Cape Peninsula
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USE OF SOCIAL MEDIA COMMUNICATION TOOLS FOR THE MAIN TOURIST ATTRACTIONS IN THE CAPE TOWN AREA

By

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DECLARATION

I, Bongiwe Irene Nzeku, declare that the contents of this thesis represent my own unaided work, and that the thesis has not previously been submitted for academic examination towards any qualification. Furthermore, it represents my own opinions and not necessarily those of the Cape Peninsula University of Technology.

	5 October 2020
Signed	**Date**

ABSTRACT

The tourism industry, like many industries, previously relied on traditional marketing methods. Consequently, tourist attractions were no different. The introduction of social media has revolutionised marketing. Social media has given a voice to both the consumer and organisations, which can no longer only utilise one-sided communication when engaging with customers. This research was undertaken to ascertain the role of social media as a communication and marketing tool for Cape Town tourist attractions via the analysis of tourists' cognitive, affective and behavioural attitudinal responses. The fusion of the living internet and social networking has reformed the manner in which tourists engage and interconnect with each other. User-created content on social media continues to expand, which has resulted in a decrease of conventional media techniques used by tourism bureaus. User-created content influences the purchasing behaviour of prospective travellers, which might in turn influence the buying decisions of other tourists. This study was conducted in order to show how social media communication has become a key element in forming perceptions among travellers, as well as the attitudinal influence on these travellers.

Presently, social media is one of the best options to generate awareness among prospective consumers regarding travel destinations. Tourists source opinions and guidance from others when arranging a journey. The influence of social media on the tourism sector is applicable both before and after travel, the former mainly involving looking for information and the latter mainly focussing on the dissemination of the travel experience. This study ascertained the use of social media by tourist attractions as these are part of the travel experience, and form part of the destination and are highly likely to be visited by tourists once at the destination. Tourists are likely to share their experiences on social media channels either when they are at the attractions or after visiting them.

A quantitative research design via an empirical survey technique was applied to collect data at the Table Mountain Aerial Cableway. The first section of the research instrument ascertained the Cape Town tourist attraction social media sites that tourists had been exposed to, as well as the social media used to access these Cape Town tourist attractions. The next sections considered the tourists' attitudes towards social media (via a Likert scale), usage and demographic characteristics. Trained field workers collected data from 457 respondents using a structured questionnaire and SPSS (version 23) was to code and analyse the data.

The five main Cape Town tourist attractions considered in the study were the Table Mountain Aerial Cable Way, V&A Waterfront, Kirstenbosch Botanical Gardens, Groot

Constantia Wine Estate and Cape Point. The main social media networking sites used by tourists were identified as Facebook, Twitter and YouTube. Analysis of the data disclosed that tourists generally displayed positive cognitive, affective and behavioural attitudinal responses towards the social media usage of Cape Town tourist attractions. Furthermore, a number of demographic and usage characteristics resulted in the most favourable attitudes regarding Cape Town tourist attraction social media sites. These were South African and African tourists; mobile device access; new social media users; daily log-ons; Black, Indian and Coloured tourists; and tourists who used the local ZAR currency.

Therefore, it is recommended that Cape Town tourist attractions leverage the positive attitudes displayed by tourists towards social media utilisation. Social media communication has become a necessity for tourist attractions and forms an integral part of their marketing plans. Additionally, taking cognisance of the way in which tourists use social media channels prior to visiting destinations, as well as relying on what the online communities say, it is vital that the Cape Town tourist attractions stay engaged on these social media networking sites. Social media marketing costs are relatively low in comparison with traditional marketing methods, which is advantageous for the tourist attractions especially because marketing communication budgets are tight since South Africa was downgraded to junk status and because of the coronavirus COVID-19 pandemic (the impact on the tourism industry due to the pandemic is yet to be fully established, which serves as a topic for future research).

KEYWORDS

DEDICATION

To my parents, Blackie and my late mother Angelinah Nzeku.

You have instilled in me the will to continuously educate myself, for which I am eternally grateful.

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CLARIFICATION OF BASIC TERMS AND CONCEPTS

This section provides explanatory notes for terminology included in the study.

Attractions	A designated resource, which is controlled and managed for the enjoyment, amusement, entertainment, and education of the visiting public (George, 2007:59).
Built attractions	An attraction created by people, for example, casinos, convention centres, tourist routes and trails (George, 2007:41).
Cultural attractions	Places that are reflective of a particular community such as cultural villages, museums and others (George, 2007:61).
Destination	A place, including its physical location, which includes primary and secondary attractions supporting amenities that motivate the visit (George, 2007:15).
Destination areas	These are areas where tourists usually spend most of their money and time, and where most of the attractions, accommodation and other facilities directed at the tourists are found (Bennett, 2000:41).
Destination marketing organisation	An all-encompassing term that includes a visitor information centre, a provincial destination authority, a regional tourism organisation, or a national tourism organisation (George, 2007:36).
Domestic tourism	This occurs when people take short holidays and business trips in their own country further away from home and work (George, 2007:5).
GDP	See Gross Domestic Product.
Generating regions	This signifies the areas from which the tourists hail, known as the market comprising prospective tourists who have both the desire to travel and the resources to do so (Bennett, 2000:41).
Gross Domestic Product	This is the total market value, in the case of the South African currency rand, of all the final goods and services that are produced within the boundaries of a country during a certain period of time, which is usually a year (Haydam, 2002:83).
International visitor	Any person travelling to a place other than that of his or her environment for less than 12 months, and for whom the main purpose of the trip is other than the exercise of an activity remunerated for from within the place visited (Wesgro, 2016).
Local tourism organisation	Local tourism organisations that exist in most municipalities to market tourism in the area (George, 2007:164).
Man-made attractions	These attractions have been created by human intervention, and include ancient and modern architectural structures, monuments and parks, as well as examples of technological developments (Bennett, 2000:9).
MEC Tourism Forum	Tourism should be acknowledged and managed as a priority at provincial level. It is proposed that the provincial MECs for Tourism should establish an MEC tourism forum, where they can meet with the chairpersons of the district and metropolitan councils and voluntary regional tourism associations on a biannual basis to discuss the tourism strategy for the province (NDT, 2012).
MINMEC	Intergovernmental Tourism Forum of National Minister and Members of Executive Councils (MECs) for Tourism (National Tourism Sector Strategy).
MIPTECH	The interprovincial technical committee on tourism is an intergovernmental forum of national and provincial tourism officials, the South African Local Government Association (SALGA), heads of government of provincial tourism departments, and CEOs of tourism authorities, which coordinate provincial and national tourism affairs in preparation for and support of the MINMEC (NDT, 2012).
National Department of	The Department is responsible for national tourism policy, regulation and development (NDT, 2010).

Tourism

National Tourism Sector Strategy	The National Tourism Sector Strategy is meant to contribute towards the creation of sustainable tourism growth and the development of South Africa. This is done in line with the Tourism Act, 1993 (Act No 72 of 1993), as amended, as well as the White Paper on the Development and Promotion of Tourism in South Africa (NDT, 2012).
Natural attractions	These attractions have their origin in the physical environment. The determinants of natural attraction factors such as landscapes, animals, plants, beaches, geographical features and water (Bennett, 2000:9).
NDT	See National Department of Tourism.
NTSS	See National Tourism Sector Strategy (NDT, 2012).
Provincial Tourism Authorities	They are responsible for provincial marketing and tourism development efforts and should align their international tourism marketing efforts with those of SAT to ensure synergy (NDT, 2012).
SAT	See South African Tourism.
Social media	Social media can generally be understood as internet-based applications that carry consumer-generated content, which encompasses media impressions that are created by consumers, typically informed by relevant experience, and archived or shared online for easy access by other impressionable consumers (Adam et al., 2020:1-10).
South African Tourism	This is a marketing structure that is responsible for international and domestic marketing of South Africa as a tourism destination, quality assurance and providing strategic leadership for convention bureaus (NDT, 2012).
Tourism	According to the United Nations World Tourism Organisation, "The activities of travelling to, and staying in, places outside their usual environment for not more than one consecutive year, for leisure, business, and other purposes not related to the exercise of an activity remunerated from within the place visited" (George, 2007:3).
Tourism industry	The industry comprises all the firms, organisations and facilities, which serve the exact needs and wants of tourists (Bennett, 2000:41).
Tourist	A visitor whose visit to a destination is for at least 24 hours, and whose visit may be for leisure, business or other purposes (George, 2007:5).
Tourist arrival	Any visitor that travels to a place other than that of his/her own environment for more than one night, but less than 12 months and for whom the main purpose of the trip is other than the exercise of an activity remunerated for from within the place visited (Wesgro, 2016).
Transit routes	These control the accessibility of the destination, and are characterised by three main components, namely transport modes, terminals and the track (Bennett, 2000:41).
Tweets	Twitter users send messages that are known as tweets, which are limited to 140 characters to a web interface, where they are displayed (Java et al., 2007:56-65).
User-generated content	The combination and leveraging of users' content on the internet (Lee et al., 2017:87-100)
Wesgro	See The Western Cape Destination Investment and Marketing and Trade Promotion in South Africa.
Western Cape Destination Investment and Marketing and Trade Promotion in South Africa	This is the provincial destination-marketing organisation, which also promotes trade, as well as investment in the province (Wesgro, 2016).

CHAPTER 1

INTRODUCTION AND BACKGROUND TO THE RESEARCH STUDY

1.1 Introduction

There are a number of famous tourist attractions located in Cape Town, for example Table Mountain Aerial Cable Way, Victoria and Alfred (V&A) Waterfront, Kirstenbosch Botanical Gardens, Groot Constantia Estate, Cape Point and Robben Island among others. These play a key role for visitors, as they are likely to include a visit to the attractions in their travel plans. The world has evolved with the advent of social media, which means that organisations also need to find ways to adjust. Organisations conventionally used a one-way communication approach, which led to consumers being recipients in the process, with no chance to provide inputs regarding how they had received the message. Most importantly, social media communication has afforded consumers a voice, in contrast with the historical situation whereby companies only communicated through advertisements. Companies need to find techniques and methods to make social media communication an integral part of their marketing strategies. The nature of social media is also such that whether an organisation is communicating online or not, consumers will talk about the organisation in any event. The Cape Town attractions are likely to form part of these online conversations, as visitors will share their experiences upon visiting the attractions.

Tourism industry businesses such as hotels, attractions, destination management companies and many others have relied for decades mainly on traditional marketing methods. This has been a one-sided way of communicating with consumers, as it was the outcome of communicating with the customer about the product without the customer providing feedback to the product. The beginning of social media revolutionised this approach as it gave a far bigger and more powerful voice to the consumer, which is based on the viral nature of social media and its ability to reach a far bigger audience. The target audience of social media communication normally consists of people who are also friends in real life and take their opinion seriously, as they already know each other; thus, the social media community may view what they share on social networking sites in a serious light. The introduction of social media has resulted in some tourists sharing their experience immediately on their social media with friends when visiting tourist attractions, which may be positive or negative.

Social media has opened a new world digitally. The traditional marketing methods of one-sided communication are a phenomenon of the past. The world has become more accessible as people are able to converse at any time on social media channels. From a business perspective, consumers have an opportunity to engage with brands. Social media by nature is potentially viral, and as a result, companies have a bigger challenge as one negative social media review has the potential to be amplified and reach a great number of

social media users. Organisations and brands need to take decisive action and quickly apply tactics to mitigate potential damage that could be caused. The opposite is true when customers have positive conversations about organisations and brands on social media, which have the potential to build brand equity and trust for the brand.

The tourist attractions need to be pioneering and sufficiently flexible to alter how they manage business as impacted by the technological developments, which is a gap that was identified by the researcher. This study sought to investigate the role of social media as a marketing and communication means for the Cape Town tourist attractions. The social media networking sites that were investigated were Twitter, Facebook and YouTube.

The next sections will provide a detailed analysis of the research study, which will commence with the background of the research problem followed by the research problem itself; rationale and expected outcomes; aim and objectives; and research questions. This will be followed by a short literature review of the tourism industry and social media and a synopsis of research design and methodology. The final sections of the chapter include the delineation of the study, ethical considerations, outline of the thesis and the significance and importance of the inquiry.

1.2 Background of the research problem

1.2.1 Social media and tourism

Social media innovation is deemed as a revolution that has the ability to modify the manner in which business is conducted at present. One of the key competencies of social media marketing is the promotion of communication between consumer and organisations utilising social media channels such as blogs, Facebook, Twitter and numerous other social networking sites. Social media's role has been amplified in the 21st century, following a period where each country, region state and destination had to evolve and include social media in their day-to-day operations (Matikiti et al., 2018:1-12).

Furthermore, social media has considerably transformed the manner in which consumers' programme and purchase tourism items. The expansion of social media applications within tourism organisations has led to enquiries as to how and what their social media attempts should consist of specifically in relation to the impact on transactions. Social media have turned into favoured instruments that customers utilise to look for guidance and collectively strategize on how to appreciate all the encounters of their trips using numerous means such as broadcasting, communicating and distribution (Chang et al., 2018:13-25). A significant aspect of social media instruments is that they enable powerful connections between customers and businesses such as travel bureaus. Individuals who use social media create virtually and broadcast enormous amounts of information that is associated with location. Social media use has become an essential tool of communication for tourism destinations (Dolan et al., 2019:35-45).

The high-tech insurgence and the prevalence of social media have permitted individuals to create massive quantities of information on a daily basis about tourist destinations. Social media sites afford consumers with an opportunity to gain access to data relating to these traveller destinations (Bertacchini et al., 2019:306-312). Social media has had an enormous influence on the manner in which people look for and distribute data and on the selection of a destination. Social media directly affects the destination, as it is a tool that consumers make use of and informs their choices when planning trips (Barcelos et al., 2019:173-189).

Technological revolutions have considerably modified the manner in which tourism companies such as hotels and airlines supply their services, enabling customers to use social media services such as reservations and a broad spectrum of other services for tourism products (Chatzigeorgiou & Christou, 2020:25-32). Social media has become a significant topic of research in a variety of disciplines, which includes tourism and hospitality, due to the rapid growth of social media users globally (Choi et al., 2019:451-465). Social media channels have led to considerable modification of present day travel. Travellers can intermingle with their virtual and disconnected communities and at the same time circulate ideas, outlooks, enquiries and recollections associated with their trip (Buhalis et al., 2019:1-12)

Virtual videos are taking over education and information sharing in the field of tourism. In keeping up with the digital evolution, tourists are constantly finding destinations through review ratings and videos (Arora & Lata, 2019:23-42). Social media is one of the greatest available platforms for tourist destination to develop awareness for prospective customers, which provides possibilities for destination marketing organisations (DMOs) to connect directly with visitors and increase the probability of reaching customers worldwide (Berhanu & Raj, 2020:1-10). Tourists conduct research when seeking advice, references and other perceptions from virtual social networks when arranging their vacations (Araujo et al., 2020:1-14).

