they provide the various public with information about organisations, thus helping to create an image in people's minds (Conolly-Ahern & Broadway, 2007). Therefore, it can be concluded that to meet the needs of the same day rail tourist public relations practitioners will need to use a combination of communication channels and constantly be reminded that men and women use different criteria and information to make decisions.

Further research is recommended to understand the relationships between the purchase decision, information search and the role of promotions in encouraging same day tourists to use public transport to reach tourist destinations. This research would enable Cape Town rail service to understand how to communicate more effectively with the same day rail tourist – and move from doing an average communication function to a good communication function – by providing the 'right information' in the right channel.

Furthermore these findings are supported in the literature by Roque *et al.* (2013) who posit that tourist information offices should be accessible to everyone and offer reliable information aimed at facilitating visits to tourism destinations. These findings support the idea of Lumsdon *et al.* (2006) whereby passenger transport and tourism elements are packaged and promoted collectively through price incentives and informational campaigns aimed at encouraging use of public transport for tourism purposes. Thus it is recommended that future studies explore whether causal relationship exists between affordability of the Groupon day trip package, information campaigns and purchase decisions of the same day rail tourist in Cape Town.

### **5.5 How does the same day rail visitor perceive rail tourism communication?**

Although the same day rail visitor rated communication as relevant, accessible, interesting, reliable and timely, there was dissatisfaction with information received prior to the trip as words and images used in the promotional material did not match the experience (Coombs, 2007). The implication is, therefore, that the day trip will not meet the needs and expectations of the same day visitor (Fodness, 1994). This finding is furthermore supported in the literature review, with Beerli and Martin (2004a) reporting that the affective image same day visitors have after their visit will influence the word of mouth messages about a destination, therefore images projected through i.e. brochures, internet, must be reliable and have integrity, as these images form the same day visitor's expectations. However, it is interesting to note that only 3% of same day visitors selected word of mouth as the preferred manner in which to receive information. This finding contradicts that of Latvin *et al.* (2008), who rank the influence of word-of-mouth (WOM) as the most important source of information source in the hospitality and tourism industry. Further research is recommended to determine whether this is correct for Cape Town rail and to establish the reasons for the current failure of WOM in Cape Town's rail tourism industry. This notion is furthermore shared by Morgan *et al.* (2003) who believe that negative word-of-mouth has a major impact on the image of a destination, particularly when dissatisfied visitors share negative comments relating to their trip experience.

One of the perplexing results of this study was, from the researcher's observation, was that although the same day visitors were actively engaged in social media by posting messages and pictures on twitter during their respective rail tourism trips, social media was not their preferred means to obtain information, raising more questions about the value of social media as a WOM mechanism in tourism. Notwithstanding, the results showed that the same day rail visitors preferred to share their trip experience with Cape Town via Facebook and to

receive further information or promotional material via email. Future research would be required to understand the perceptions of the different platforms and why email is preferred to received information, and the value of Facebook in generating a destination image.

### **5.6 What are the same day rail visitors' product needs and expectations?**

The research shows that the same day rail visitors rated the product attributes of personal safety and security, on-time reliability of trains and the friendliness of rail tourism people as very important to them. These findings are supported by George (2012) and other scholars who believe that tourism destination growth depends on meeting these simple hygiene factors of safety, peace and security (Maslow, 1943; Lubbe, 1997). Thompson and Schofield (2007:136) suggest accessible and suitable public transport influences the visitor experience and the perceived attractiveness of a destination. This research offers support for these conclusions in their finding on accessibility to the elderly and disabled as well as the use of connecting shuttles. Thompson and Schofield (2007) believe that being able to find and reach tourist destinations easily is a contribution deciding motivator, together with the historical and cultural foundations, to visit the destination (Lew, 1987; Lubbe, 1997, 1998).

## **6 Recommendations**

Several future research opportunities can be identified. It is recommended that further research be conducted to measure the strengths and weaknesses of the destination images same day rail visitors hold of the Cape Town rail tourism service offering, with the purpose of addressing improving future promotions material, particularly as the research results indicate that current promotional communication can be improved. The findings indicate that induced images (Chon, 1990; Lubbe, 1997) were utilised to encourage same day visitors to use public transport to visit tourist destinations in Cape Town, thus additional research would be useful to determine whether negative Cape Town rail images influenced purchase decision.

Fakeye and Crompton (1991) suggest that repeat visitors might be influenced by reminders promotions aimed at same day visitors who have previously experienced a day trip. The purpose of reminder promotion is to keep the destination uppermost in the minds of same day visitors in order for them to consider repeat visits and thus spread favourable word of mouth (Fakeye & Crompton, 1991). Although Gunn (1988) insists that there is very little that tourism communicators can do to change the organic image; they can however influence a change in an induced image through promotional and publicity efforts, this should be researched further. Moreover, additional research will determine whether the previous rail tourism day trip, the quality of the service matched their travel needs and expectations, and

resulted in a repeat visit (Fodness, 1994). Future research is needed explore whether causal relationship exists between affordability of the Groupon day trip package and purchase decisions of rail tourists in Cape Town.

This study focused only on the same day rail visitor, who travelled on board the tourism train. It excluded the perspective of tourists who purchased tourists pass tickets to travel on the normal Cape Town commuter train to visit tourist attractions in Cape Town. Future research is advised to establish a broader view of the travellers' rail tourism needs. In addition, study is recommended to consider how to improve communication to non-work users and peak period commuters to extend their patronage to include rail tourism or leisure travel.

In answering the research question “**What are the communication needs of the same day rail visitor in Cape Town??**” the research found that although many of the communication needs are met in terms of content and reach; effective communication should focus on developing the digital and social media platforms as information search sources and aim to communicate primarily with local, female same day rail visitors, travelling in a family group; as well as local commuters.

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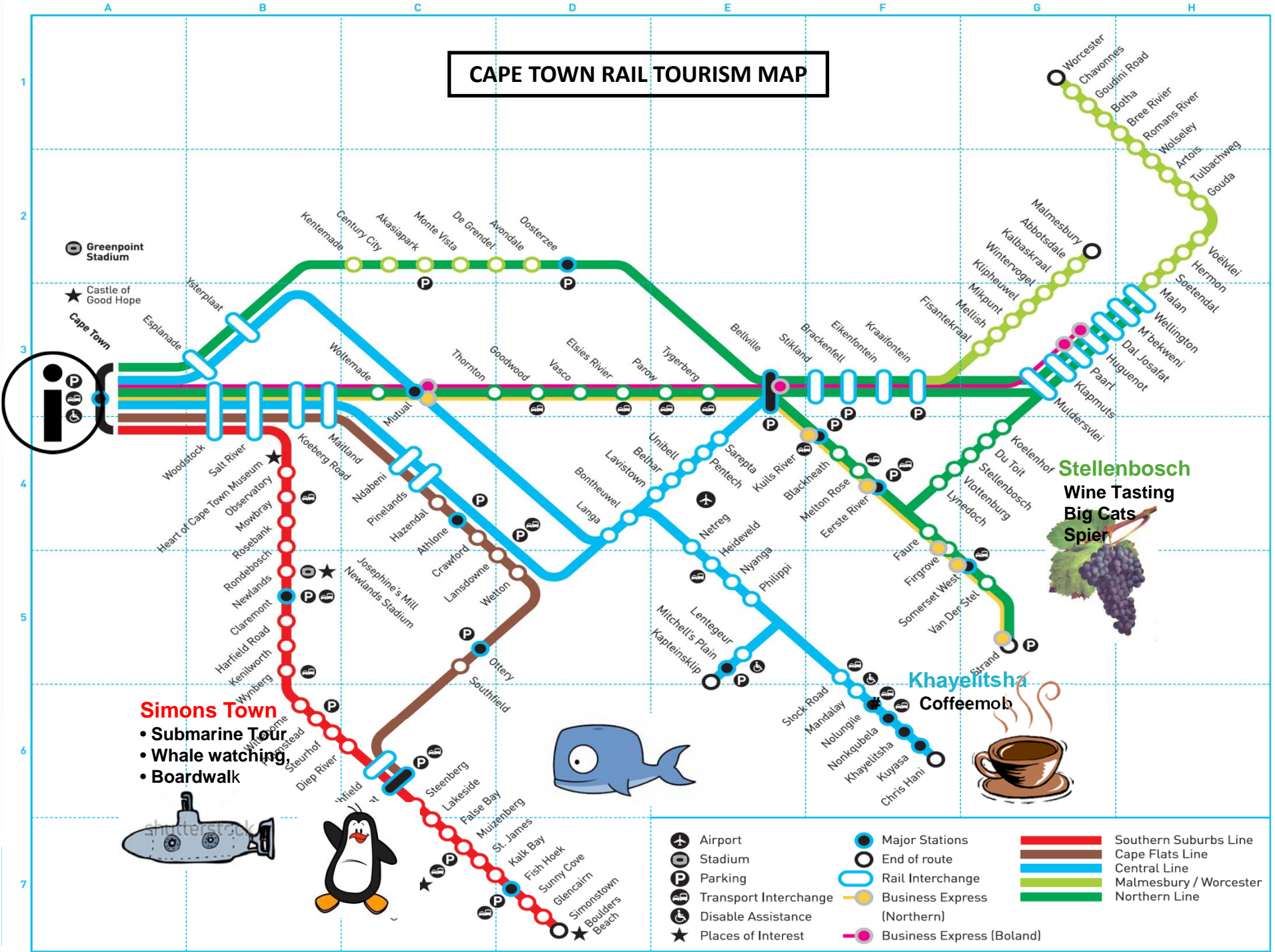
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## 8 APPENDIX A: Consent form and questionnaire

## 9 APPENDIX B: Graphs of the findings

## 10 APPENDIX C: Descriptive statistical outcome

# CAPE TOWN RAIL TOURISM MAP



**Simons Town**

- Submarine Tour
- Whale watching
- Boardwalk



**Stellenbosch**

- Wine Tasting
- Big Cats
- Spier



**Khayelitsha**

- Coffeemob



- |                       |                             |                        |
|-----------------------|-----------------------------|------------------------|
| Airport               | Major Stations              | Southern Suburbs Line  |
| Stadium               | End of route                | Cape Flats Line        |
| Parking               | Rail Interchange            | Central Line           |
| Transport Interchange | Business Express (Northern) | Malmesbury / Worcester |
| Disable Assistance    | Business Express (Boland)   | Northern Line          |
| Places of Interest    |                             |                        |

**CONSENT FORM**

**TITLE: EFFECTIVE COMMUNICATION IN DEVELOPING RAIL TOURISM IN CAPE TOWN, SOUTH AFRICA**

Sir/Madam

This research is being conducted to answer the research question “What are the communication needs and expectations of the same day rail visitor in Cape Town?”

The research sub-questions are namely:

- Who is the same day rail visitor in Cape Town?
- What are the same day rail visitors' communication needs and preferences?
- How does the same day rail visitor perceive rail tourism communication?
- What are the same day rail visitors' product attributes (needs and expectations)?

If you agree to participate, you will be asked complete a questionnaire survey consisting of 30 questions. The questionnaire will take approximately 10-15 minutes.

**RISKS**

There are no foreseeable risks for participating in this research.

**BENEFITS**

There are no benefits to you as a participant other than to further research related to rail tourism in Cape Town.

**CONFIDENTIALITY**

Although your response is of the utmost importance to us, your participation in this survey is entirely voluntary and the information you provide will be kept strictly confidential and will be used for statistical purposes only.

**CONTACT**

This research is being conducted by Daphne Kayster, in partial fulfilment of the degree MTech: Public Relations Management at the Cape Peninsula University of Technology. She may be contacted at 021 449 2101.

**CONSENT**

I have read this form and agree to participate in this study.

.....  
NAME

.....  
SIGNATURE

DATE: .....

## RAIL TOURISM QUESTIONNAIRE

Please select an appropriate answer and mark only one box per question with an 'X'

**1. Gender?**

Male  Female

**2. Age?**

18 – 24 years  25 – 44 years  45 – 64 years   
65 – 74  75 years or older

**3. Travel status?**

Local  Domestic  International

**4. What is your nationality?**

South African  American  Australian   
British  German   
Other  Please specify: \_\_\_\_\_

**5. What is your travel party size?**

Single Adult  2-4 Adults  More than 4 adults   
Family with children

**6. I travelled on a Cape Town rail train ...**

- (a) To get to and from work (commute)
- (b) To get to non-work destinations (e.g. sports, events, shopping etc.)
- (c) I work for Cape Town rail
- (d) This is my first train trip with Cape Town rail
- (e) Other.

Please specify: \_\_\_\_\_

7. Where would you prefer to hear about Cape Town rail tourism trips? Mark the appropriate answer (one only) with an 'X' if you heard from a person?

From a person	Prefer
a) While speaking to a friend or family member	
b) The Cape Town rail tourism information kiosk	
c) On the telephone (e.g. transport information 0800656463)	
d) Word of mouth	
e) From a Cape Town rail staff member	
f) Promotions	
g) Fairs and exhibitions	
h) Travel Agency	

8. Where would you prefer to hear about Cape Town rail tourism trips? Mark the appropriate answer (one only) with an 'X' if you heard electronically?

Electronically	
a) The Internet	
b) Cape Metrorail Website	
c) Go Metro web/mobi site	
d) Social media (e.g. Facebook, Twitter, Foursquare;)	
e) Group-on Deals	
f) Daddy's Deals	
g) E-mail	
h) SMS	

9. Where would you prefer to hear about Cape Town rail tourism trips? Mark the appropriate answer (one only) with an 'X' if you heard from via the mass media?

Via the Mass Media	
a) Print media	
b) Station Posters	
c) Travel guides/brochures	
d) Commuter Newspaper	
e) Radio	
f) Television	

10. Where and how did you hear about or find the information for this trip? Please specify

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**11. I am familiar with these Cape Town rail tourism product and services. Mark the appropriate item/s listed below with an 'X'**

- |  |                              |                             |
|--|------------------------------|-----------------------------|
| a. Hop-on-Hop-Off Tourist Pass Ticket        | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| b. Southern Line Tourism Route               | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| c. Stellenbosch Tourism Route (Wine tasting) | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| d. Khayelitsha Tourism Route (Coffee Mob)    | <input type="checkbox"/> Yes | <input type="checkbox"/> No |

**12. How easy was it to find the Cape Town tourism information and mark only one box with an 'X'**

- |   |   |                                  |                                      |                                    |
|---|---|----------------------------------|--------------------------------------|------------------------------------|
| <input type="checkbox"/> Very difficult | <input type="checkbox"/> Fairly difficult | <input type="checkbox"/> Average | <input type="checkbox"/> Fairly easy | <input type="checkbox"/> Very easy |
|---|---|----------------------------------|--------------------------------------|------------------------------------|

If very difficult, please indicate why: \_\_\_\_\_

**13. What are your perceptions of Cape Town rail's communication? Read the statements below and indicate the extent to which you agree with the statement according to your perceptions of the Cape Town rail tourism communication process. Mark only one box with an 'X'**

- a. **I trust Cape Town rail tourism information and communication.**
- |   |                                |                                       |                                   |  |
|---|--------------------------------|---------------------------------------|-----------------------------------|--|
| <input type="checkbox"/> Strongly agree | <input type="checkbox"/> Agree | <input type="checkbox"/> I don't know | <input type="checkbox"/> Disagree | <input type="checkbox"/> Strongly disagree |
|---|--------------------------------|---------------------------------------|-----------------------------------|--|
- b. **Cape Town is doing a good job communicating about its rail tourism trips.**
- |   |                                |                                       |                                   |  |
|---|--------------------------------|---------------------------------------|-----------------------------------|--|
| <input type="checkbox"/> Strongly agree | <input type="checkbox"/> Agree | <input type="checkbox"/> I don't know | <input type="checkbox"/> Disagree | <input type="checkbox"/> Strongly disagree |
|---|--------------------------------|---------------------------------------|-----------------------------------|--|
- c. **I find the Cape Town rail tourism communication content appealing.**
- |   |                                |                                       |                                   |  |
|---|--------------------------------|---------------------------------------|-----------------------------------|--|
| <input type="checkbox"/> Strongly agree | <input type="checkbox"/> Agree | <input type="checkbox"/> I don't know | <input type="checkbox"/> Disagree | <input type="checkbox"/> Strongly disagree |
|---|--------------------------------|---------------------------------------|-----------------------------------|--|
- d. **I will tell others about Cape Town rail tourism trips.**
- |   |                                |                                       |                                   |  |
|---|--------------------------------|---------------------------------------|-----------------------------------|--|
| <input type="checkbox"/> Strongly agree | <input type="checkbox"/> Agree | <input type="checkbox"/> I don't know | <input type="checkbox"/> Disagree | <input type="checkbox"/> Strongly disagree |
|---|--------------------------------|---------------------------------------|-----------------------------------|--|
- e. **I trust the information others share about Cape Town rail tourism trips.**
- |   |                                |                                       |                                   |  |
|---|--------------------------------|---------------------------------------|-----------------------------------|--|
| <input type="checkbox"/> Strongly agree | <input type="checkbox"/> Agree | <input type="checkbox"/> I don't know | <input type="checkbox"/> Disagree | <input type="checkbox"/> Strongly disagree |
|---|--------------------------------|---------------------------------------|-----------------------------------|--|

**14. How often would you use Cape Town rail to travel for leisure?**

- |                                 |                                |                                    |                                 |                                |
|---------------------------------|--------------------------------|------------------------------------|---------------------------------|--------------------------------|
| <input type="checkbox"/> Always | <input type="checkbox"/> Often | <input type="checkbox"/> Sometimes | <input type="checkbox"/> Seldom | <input type="checkbox"/> Never |
|---------------------------------|--------------------------------|------------------------------------|---------------------------------|--------------------------------|

**15. I found the Cape Town rail tourism information to be .... Agree (yes) or disagree (no) with all the statements listed below.**

a) Relevant (It was something I wanted to know)	Yes	No
b) Clearly presented (There was no jargon)	Yes	No
c) Easy to understand (It was presented in a conversational manner)	Yes	No
d) Interesting (I learnt something)	Yes	No
e) Reliable (I can depend on its accuracy)	Yes	No
f) Timely (I received the information in time to make plans)	Yes	No
g) Enough (The information was sufficient for me to plan my trip)	Yes	No
h) Instructional (It told me what I needed to do to go on the trip).	Yes	No
i) Other..Please specify:		

**16. Please indicate HOW IMPORTANT each of these elements is to you in a Cape Town rail tourism trip experience. Rate the elements on a scale from '1' completely unimportant to '5' very important.**

1 = Completely not important  
 2 = Somewhat important  
 3 = Uncertain  
 4 = Important  
 5 = Very important

a) Friendliness of local people (rail tourism people / Metrorail people)	1	2	3	4	5
b) Personal safety and security	1	2	3	4	5
c) Comfortable seating in trains	1	2	3	4	5
d) On-time reliability of trains	1	2	3	4	5
e) On-board commentary	1	2	3	4	5
f) Snacks on board	1	2	3	4	5
g) Accessibility for elderly people and families with children	1	2	3	4	5
h) Accessibility for people with disabilities (wheelchair)	1	2	3	4	5
i) The offer of local cuisine	1	2	3	4	5
j) Information on South African traditional cuisine	1	2	3	4	5
k) Visit to a winery(s)	1	2	3	4	5
l) Information on the wine making process	1	2	3	4	5
m) Visit to cultural site(s)	1	2	3	4	5
n) Historical fact sheet on the cultural and heritage sites	1	2	3	4	5
o) Visit to heritage site(s)	1	2	3	4	5
p) Possibilities for shopping – including specials	1	2	3	4	5
q) Organisation of bus/shuttle transportation at destination stations	1	2	3	4	5
r) Visitor attractions can easily be reached from tourism railway stations	1	2	3	4	5
s) Quality of the rail tourism trip	1	2	3	4	5
t) Affordability of the rail tourism trip	1	2	3	4	5
u) The length of trip – 2 to 6 hours.	1	2	3	4	5
v) Other. Please specify					

**17. What method of communication would you like to use to communicate your feedback to Cape Town rail tourism?**

Please specify; \_\_\_\_\_

**18. What method of communication would you like Cape Town rail tourism to use to communicate or share your experience on the rail trip with you (e.g. Email; Facebook).**

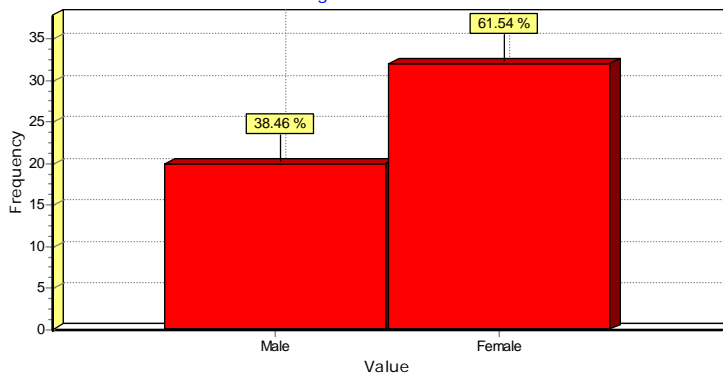
Please specify \_\_\_\_\_

Any general comments (optional) \_\_\_\_\_

---

**Thank you for completing this questionnaire.  
Please return it to any staff member at the on board the Tourism Train.**

### Question 1: Gender

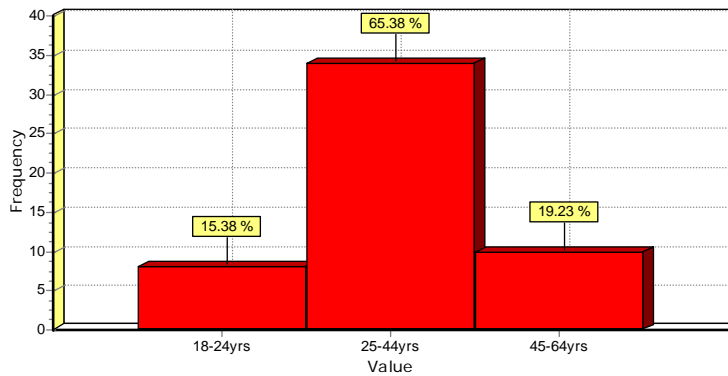


Frequency table for GENDER

Value	N	%	Cum. %
Male	20	38.46	38.46
Female	32	61.54	100.00
TOTAL	52	100.00	

Missing cases: 0

### Question 2: Age

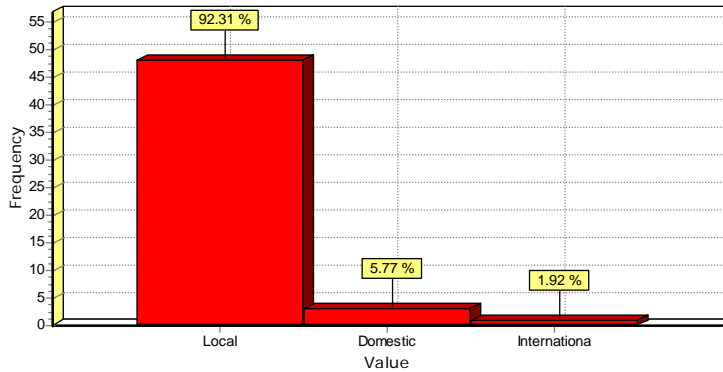


Frequency table for AGE

Value	N	%	Cum. %
18-24yrs	8	15.38	15.38
25-44yrs	34	65.38	80.77
45-64yrs	10	19.23	100.00
TOTAL	52	100.00	