A number of recent studies focused on various aspects of social media and tourism (Matikiti et al., 2018:1-12; Chang et al., 2018:13-25; Arora & Lata, 2019:23-42; Barcelos et al., 2019:173-189; Bertacchini et al., 2019:306-312; Choi et al., 2019:451-465; Dolan et al., 2019:35-45; Araujo et al., 2020:1-14; Chatzigeorgiou & Christou, 2020:25-32). Dolan et al. (2019:35-45) consider the social media complaints and post-consumption experiences of two Australian based airlines (Qantas and Jetstar) via 1 509 Facebook posts. Bertacchini et al. (2019:306-312) examine social media use and tourism attractiveness among six Italian cities through Flickr big data analysis, which consisted of 26 392 images that were shared by 4 205 users over a three-year period. Barcelos et al. (2019:173-189) investigate the influence of tourism brand voice tones on Facebook fan pages through online surveys among university students in North America, with a specific focus on hotels. Chatzigeorgiou and Christou (2020:25-32) assess Facebook as a distribution channel through semi-

structured in-depth interviews among 36 users in Greece. Choi et al. (2019:451-465) examine the social structure of social media research in tourism and hospitality by analysing 345 journal articles, which mainly emanated from North America, Asia Pacific and Europe. Araujo et al. (2020:1-14) investigate why people share their travel experiences on social media through 30 online surveys among 30 Facebook users in Portugal. Matikiti et al. (2018:1-12) apply the Technology Acceptance Model and the Technology-Organisation-Environment Model to examine social media marketing use in the tourism industry via a survey among 150 tour operators and travel agents in South Africa (SA). Chang et al. (2018:13-25) assess the influence of Taiwanese travel agents' Facebook pages (owned social media) and the products offered via a survey among travellers. Arora and Lata (2019:23-42) investigate the influence of YouTube channels on destination visit intentions via a survey among 486 Indian respondents. The majority of the studies were conducted in developed countries and mainly comprised relatively small sample sizes. This study specifically focuses on the use of social media by tourist attractions as a communication instrument, and on tourist attitudes towards this form of communication.

1.2.2 Social media as a source of information on tourism destinations

Individuals who use social media create content virtually and broadcast much information that is associated with the activities that they are undertaking at the time. As virtual groups of people using platforms such as Facebook continue to expand, tourism investigators are looking for new methods to gather deeper understanding of traveller encounters, tourism provision of services, destination governance, and further interconnected occurrences (Holder & Mkono, 2019:1-8). The attractions covered in this study are no exception and as indicated in the abovementioned studies, there is a greater need for expansion of social media engagement in the tourism sphere (Camacho-Valdez et al., 2020:1-9). It is apparent that cyberspace dominates the current era, and social media strongly feature as a large part of many individuals' daily routines. Records indicate that there are 4.38 billion internet users, 3.48 billion social media consumers who are in action, and 3.25 billion mobile social media consumers. The two top social media networking sites are Facebook and YouTube (Berhanu & Raj, 2020:1-10). It is for this reason that is important for attractions to ensure that social media form part of their marketing activities.

The tourism sector has experienced major transformation that has led to social media being the most prevalent instrument for travellers to seek data relating to their trips and encounters. Innovative advertising channels have commenced in the tourism industry with the arrival of social networking platforms and progression of mobile tools (Hew et al., 2018:2270-2288). Messaging using social media is becoming increasingly sophisticated in the tourism sector together with increased investigation directed at virtual brand-committed efforts (Farrington et al., 2018:339-347). There is a clear need for those operating in the

tourism sphere to adjust because of the existence of social media and its increased growth (Guo et al., 2019:513-522).

Social media and virtual analyses have made a major contribution because they assist with gathering information, selecting a destination and data sharing. For organisations functioning in the tourism sector, social media enable a method of engaging with consumers and a space for applying tactics relevant to social media to be included as part of their marketing plans (Colladon et al., 2019:1-11).

Travellers make their choice of destination more and more using social media, with travellers being more flexible, not very committed, indeed increasingly critical, and eager to hear what other people have to say (Bu et al., 2020:1-12). Social media has an influence on both the tourism sector and the travellers' engagement, which has resulted in the increased importance of tourism investigation. The engagements of social media involve obtaining data, consciousness of goods and services, ability to share encounters on numerous channels and assessment of broadcasts (Li et al., 2018:317-329). Social networking sites such as Twitter enable individuals to share their sentiments and observations about destinations they visit, which generate a huge amount of readily available travel-related information (Abdullah et al., 2020:1-8).

This speedy distribution on social media has compelled travel bureaus to adjust in the conversion to digital agencies rather than the traditional manner in which business was conducted. These bureaus largely depend on their Facebook pages for promotion among potential clients regarding flight tickets, tour packages, and cruise bookings (Asongu et al., 2019:1319-1331). Furthermore, destinations are increasingly impacted by the reviews on social media platforms (Araujo et al., 2020:1-14).

Several studies investigated different elements of social media as a source of information. Almeida-Santana and Moreno-Gil (2017:150-161) examine new trends in information searches and the influence on destination loyalty on various sites (Flickr, Trip Advisor, Wikipedia, Twitter, Facebook and YouTube) through an online survey among 6 964 respondents from 17 European countries. Farrington et al. (2018:339-347) assess the social and visual appeal of Facebook brand pages and their influence on effects of anthropomorphic tourism as a source of information via an online survey among 630 respondents in the United Kingdom (UK). Hew et al. (2018:2270-2288) consider interactive mobile social media as a tourism advertising travel information platform through a survey among 459 Malaysian respondents. Asongu et al. (2019:1319-1331) investigate tourism and Facebook as a travel information source by taking a cross-section of literature from 138 countries (mainly from developed countries). Colladon et al. (2019:1-11) assess social networks to consider online travel forums and forecast tourism demand via posts on the Trip Advisor platform with a specific focus on Europe. Guo et al. (2019:513-522) research the impact of WeChat on virtual acculturation in tourism context as an information source for

destination selection via 14 semi-structured interviews among Chinese respondents. Holder and Mkono (2019:1-8) analyse the future of animals in tourism recreation with social media as spaces of collective moral reflexivity via Facebook posts and a multi-case study in Australia. Berhanu and Raj (2020:1-10) investigate the trustworthiness of travel and tourism information sources of social media via a survey among 310 international tourists visiting Ethopia. Bu et al. (2020:1-12) evaluate digital content marketing as a catalyst for electronic word-of-mouth (eWOM) via an online survey among 707 respondents in China. Camacho-Valdez et al. (2020:1-9) consider a social media-based analysis of cultural ecosystem services and heritage tourism in Mexico. Over 8 240 geo-tagged photographs on Flickr, taken by tourists who visited the cultural sites, were analysed. Guo et al. (2019:513-522) employed a qualitative approach whereas the others mainly utilised a quantitative approach, but they were mainly conducted in developed countries. This inquiry was implemented in a developing country, which will add to the quantitative research on tourist attitudes toward Facebook, Twitter and YouTube used by tourist attractions.

1.2.3 Tourism, social media and attitudinal research

There has been much recent inquiry on tourism-related topics, social media and/or cognitive, affective and behavioural attitudinal research. Almeida-Santana and Moreno-Gil (2017:150-161) investigated the influence of social media on attitudinal loyalty regarding the attitude of consumer who had previously travelled overseas towards online purchase of travel services. The study was conducted in 17 mostly European countries, with the final sample comprising 6 964 participants. Karjaluoto and Ukpabi (2017:618-644) reviewed research on consumers' acceptance of information and communications technology in tourism, which included customers' adoption of e-tourism and the antecedents of e-tourism adoption. The review comprised 71 studies, which mainly included studies from the Asia region (contributing 52%), the United States (14%) and Europe (19.7%). Lee et al. (2017:87-100) examine social media advertising in a competitive market. The research collected Facebook brand messages of a group of service providers over a period of 12 months in Western Europe.

Artola et al. (2017:60-70) investigate the influence of social media in creating expectations for a tourist destination among 375 tourists visiting Spain. Daly et al. (2017:597-609) examined customer engagement with tourism social media brands via an online survey among 300 respondents in the US. Sotiriadis (2013:103-124) assessed eWOM and online reviews in tourism services among 500 Twitter users (tourists) in Greece and other European countries, but also included South Africa (SA). Sotiriadis (2017:179-225) investigate sharing tourism experiences in social media by peer reviewing 146 journal articles emanating from North America, Europe and Asia. Cohen et al. (2018:271-280) research the power of social media storytelling in destination branding via a case study approach among Danish Facebook users. The majority of these studies were conducted in

developed countries, and some employed qualitative research or systematic reviews, whereas most also adopted quantitative approaches.

Ho and See-To (2018:587-603) consider the impact of the uses and gratifications of tourist attractions' fan pages through an online survey among 240 Facebook users (mainly comprising Generation Y) in Hong Kong. Boivin and Tanguay (2019:67-79) conducted an analysis of urban attractiveness through a survey among 500 visitors in Québec City and Bordeaux. Jadhav et al. (2018:157-178) evaluated the impact of Facebook on leisure travel behaviour through an online survey among 203 Facebook users in Singapore. These three studies were conducted in developing countries. This study investigated the attitudes shown by tourists towards the use of social media by tourist attractions in Cape Town via a quantitative approach.

1.2.3.1 Tourism, social media and cognitive attitudinal research

Munar and Jacobsen (2014:46-54) examined cognitive attitudes in the sharing of content by travellers utilising various social media platforms through a survey among 398 respondents in Norway and Denmark. Chang et al. (2016:618-646) investigated the intrinsic motivation, extrinsic motivation, flow, and cognitive attitudes towards online shopping through an online survey among 866 respondents (mainly millennials) based in Taiwan. Artola et al. (2017:60-70) analysed the information aspect of social media and its impact on cognitive attitudes of travellers employed an online survey among 375 respondents and in Spain. Chung and Han (2017:370-380) assessed social media as a source of information for Korean travellers impacts on the behavioural changes of travellers through a survey among 632 respondents. Hew et al. (2018:2270-2288) considered the use of social media through mobile devices and how it affects awareness creation for tourism products among Generation Y with 459 respondents in Malaysia, but was limited to mobile social media advertising. Al-Jabri et al. (2017:3-25) investigated various factors affecting consumer attitudes towards social media marketing among 372 respondents in Saudi Arabia. Duffett (2017a:19-39) studied the influence of interactive social media marketing communications on young consumers' cognitive attitudinal component among over 13 000 respondents in SA, but did not specifically consider tourist attitudes. Alryalat et al. (2018:258-268) quantitatively assessed consumer attitudes towards Facebook advertising in Bangladesh among 265 respondents by gathering knowledge about products from their peers on social network sites. Aydin (2018:1-23) examined the factors affecting attitudes towards social media advertising as a source of information for customers in Turkey with a specific focus on Facebook advertisements among 281 respondents through a survey. Andreu et al. (2018:83-100) evaluated the power of the use of social media on destination brand equity and brand value via an online survey among 249 international tourists in Spain. However, a number of the aforementioned studies were not specifically focused on the tourism industry and/or were conducted in developed countries. This investigation considers tourists' cognitive attitudes towards social media used by tourist attractions.

1.2.3.2 Tourism, social media and affective attitudinal research

Feng and Gao (2016:868-890) investigated users' fulfilment, entertainment and the influence on brand strategies on social media (Renren and Weibo) among 370 university and college students who used in China. Nisar and Whitehead (2016:743-753) used a survey to analyse 530 Facebook users' (mostly millennials) attitudinal behaviour and preferences towards loyalty on retail services in the UK. Carlson et al. (2019:1733-1758) examined causal patterns for enthusiasm and interaction in motivating sharing intentions with the brands among 782 Weibo users via a survey in China. However, the three studies did not specifically focus on the tourism industry and were conduct in China and the UK.

Hur et al. (2017:170-178) explored the interrelationship of entertainment towards social media usage among 394 Korean travellers via a national panel system. Hamouda (2018:426-445) examined the consequences of Facebook advertising and entertainment within the tourism context through a survey among 352 Tunisians. Ho and See-To (2018:587-603) examined how entertainment fulfilment influenced users' attitudes toward a tourist attraction fan page in smart tourism context through an online survey among 240 young Facebook users in Hong Kong. As mentioned above (but also applicable to this section), Bertacchini et al. (2019:306-312) evaluated the attractiveness of tourism sites through Flickr preferences among six cities in Italy. The study employed big data analysis, which consisted of nearly 27 000 images shared by over 4 200 Flickr users over a period of three years.

Singh and Srivastava (2019:43-61) investigated the use of social media on travel including hedonic benefits such as enjoyment and conducted 30 in-depth interviews employing a qualitative approach among Indian respondents. Cuevas et al. (2020:1-11) studied the key causal elements of Instagram influencer personalities and content-determined features, which made users like social media influencers. The study employed an online survey among 325 American respondents. The aforementioned studies did not consider social media usage by tourist attractions. Therefore, this research investigates the affective attitudes of tourists towards the social media communication of tourist attractions in Cape Town.

1.2.3.3 Tourism, social media and behavioural attitudinal research

Duffett et al. (2017a:19-39) investigated the impact of interactive social media marketing communications on teenagers behavioural attitudinal component among 13 000 adolescent respondents in SA. Abedi et al. (2020:84-109) measured the impact of electronic word of mouth information on customers' behavioural intentions in mobile social networks through a survey at two Iranian universities among 394 respondents, but the research was solely centred around mobile social media usage in Iran. Ishak et al. (2019:302-330) explored brand-related communications on social media and behavioural intention among 615 Malaysian consumers in the automotive industry in Malaysia through a survey. Boateng and

Okoe (2015:299-312) considered the relationship between consumers' attitude towards social media advertising and behavioural response on corporate companies' media use in Ghana among 441 respondents through a survey. Duffett (2015b:498-526) assessed the impact of behavioural attitudes towards Facebook among 3 500 millennials in SA through a survey. Suri et al. (2016:295-314) examined online branding communities on Facebook and its influence on consumers' attitude and purchase intention among 206 Indian respondents through an online survey in India. However, the abovementioned studies did not specifically consider the tourism industry. Consequently, this inquiry examines social media communication by tourist attractions and its influence on the behavioural attitudes of tourists.

Ha et al. (2018:272-294) investigated the influence of social media communication in luxury brand advertising, focusing on brand social networking services' attitudes and visit intentions among 193 social networking sites users in the US. Jiang and Leung (2018:397-416) analysed the influence of following Facebook destination pages' on travellers visit intention at two US universities among 252 respondents. Anaya-Sánchez et al. (2019:247-255) posited that social networks could become a main communications and marketing tool for tourism destinations among social media sites of ten smart cities in Spain. Ayeh et al. (2019:1021-1044) evaluated the use of Facebook for travel decision-making before a leisure trip among 426 young travel customers in Italy and Sweden. The four aforementioned studies focused on different attitudinal components in the tourism industry. However, this study focuses on the behavioural attitudes towards social media use by tourist attractions. In addition to the aforementioned research gaps, other travel/tourism and social factors have affected the tourism industry. Many tourists may have reconsidered travelling because of the global recession that began in 2008 (Grossberg, 2009:4-8). Furthermore, the World Tourism Organisation estimates that given the worldwide travel restrictions due to Covid-19, the number of travellers who will undertake trips in 2020 will be reduced by 20% to 30% compared with 2019 (World Tourism Organisation, 2020a). The coronavirus pandemic and its economic results have led to economic crises in most countries globally, which means that Cape Town tourist attractions need to rethink and reconsider their marketing strategies to be inclusive of social media.