Missing cases: 0

### Question 3: Travel Status

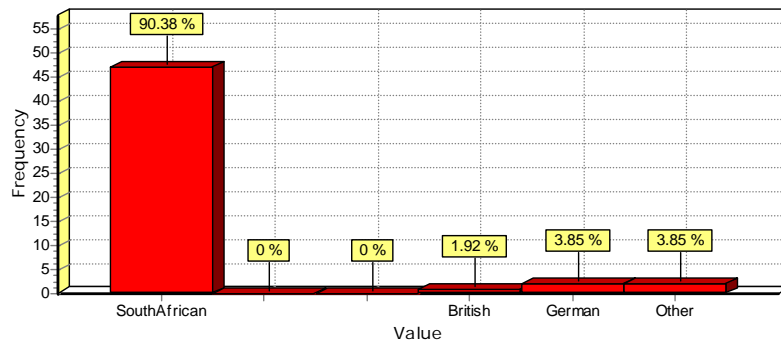


Frequency table for TSTATUS

Value	N	%	Cum. %
Local	48	92.31	92.31
Domestic	3	5.77	98.08
International	1	1.92	100.00
TOTAL	52	100.00	

Missing cases: 0

### Question 4: Nationality

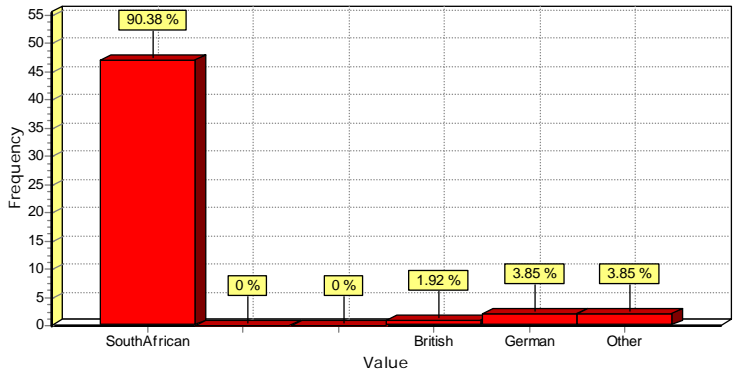


Frequency table for NATIONALIT

Value	N	%	Cum. %
SouthAfrican	47	90.38	90.38
British	1	1.92	92.31
German	2	3.85	96.15
Other	2	3.85	100.00
TOTAL	52	100.00	

Missing cases: 0

**Question 5: Travel party size**

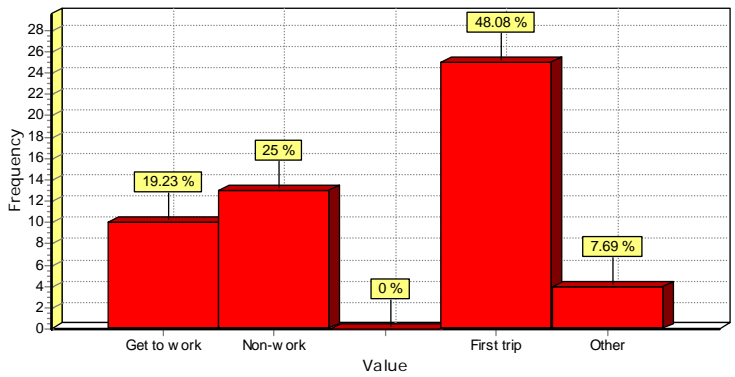


Frequency table for TPARTY

Value	N	%	Cum. %
SingleAdult	3	5.77	5.77
2-4 Adults	19	36.54	42.31
4+ Adults	7	13.46	55.77
FamWithChild	23	44.23	100.00
TOTAL	52	100.00	

Missing cases: 0

**Question 6: I travelled on a Cape Town rail train**

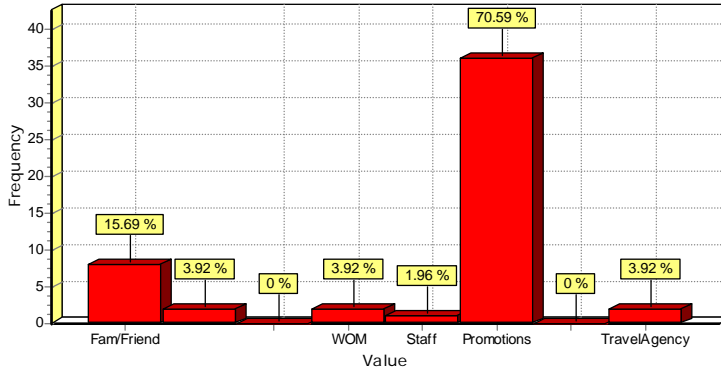


Frequency table for TREASON

Value	N	%	Cum. %
Get to work	10	19.23	19.23
Non-work	13	25.00	44.23
First trip	25	48.08	92.31
Other	4	7.69	100.00
TOTAL	52	100.00	

Missing cases: 0

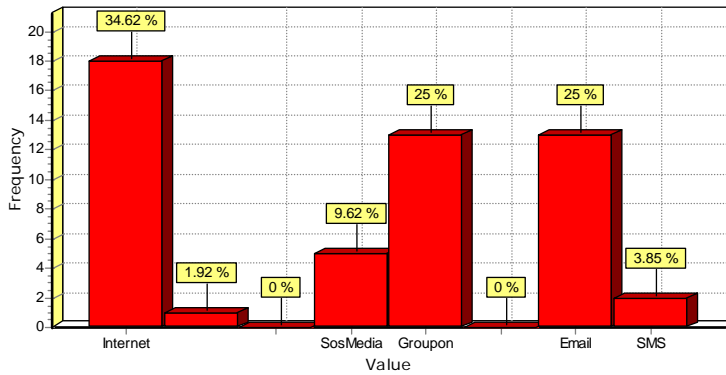
**Question 7: Communication preference: From a person**



Frequency table for PERSON

Value	N	%	Cum. %
Fam/Friend	8	15.69	15.69
T Info Kiosk	2	3.92	19.61
WOM	2	3.92	23.53
Staff	1	1.96	25.49
Promotions	36	70.59	96.08
TravelAgency	2	3.92	100.00
TOTAL	51	100.00	

**Question 8: Communication preference: Electronically**

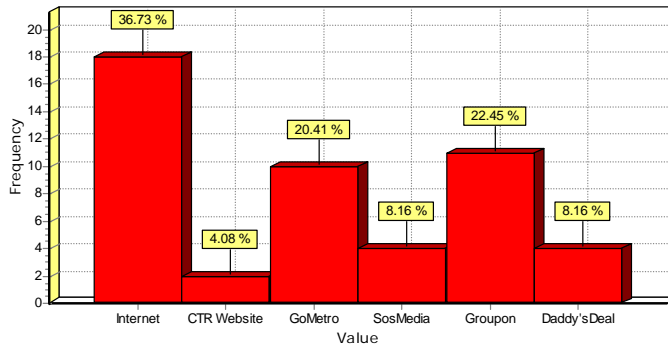


Frequency table for ELECTRONIC

Value	N	%	Cum. %
Internet	18	34.62	34.62
CTRailWebsite	1	1.92	36.54
SosMedia	5	9.62	46.15
Groupon	13	25.00	71.15
Email	13	25.00	96.15
SMS	2	3.85	100.00
TOTAL	52	100.00	

Missing cases: 0

### Question 9: Communication preference: Mass Media

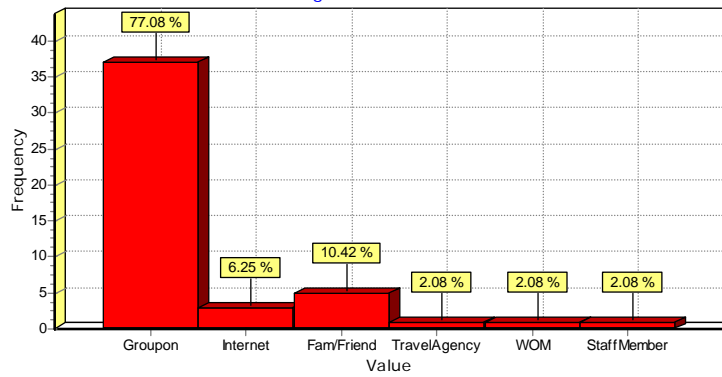


Frequency table for MASS MEDIA

Value	N	%	Cum. %
Internet	18	36.73	36.73
CTR Website	2	4.08	40.82
GoMetro	10	20.41	61.22
SosMedia	4	8.16	69.39
Groupon	11	22.45	91.84
Daddy'sDeal	4	8.16	100.00
TOTAL	49	100.00	

Missing cases: 3

### Question 10: Current trip information



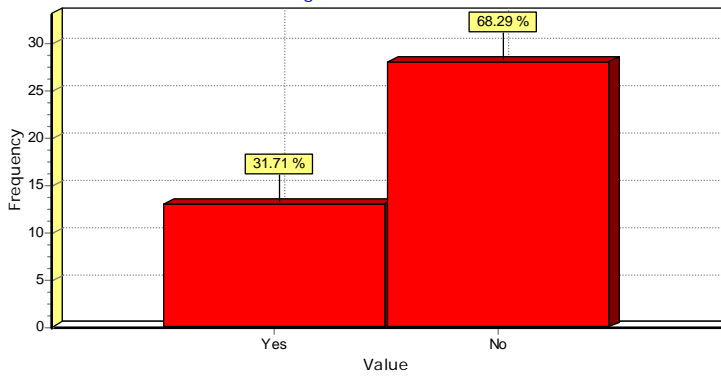
Frequency table for TRIPINFO

Value	N	%	Cum. %
Groupon	37	77.08	77.08
Internet	3	6.25	83.33
Fam/Friend	5	10.42	93.75
TravelAgency	1	2.08	95.83
WOM	1	2.08	97.92
StaffMember	1	2.08	100.00
TOTAL	48	100.00	