Facebook, YouTube and Twitter social networking sites have expanding significance in customers' everyday lives and how they interact and engage with brands. Social media have an extremely wide reach, which has resulted brands identifying the need to be part of social media communities (Mishra, 2019:386-400). Social media platforms are considered to be good sources of data and influence the purchase intentions of consumers (Abedi et al., 2020:84-109). The tourism industry is acknowledged as an information-driven trade and with the advent of social media, has gone through intense modifications. Tourists now have an avenue available for searching, composing, and communicating their stories and encounters related to travel (Guo et al., 2019:513-522). Social media have emerged as a necessary tool

of communication that needs to be recognised by organisations that are operating in the tourism industry sphere. Given that social media are here to stay, this study explores how attractions integrate social media when interacting with their visitors, and greater incorporation of social media as an integral part of marketing communications.

1.3 Statement of the research problem

Technology and the worldwide web are prominent in this era with rampant social media expansion that form part of the everyday lives of individuals. Currently social existence provides prospects to generate consciousness of travellers' destinations for both targeted and prospective consumers. Furthermore, mediating agents are no longer relevant to the same extent that they used to be traditionally, because social media has resulted in a direct communication channel for DMOs and travellers, and the possibility of engaging target audiences at a universal level (Berhanu & Raj, 2020:1-10). The advent of social media had a major influence on the manner in which individuals disseminate data and select their destinations (Barcelos et al., 2019:173-189). Human beings utilised social media to voice their opinions and encounters and to develop user-generated content. The user-generated content in turn influences the travel choices made not only by individual tourists, but will include other tourists who form part of their social media community. Travel to a new location is generally linked to risk, which intensifies more when associated with of outward-bound travel (Singh & Srivastava, 2019:43-61). The objective of this research was primarily to ascertain the influence of social media on travellers and potential travellers' attitudes when visiting Cape Town's main tourist attractions.

Virtual services have modified the manner in which travellers interact with travel bureaus and ultimately how travellers put together their vacations. The large amount of information that is distributed on virtual media platforms can assist with prediction of quick modifications of travellers' inclinations and prevalence progression with both destinations and domestic attractions (Colladon et al., 2019:1-11). For the past twenty years, social media has continued an evolution in the manner in which messaging and marketing is done, availing new prospects for engagement between the consumer and the brand (Andreu et al., 2018:83-100). A large number of businesses in tourism will possibly be affected by distracting high-tech advances. The reality that is brought by mobile devices enables tourists to negotiate through foreign territory and interlink with wide-ranging selections of tourism service providers. They permit travellers to develop travel plans quick and easy by enabling means of entry to websites, apps and social media networking sites (Hughes & Moscardo, 2019:228-240). Customers are likely to interpret information relating to other customers' encounters as far more trustworthy and dependable in comparison with the information created by tourism service providers. Kim et al. (2019:262-274) observe that the element relating to a sentimental interface has not been deliberated upon in virtual tourism messaging context.

Vast numbers of people are presently engaged in virtual social networking sites that they use to share encounters and stories, thereby affecting individual views and purchasing behaviour. The more social networking sites enable access to individuals to engage and interact, the more this has provided an avenue for potential travellers to source information, look for costing associated with travel, convenience and product attributes as well as quality (Cohen et al., 2018:271-280). Social media has a propensity to encourage travel largely surpassing any other method of interconnection. The utilisation of social media is not just limited to being a source of information but is rapidly turning into an inherent segment of the entire travel business. Individual interaction involves sharing perceptions and encounters to develop user-created content, which ultimately influences the travel selection of other tourists (Singh & Srivastava, 2019:43-61). Social media affords prospective opportunities that support interactions with consumers by motivating them to interact with brands and create user groups and virtual brand messaging (Garg et al., 2019:372-385).

Social media plays a major role both on the demand and on the supply side of tourism, enabling destinations to engage directly with travellers through numerous cyberspace channels, and to observe and respond to travellers' views and assessments of services. Internalisation and alterations of travellers' prerequisites and attitudes have amplified the adeptness that destinations have to examine to remain competitive in a constantly evolving tourism market. Social media is an instrument of tourism marketing and can significantly boost a destination's reputation and increasingly persuade destination marketers that destinations are a fundamental part of the marketing plans (Kiráľová & Pavlíčeka, 2015:358-366). Currently, most of the tourism organisations in charge of tourist attractions in Cape Town do not use social media effectively. Cape Town tourism companies, which are using social media, can benefit from this platform (Grudz et al., 2020:1-12).

The benefits that are provided by social media include recruiting and gaining new customers through promotional activities. Furthermore, social media afford tourism companies a platform to communicate with existing customers. They also afford tourism organisation possibilities to maximise profits through creating discounts. Additionally, social media marketing will enable tourism businesses to use direct marketing effectively. Lastly social media communication will assist tourism businesses to improve visibility within the tourism space (Grudz et al., 2020:1-12). Conversely, tourism organisations may miss the opportunity to grow existing customers and retaining existing customers, as well as to interact with consumers online rapidly (Grudz et al., 2020:1-12).

This thesis therefore seeks to increase understanding of the importance of social media impact on customer attitudes in order to maximise the customer base and long-term sustainability of tourism organisations.

1.4 Rationale and expected outcomes of the research study

Cape Town tourist attractions form an integral part of the tourism industry, but the evolution caused by social media has introduced a new dynamic. Firstly, social media communication forms part of marketing plans and has resulted in a change of approach as suddenly social network sites afforded consumers a voice and the power to engage in comparison to traditional marketing, which was a one-sided approach.

Consumers are unable to experience a destination prior to travel; This activity needs comprehensive research to be undertaken before selection of a destination is made in this regard. Social media thus plays a significant role in influencing the final decision-making process (Amaro et al., 2016:1-15). The role of social media is to boost engagement with consumers (Garg et al., 2019:372-385). Messaging becomes quite important, as it is quite significant that the market uses social media as a tool.

The tourism sector is hugely influenced by the utilisation of social media. Conventionally, promotion of tourism products and services were limited to standard advertising instruments like television, radio, newspapers, magazines, billboards, pamphlets, catalogues, brochures, and flyers. Although they were successful in influencing customer behaviour, these instruments continue to be costly and regularly unreachable for many tourism companies (Hur et al., 2017:170-178; Moro & Rita, 2018:343-364). Cape Town tourist attractions are no exception and have been influenced by the revolution that has transpired as the result of social media.

Close to 55% of global inhabitants resided in cities in 2016 and this percentage is anticipated to expand to 68% in 2050 (United Nations, 2018). Associated with this expansion of urbanisation, cities regularly compete to expand the number of overnight visits and as a result become preferred tourism destinations (Boivin & Tanguay, 2019:67-79). Cape Town as a city has an opportunity also to compete as a destination that could be considered by prospective visitors, thereby creating potential visits to the attractions.

In 2019, the Telegraph Awards selected Cape Town as the globe's best city successively for the seventh time (Tourism Update, 2019). Cape Town was also announced as the first city on the African continent to be announced as the UNESCO City of Design in 2017. Additionally, the Leisure World Awards announced Cape Town as the number one city in ranking for 2018 in Africa and the Middle East (Cape Town Tourism, 2019). This demonstrates the popularity of Cape Town as a tourist destination and the benefit for the attractions located in the city.

The consumers of social media are impacted by advantages that include dependence on information and entertainment thereof. Conversely, enjoyment has a direct influence on social media (Chung & Koo, 2015:215-229). It is quite significant that those responsible for

marketing destinations comprehend the reasons why travellers visit a specific destination, and advocate on behalf of the destination for others to visit (Lee et al., 2017:87-100). Social media has developed into a significant platform for distributing travel information. This investigation probes how social media can be used by Cape Town attractions as a messaging tool.

The information provided in this study might prove valuable to the South African Tourism industry and serve as a case study for other cities globally. Furthermore, it specifically focuses on selected Cape Town tourist attractions, with a view to how they ought to approach social media use in future, linking travellers' cognitive, affective and behavioural attitudinal components.

The outcome of the study will assist the tourist attractions to determine how effective social media is as a communication tool. This will contribute to literature about social media communication and tourist attractions. Although the study is conducted in Cape Town, other attractions and tourism destinations can benefit from this study. It is envisaged that other cities in SA might learn from this study. It can lead to future research that will focus on social media and the tourism sector not necessarily limited to tourist attractions.

Lastly, it is envisaged that this study will not only be used by tourist attractions in Cape Town, but by attractions throughout SA and possibly by other attractions in developing countries.

1.5 Significance / importance of the study

Currently, there is sparse data available relating to social media and tourism that is specific to tourist attractions in SA and other developing countries (Asongu et al., 2019:1319-1331). However, there is existing literature that focuses on general social media marketing communication consumer attitudes. Social media is an innovation that can have a favourable impact brand perceptions of a destination via marketing communication (Andreu et al., 2018:83-100). Several recent studies have highlighted the importance and significance of social media and tourism (Barcelos et al., 2019:173-189; Colladon et al., 2019:1-11; Hughes & Moscardo, 2019:228-240; Araujo et al., 2020:1-14; Arora & Lata, 2020:23-42; Berhanu & Raj, 2020:1-10; Bilgihan et al., 2020:1-25; Cambra-Fierro et al., 2020:1-12; Cheung et al., 2020:1-13; Esmaeili et al., 2020:1-11).

The social media channel allows brands and destinations to promote their offerings and influence awareness, opinions and values in a digital environment where customers are concerned with relying on opinions of their peers versus receiving traditional marketing communication (Dwivedi et al., 2019:58-69). Several recent investigations have also considered cognitive, affective and behavioural attitudes displayed towards brands and social media use (Mishra, 2019:386-400; Alalwan et al., 2020:1-13; Bazi et al., 2020:223-

235; Cambra-Fierro 2020:1-12; Cheung et al., 2020:1-13, Cuevas et al., 2020:1-11; El-Said, 2020:1-12; Gálvez-Rodríguez et al., 2020:1-11; Klein & Sharma 2020:1-11; McClure & Seock 2020:969-989).

The study focused on the use of social media as a marketing and communication tool for Cape Town tourist attractions. The attitudes displayed by tourist towards the social media communication are important as it sets the tone for the dialogue. Research provided an opportunity for tourist attractions in the Cape Town area to determine and maximise the benefit of using social media if the findings of the research show positive sentiments. A social media presence for tourist attractions challenges tourist attractions to be actively involved, as social media should be continuously monitored, in which case when managed effectively, can yield positive results for the user. A social media presence will also mean that the tourist attractions in the Cape Town area are able to create their own community and market. The research provided insight in terms of the role that social media can play in terms of marketing and communicating the tourism attractions within the Cape Town area.

With SA in recession and social media proving to be far cheaper than the traditional marketing methods and looming budget cuts as a result of the recession (due to the global COVID-19 lockdown) for the Cape Town tourist attractions, social media marketing has a significant role to play (Mathe, 2020). The Cape Town tourist's attraction can increase media communication and include it as part of the marketing plans going forward. The tourism industry is severely affected by the coronavirus pandemic outbreak, which has led to tourism to come to a complete standstill (Ngalonkulu, 2020). The Cape Town tourist attractions are no exception and need to use social media to keep engaging with the target audiences. The research contributes to the academic literature space and scientific area in terms of the following significant areas of discourse: use of social media platforms by tourism attractions; tourists' social media usage; and attractions and tourist attitudes due to social media marketing communication in a developing country.

1.6 Aim and objectives of the research study

The aim is to ascertain social media communication usage by tourist attractions, and tourists' perceptions of this recent form of marketing communication.

1.6.1 Main research objective

To explore whether social media communication by Cape Town tourist attractions, used as a promotional mix tool, have an influence on tourists' attitudes.

1.6.2 Subsidiary research objectives

1.6.2.1 To establish if tourist attraction social media sites have an influence on attitudes (cognitive, affective and behavioural) among tourists who visit Cape Town and its surrounds.

1.6.2.2 To determine if tourists' social media usage characteristics have an influence on their attitudes towards Cape Town tourist attractions.

1.6.2.3 To ascertain whether demographic characteristics have an influence on tourists' attitudes, and whether this influence is attributable to social media use by Cape Town tourist attractions.

1.7 Research questions

1.7.1 Primary research question

Do social media used by Cape Town tourist attractions as a promotional mix tool have an influence on tourists' attitudes?

1.7.2 Secondary research questions

1.7.2.1 Do tourist attractions' social media sites have an influence on attitudes (cognitive, affective and behavioural) among tourists who visit Cape Town and its surrounds?

1.7.2.2 Do tourists' social media usage characteristics have an influence on their attitudes towards Cape Town tourist attractions?

1.7.2.3 Do demographic characteristics have an influence on tourists' attitudes that are attributable to social media usage by Cape Town tourist attractions?

1.7.3 Hypotheses

Tourists like to share their travel and holiday encounters on the social media platforms in Ghana (Boateng & Okoe, 2015:299-312). Social media advertising has an interchange prospective and its competency to trace followers' behavioural reaction in the US (Daly et al., 2017:597-609). Looking for information, enjoyment, and maintaining of relations are the reasons behind tourists' inclination to show higher social media usage in Malaysia (Fadhil & Hashim, 2017:4-11). Social media advertising has an impact on customers' views, their cognitive, affective, and behavioural attitudinal components, but the associations between these attitude components still needs to be explored in Bangladesh (Alryalat et al., 2018:258-268). Additionally, daily social media use is growing among tourism organisations, particularly in terms of Facebook and Twitter in Malaysia (Hew et al., 2018:2270-2288). Most of these studies were conducted in developing countries. The developing countries are still experiencing growth in terms of the use of social media because of the expansion in the number of people who own mobile devices (Duffett et al., 2019:1-13).

Website design was found to have a positive influence on purchasers' attitudes towards information given to travellers on websites linked to the enjoyment of the tourism products offered around the globe (Karjaluoto & Ukpabi, 2017:618-644). Furthermore, social media has become a central part of people's lives in contemporary SA (Duffett, 2017a:19-39). The utilisation of storytelling on social media results in favourable cognitive and affective

attitudinal components in Denmark (Cohen et al., 2018:271-280). Additionally, Facebook has a powerful effect on projected travel plan entertainment among followers; several studies found that consumers showed positive cognitive and affective attitudes towards social media brands in Singapore and the UK (Jadhav et al., 2018:157-178; Bazi et al., 2020:223-235). However, the majority of these studies were conducted in developed countries.

The research shows that the respondents presented positive thoughts and feelings relating to the brand social media pages in Jordan (Alalwan et al., 2020:1-13). Furthermore, the study found that stimulus, enjoyment, and likeness resulted in favourable attitudes towards social media influencers' brand relationships in the US (Cuevas et al., 2020:1-11). Further, travellers showed positive cognitive attitudes concerning data shared on social media about travellers' destinations in Egypt (El-Said, 2020:1-11). Studies have shown that the use of Facebook pages by DMO led to favourable changes in travellers' virtual involvement in Peru and in 28 European countries (Cambra-Fierro, 2020:1-12; Gálvez-Rodríguez et al., 2020:1-11). The majority of the research mentioned above was undertaken in developed countries, whereas the examination in developing countries is still progressing, hence the need for this study to contribute to attitudinal research in the tourism industry, and with regard to tourist attractions.

Andreu et al. (2018:83-100) found that the power of social media utilisation on brand consciousness has a favourable impact on the affective image of a tourist destination. Furthermore, Jadhav et al. (2018:157-178) found that tourists' dedication to brands inspires them to interact with the brand's Facebook page. Boateng et al. (2019:204-226) ascertained that Facebook brand pages had a positive influence on cognitive and affective attitudinal consumer responses. This study focuses on a variety of brands and products that were used by consumers in the consumer goods sector. Dwivedi et al. (2019:58-69) found that consumers displayed positive attitudes when information was developed by their peers. The study showed consumer enjoyment in message development activities that led to a partial increment in intention to purchase with regard to Facebook advertising of retail products. Gruzd et al. (2020:1-12) found that consumers displayed favourable attitudes towards the use of information posted publicly on social media advertising and exhibited positive feelings towards social media advertising. However, a majority of these studies were not related to the tourism industry and do not include other social networking sites (such as YouTube and Twitter), which form part of the current study. This study provides further insight on cognitive, affective and behavioural attitudes and the reaction of tourists towards social media usage as a communication instrument by Cape Town tourist attractions. Therefore, this study will consider the following hypothesis:

H1. Tourist cognitive attitudes have a significant positive effect on tourist affective attitudes due to use of social media as a marketing communication tool by Cape Town tourist attractions.

Cohen et al. (2018:271-280) found that the strength of technologies in storytelling performances led to favourable affective and behavioural responses in Denmark. The aforementioned investigation found that Facebook has a favourable influence on affective attitudinal responses relating to travel patterns. Research has established that brands need social media in order to effect behavioural loyalty of customers in Singapore (Jadhav, 2018:157-178). Another investigation established that adjustments between variables such as influence on purchase-intention had an effect on behavioural attributes in relation to tourism engagement and destination images in the United Arab Emirates and China (Himli, 2018:618-636). These studies above displayed favourable affective attitudinal component that links with the current study, albeit without researching the influence of social media on tourist attitudes.

A study found that favourable affect (enjoyment) and behaviour (purchase-intention) towards luxury brands were shown on social media in the UK (Bazi et al., 2020:223-235). A different study established that consumer assessed value, assessed trust and proneness to shared impact holistically demonstrated positive link to affective and behavioural attitudinal elements towards virtual arena in Jordan (Alalwan et al., 2020:1-13). The above investigation determined that entertainment, likeness and stimulation resulted in a positive attitude towards social media influencers' brand association in China and Hong Kong (Cheung et al., 2020:1-13). Klein & Sharma (2020:1-11) found that the respondents showed positive thoughts and feelings towards brand social media pages in the US. This inquiry ascertained that sustained exploration and rebuying behaviour were motivated by value co-conception and customer brand engagement. It was found that there is correlation between customer attitudes towards social media brand pages and buying intention in the US (McClure & Seock 2020:969-989). The studies above are mainly from developed countries and not necessarily related to the tourist attraction research.

A study found that the relationship between inherent stimulation resulted in intent to buy with regard to online purchases in Taiwan (Chang et al., 2018:13-25). The above-mentioned found that found that the connection between entertainment, dependability and the worth of social media advertising would have a positive impact on consumers' attitude and their behavioural responses in Tunisia (Hamouda, 2018:426-445). Alryalat et al. (2018:258-268) found that favourable feelings led to positive consumer attitudes in connection with social media advertising which led to a positive impact on purchasing behaviour in Bangladesh. Casalo and Romero (2019:633-650) utilised a qualitative approach and found that luxury brand loyalty positively influenced purchase behaviour. It was found that buying intentions were established to be variable across participation levels in Spain. Kim et al. (2019:262-

274) researched how financial and non-financial analyses that took place via social media led to customers' voluntary behaviours towards social media in the Republic of Korea. However, most of the aforementioned studies were conducted in developing countries and did not specifically focus on emotions and purchase intention that might be displayed by tourists towards social media communication. The second hypothesis is as follows:

H2. Tourist affective attitudes have a significant positive effect on tourist behavioural attitudes due to use of social media as a marketing communication tool by Cape Town tourist attractions.

1.8 Literature review

1.8.1 An overview of the tourism industry

Tourism is a consolidated element of many of individuals' lives, which is noticeable on social media with vacations and travel encounters being the third most prevalent on Facebook after music and television. The tourism industry is a space of elevated prominence resulting in destination brands inclined to social media dialogues and stories (Cohen et al., 2018:271-280). Moreover, social media engagement that is associated with finding information associated with travel has gained stature (Chung & Han, 2017:370-380). Universally, the tourism industry has made noteworthy progress over the last few years. The advent of the internet has resulted to a speedy advancement in the tourism sector. The tourism industry has brought into play the merging of technology, finances, and understanding and thus an increased direct access for consumers (Rashideh, 2020:1-13).

Tourism was an important driver of South Africa's national economy and played a key role in creating jobs (GCIS, 2017). Governments are willing to invest public funds in national tourism marketing organisations, investment incentives for developers of facilities, and the construction of infrastructure such as airports and roads because of the perceived economic benefits of tourism. These benefits are inclusive of employment, national income, investment and regional development (Keyser, 2002:277). The greater number of stakeholders in the tourism industry are customers of tourism services. Information associated with community views on the tourism sector is gathered from the internet (Huang et al., 2020:1-13). Globally the expansion and marketing of tourism has become an income-generating mechanism for both individuals and governments. In a progressively more contested atmosphere, it is significant for governments and companies to welcome demand trends within the tourism sector (Li et al., 2020:1-12). Everybody is changed by travel to a certain extent and attractions are a key element of any destination (Sheldon, 2020:1-12). Present-day tourists' selection of a destination is mostly determined by the online advice of family and friends

(Berhanu & Raj, 2020:1-10). Accordingly, destinations motivate both international and domestic tourists to travel. Attractions and resources are important components that form part of any destination. Tourists are able share their vacation narratives through social media such as Facebook, Twitter, YouTube (Kim et al., 2017:687-702)

1.8.2 The South African tourism industry

The South African government has acknowledged the opportunities that the tourism industry can potentially offer the economy, whilst also creating employment. The establishment of a separate National Department of Tourism in 2010, as well as the strengthening of the tourism portfolio (National Department of Tourism, 2010) backed this. Tourism in SA has been raised by the Presidency as a significant priority for attempts to uplift SA's universal competitiveness that will translate into more opportunities for 2020 and beyond (Slabbert, 2019).

Keyser (2002:279) asserts that the governments of developing countries view tourism as a mandatory road to development. Great effort and substantial amounts of money are set aside for the stimulation and promotion of the tourism industry. Developing countries normally attempt to be more dependent on secondary economic activities and depend less on primary forms of economic activity. The South African government has identified a key role that will be played by the tourism economy within the country (National Department of Tourism, 2016). International arrivals to SA were 10.2 million visitors in 2017, followed by 10.4 million visitors in 2018 and 10.2 million visitors in 2019 (South African Tourism, 2019).

The directive of the South African Department of Tourism, as indicated in the Tourism Act of 2014 (South African Government, 2019) is to:

- Stimulate progression and expansion of the tourism industry;
- Encourage quality tourism products and services;
- Enable an environment for successful domestic and international promotion of SA as a traveller's destination;
- Strengthen the partnership and relations among all spheres of government in advancing and presiding over tourism; and
- Encourage the application of responsible tourism to the advantage of SA and for the delight of all its people and international tourists.

SA has the advantage of a favourable tourism business balance with the rest of the globe. This simply is representative of people who do not reside in SA expending more money when visiting SA. The foreign money is spent on a variety of tourism-associated activities that include but are not limited to accommodation, transport, food and recreation (South African Market Insights, 2020). This favours the Cape Town tourist attractions as international travellers show willingness to spend money in SA as a tourist destination.

1.8.3 Overview of tourism in the Western Cape

The Western Cape is one of the local travel destinations in SA favoured by international travellers. With numerous attractions and venues, the city of Cape Town welcomed 2.6 million foreign tourists in 2018 with an increase of 11.5% in international traffic into Cape Town International Airport (Western Cape Government, 2019).

The natural beauty of the Western Cape fascinates not only foreign tourists. There is a wide selection of things to do for domestic travellers as well. This has led to growth in the number of trips taken in the Western Cape in 2018 (Western Cape Government, 2019). According to Wesgro, the official tourism, trade and investment promotion agency for Cape Town and the Western Cape, the city of Cape Town (R1 147.31 per capita) and the province of the Western Cape (R1 029.19 per captita) in entirety attained the biggest profit in comparison with other provinces and cities in 2018 (Western Cape Government, 2019). The Cape Town tourist attractions are in a good position, since the Western Cape Province attracts a large percentage of SA's visitors. Additionally, tourists are highly likely to visit many of Cape Town's tourist attractions thereby providing a platform for social media engagement. The Cape Town tourist attractions, by virtue of operating in the South African tourism arena, are directly linked to the efforts of the Department of Tourism striving to bring both local and international visitors to the country to experience all on offer.

Globally, many governments have found it mandatory to lock down their countries in an effort to restrain the escalation of the COVID-19 pandemic. A number of African countries have adopted similar measures including SA (Steenkamp, 2020). This will result a significant decrease in tourist's visitors to the Cape Town tourist attractions in 2020, so social media messaging has become very important to ensure engagement between these attractions and prospective visitors in order for these attractions to be visible once travel is fully opened again to international tourists.

1.8.4 Components of tourism attractions

There are different observations about tourist attractions and it is important to compare the interpretations in order to contextualise these for the purpose of the study. The section below provides a background of tourist attractions. A fundamental component of a destination is its attractions, which consist of natural, man-made and cultural assets and are multifaceted offerings with varied features (Mathayomchan & Taecharungroj, 2019:550-568). Trip Advisor is widely used to find information about travellers' attractions such as beaches, restaurants, museums and historical sites. The website serves mainly as a consumer insight guide for those who are interested in tourist attractions and other tourism activities (Beck et al., 2020:37-45). Travellers are likely to visit attractions at a destination for the duration of their vacation, which can have man-made or natural characteristics (Kang et al., 2018:358-370).

According to Tourism Western Australia (2006:1), there are two components of tourism attractions that consist of a physical or cultural feature of a specific place or destination that an individual tourist or a group of tourists recognise as being capable of fulfilling one or more of their leisure-related needs. These features may be ambient in nature, for example, climate, culture, vegetation or scenery, or they might be location-specific such as a museum or mountain, for example structures such as Sydney Harbour Bridge or events such as the Olympic Games.

George (2007:37) argues that tourists choose to travel to a specific destination that meets their basic needs in respect of its core resources and attractors. Core resources and attractors consist of natural, human-made and socio-cultural attractions. Ferrario (1981) refers to attractions as having real pulling power and soundly organised effort should be placed into the rationale when developing tourism. Ferrario (1981) states that without attractions, tourism would not exist, which would in turn impact directly on hotels, transport facilities, and promotional strategies (Bennett, 2000:8). Attractions play a major role in the tourist's decision to visit a destination and the advantages that they are searching for in their travel linked to their interest. It is possible to group certain attractions and formulate a package in order to promote them in that manner to tourists who visit the destination (Hernández et al., 2018:35-47).

This study focused on the following attractions in Cape Town:

- Table Mountain was unveiled as the seventh wonder of the world in December 2012. This is the only seventh wonder of the world that is situated in a city, making it easy to reach (Table Mountain Aerial Cableway, 2020c).
- The V&A Waterfront is a diversified 123-hectare development, which provides for both domestic and foreign visitors, availing every element from housing to investment property, hotels, retail quarters, wide-ranging dining, relaxation and entertainment amenities (V&A Waterfront, 2020c).
- Kirstenbosch Botanical Gardens is associated with the South African National Biodiversity Institute. The garden is located against the eastern slopes of the world-renowned Table Mountain (South African National Botanical Diversity Institute, 2020).
- Groot Constantia Wine Estate has been in existence for more than 330 years and has a rich history in the South African wine context. Iziko Museums of South Africa curate some of the historical buildings and collections of Groot Constantia Estate, including the Cloete wine cellar (Groot Constantia, 2020c).
- Cape Point is part of the Table Mountain National Park and is managed by Thebe Tourism, which is responsible for marketing it as one SA's main tourist attractions (Cape Point, 2020a).

Robben Island Museum was not included in the study, as this attraction did not utilise social media at the time that this study commenced.

1.8.5 An overview of social media

From an organisation's point of view social media engagement, permits rapid reach of a bigger volume of consumers, thus allowing continuous communication, Consumer support can place through the operational interaction with social media platforms (Cambra-Fierro, 2020:1-12).

Social media are described as "internet based collective applications that are constructed on the psychological and high-tech base of the world-wide web and that permit formation and interchange of user-created content" (Bilgihan, 2019:1-25). Social marketing is "the adaptation and adoption of commercial marketing activities, institutions and processes as a means to induce behavioural change in a targeted audience on a temporary or permanent basis to achieve a social goal" (Barrutia & Echebarria, 2013:324-343). Furthermore, the appeal of social media over traditional media is characterised by four important elements, which are outlined by Patino and Pitta (2012:233-237):

- Satisfying an impulse: consumers have a choice to connect or not to connect to social media platforms.
- The excitement of sharing: consumers utilise social media to share their experiences with others. Social media has the ability to expand the reach of communication to include others.
- Pursuing advice: social media users are usually perceived as experts and unbiased when sharing information.
- Sharing with others with similar interests: on social media platforms, there is a potential concentration of expertise that benefits community members, which can then assist in growing the knowledge of the community.

Today social media provide one of the greatest prospects for any tourist destination to establish alertness for both prospective and targeted consumers (Berhanu & Raj, 2020:1-10). Tourists choose social media channels as the main instrument for broadcasting their vacation encounters (Araujo et al., 2020:1-14). In the first quarter of 2020, Facebook had more than 2.6 billion users worldwide (Statista, 2020); YouTube had over 2 billion users (YouTube, 2020); Twitter had 330 million users (Lin, 2020). This study focused on Facebook, Twitter and YouTube, and it is imperative for Cape Town tourist attractions to find ways to communicate through social media in order to add value and attract new tourists to visit the attractions. Social networking sites such as Facebook are mainly concentrated on interactions between friends and family, whereas a social networking site such as Twitter, is mainly focused on quick exchanges in a microblog format (Statista, 2020). YouTube on the other hand is a leading and impactful video promotional channel (YouTube, 2020). These

social networking sites provide the Cape Town tourist attractions with a variety of potential content and methods by which messages on these platforms can be channelled.