Missing cases: 4



**Question 11a: Familiarity with Hop-on-Hop-Off tourist pass ticket**

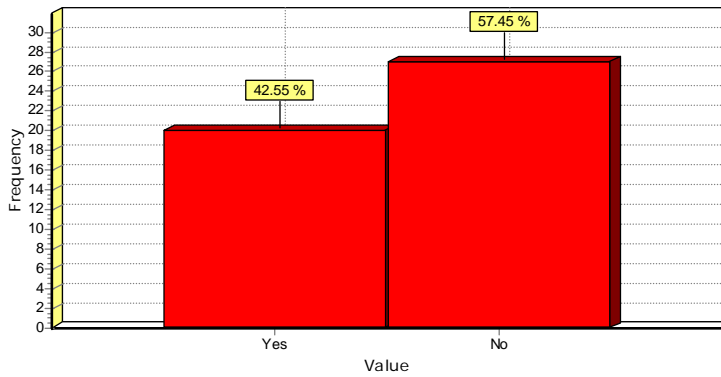


Frequency table for HOPONOFF

Value	N	%	Cum. %
Yes	13	31.71	31.71
No	28	68.29	100.00
TOTAL	41	100.00	

Missing cases: 11

**Question 11b: Familiarity with Southern line tourism route**

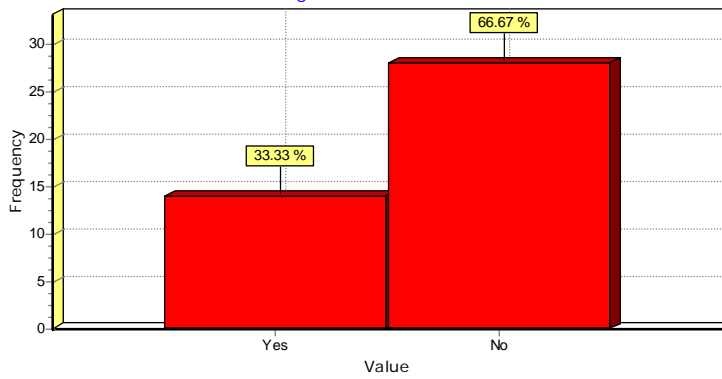


Frequency table for SOUTHERNLINE

Value	N	%	Cum. %
Yes	20	42.55	42.55
No	27	57.45	100.00
TOTAL	47	100.00	

Missing cases: 5

**Question 11c: Familiarity with Stellenbosch tourism route (wine tasting)**

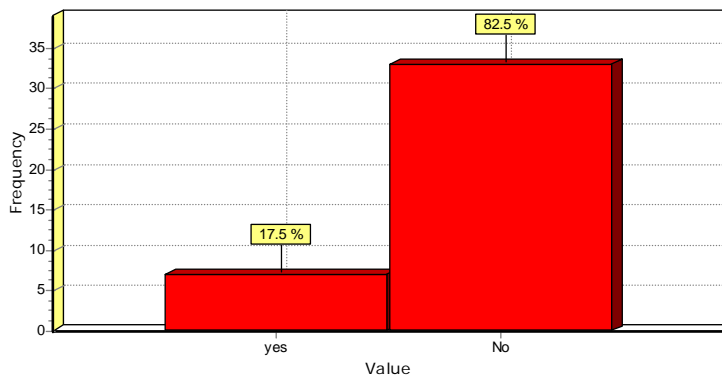


Frequency table for STELLENBOSCH

Value	N	%	Cum. %
Yes	14	33.33	33.33
No	28	66.67	100.00
TOTAL	42	100.00	

Missing cases: 10

**Question 11d: Familiarity with Khayelitsha tourism route (coffee mob)**

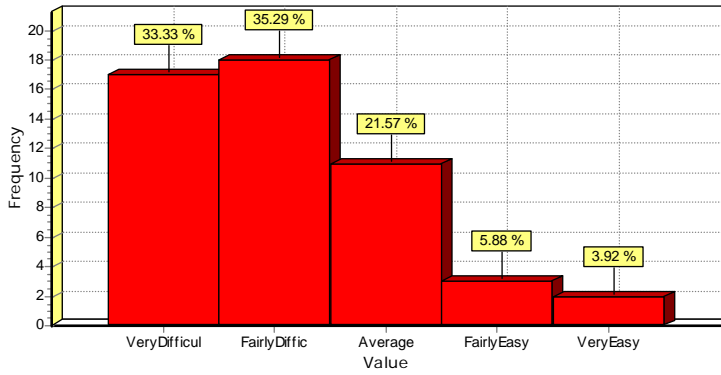


Frequency table for KHAYELITSHA

Value	N	%	Cum. %
yes	7	17.50	17.50
No	33	82.50	100.00
TOTAL	40	100.00	

Missing cases: 12

**Question 12: Ease of finding Cape Town rail information**

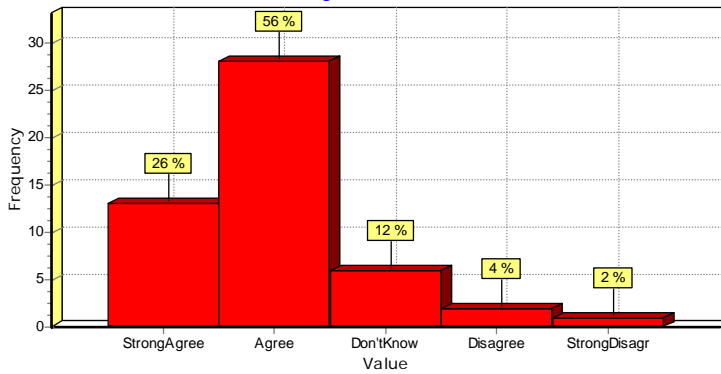


Frequency table for EASYFIND

Value	N	%	Cum. %
VeryDifficult	17	33.33	33.33
FairlyDiffict	18	35.29	68.63
Average	11	21.57	90.20
FairlyEasy	3	5.88	96.08
VeryEasy	2	3.92	100.00
TOTAL	51	100.00	

Missing cases: 1

**Question 13a: I trust Cape Town rail tourism information and communication**

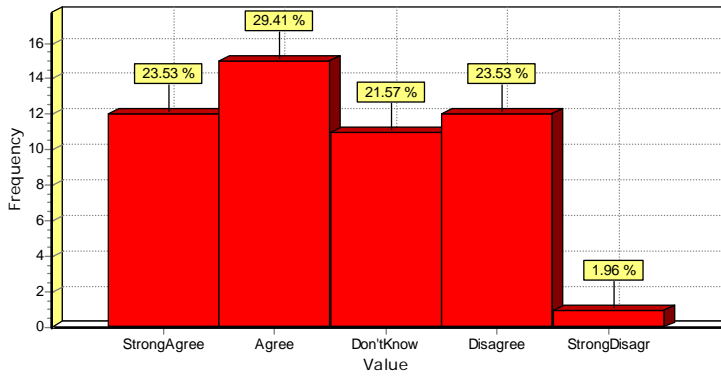


Frequency table for TRUST

Value	N	%	Cum. %
StrongAgree	13	26.00	26.00
Agree	28	56.00	82.00
Don'tKnow	6	12.00	94.00
Disagree	2	4.00	98.00
StrongDisagr	1	2.00	100.00
TOTAL	50	100.00	

Missing cases: 2

**Question 13b: Cape Town rail is doing a good job communication rail tourism trips**

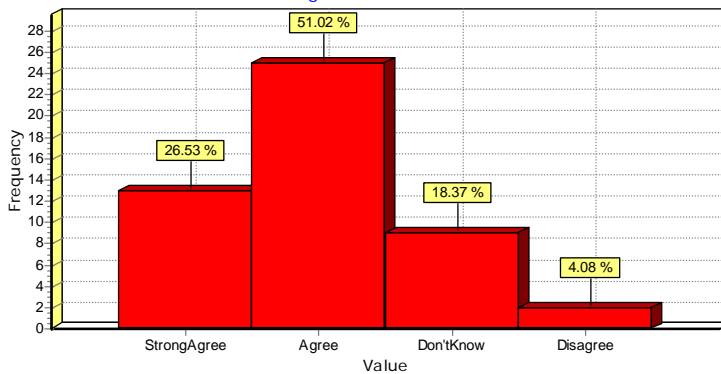


Frequency table for GOODCOMMS

Value	N	%	Cum. %
StrongAgree	12	23.53	23.53
Agree	15	29.41	52.94
Don'tKnow	11	21.57	74.51
Disagree	12	23.53	98.04
StrongDisagr	1	1.96	100.00
TOTAL	51	100.00	

Missing cases: 1

**Question 13c: I find the Cape Town rail tourism communication content appealing.**

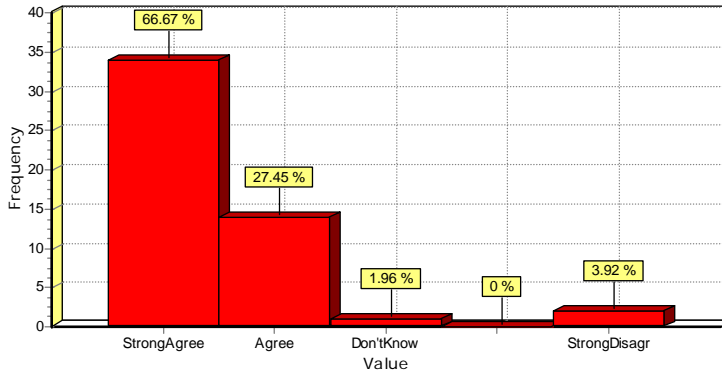


Frequency table for CONTENT

Value	N	%	Cum. %
StrongAgree	13	26.53	26.53
Agree	25	51.02	77.55
Don'tKnow	9	18.37	95.92
Disagree	2	4.08	100.00
TOTAL	49	100.00	

Missing cases: 3

**Question 13d: I will tell others about Cape Town rail tourism trips**

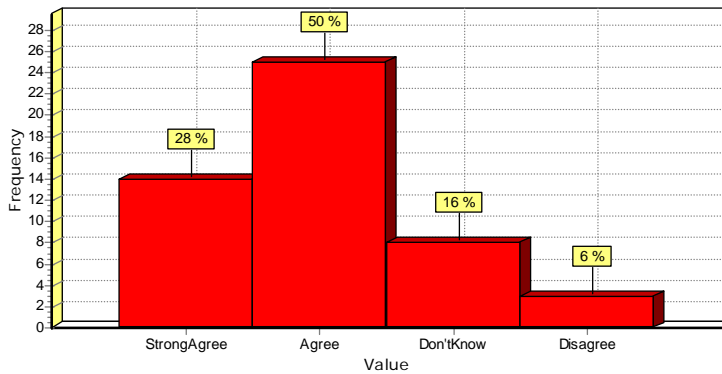


Frequency table for TELLOTHERS

Value	N	%	Cum. %
StrongAgree	34	66.67	66.67
Agree	14	27.45	94.12
Don'tKnow	1	1.96	96.08
StrongDisagr	2	3.92	100.00
TOTAL	51	100.00	

Missing cases: 1

**Question 13e: I trust information others say about Cape Town rail tourism trips**

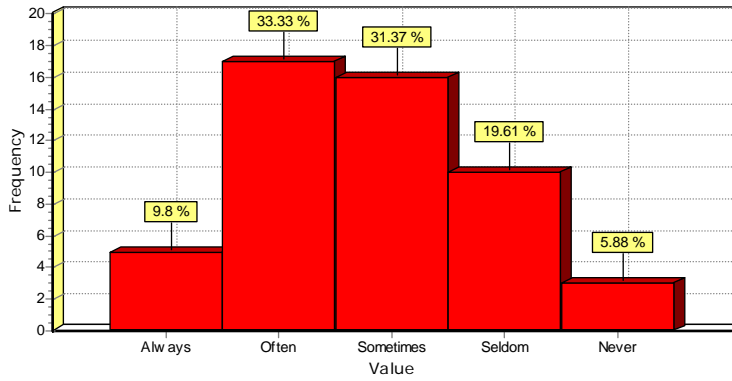


Frequency table for TRUSTWOM

Value	N	%	Cum. %
StrongAgree	14	28.00	28.00
Agree	25	50.00	78.00
Don'tKnow	8	16.00	94.00
Disagree	3	6.00	100.00
TOTAL	50	100.00	