1.8.6. Social media marketing communications/advertising in tourism

Social media has grown in importance as a component of DMO marketing plans in a period of diminished budgets. A challenge exists for these organisations to find better ways to leverage existing marketing budgets by maximising these to obtain greater worth. The internet revolution has made it possible for tourists to communicate their travel encounters rapidly and easily (Švajdová, 2019:20-23).

Social media differs from traditional computer-mediated communications in three primary ways: a shift in the locus of activity from the desktop to the internet, resulting in greater accessibility; a shift in locus of value production from the firm to the consumer derived from increased interactivity; and a shift in the locus of power away from the firm to the consumer. A typical classification of social media includes collaborative projects (for example, Wikipedia), blogs, user-generated content communities (for example, Flicker; YouTube), social networking sites (for example, Facebook), virtual game worlds (for example, Ever Quest), and virtual social worlds (for example, Second Life). Furthermore, social media is available via mobile devices, breaking ground in traditional time-location restrictions (Taylor, 2013:56-71).

Destination management should boost social media promotional attempts to enable a co-conception method of destination messaging to motivate tourists to use information, and to share their travel encounters before and after their vacation on social media, which will increase tourism commerce (Guo, 2019:513-522). Social media permits companies to respond to customers, while simultaneously interactivity is enabled for consumers. The function of creating and sustaining consumer allegiance is resolved through the existence of social media. The utilisation of social media in tourism has progressively become favoured, since social media has opened new avenues for tourism businesses, which in turn have considerably increased its limits and influenced customer-generating models (Kayumovich, 2020:28-109).

Social media also transform ways in which the relationship and communication with customers takes place. A popular viewpoint among analysts of Web 2.0 maintains that the increased possibility of interaction between the users and the Internet opens a new era of participation and transparency. This development is explained as the beginning of a new digital revolution that shifts a technology based on command-and control to a technology based on engaging and empowering individuals. This shift has profound consequences in the way that businesses approach customers' needs and wants through their marketing strategies (Hvass & Munar, 2012:93-103). Social media has presented organisations with an expansive instrument to lure customers and hold their own against the competition. The use

of social media marketing permits instant broadcasting of information in the tourism arena. Social media networking sites have become the main base of information for destination marketing bureaus (Todua, 2019:39-48). Social media marketing has the added benefit of spreading to targeted consumers anywhere globally owing to comparatively low costs (Berhanu & Raj, 2020:1-10).

Social media have arisen as a game-changing mechanism for the tourism industry by enabling consumers to react to business trends and activities. Furthermore, social media have greatly influenced tourism marketing as an information-intense and cross-approach form of messaging (Hossain, 2020:108-119). In the past marketers understood that consumers started with a large number of possible brands in mind and systematically narrowed their choices until they decided which one to buy. After purchase, association with the brand typically focused on the use of the product or service. With the dawn of social media, however, a more refined view of how consumers engage with brands emerged. After purchase, they often enter into a self-initiated, extended relationship with the brand, sharing their experience with it online through social media (Hudson & Thal, 2013:156-160). Chan and Guillet (2011:345-368) emphasise that for some tourism organisations, social media platforms are fast becoming more than a customer relationship tool. It is also about enjoying, advocating and bond setting. Social media is a relatively new platform that helps tourism and hospitality businesses engage with consumers. Other tourism organisations also use social media at this final stage to respond to consumer complaints.

Tourist attractions in the Cape Town area are no exception in terms of engaging in social media activities. These attractions ought to ensure that social media marketing is utilised effectively by ensuring that it is used as a two-way communication tool to understand tourists' needs and experiences when they visit these attractions.

1.9 Research design and methodology

1.9.1 Research paradigm

The research adopted a deductive positivist approach and was empirical, since it was focussed on the testing of the abovementioned theoretical objectives and associations to establish if they replicate the interpretations (Bhattacherjee, 2012:10). Further, it focuses on significant context-free generalizations by drawing conclusions from specific observations, which depends on reductionism and quantitative evaluation to test designs (Brown & Lenzholzer, 2016:111-121; Berry et al., 2019:395-413). The main objective of positivist analysis is to create explanatory relations that eventually provide answers for the case in question since this study applied a similar approach (Artino et al., 2020:690-694).

1.9.2 Research method / approach

The study applied quantitative research approach in order to collect data face-to-face from tourists who visited Cape Town tourist attractions. A descriptive cross-sectional study was undertaken to assess the role of social media as a marketing and communication tool for Cape Town tourist attractions among 457 respondents. The study was conducted at the Table Mountain Aerial Cableway, since permission was not granted by other tourist attractions (they indicated that they were conducting their own research). Data was collected using a structured questionnaire (Abraham et al., 2020:103-106). A Likert scale was used to measure cognitive, affective and behavioural attitudinal components regarding the use of social media by the Cape Town tourist attractions (Cant et al., 2020:1-8). A deductive methodology indicates that the study entails finding patterns based on theory. This study established the pattern of social media use by Cape Town tourist attractions and tourist's attitudes towards it, which was also suitable to assess the relevant hypotheses (Benda et al., 2019:1-54).

The objective of this study was primarily to disclose the part that social media, travellers and prospective travellers alike play when visiting Cape Town tourist attractions. A descriptive study establishes only associations between variables (Maree, 2007:257), in this instance, traveller's attitudes regarding social media sites, as well as the influence of usage characteristics and demographic factors as a form of marketing communication, which included a cross-sectional segment of the population.

1.9.3 Research design

This empirical analysis applied both exploratory and descriptive research designs as the framework to assemble the necessary data for the research (McDaniel & Gates, 2006:33). As mentioned above, the study applied a deductive positivist approach by means of taking a cross-section of the research population (Bhattacherjee, 2012:15).

The exploratory research design was utilised to evaluate existing information on the tourism industry and social media usage in SA, since researchers commonly do not have the required background information at the inception of the investigation (Cant et al., 2008:30-31). This research correlate with Van Minden's (1987:103) observation that empirical research is exploration, with the object of examining theories and hypotheses compared to reality. In this case, travellers from all over the globe who used the Table Mountain Aerial Cableway were surveyed with the objective of exploring their attitudes towards social media used as a marketing communication channels.

1.9.4 Sampling/research processes

1.9.4.1 Population and sample

Neuman (2000:201) describes population as a demonstration where a researcher stipulates the component to be sampled, the geographical setting, and the sequential boundaries of the population. Conversely, Mouton (2001:134) describes a population as a group, which conforms to a defined stipulation. This research's population comprised both local and international travellers who used social media and who visited tourist attractions in Cape Town.

Research population: The research population is all tourists who visited Table Mountain Aerial Cableway during the research period.

Sample: Tourist groups who visit tourist attractions in Cape Town were utilised as the sample unit for this study.

Sampling technique: Methodical sampling was applied, where the researcher systematically selected the first interviewee to survey and, subsequently, every third person was chosen for incorporation in the research population (Maree, 2007:174-175). At most two tourist clusters were interviewed, in instances where there were big groups of tourists (for example, a bus of tourists) via the next-birthday rule. For example, a small group of tourist were approached and the two group members with subsequent forthcoming birthdays were chosen to be interviewed. The next-birthday rule is regarded as a quasi-probability method of choosing respondents, but it is an easy technique and fast method for researchers to choose prospective interviewees from clusters (Nichols & Salmon, 1983:270-276).

Sample frame: A self-creating sampling frame, in the method of travellers exploring tourist attractions in Cape Town, was utilised as a foundation for the sample frame.

Sample size: A survey was conducted among 457 tourists owing to the universe of the population being unknown, so to ensure representation amongst the different categories of tourists, namely South African, international and African (tourists from other parts of Africa).

Sample element: Neuman (2000:200) cites a sampling element as the component of investigation or an instance in a population. The group that comprised sample elements of this study are South African, African and international travellers who are above the age of 18 and have utilised Cape Town's tourist attractions' social media communications.

1.9.4.2 Data collection instrument

The questionnaire focussed on Cape Town tourist attractions that the tourists visited and established whether they had used any of these attractions' social media sites or mentioned these tourist attractions in their own social media activities.

If the interviewees had not used any of the five Cape Town tourist attractions social networking sites, then enquiries sought to ascertain if they had utilised any SA or international tourist attractions' social networking sites. If the response was still negative, then a last question sought to ascertain if the interviewee had utilised an organisation is or brand social networking site. These were utilised as screening questions in order to end the interview, should the tourists respond negatively to all questions.

Secondly, the questionnaire utilised Likert scale statements in order to ascertain the tourists' cognitive, affective and behavioural attitudes towards tourist attractions' (or company/brands') social media sites. Likert scales provide a reliable ordinal measure of a respondent's attitude and a four-point Likert scale was employed to avoid neutral or undecided responses (Maree, 2007:167).

Thirdly, the social media usage characteristics of the tourists were ascertained, which was also utilised for cross-tabulation of objectives versus their abovementioned attitudes. In what way tourists access social media; the length of usage; incidence of usage; and the time spent on social media was confirmed by the study (Maree, 2007:167).

Fourthly, the final part of the questionnaire collected demographic factors that included gender, age, household monthly income, number of household members, employment status, level of education, marital status and race group. This information was also used for cross-tabulation purposes versus the attitudes investigated by the study (Maree, 2007:167).

1.9.4.3 Data collection / fieldwork

A survey design method was adopted by using questionnaires that were administered on a face-to-face basis and employed a questionnaire to examine a cross-section of the research population at a given point in time. Surveys are advantageous to identify characteristics of the target markets and to measure respondent attitudes, as in this study (Cant et al., 2008:35). The five main Cape Town tourist attractions that have social media sites were approached as data collection sites. Thereafter, face-to-face interviews were conducted, as they had the distinct advantage of enabling the researcher to establish rapport with potential participants, thereby gaining their cooperation and resulting in high response rates (Neuman, 2000:272-273; Leedy & Ormond, 2010:188).

1.9.4.4 Data coding and analysis

This study used a chi-square test in order to analyse the data as it can also be used if the values of a variable are ordered, while it is one of the few tests designed for use with categorical data (Janes, 2001:296-298). Fink (2006:71) explains that the chi-square test is used to test a hypothesis for equal proportions. Proportions are established when the respondents answer a certain way or have a specific characteristic. Wald's chi-square

statistic, in terms of a generalised linear model (GLM), was used to test for significance in terms of the tourist's attitudes, usage characteristics and demographic factors, while the Bonferroni correction pairwise post hoc test was be employed to establish where the differences are located between the variables. Additionally, a structural equation model was used to test the hypotheses regarding the tourists' cognitive, affective and behavioural attitudinal relationships in order to establish whether the hypotheses should be accepted or rejected.

1.10 Delineation of the research

The study is not only applicable to Cape Town attractions, namely Table Mountain Aerial Cableway, Kirstenbosch Botanical Gardens, Cape Point, V&A Waterfront and Groot Constantia Wine Estate, because it adds to existing knowledge and could be applied by other attractions in SA and other emerging economies. Conversely, the study did not include other parts of SA and any other countries. The research focused on cognitive, affective and behavioural components towards social media use by Cape Town tourist attractions as a marketing communication tool. Other attitudinal components did not form part of this study. The investigation focuses on social media and tourist attractions that were located in the Cape Town metropolitan area. Furthermore, only tourists who use social media and who are over the age of 18 years were surveyed. The study mainly considered Facebook, the world's largest social networking site; Twitter, a global growing microblogging site; and YouTube, the world's largest video viewing and sharing platform. Other social networking sites such as Instagram and others were not considered by this study.

1.11 Ethical considerations

Permission to conduct research was received from Table Mountain Aerial Cableway to conduct the research on their premises (i.e. at the entrance of the Table Mountain Aerial Cableway). Permission was not received from the other four tourist attractions in Cape Town; as previously indicated, they had already conducted their own research and therefore did not desire any additional investigation. Therefore, the research was only conducted at the attraction that provided an affirmative response. In order to ensure that participants of the quantitative research understood the nature of the survey, a respondent information leaflet and consent form was given to them by the field worker. This briefing reminded them of the ethical considerations that were involved in the study for face-to-face surveys. Each respondent was given the right to privacy and confidentiality, as well as the right to withdraw from the survey at any time. The respondent signed the consent form before the field worker commenced with the research. Ethical clearance for the research was sought and received from the Business and Management Sciences' Faculty Research Ethics Committee (FREC) at the Cape Peninsula University of Technology (CPUT).

1.12 Outline of thesis

The thesis included the following chapters:

Chapter 1: Introduction and background to the research study

Chapter 2: The tourism industry

Chapter 3: Social media and attitude theoretical overview

Chapter 4: Research methodology

Chapter 5: Research findings

Chapter 6: Discussion of results

Chapter 7: Conclusions and recommendations

1.13 Summary

This chapter introduced the concept of social media and Cape Town attractions. The chapter deliberated on the background of the research problem emphasising the need for Cape Town tourist attractions to include social media as an integral part of their marketing strategies, and briefly evaluating literature that focused on tourism, social media and cognitive, affective and behavioural attitudinal components. The literature review found that consumers use social media to research destinations, that travellers displayed positive attitudes towards the use of social media when it comes to destinations, which social media interaction leads to purchase-intention by consumers, and that Facebook is used as a platform to advertise destinations.

The chapter further described the research problem employing an empirical approach, as well as explored social media use for marketing purposes and tourists' attitudes. The rationale, significance, and the expected outcomes of the study were elaborated, highlighting how Cape Town tourist attractions would benefit from using social media as a mechanism for communication with local, African and international tourists.

The chapter then summarised the aims and objectives of the study and the primary and secondary research questions in order to establish when social media are used as a promotional tool, and the influence they have on travellers' attitudes. Thereafter a brief literature review was provided to cover an overview of the tourism industry, the South African tourism industry, overview of tourism in the Western Cape, attractions in the tourism industry, and social media marketing communications or advertising in tourism.

Section 1.8 summarised the research design and methodology, which can be outlined as a quantitative face-to-face interviewer-administered survey with 457 tourists conducted at the Table Mountain Aerial Cableway. Thereafter delineation of the research was discussed,

which highlighted that the study was tourism-specific and was only conducted in Cape Town. Ethical considerations related to the study were summarised in the following section, which was followed by a short structural summary of each chapter of the study. The final section discussed the importance of the study, which related to the importance of the use of social media by Cape Town attractions.

CHAPTER 2

TOURISM INDUSTRY

2.1 Introduction

This literature review encapsulates the tourism industry, its structure, and offers an insight into tourist attractions within the context of the tourism sphere. It also lays out an outline of the forms of tourist attractions found in destinations by visitors. This consists of Cape Town's tourist main attractions; how they are traditionally marketed; and the latest tourist attraction visitor initiatives to support social media communications. An in-depth analysis of traditional marketing methods that were utilised by products and services within the tourism industry prior to the inception of social media as an alternative communication tool is also presented. The focus is on tourism industry trends globally, in Africa and SA, with particular reference to the Western Cape and which ultimately focuses on Cape Town and its main tourist attractions.