Missing cases: 2

**Question 14: Travel for leisure**

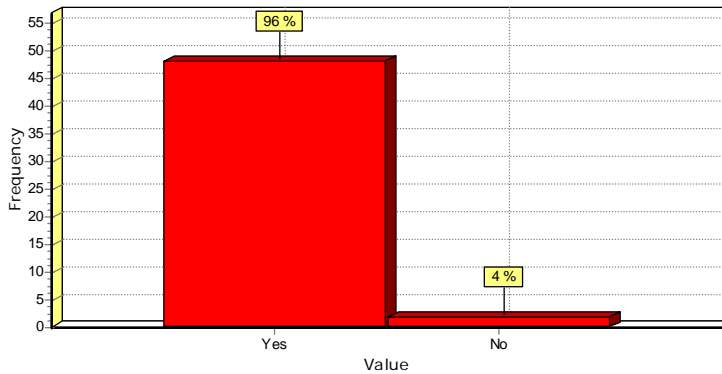


Frequency table for LEISURE

Value	N	%	Cum. %
Always	5	9.80	9.80
Often	17	33.33	43.14
Sometimes	16	31.37	74.51
Seldom	10	19.61	94.12
Never	3	5.88	100.00
TOTAL	51	100.00	

Missing cases: 1

**Question 15a: I found Cape Town rail tourism information relevant**

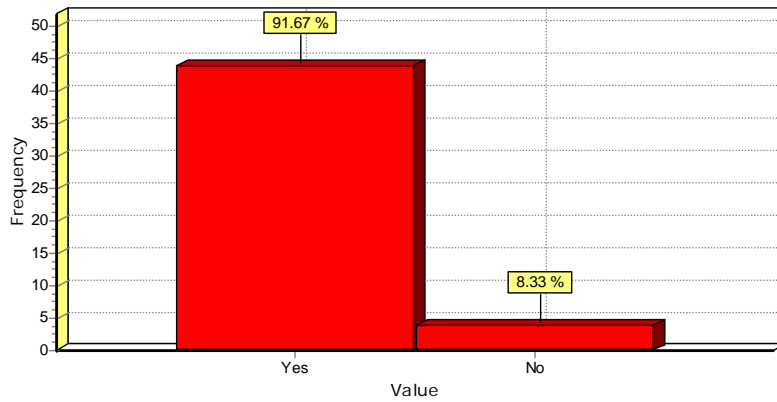


Frequency table for RELEVANT

Value	N	%	Cum. %
Yes	48	96.00	96.00
No	2	4.00	100.00
TOTAL	50	100.00	

Missing cases: 2

**Question 15b: I found Cape Town rail tourism information clearly presented**

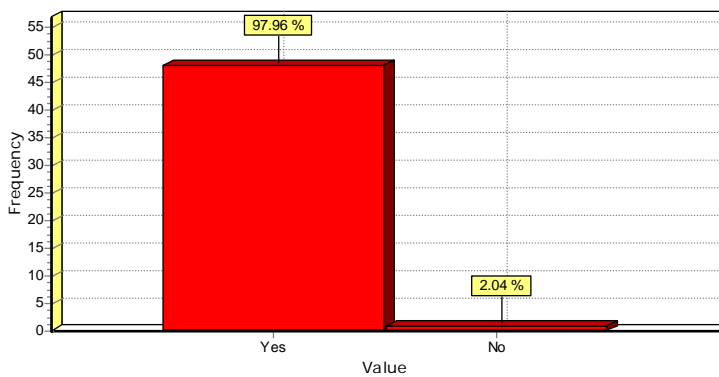


Frequency table for CLEAR

Value	N	%	Cum. %
Yes	44	91.67	91.67
No	4	8.33	100.00
TOTAL	48	100.00	

Missing cases: 4

**Question 15c: I found Cape Town rail tourism information easy to understand**

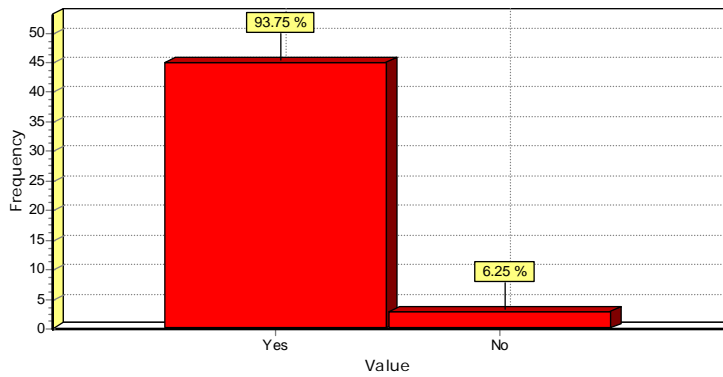


Frequency table for EASY

Value	N	%	Cum. %
Yes	48	97.96	97.96
No	1	2.04	100.00
TOTAL	49	100.00	

Missing cases: 3

**Question 15d: I found Cape Town rail tourism information interesting**

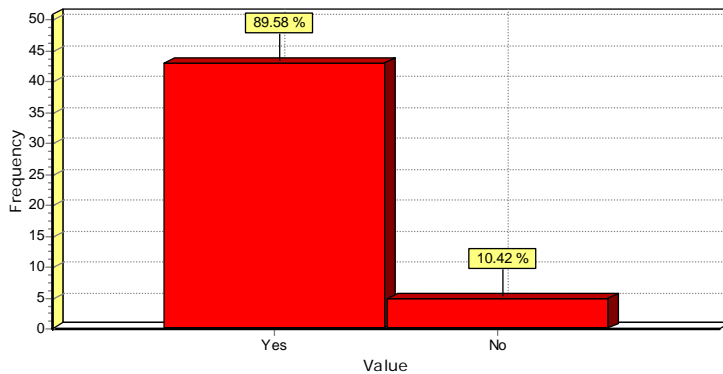


Frequency table for INTERESTIN

Value	N	%	Cum. %
Yes	45	93.75	93.75
No	3	6.25	100.00
TOTAL	48	100.00	

Missing cases: 4

**Question 15e: I found Cape Town rail tourism information reliable**



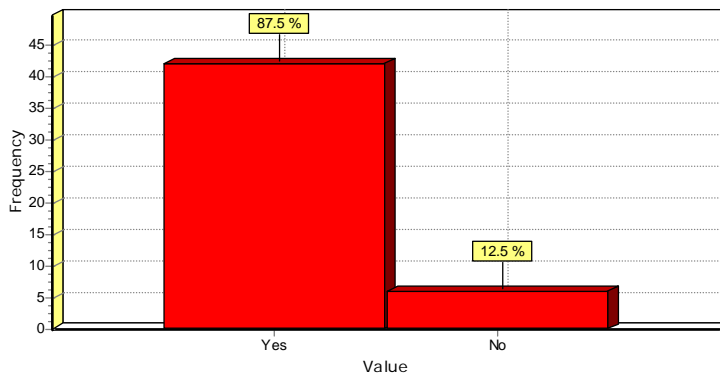
Frequency table for RELIABLE

Value	N	%	Cum. %
Yes	43	89.58	89.58
No	5	10.42	100.00
TOTAL	48	100.00	

Missing cases: 4



**Question 15f: I found Cape Town rail tourism information timely**

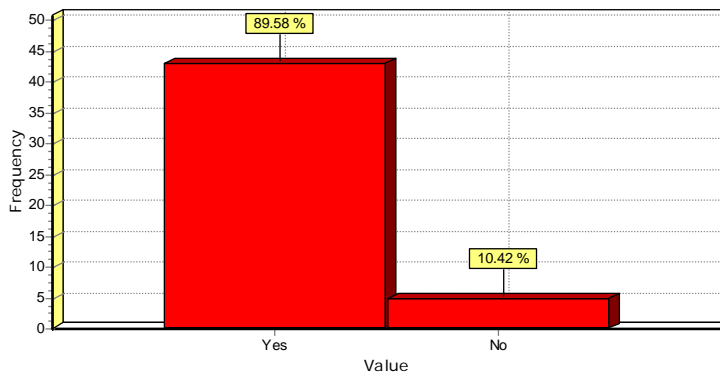


Frequency table for TIMELY

Value	N	%	Cum. %
Yes	42	87.50	87.50
No	6	12.50	100.00
TOTAL	48	100.00	

Missing cases: 4

**Question 15g: I found Cape Town rail tourism information enough**

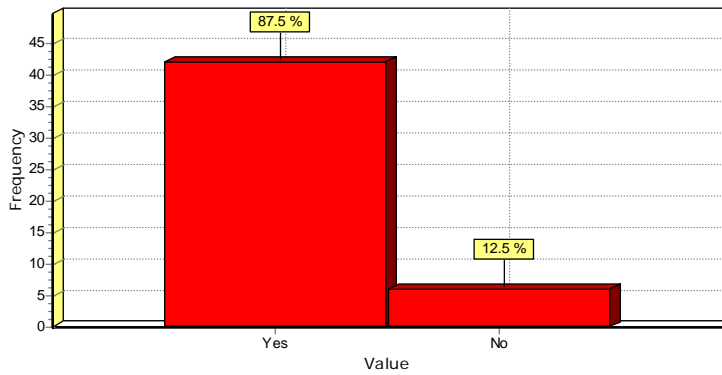


Frequency table for ENOUGH

Value	N	%	Cum. %
Yes	43	89.58	89.58
No	5	10.42	100.00
TOTAL	48	100.00	

Missing cases: 4

**Question 15h: I found Cape Town rail tourism information instructional**

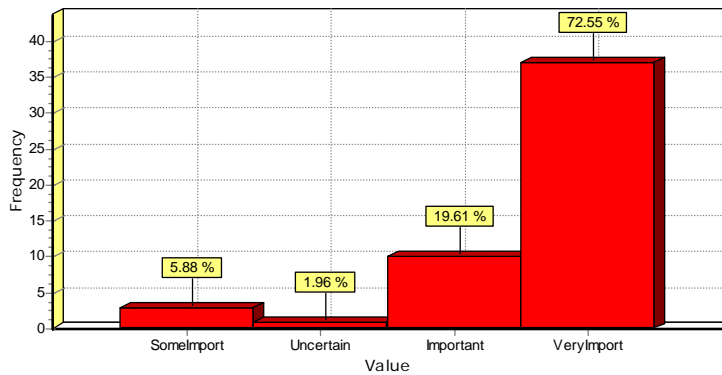


Frequency table for INSTRUCTIONAL

Value	N	%	Cum. %
Yes	42	87.50	87.50
No	6	12.50	100.00
TOTAL	48	100.00	

Missing cases: 4

**Question 16a: Friendliness of local people**

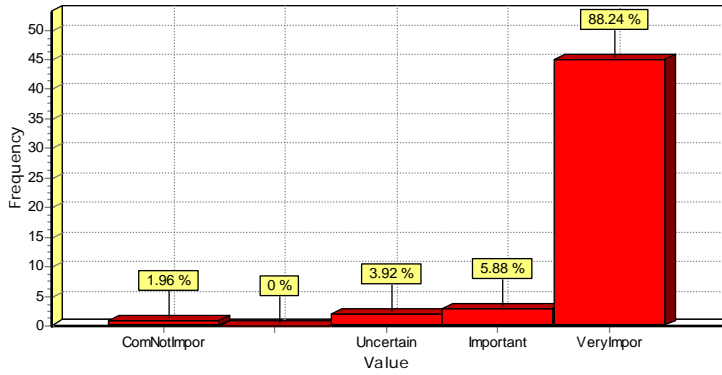


Frequency table for FRIENDLINE

Value	N	%	Cum. %
SomeImport	3	5.88	5.88
Uncertain	1	1.96	7.84
Important	10	19.61	27.45
VeryImport	37	72.55	100.00
TOTAL	51	100.00	

Missing cases: 1

### Question 16b: Personal safety and security

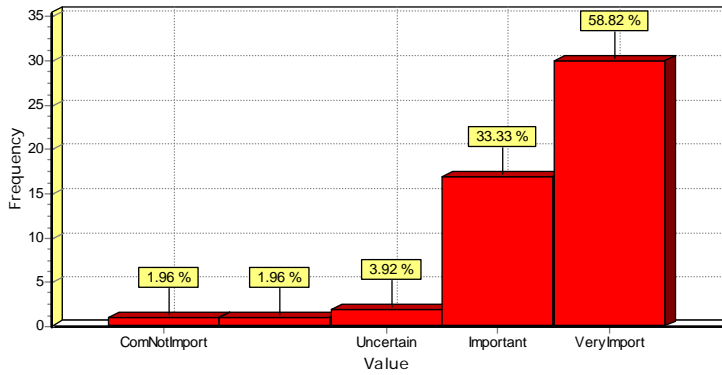


Frequency table for SAFETYSEC

Value	N	%	Cum. %
ComNotImpor	1	1.96	1.96
Uncertain	2	3.92	5.88
Important	3	5.88	11.76
VeryImpor	45	88.24	100.00
TOTAL	51	100.00	

Missing cases: 1

### Question 16c: Comfortable seating in trains

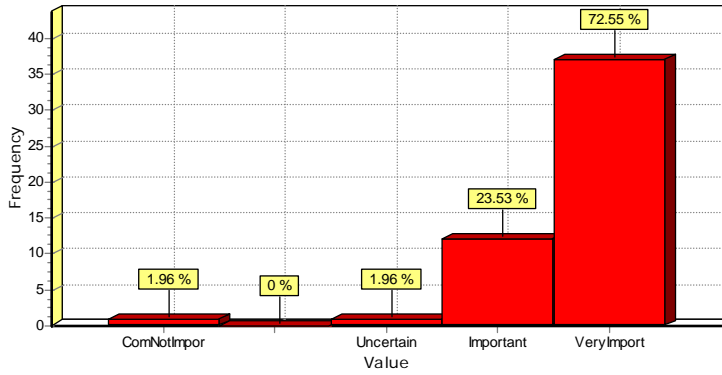


Frequency table for COMFORTABL

Value	N	%	Cum. %
ComNotImport	1	1.96	1.96
SomeImport	1	1.96	3.92
Uncertain	2	3.92	7.84
Important	17	33.33	41.18
VeryImport	30	58.82	100.00
TOTAL	51	100.00	

Missing cases: 1

### Question 16d: On-time reliability of trains

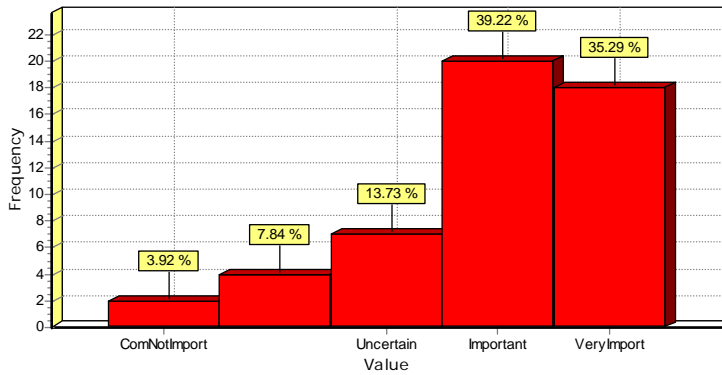


Frequency table for ONTIME

Value	N	%	Cum. %
ComNotImpor	1	1.96	1.96
Uncertain	1	1.96	3.92
Important	12	23.53	27.45
VeryImport	37	72.55	100.00
TOTAL	51	100.00	

Missing cases: 1

### Question 16e: On-board commentary

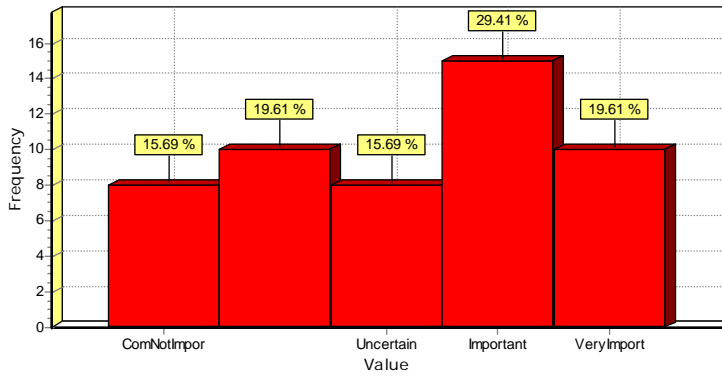


Frequency table for ONBOARD

Value	N	%	Cum. %
ComNotImport	2	3.92	3.92
SomeImport	4	7.84	11.76
Uncertain	7	13.73	25.49
Important	20	39.22	64.71
VeryImport	18	35.29	100.00
TOTAL	51	100.00	

Missing cases: 1

**Question 16f: Snacks on board**

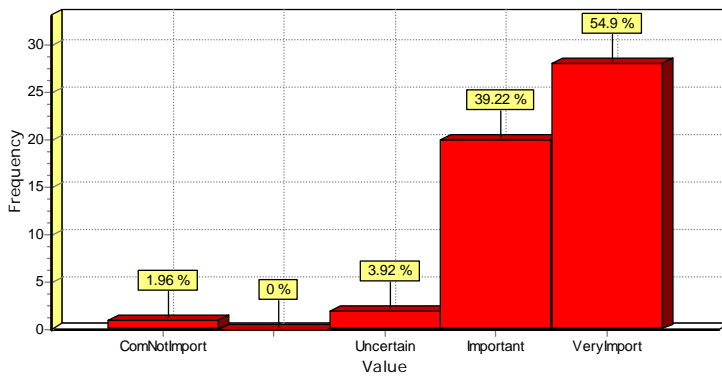


Frequency table for SNACKS

Value	N	%	Cum. %
ComNotImpor	8	15.69	15.69
SomeImport	10	19.61	35.29
Uncertain	8	15.69	50.98
Important	15	29.41	80.39
VeryImport	10	19.61	100.00
TOTAL	51	100.00	

Missing cases: 1

**Question 16g: Accessibility for elderly people**

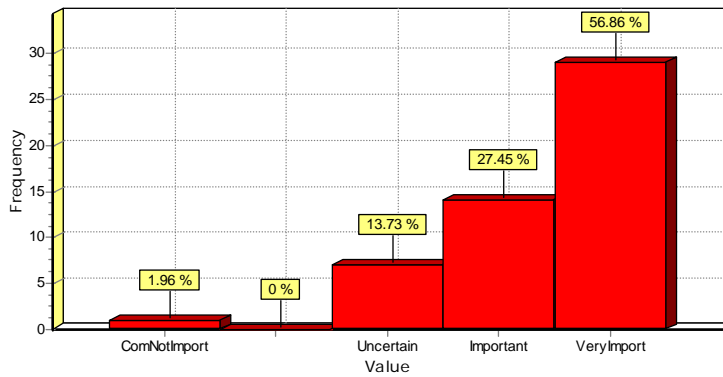


Frequency table for ELDERLY

Value	N	%	Cum. %
ComNotImport	1	1.96	1.96
Uncertain	2	3.92	5.88
Important	20	39.22	45.10
VeryImport	28	54.90	100.00
TOTAL	51	100.00	

Missing cases: 1

### Question 16h: Accessibility for people with disabilities

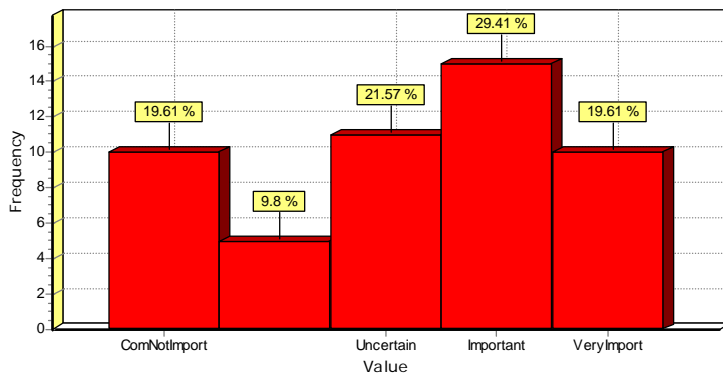


Frequency table for DISABILITY

Value	N	%	Cum. %
ComNotImport	1	1.96	1.96
Uncertain	7	13.73	15.69
Important	14	27.45	43.14
VeryImport	29	56.86	100.00
TOTAL	51	100.00	

Missing cases: 1

### Question 16i: Local cuisine

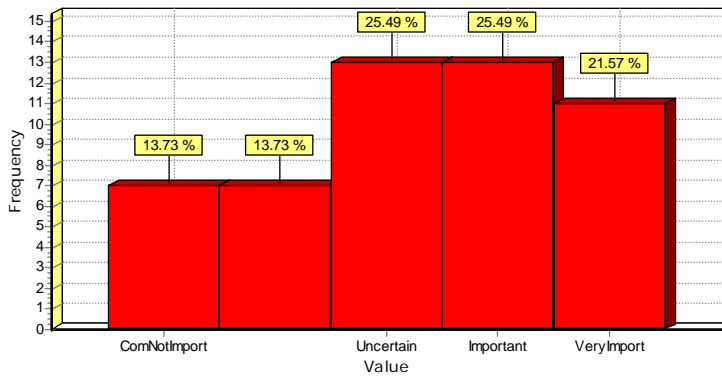


Frequency table for LOCALCUIS

Value	N	%	Cum. %
ComNotImport	10	19.61	19.61
SomeImport	5	9.80	29.41
Uncertain	11	21.57	50.98
Important	15	29.41	80.39
VeryImport	10	19.61	100.00
TOTAL	51	100.00	

Missing cases: 1

**Question 16j: Information on SA traditional cuisine**

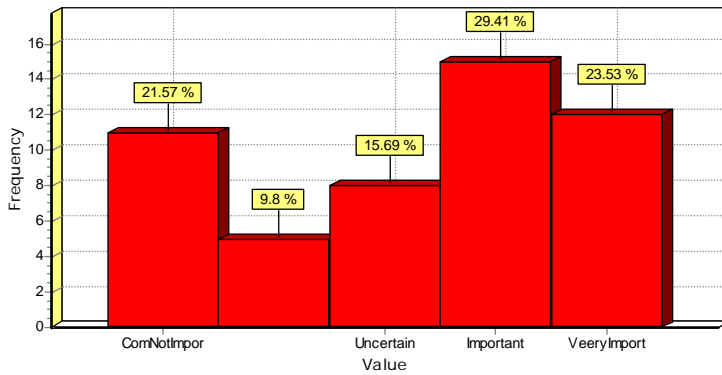


Frequency table for CUISINEINF

Value	N	%	Cum. %
ComNotImport	7	13.73	13.73
SomeImport	7	13.73	27.45
Uncertain	13	25.49	52.94
Important	13	25.49	78.43
VeryImport	11	21.57	100.00
TOTAL	51	100.00	