This study also provides an outline of challenges that faced the South African tourism industry and linking it to Cape Town's main attractions' marketing and communications efforts. The study considers the role of the South African government in the tourism industry, and the regulation of the Western Cape and Cape Town. The investigation also provides an insight into elements that form part of marketing of tourism products such attractions, which include packaging, distribution, promotion of tourism products.

Given the introduction of social media marketing, the study provides an overview of advertising of Cape Town's main tourist attractions. Lastly, the study also covers areas that include media strategies and e-marketing applicable to tourism attractions, which are relevant to Cape Town's main attractions.

2.2 An overview of the tourism industry

The tourism industry and the services industry are interrelated. The tourism industry has advanced and progressed to create a reputation of professionalism and being service-oriented. The prospect of the industry in the coming times looks full of promise as individuals continue to explore and travel (Cook et al., 2018:4). The tourism industry has a variety of methods that it can use in future such as personnel development, the economic growth of a

country and contribution towards progression of affluence and efficiency (Das et al., 2018:2). There are commonly two categories of travellers, *viz*. those who travel for leisure and those who travel for business. The leisure tourist typically embarks on a trip to enjoy the destination's attractions and other facilities. The business traveller on the other hand has a specific purpose for travel, which is mainly work-related and may spend as little as a day in the destination once their business is concluded (Camilleri, 2018:6). Cape Town tourist attractions play a key role in economic development and are more likely to be visited by leisure tourists, as they will have all the time to do so compared to the business traveller. This study examines tourist attractions, which form part of the tourism industry and are an integral part of any destination, and provides more insight of social media as a messaging mechanism for these attractions.

Attractions and resources are important components that form part of any destination, as shown in Figure 2.1 (Keyser, 2002:168).
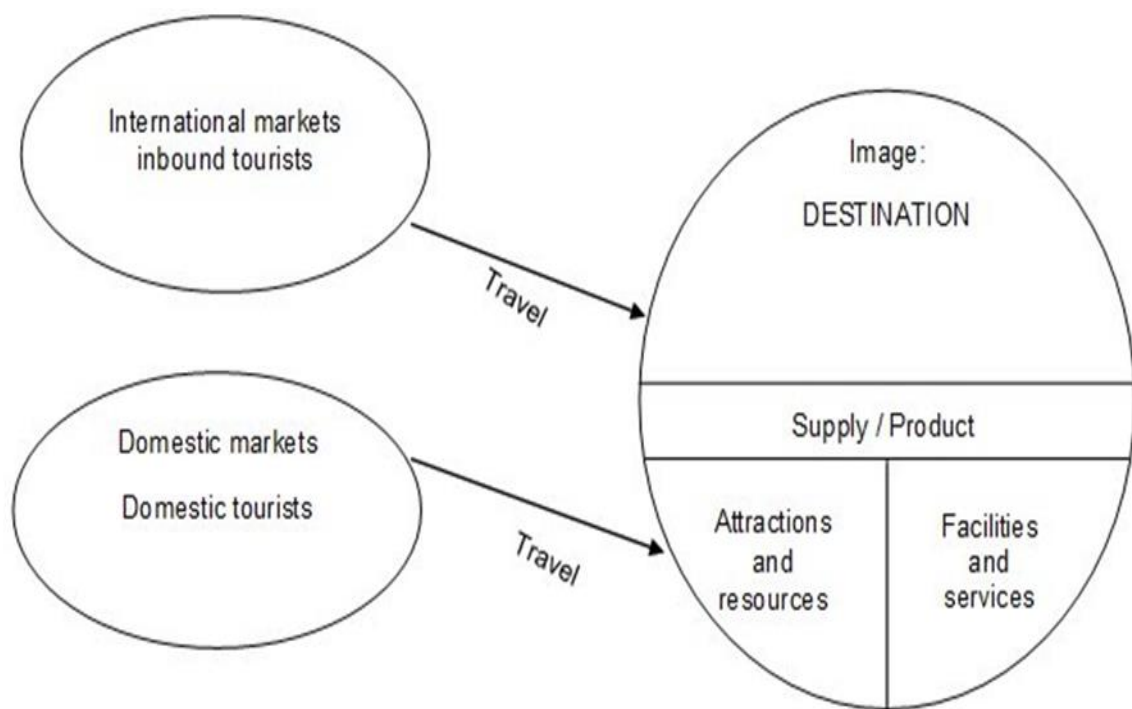
Figure 2.1: Markets, travel and the destination
Source: Keyser (2002:168)

2.2.1 The tourism system

The tourism system consists of travellers, tourist-creating areas, tourism destination states, and the tourism industry holistically that includes accommodation, tour operators, airlines and attractions just to mention a few (Page, 2019:17). Currently the tourism industry has a huge potential to contribute towards sustainability of the industry on both the demand and

supply side (Collins, 2015:39). The tourism industry has developed into a significant modification driver in terms of economic, societal, lifestyle and conservation elements in all aspects that relate to the tourism system (Campón-Cerro et al., 2019:134). Cape Town tourist attractions are an integral part of the tourism system as they form part of what the traveller will experience when visiting this destination.

Defining tourism is multifaceted, and the next segment lays out an outline of, and insight into the tourism sector. Gunn (1988:18, cited in Bennett, 2000:37)) asserts that a tourism system comprises a supply side and a demand side, as illustrated in Figure 2.2.

The demand side distinguishes the tourist market, which comprises individuals who have both the passion and the capacity to travel because they have disposable income and leisure time. Attractions offer a broad selection of physical settings and establishments that serve as inspiration for travellers to visit a specific destination (Bennett, 2000:37). As illustrated in Figure 2.2, attractions form part of the value chain of the tourism system as they play a role in fulfilling tourists' needs while visiting a specific destination.

When a traveller is at a destination, services such as hotels, restaurants, bars, local transportation services, retail stores and many other amenities are utilised. Promotion, in this respect, alludes to all activities that are embarked on in order to attract travellers to a specific destination in order to allow them to make travel decisions. Information is associated with the material that is at hand for tourists to motivate them to visit a particular destination, attraction or service (Gunn, 1988:18). Another fundamental element of the tourism system is attractions that comprise the traveller component, the core component and the educational component (Albrecht, 2017:23). Cape Town tourist attractions are using social media as a marketing communication instrument for tourists who visit these attractions. This study will provide additional knowledge of the use of social media by Cape Town tourist attractions as a marketing communication tool and its influence on tourists' attitudes.
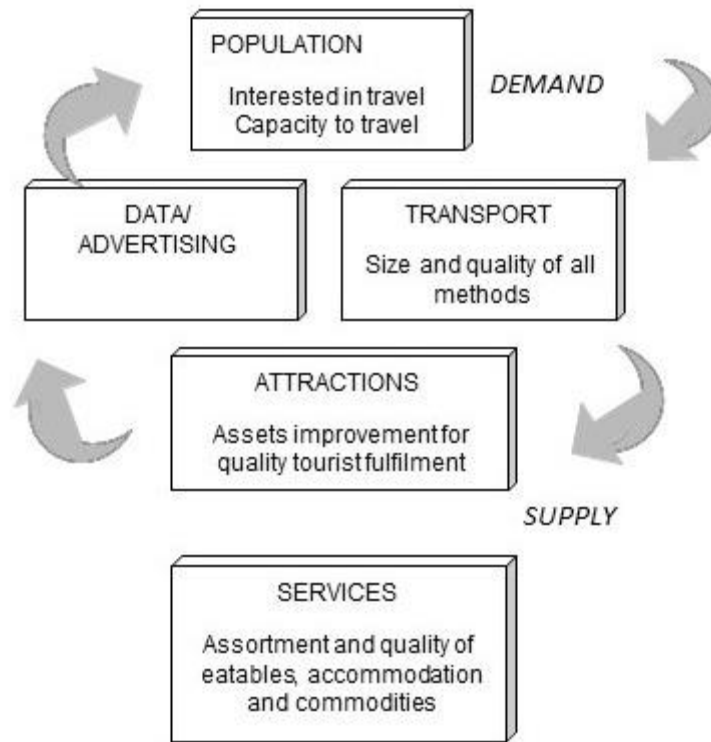
Figure 2.2: The tourism system
Source: Gunn (1988)

Gunn (1988:18) is of the opinion that tourism sectors are inter-reliant because when a traveller chooses to travel because of the accessibility of resources, which is money and leisure time, the process commences. The tourist will then make use of a mode of transport to leave his place of residence and visit the destination for the holiday. Upon arrival at the destination, the tourist will select which attractions to experience, as this has served as the incentive for travel. When the traveller arrives at the destination, other services, including accommodation, restaurants and retail stores, will also potentially gain from the traveller's visit. The tourists will consider visiting attractions as part of experiencing the destination that they are visiting, which will be Cape Town attractions in terms of this study. Accordingly, this research examines the actions of the Cape Town tourist attractions social media communications and tourist attitudes when they visit the attractions.

2.2.2 A comprehensive analysis of the tourism sector

Tourism sustainability has a greater influence on the tourists' decision-making process when they are planning to visit a destination (Cooper & Fayos-Solà, 2019:35). The tourism sector encompasses of different segments, all of which play important roles, which are instrumental to the functioning of the tourism industry. Accommodation comprises serviced and self-catering units. Furthermore, transportation involves different modes such as air, sea, rail and

road transport. In addition, support services are in both the public and private sectors. All of these components have a multiplier effect and stakeholders include tour operators and travel agents, with the eventual end-user being the traveller. The tourism industry comprises different components, which all add to the experience of a traveller to a destination, ranging from attractions to accommodation, transportation and support services (Bennett, 2000:43). It may be of value for Cape Town attractions to share tourism sustainability efforts by engaging in social media marketing communication in order to keep abreast with changing tourist requirements. This inquiry explores the function of social media as a marketing communication conduit for the Cape Town tourist attractions.
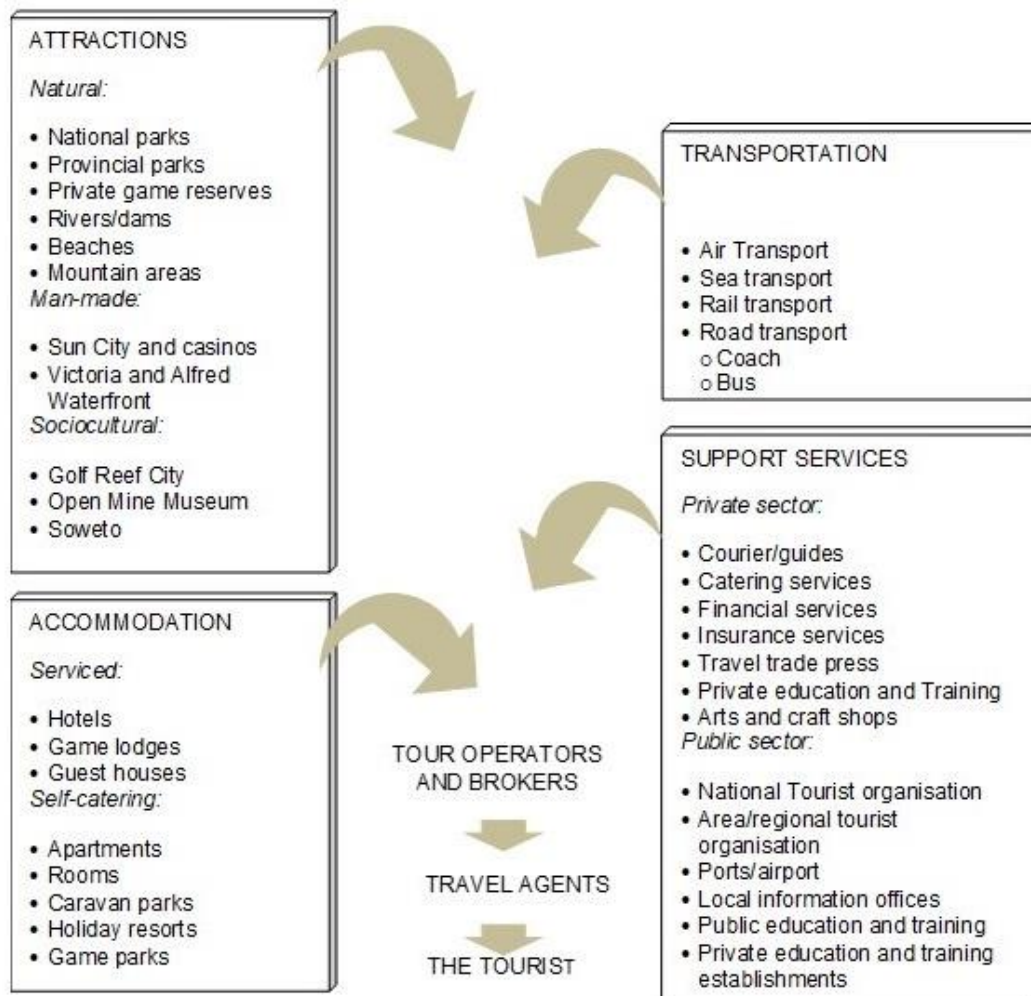
Figure 2.3: The tourism sector
Source: Bennett (2000:43)

For the purpose of this study (as depicted in Figure 2.3), the Cape Town attractions comprise both natural attractions and man-made attractions as follows:

- Table Mountain Aerial Cableway: natural attraction (cableway – man-made)
- V&A Waterfront: man-made attraction
- Cape Point: natural attraction
- Groot Constantia: man-made attraction
- Kirstenbosch National Botanical Garden: natural attraction (partly man-made)

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This, research investigated social media marketing communication for both natural and man-made tourist attractions, which were located within a metropole area. Tourist attractions are an integral element that performs a persuading role for people to travel (Albrecht, 2017:22). The tourism sector, as categorized by Bennett (2000:43), has several elements that add value to the industry. The above figure contextualises and shows how the components correlate with each other and their relevance to the tourism sector. Conversely, by nature, the tourism sector is compound and this can contribute to the multi-layered undertaking that ultimately collectively yields the tourism product (Das et al., 2018:88).

In the Bahamas, about 70% of foreign exchange profit is generated by tourism (Edgell, 1999:20). Ioannides (2003:7) reported on the cases of Pigeon Forge in Tennessee, Branson in Missouri, and Jackson in Wyoming, as destinations with inhabitants less than 5 000 each that nonetheless attract more than five million visitors on a yearly basis. In order for destinations to comprehend how significant travellers' attractions are, they will need to investigate the type of activities that travellers engage in once at a destination. It is quite significant to have a clear distinction between attractions and tourist attractions because attractions usually comprise one unit that is located in a particular location within a destination (Page, 2019:307). It is important that the Cape Town tourist attractions will be able to differentiate themselves from the destination, which might be made possible by social media engagement.