Missing cases: 1

**Question 16k: Visit to a winery**

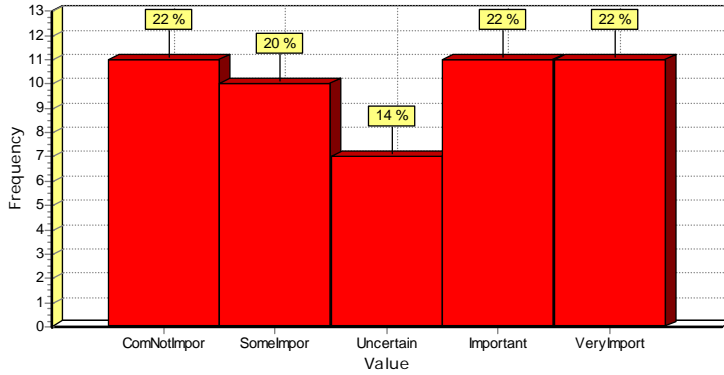


Frequency table for VISITWINE

Value	N	%	Cum. %
ComNotImpor	11	21.57	21.57
SomeImport	5	9.80	31.37
Uncertain	8	15.69	47.06
Important	15	29.41	76.47
VeryImport	12	23.53	100.00
TOTAL	51	100.00	

Missing cases: 1

**Question 16l: Information on wine making process**

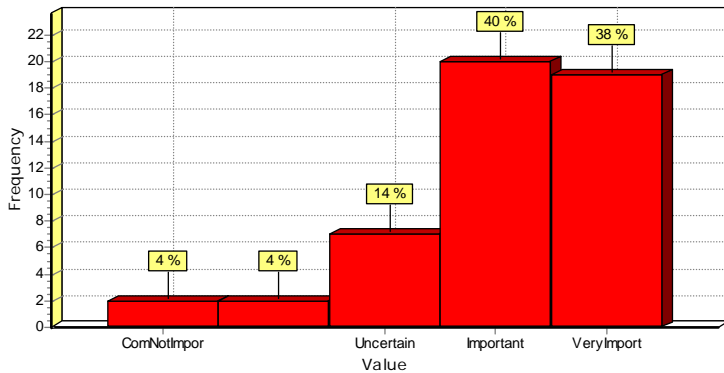


Frequency table for WINEINFO

Value	N	%	Cum. %
ComNotImpor	11	22.00	22.00
SomeImpor	10	20.00	42.00
Uncertain	7	14.00	56.00
Important	11	22.00	78.00
VeryImport	11	22.00	100.00
TOTAL	50	100.00	

Missing cases: 2

**Question 16m: Visit to cultural sites**



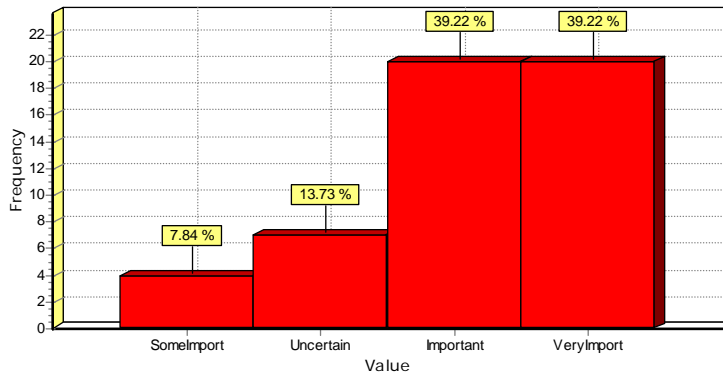
Frequency table for CULTURAL

Value	N	%	Cum. %
ComNotImpor	2	4.00	4.00
SomeImport	2	4.00	8.00
Uncertain	7	14.00	22.00
Important	20	40.00	62.00
VeryImport	19	38.00	100.00
TOTAL	50	100.00	

Missing cases: 2



### Question 16n: Fact sheet



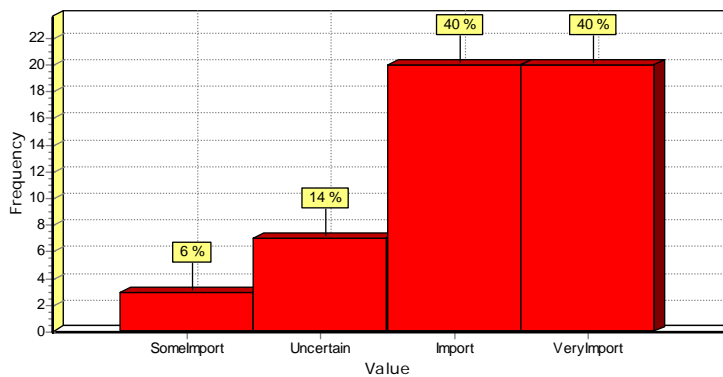
Frequency table for FACTSHEET

Value	N	%	Cum. %
SomeImport	4	7.84	7.84
Uncertain	7	13.73	21.57
Important	20	39.22	60.78
VeryImport	20	39.22	100.00

TOTAL 51 100.00

Missing cases: 1

### Question 16o: Visit to heritage site



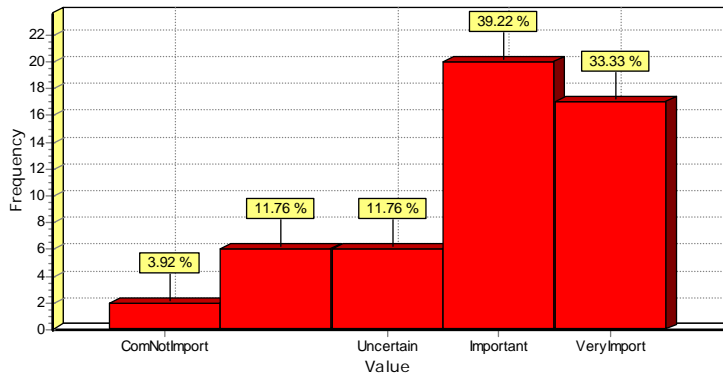
Frequency table for HERITAGES

Value	N	%	Cum. %
SomeImport	3	6.00	6.00
Uncertain	7	14.00	20.00
Import	20	40.00	60.00
VeryImport	20	40.00	100.00

TOTAL 50 100.00

Missing cases: 2

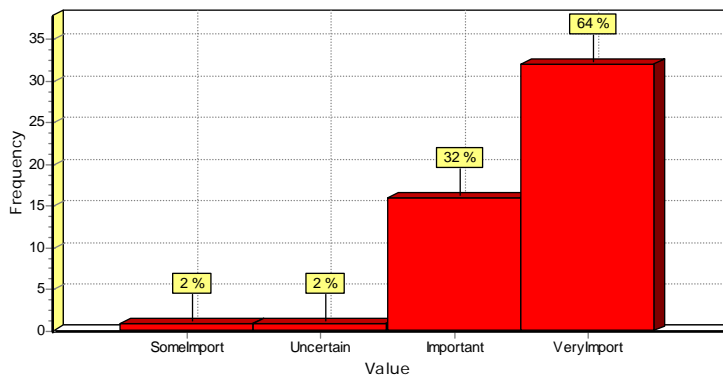
### Question 16p: Possibility of shopping



Frequency table for SHOPPING

Value	N	%	Cum. %
ComNotImport	2	3.92	3.92
SomeImport	6	11.76	15.69
Uncertain	6	11.76	27.45
Important	20	39.22	66.67
VeryImport	17	33.33	100.00
TOTAL	51	100.00	

### Question 16q: Organisation of bus/shuttle transportation

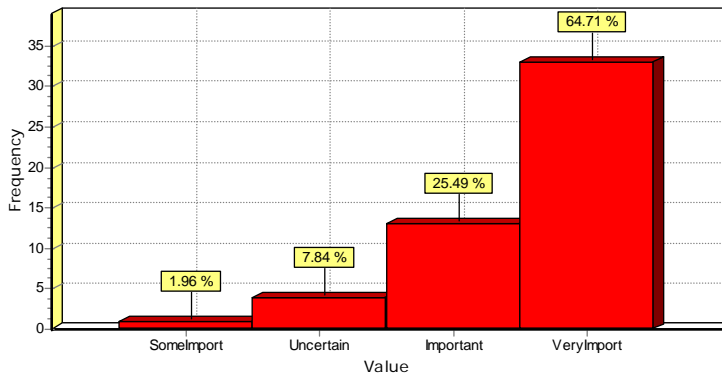


Frequency table for SHUTTLES

Value	N	%	Cum. %
SomeImport	1	2.00	2.00
Uncertain	1	2.00	4.00
Important	16	32.00	36.00
VeryImport	32	64.00	100.00
TOTAL	50	100.00	

Missing cases: 2

**Question 16r: Visitor attractions can easily be reached**

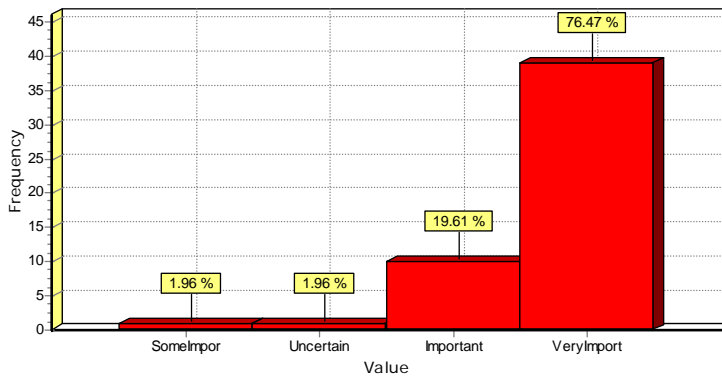


Frequency table for ATTRACTION

Value	N	%	Cum. %
SomeImportant	1	1.96	1.96
Uncertain	4	7.84	9.80
Important	13	25.49	35.29
VeryImportant	33	64.71	100.00
TOTAL	51	100.00	

Missing cases: 1

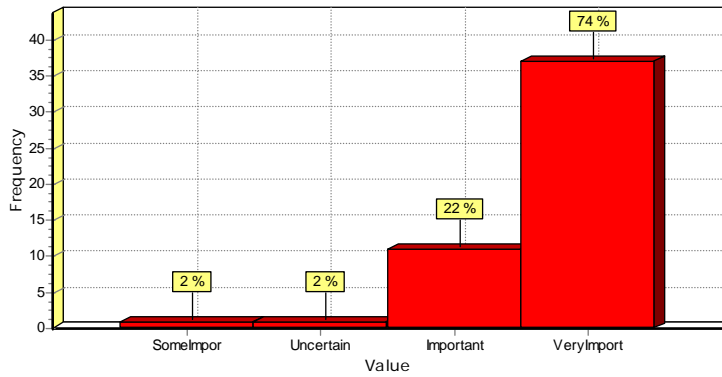
**Question 16s: Quality of the rail tourism trip**



Frequency table for QUALITY

Value	N	%	Cum. %
SomeImpor	1	1.96	1.96
Uncertain	1	1.96	3.92
Important	10	19.61	23.53
VeryImportant	39	76.47	100.00
TOTAL	51	100.00	