In the majority of lively metropole regions such as London, Paris and Shanghai transport is readily available to take travellers to attractions thus making these easily accessible to visitors. Tourist attractions play a key role in creating both cultural and economic gains (Cook et al., 2018:163). A city such as Cape Town does not have similar benefits for access through readily available transport to make it possible for tourists to visit upon their arrival in the city when compared to London, Paris and other European cities.

2.3 Synopsis of tourism globally

This section provides an outline of the tourism industry globally.

2.3.1 A global overview of the tourism industry

Tourism is a business that contributes 3 billion dollars a day, equivalent to 3.4 percent of the globe's employment directly and 8.8 percent of global employment when both direct, indirect, and induced results are calculated. The tourism industry is the basis of the economy globally, creating employment, directing exports, globally generating wealth. Billions of local visitors on a yearly basis and half of the 1.4 billion international travellers travel to cities (World Bank, 2013). Tourism is a strong instrument for economic development and putting together of employment globally. The tourism industry is directly and indirectly accountable for 8.8 percent of employment on a global scale totalling scale totalling 258 million; 9.1

percent of the globes' GDP at $6 trillion; 5.8 percent of the globe's exports at $1.1 trillion; and 4.5 percent of the globes' investment of $652 billion (World Bank, 2013).

Between 2005 and 2015, Asia and the Pacific outpaced all global regions with respect of increases in tourism, with arrivals growing an average 6% per year, when compared with the global average of 4%. Asia and the Pacific made $495 billion in international tourism with respect to spending in 2015, regardless if it was by overnight or same-day visitors, up from 20% in 2000, after numerous years of double-digit increases. The customer class is motivated by another rising classification, the technology-knowledgeable millennials who have recently transformed the landscape of Asian tourism (World Travel & Tourism Council, 2019b).

The technological revolution and the consequent effect of social media have been key instrumental influences in this evolution. Based on the numbers collected by the United Nations, Asia is the birthplace of 1.4 billion Millennials defined as being in the 15-34-year-old age group, with India contributing 459 million prospective travellers (World Tourism Organisation, 2020a). China 414 million prospective travellers, Indonesia 85 million prospective travellers, 35 million prospective travellers in the Philippines, and 32 million prospective travellers in Vietnam. In 2018, the total of international tourist arrivals achieved 1.4 billion and contributed to 1.7 trillion USD export profits. International tourist arrivals in 2019 grew globally to reach 1.5 billion (World Tourism Organisation, 2020c). For these reasons, this research considers the use of social media by the tourist attractions as a messaging mechanism and the tourists' attitudes towards these digital platforms.

Chinese millennials are a new peer group of travellers with different requirements of personalisation, quality and exclusive services. The best possible method to attract this kind of traveller would be to present a longer holiday as opposed to a weekend break. This provides an opportunity for Cape Town to attract this market segment through social media. Cape Town tourist attractions will have to find ways of ensuring that some of these tourists visiting Asia could contribute reaching the target audience to travel to Cape Town (World Tourism Organisation, 2016c; World Tourism Organisation, 2019b).

Although the sector decreased by 4 percent in 2009 due to the economic crisis, it recovered, signifying its flexibility to outward disturbances. The outbreak of the coronavirus commenced in December 2019, and will have a long-term and negative impact on the tourism industry as it is directly linked to travel. The most affected industries include accommodation, food and beverage services, recreation and entertainment, transportation and travel services. The coronavirus pandemic has serious implications for Cape Town tourist attractions; as the

visitors were not able to visit these because of the global shutdown of international travel (World Tourism Organisation, 2020b).

Asia contributed 348 million arrivals in 2018, which is equivalent to one-fourth of the total globally. Chinese travellers undertook outward trips that displayed an average of 16% increase every year between 2000 and 2018. Asian international travellers grew from 16% of the global total in 2000 to 25% in 2018. The amount of money spent by Asian tourists is equivalent to $524 billion in 2018 on international tourism, which has grown from 24% in 2010 to 36% in 2018. This can be attributed to the favourable economic climate that exists in the region integrated with the development of middle class economies and stable air connectivity. There was an increase of outward travel by 75% from 2010 to 2018. Globally this region has two countries in the top ten countries, namely China, ranked fourth accounting for 63 million arrivals, and Thailand at 38 million and ranked ninth (World Tourism Organisation, 2019a).

Asia has a population of 4.2 billion which more than half of the globe's inhabitants. Channels such Weibo and WeChat have a strong influence on the choice of destinations to be visited. Cape Town tourist could also consider new social media platforms to increase their market share (Joffe, 2020b). Accordingly, this study investigates the use of three social networking sites, Facebook, Twitter and YouTube and the tourists' attitudes towards these sites to obtain an improved understanding thereof.

About 67 million travellers journeyed to Africa in 2018, which constituted 7% growth from 2017, which made the African continent the second most rapidly developing region in the tourism sector after the Asia Pacific region. Positive policy changes by African countries including investment in the tourism industry have favourably influenced tourists' perception of the African continent (Kimeria, 2019). This inquiry investigated tourist attractions in Cape Town, which is located in SA (a developing country).

2.3.2 Growth opportunities for the tourism sector on a global scale

2.3.2.1 An overview of the Asian region and potential opportunities

Asia and the Pacific continue to be one of the most swiftly increasing tourism areas globally. By 2030, as stated by the UNWTO *Tourism Towards 2030* report, this figure will extend to 535 million, a very representative projection in assessing the present increase in trajectory although this may change given the impact of the coronavirus in 2020 (World Tourism Organisation, 2011). Asia and the Pacific, and specifically China, are swiftly turning into the key source market for many destinations within the region. Around 80% of international tourism in Asia is inter-regional given the social media rules and regulations applicable to

Asian countries (e.g. China) (World Tourism Organisation, 2020c). Cape Town tourist attractions will need to find alternative means in the social media space, such as WeChat and Weibo, which are used by the Chinese to keep this market engaged with regard to local tourist attractions.

Asia and the Pacific is the globe's largest region in terms of inhabitants, with 4.1 billion occupants as of 2015, consisting of 56% of the world total. Its communal gross domestic product was equivalent to $24.3 trillion in 2015, which is the globe's second biggest in US dollar terms after that of the Americas, which is $24.7 trillion, and representative of one-third of global GDP. Moreover, it is projected that by 2050, 70% of the globe's population will be residing in cities and as early as 2025, cities will be responsible for more than $30 trillion in the global economy. From 2000 to 2015, the Asia Pacific region accomplished the swiftest economic increase across the globe's regions, primarily attributed to China and India (World Tourism Organisation, 2016c). After the coronavirus pandemic, it may worth pursuing the Asian market by the Cape Town tourist attractions; however, the social media platforms that they engage in will have to be considered in order to drive the message home, as this target audience may not necessarily use Facebook, Twitter and YouTube.

The area's GDP increases by more than 5.0% nearly every year in the medium term, more than 7.0% in 2005 and 2006, and more than 8.0% in 2007 and 2010. SA is a member of BRICS, an acronym that refers to Brazil, Russia, India, China and SA, a significant alliance of developing economies. This provides a potential for the Cape Town tourist attractions through government to use this platform to the benefit themselves to further the agenda of use of social media as a marketing and communication tool (South African Government, 2017).

Increased global mobility, the information explosion, and the amplified exchange of knowledge between individuals have aided the expansion of city structures and resulted in advanced levels of city tourism demand in current years. City tourism services between the most extremely systematised product offerings in contrast to other tourism supplies, as they are readily sold because they are available through online platforms. International tourist arrivals who are overnight visitors grew by 4% in the period of January to March in 2019 in comparison with the same period in 2018, lower than the 6% average growth of the past two years (World Tourism Organisation, 2019a). Cape Town tourist attractions use social media platforms as an avenue of sharing information with visitors. This research analyses the utilisation of social media by Cape Town attractions and the tourists' attitudes towards marketing messaging by these media.

The swiftest growth in 2018 was in the Asia Pacific region, reporting 348 million international travellers and resulting in $435 billion in profit. The Americas region reported 216 million international travellers, resulting in $334 billion in profit. The African region had 67 million

travellers, resulting in $38 billion. SA international travellers' arrivals grew moderately from the middle of 2017 to the middle of 2018, which could be attributed to the slightly stronger rand currency and the water crisis in Cape Town. There was doubt owing to Brexit, and geopolitical and trade tensions. The failure of Thomas Cooke in 2019 and failure of some low cost airlines in Europe led to a major shift in the industry. Cape Town attractions can have plans in place to target the requirements of tourists (World Tourism Organisation 2020c). The focus of this research is social media usage by the tourist attractions as a marketing communication instrument and the attitudes of tourists displayed when visiting the attractions.

2.3.2.2 A snapshot of Middle East and African tourism sectors

Destinations keep taking advantage of demand globally, regardless of continual trials and tests, and tourism has proven to be a vigorous and spirited economic sector. Tourists to Cape Town are no exception to the ever-dynamic occurrences within the tourism industry (World Tourism Organisation, 2016a).

Table 2.1 below depicts Middle East and Africa among the regional top 10. Abu Dhabi had the highest growth rate between 2015 and 2016, at 15.0%, followed closely by Casablanca at 14.5%. Cairo, at fifth rank, had the lowest growth rate at 1.5%. Dubai's growth rate, at 7.5%, is half that of Abu Dhabi (MasterCard Newsroom, 2016). There has been no further update by MasterCard Newsroom for these statistics that focus specifically on Middle East and Africa from 2017 onwards. The rankings are favourable for Cape Town tourist attractions as the city is ranked seventh in the top ten destinations in Middle East and Africa. There has been growth since 2012, as depicted on the Table 2.1 below. Cape Town tourist attractions are presented with an opportunity to be accessible to prospective tourists using social media prior to visiting these attractions.

Table 2.1: Middle East & Africa top 10 destination cities

2016 rank	Destination city	Country	Visitor numbers					
			2012	2013	2014	2015	2016	2016 Visitor Spend (USD billions)
1	Dubai	UAE	10.95	12.19	13.21	14.20	15.27	$31.3
2	Riyadh	Saudi Arabia	3.73	3.93	4.17	4.35	4.59	$1.7
3	Johannesburg	South Africa	3.81	3.71	3.80	3.39	3.60	$1.7
4	Abu Dhabi	UAE	1.50	1.85	2.34	2.73	3.14	$2.6
5	Cairo	Egypt	1.83	1.50	1.58	1.53	1.55	$1.1
6	Tehran	Iran	1.11	1.38	1.43	1.47	1.52	$0.3
7	Cape Town	South Africa	1.15	1.33	1.39	1.29	1.37	$1.0
8	Beirut	Lebanon	0.98	0.93	0.99	1.11	1.16	$1.1
9	Casablanca	Morocco	0.85	0.94	0.95	0.91	1.05	$0.6
10	Tel Aviv	Israel	0.97	1.00	0.97	0.92	0.99	$1.3

Source: MasterCard Newsroom (2016)

The tourism sector is among one of the biggest industries globally, responsible for over 319 million jobs and created 10.4% of the globe's GDP in 2018. On a global scale, the tourism industry impact is expected to increase by 3.6% annually to $4 065 billion by 2029. Furthermore, the tourism sector will be responsible for the creation of 154 060 000 of direct employment, an escalation of 2.1% annually over the next decade. The estimated number of international travellers' arrivals by 2029, international tourist arrivals are 2 196 090 000, resulting expenditure of $2 483.9 billion, a growth of 3.8% yearly (World Tourism Organisation, 2020a). Given that MasterCard Newsroom had not provided further research on the top 10 cities in the Middle East and Africa, Table 2.2, below depicts the top ten global cities for 2018 (no cities on the African continent made it into the top 10 rankings). The Cape Town tourist attractions should focus on the key markets that consider this city as a destination worth visiting. This examination provides an analysis of the tourists' attitudinal responses related to the use of social media as a marketing communication mechanism by the Cape Town tourist attractions.

Table 2.2: The global top 10 destination cities in 2018

2018 rank	Destination City	Country	Visitor numbers in Millions	Growth Forecast for 2019 %	Average length of stay	Average Spend Per Day (USD)
1	Bangkok	Thailand	22.78	33.4	4.8 nights	$184
2	Paris	France	19.10	2.24	2.5 nights	$296
3	London	England	19.09	3.47	5.8 nights	$148
4	Dubai	UAE	15.93	1.68	3.5 nights	$553
5	Singapore	Singapore	14.67	4.0	4.2 nights	$272
6	Kuala Lumpur	Malaysia	13.79	9.87	5.7 nights	$142
7	New York	USA	13.60	2.94	7.9 nights	$152
8	Istanbul	Turkey	13.40	8.14	5.8 nights	$106
9	Tokyo	Japan	12.93	10.02	5.4 nights	$196
10	Antalya	Turkey	12.41	8.14	14.0 nights	$44

Source: MasterCard Newsroom, 2019

The tourism industry has been hit the hardest by the COVID-19 outbreak, which affects both the supply and demand side of travel. The World Tourism Organisation projected that the Asia and the Pacific region will be the most affected given that the coronavirus pandemic originated there, with the rest of international arrivals declining to 60% to 80% globally when compared to 2019. However, given that this pandemic is still growing across most regions in the world with some parts of Europe experiencing second wave of the pandemic, its corresponding impact may still change. The Cape Town attractions will also be adversely affected by the number of visitors that will travel due to the outbreak of the COVID-19 (World Tourism Organisation, 2020b).

2.4 Tourism in Africa

One of Africa's most promising sectors in terms of development is tourism. The African continent received 56 million international tourists in 2014, which grew from 26 million in 2000. The income brought about by tourism was $36 billion or equivalent to 7% of all exports in Africa (World Tourism Organisation, 2015a). Africa has an excellent chance to utilise the possibilities provided by tourism to cultivate, advance and grow its participation in global the economy. Furthermore, tourism generates opportunities for millions of host groups in Africa and offers profits for cultural and environmental conservation. The Cape Town tourist attractions have an opportunity to use social media communication to their advantage (World Tourism Organisation, 2015a).

Ministers from the various African countries also participate in the Tourism Indaba (an annual African travel event that takes place in Durban and hosted by South African Tourism) providing a platform for engagement at government level. Government significantly influences the policies that regulate the tourism industry, hence the importance of discussion by African governments on tourism matters. In 2020, the Travel Show (Tourism Indaba), is one of the events that was affected by the outbreak of COVID-19 (South African Tourism, 2019). Cape Town attractions have an opportunity to interact with consumers at the Travel Indaba. Conversely, with this conference not having taken place in 2020, creativity will have been required from Cape Town attractions, with social media becoming even more relevant as an engagement tool.

The African region's share in profit for tourism amounted only to 3% in 2015 and only 5% in terms of tourists' arrivals market share. Considering the coming times and the possibilities presented by of tourism of the continent, UNWTO projections demonstrates that by 2030 international traveller influx into Africa is expected to grow by over double digits, with growth expanding from 50 million to 134 million, growing the universal market share of Africa to 7% (World Tourism Organisation, 2015b).