**Question 16t: Affordability of rail tourism trip**

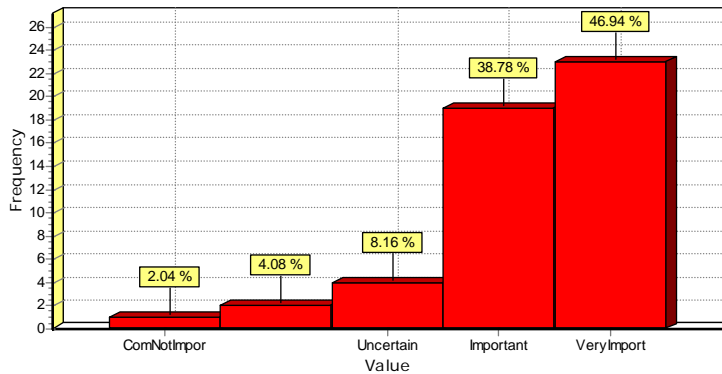


Frequency table for AFFORDABLE

Value	N	%	Cum. %
SomeImpor	1	2.00	2.00
Uncertain	1	2.00	4.00
Important	11	22.00	26.00
VeryImport	37	74.00	100.00
TOTAL	50	100.00	

Missing cases: 2

**Question 16u: Length of tourism trip**

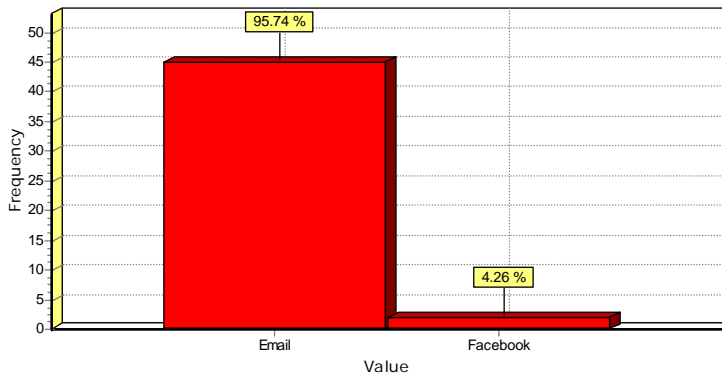


Frequency table for LENGTHOF

Value	N	%	Cum. %
ComNotImpor	1	2.04	2.04
SomeImport	2	4.08	6.12
Uncertain	4	8.16	14.29
Important	19	38.78	53.06
VeryImport	23	46.94	100.00
TOTAL	49	100.00	

Missing cases: 3

**Question 17: Share trip feedback to Cape Town rail**

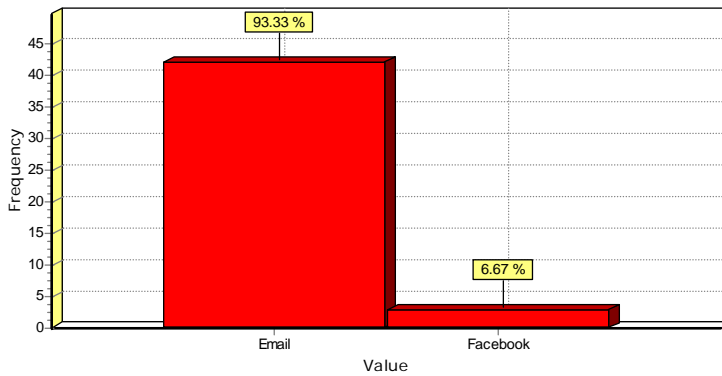


Frequency table for FEEDBACK

Value	N	%	Cum. %
Email	45	95.74	95.74
Facebook	2	4.26	100.00
TOTAL	47	100.00	

Missing cases: 5

**Question 18: Share trip experience by Cape Town rail**



Frequency table for SHAREEXPERIENCE

Value	N	%	Cum. %
Email	42	93.33	93.33
Facebook	3	6.67	100.00
TOTAL	45	100.00	

Missing cases: 7

Question #	Variable	N	Mean	Std Dev	Minimum	Maximum	Range	Median	Mode	Skewness	Kurtosis	95% CI
1	GENDER	52	1.62	0.49	1.00	2.00	1.00	2.00	2.00	-0.49	-1.83	+0.14
2	AGE	52	2.04	0.59	1.00	3.00	2.00	2.00	2.00	-0.01	0.00	+0.16
3	TRAVEL STATUS	52	1.10	0.36	1.00	3.00	2.00	1.00	1.00	4.05	17.26	+0.10
4	NATIONALITY	52	1.40	1.27	1.00	6.00	5.00	1.00	1.00	2.99	7.55	+0.35
5	TRAVEL PARTY SIZE	52	2.96	1.03	1.00	4.00	3.00	3.00	4.00	-0.26	-1.46	+0.28
6	TRAVEL REASON	52	3.00	1.36	1.00	5.00	4.00	4.00	4.00	-0.29	-1.48	+0.37
7	PERSON	51	5.04	2.01	1.00	8.00	7.00	6.00	6.00	-1.29	0.25	+0.57
8	ELECTRONIC	52	4.08	2.53	1.00	8.00	7.00	5.00	1.00	-0.10	-1.55	+0.70
9	MASS MEDIA	49	3.00	1.81	1.00	6.00	5.00	3.00	1.00	0.20	-1.47	+0.52
10	TRIP INFORMATION	48	1.52	1.13	1.00	6.00	5.00	1.00	1.00	2.44	5.91	+0.33
11 a	HOP ON HOP OFF	41	1.68	0.47	1.00	2.00	1.00	2.00	2.00	-0.82	-1.40	+0.15
11 b	SOUTHERN LINE	47	1.57	0.50	1.00	2.00	1.00	2.00	2.00	-0.31	-1.99	+0.15
11 c	STELLENBOSCH	42	1.67	0.48	1.00	2.00	1.00	2.00	2.00	-0.73	-1.54	+0.15
11 d	KHAYELITSHA	40	1.82	0.38	1.00	2.00	1.00	2.00	2.00	-1.78	1.22	+0.12
12	EASY TO FIND	51	3.88	1.07	1.00	5.00	4.00	4.00	4.00	-0.88	0.40	+0.30
13 a	TRUST	50	2.00	0.86	1.00	5.00	4.00	2.00	2.00	1.22	2.45	+0.24
13 b	GOOD COMMUNICATION	51	2.51	1.16	1.00	5.00	4.00	2.00	2.00	0.18	-1.14	+0.33
13 c	CONTENT APPEALING	49	2.00	0.79	1.00	4.00	3.00	2.00	2.00	0.53	0.07	+0.23
13 d	TELL OTHERS	51	1.47	0.88	1.00	5.00	4.00	1.00	1.00	2.75	8.80	+0.25
13 e	TRUST WORD OF MOUTH	50	2.00	0.83	1.00	4.00	3.00	2.00	2.00	0.66	0.16	+0.24
14	LEISURE	51	2.78	1.06	1.00	5.00	4.00	3.00	2.00	0.24	-0.53	+0.30
15 a	RELEVANT	50	1.04	0.20	1.00	2.00	1.00	1.00	1.00	4.84	22.33	+0.06
15 b	CLEARLY PRESENTED	48	1.08	0.28	1.00	2.00	1.00	1.00	1.00	3.11	8.03	+0.08
15 c	EASY TO UNDERSTAND	49	1.02	0.14	1.00	2.00	1.00	1.00	1.00	7.00	49.00	+0.04
15 d	INTERESTING	48	1.06	0.24	1.00	2.00	1.00	1.00	1.00	3.73	12.45	+0.07
15 e	RELIABLE	48	1.10	0.31	1.00	2.00	1.00	1.00	1.00	2.68	5.38	+0.09
15 f	TIMELY	48	1.13	0.33	1.00	2.00	1.00	1.00	1.00	2.34	3.63	+0.10
15 g	ENOUGH	48	1.10	0.31	1.00	2.00	1.00	1.00	1.00	2.68	5.38	+0.09
15 h	INSTRUCTIONAL	48	1.13	0.33	1.00	2.00	1.00	1.00	1.00	2.34	3.63	+0.10
15 i	OTHER	4	1.75	0.50	1.00	2.00	1.00	2.00	2.00	-2.00	4.00	+0.80

Question #	Variable	N	Mean	Std Dev	Minimum	Maximum	Range	Median	Mode	Skewness	Kurtosis	95% CI
16 a	FRIENDLINESS	51	4.59	0.80	2.00	5.00	3.00	5.00	5.00	-2.22	4.53	+/-0.23
16 b	SAFETY & SECURITY	51	4.78	0.70	1.00	5.00	4.00	5.00	5.00	-4.01	17.87	+/-0.20
16 c	COMFORTABLE	51	4.45	0.83	1.00	5.00	4.00	5.00	5.00	-2.11	5.75	+/-0.23
16 d	ON TIME	51	4.65	0.72	1.00	5.00	4.00	5.00	5.00	-3.09	12.84	+/-0.20
16 e	COMMENTARY ON BOARD	51	3.94	1.08	1.00	5.00	4.00	4.00	4.00	-1.05	0.63	+/-0.31
16 f	SNACKS ON BOARD	51	3.18	1.38	1.00	5.00	4.00	3.00	4.00	-0.24	-1.23	+/-0.39
16 g	ACCESS ELDERLY	51	4.45	0.76	1.00	5.00	4.00	5.00	5.00	-2.13	7.41	+/-0.21
16 h	ACCESS - DISABILITY	51	4.37	0.87	1.00	5.00	4.00	5.00	5.00	-1.58	3.04	+/-0.24
16 i	LOCAL CUISINE	51	3.20	1.40	1.00	5.00	4.00	3.00	4.00	-0.36	-1.11	+/-0.39
16 j	CUISINE INFORMATION	51	3.27	1.33	1.00	5.00	4.00	3.00	3.00*	-0.32	-0.96	+/-0.37
16 k	VISIT WINERIES	51	3.24	1.48	1.00	5.00	4.00	4.00	4.00	-0.39	-1.26	+/-0.42
16 l	WINE INFORMATION	50	3.02	1.49	1.00	5.00	4.00	3.00	1.00*	-0.04	-1.45	+/-0.42
16 m	CULTURAL	50	4.04	1.03	1.00	5.00	4.00	4.00	4.00	-1.25	1.53	+/-0.29
16 n	FACT SHEET	51	4.10	0.92	2.00	5.00	3.00	4.00	4.00*	-0.84	-0.04	+/-0.26
16 o	HERITAGE SITES	50	4.14	0.88	2.00	5.00	3.00	4.00	4.00*	-0.84	0.09	+/-0.25
16 p	SHOPPING	51	3.86	1.13	1.00	5.00	4.00	4.00	4.00	-0.93	0.09	+/-0.32
16 q	SHUTTLES	50	4.58	0.64	2.00	5.00	3.00	5.00	5.00	-1.76	4.06	+/-0.18
16 r	ATTRACTIONS	51	4.53	0.73	2.00	5.00	3.00	5.00	5.00	-1.55	1.99	+/-0.21
16 s	QUALITY	51	4.71	0.61	2.00	5.00	3.00	5.00	5.00	-2.51	7.39	+/-0.17
16 t	AFFORDABLE	50	4.68	0.62	2.00	5.00	3.00	5.00	5.00	-2.33	6.49	+/-0.18
16 u	LENGTH OF TRIP	49	4.24	0.92	1.00	5.00	4.00	4.00	5.00	-1.51	2.57	+/-0.27
16 v	OTHER	4	1.75	0.50	1.00	2.00	1.00	2.00	2.00	-2.00	4.00	+/-0.80
17	FEEDBACK	47	1.04	0.20	1.00	2.00	1.00	1.00	1.00	4.68	20.82	+/-0.06
18	SHARE EXPERIENCE	45	1.07	0.25	1.00	2.00	1.00	1.00	1.00	3.60	11.43	+/-0.08

\*Mode: Only the most common value is shown, but there might be more than one.