If these predictions are accurate, Cape Town attractions will be positively affected given that this pertains to the African continent. It will in turn also have a positive impact on the tourist attractions located in Cape Town. Since 2000, international arrivals to Africa have increased by 29.5%. This has potential to affect Cape Town as a tourist destination. Social media is a global phenomenon and tourists are likely to use it prior to visiting attractions. Growth in North Africa has been slower, up 9.6% since 2000 (World Tourism Organisation, 2015a). However, caution needs to be taken in terms of the increase in visitor numbers as it will take a while for the tourism industry to recover once the coronavirus pandemic has passed.

The African region had 67 million visitors, reporting 7% more arrivals in 2018. On the African continent in 2018, growth was led by North Africa, which had a 10% increase in tourist arrivals. The Sub-Saharan region had a 5% increase of tourist arrivals with SA experiencing moderate growth in 2018 (World Tourism Organisation, 2019a).

Travel and the tourism sector was the second fastest growing industry in 2018 following automotive manufacturing. The tourism industry is positioned sixth in Africa concerning GDP contribution, which is equivalent to 8.5% of GDP, and positioned fourth in terms of employment, creating 24.3 million jobs, which is equivalent to 6.7% of all employment. North Africa continued to be strong in terms of growth in 2019 with the Sub-Saharan region performance mixed due to destinations not meeting expectations (World Travel and Tourism Council, 2019a; Hoije, 2020).

The World Bank reported that the Sub-Saharan Africa would endure its first recession in 25 years (World Tourism Organisation, 2020b). The coronavirus pandemic has stopped economies and interrupted global trade. The growth downgrade is centred on harshly reduced output in key trading associates, such as China and the Europe, plummeting commodity prices, decreased tourism, and steps introduced to curb the pandemic. The trade and value chains will lead to an estimated cost of $37 billion to $79 billion for Sub-Saharan Africa. This will have a negative impact on the Cape Town tourist attractions as prospective travellers may take a while before they are willing or able to travel again (World Tourism Organisation, 2020b). This inquiry considered social media use and Cape Town attractions in terms of the attitudes shown by local, African and international tourists.

2.4.1 International tourist arrivals into Africa

Since 2010, the number of international traveller arrivals has been unfavourably impacted by the Arab Spring, but grew over the next four years (World Tourism Organisation, 2015b). Table 2.3 below depicts international tourist's arrivals into the continent. This provides insight for Cape Town tourist attractions in terms of a specific African target audience.

Table 2.3: International tourist arrivals in Africa

Year	2013	2014	2015	2017	2018	2019
Africa	54.4 (million)	55.8(million)	53.5(million)	63.0(million)	68.4(million)	71.2(million)
North Africa	19.6(million)	19.8(million)	18.0(million)	21.7(million)	24.1(million)	26.3(million)
Sub-Saharan Africa	34.7(million)	36.0(million)	34.9(million)	41.3(million)	44.3(million)	44.9(million)

Source: World Tourism Organisation (2020c)

Africa showed growth of 8%, enjoying a strong rebound after two weaker years. Existing data for Africa points to an 8% recovery in international arrivals in 2016 after two difficult years, which adds up to 4 million arrivals to reach 58 million. Sub-Saharan Africa showed a

growth of 11%, while a subtle bounce back that commenced in North Africa showed a growth of 3%. The recovery bodes well for the Cape Town tourist attractions, as more tourists will use social media prior to visiting these attractions. The potential of also having more tourists visiting the attractions is greater, and will provide the opportunity for the Cape Town tourist attractions to employ social media as a mechanism for communication with these visitors. In addition, the content that the visitors share on their social media platforms when visiting these attractions is important (World Tourism Organisation, 2017). Accordingly, this research investigates the tourist's attitudinal relationships and attitudes towards the utilisation of social media marketing messaging by the Cape Town tourist attractions.

Table 2.2 above shows that total international arrivals into Africa increased to 71.2 million tourists in 2019. The Cape Town tourist attractions need to develop tactics that will ensure that the international tourists will find ways to engage with these attractions when visiting (World Tourism Organisation, 2020c).

The outbreak of the COVID-19 has had a huge impact on the tourism sector globally and affected both travel supply and demand. The World Tourism Organisation (2020b) projected that globally the international traveller arrivals could decrease by 60% to 80%. Given that the situation is constantly changing, it is still too early to establish the exact effect of COVID-19 on international tourism. The Cape Town tourist attractions will be no exception and will be affected by the number of tourists who will travel to these attractions once the pandemic has passed. The Cape Town tourist attractions should be developing ways in which that they will ensure that those travellers who do visit influence others in a positive manner through using social media at the attractions. The analysis of how the tourists' usage characteristics influences consumer attitudes when visiting these Cape Town attractions, and the influence of their social media utilisation.

2.4.2 Tourism economic contribution in Africa

The projection of an increase that was set by the (World Travel and Tourism Council, 2017a) indicated a rise by 3.7% to $68.8 billion in tourist spend in 2017 for the African continent. This chiefly showed the economic activity created by industries such as hotels, travel agents, airlines and other passenger transportation services with the exception of commuter services. However, it also comprises, for example, activity of the restaurant and leisure sectors directly assisted by tourists. The direct impact of travel and tourism to GDP is expected to grow by 4.5% annually to $106.8 billion 3.2% of GDP by 2027 (World Travel and Tourism Council, 2017a). The implication for the Cape Town tourist attractions would be to anticipate the growth of visitors to these attractions and social media communication tactics to be deployed once the tourists are at the attractions. Africa experienced an increase of 4% in 2019 in international travellers' arrivals matching the global average. North Africa

displayed the highest growth on the continent of 9% for 2019 (World Tourism Organisation, 2019a).

Table 2.4: Estimates and forecasts Africa region

AFRICA	2016 USD billion	2016 % of total	2017 Growth	USD billion	2027 % of total	Growth
Direct contribution to GDP	66.4	3.1	3.7	106.8	3.2	4.5
Total contribution to GDP	165.6	7.8	2.9	268.2	7.9	4.6
Direct contribution to employment	8.359	2.6	2.1	11.618	2.7	3.1
Total contribution to employment	20.704	6.5	1.9	28727	6.7	3.1
Visitor exports	40.7	9.2	5.3	76.0	8.4	5.9
Domestic spending	71.3	3.4	2.8	104.4	2.4	3.6
Leisure spending	76.8	2.2	3.7	125.6	2.2	4.7
Business spending	35.2	1.0	3.7	54.8	1.0	4.1
Capital investment	28.5	6.2	2.6	47.1	6.1	4.9

Source: World Travel & Tourism Council (2017b); World Travel & Tourism Council (2019c)

Table 2.4 below depicts the direct contribution of travel and tourism to GDP in 2016 that amounted to $66.4 billion, equivalent to 3.1% of GDP. This reveals the potential for the Cape Town tourist attractions in relation to leisure spending by the African continent.

Tourism is one of the biggest economic sectors globally, contributing towards job creation, driving exports and contributing to success on a global scale. The sector consists of a combination of industries focussed on serving and assisting local and international, business and leisure travellers. Big and small organisations from accommodation, transport, food and beverages, retail and culture, sports and recreation envisage developing products and services that congregate people together, assist communities and enjoy all there is on offer in the world (World Travel and Tourism Council, 2019c).

Africa contributed $194 billion in 2018 and an increase of 8.5%. North Africa showed 8.6% year on year growth in 2018, which was above the global annual growth of 3.9%. The Sub-Saharan region grew by 3% in 2018. Africa was the second fastest growing region in 2018. The projected economic influence would be a loss of $50 billion that would have been spent by international tourists (World Tourism Organisation, 2020c). The Cape Town tourist attractions will also be affected by losses that may affect the African continent as the result of the coronavirus pandemic as fewer visitors are likely to travel in 2020. The South African tourism industry created employment for 1.5 million people (directly and indirectly) and accounted for 8.6% of GDP, but both of these figures are expected to decrease due to the COVID-19 pandemic (Joffe, 2020a).

Given that the situation is constantly changing, it is still too early to establish the exact effect of COVID-19 on international tourism. According to Oxford Economics, the initial forecasts indicate that the current effect of COVID-19 will lead to the most sluggish increase in Africa

since the beginning of the 1990s (World Tourism Organisation, 2020b). The Cape Town tourist attractions form of part of the global community and contribute towards people rejoicing in what the world has on offer. The advent of social media adds more excitement as visitors to these attractions would want to share with their friends. However, from an economic point of view, the Cape Town tourist attractions will be affected as COVID-19 has influenced the tourism industry negatively on a global scale (World Tourism Organisation, 2020b). It is estimated that South Africa's tourism industry can only expect to receive 20% - 25% of the regular number of international tourists in 2020, who account for nearly 70% of the R120 billion annual tourist income (Joffe, 2020a).

2.5 The South African tourism industry

This section will provide insight into the functioning of the South African tourism sector, its challenges as well as a breakdown of the Western Cape and Cape Town including its main tourist attractions.

2.5.1 An outline of the South African tourism industry

The most commonly used variable to observe and assess the performance of the tourism industry is the number of travellers who arrive in SA each year. Conversely, this does not provide a correct representation of how tourism is performing, as it is a multi-layered sector, which cuts across numerous subsectors such as accommodation, attractions and others. Tourism also cuts across sectors such as transport and, consequently, it is vital that these other industries are also monitored, as they too contribute to tourism growth in the country (National Department of Tourism, 2012). Cape Town as a city has made great strides and developed a Responsible Tourism policy as a tactic for destination management to contribute towards favourable economic, communal, educational, and conservational effects (Morrison, 2019:5).

The South African tourism sector has advanced greatly from the republic's initial democratic elections in 1994. The number of international visitor arrivals grew from just over 3 million in 1993 to over 9.9 million in 2009, of which 7 million consisted of tourists. A total of 3.957 million tourists including arrivals and departures were reported in 2015 in comparison with 1. 875 million reported in 2001, demonstrating that the total number of visitors doubled over this 15-year period (National Department of Tourism, 2012; Trading Economics, 2017; Statistics South Africa, 2015b).

In 2015, 10 825 818 South African resident visitors were reported in comparison with the 2014 volume of 10 701 942. Traveller arrivals in SA grew to 1 558 854 in January from 1 554

048 in December of 2016. Visitor arrivals in SA reduced to 1 155 058 in June from 1 249 433 in May of 2017. Visitor arrivals in SA averaged 502 877 from 1979 until 2017 on an annual basis. The background of SA in terms of tourist arrivals averaged 555 679.74 from 1979 to 2020 with the ultimate high of 1 598 893 having been reached in January 2018 with an all-time low of 37 430 having been reached in 1979 (Trading Economics 2020). The growth of the South African tourism industry bodes well for the Cape Town tourist attractions as the increase in arrival numbers will potentially lead to more visitors travelling to these attractions, which provide an opportunity for the attractions to interact with consumers on social media platforms.

SA, the biggest of Sub-Saharan destination, showed a minor decrease in 2018 but the visa regulations in key markets that consisted of India, Nigeria and China were reformed, with this expected to lead to positive change. These have since been amended which should contribute positively to international arrivals. SA welcomed 10.4 million international arrivals in 2018 and 10.2 million in 2019 (World Tourism Organisation, 2019a).

There have been over than 152 million social media mentions worldwide of 'coronavirus' with a contribution of over 600 000 mentions attributed to SA. The key online conversations are around cross-border spread, applicable travel bans and how communities will be affected. About 196 countries are affected globally by the COVID-19 pandemic. South Africans have been mostly conversing about the pandemic on social media with '#coronavirusInSA' coming up as a hashtag used to keep followers updated on the latest occurrences pertaining to the virus in the country (Meltwater, 2020).

Social media mentions in SA that made use of the hashtag '#coronavirusInSA' reached 10 000 times per day six times. SA implemented a travel ban for international and local with the hashtag #SouthAfricaLockdown that began on 26 March 2020 (Meltwater, 2020). Cape Town tourist attractions need to form part of the conversation on the various media platforms to ensure that once the pandemic has passed these attractions will remain visible for prospective visitors (Meltwater, 2020). This study has made extensive reference to the coronavirus because of the impact on the tourism industry and the adverse effect on Cape Town tourist attractions during the current state of lockdown.

2.5.2 The role of the South African government in the tourism sector

Figure 2.4 below indicates acknowledgement by the South African government how important the tourism industry is deemed, as well as its contribution to the country's economy. The South African government has recognized the prospects that the tourism sector can possibly present the economy, while generating jobs. This was supported by the

formation of a separate National Department of Tourism in 2010, as well as the reinforcement of the tourism portfolio (National Department of Tourism, 2010).

Figure 2.4 below indicates acceptance of the significance of the tourism sector by the South African government, as well as its impact to the nation's economy. The Cape Town tourist attractions covered in this study also form part of this structure because they are located in SA even though they owned by various shareholders – some are members of the provincial tourism agencies as well as the metropolitan councils and convention bureaus as depicted in Figure 2.4 below (National Department of Tourism, 2012). South African Tourism, which is tasked to market the country as a tourist destination has adjusted with the times, and has developed a social media strategy, which guides the organisation in its digital media efforts. This has placed SA on par with other countries that are maximising the benefits that are offered by social media platforms. Provincial tourism agencies have also followed suit by taking further initiative from South African Tourism, as well as some of the metropolitan tourism councils, local municipalities and tourism bureaus. The Cape Town main tourist attractions also utilise social media as a marketing and communication tool in their efforts to communicate with their target audiences (National Department of Tourism, 2012). South African National Tourism has equally taken the responsible tourism concept seriously, with SA having a strategy in place (National Department of Tourism, 2020). Dimmer (2018) report that the World Tourism and Travel Council projected a yearly increase of 4.2% in tourism arrivals until 2027. The challenge with the projections is the impact COVID-19 will have on arrivals, with declines needing to be taken into account. This will have a direct impact on visitor numbers to Cape Town tourist attractions. Consequently, this study researches the social media platforms that are utilised by the Cape Town tourist attractions as a communication tool and the corresponding influence on tourist attitudes.

Keyser (2002:279) asserts that the governments of emerging countries perceive tourism as a compulsory road to progress. Accordingly, substantial attempts and considerable amounts of money are reserved to promote the tourism industry. Emerging nations usually put in an effort to be more reliant on economic projects and be less dependent on major methods of economic undertaking unlike developed nations (Keyser, 2002:279). This view could be in favour of the Cape Town tourist attractions, as this will mean more visitors make their way to the tourist attractions once they visit the country. The existence of tourism offices reinforces the relationship between private tourism entities and public ones to further the agenda of international tourism for the benefit of the country. Governments play a significant role in regulating the industry (Camilleri, 2018:23). The tourism industry plays a very significant role in the economic sphere for national, provincial and local governments as indicated in Figure 2.4 below and is an active participant through provision of information (Cook et al., 2018:108).

The Cape Town tourist attractions also fall under the regulations set by the South African government and must duly comply.
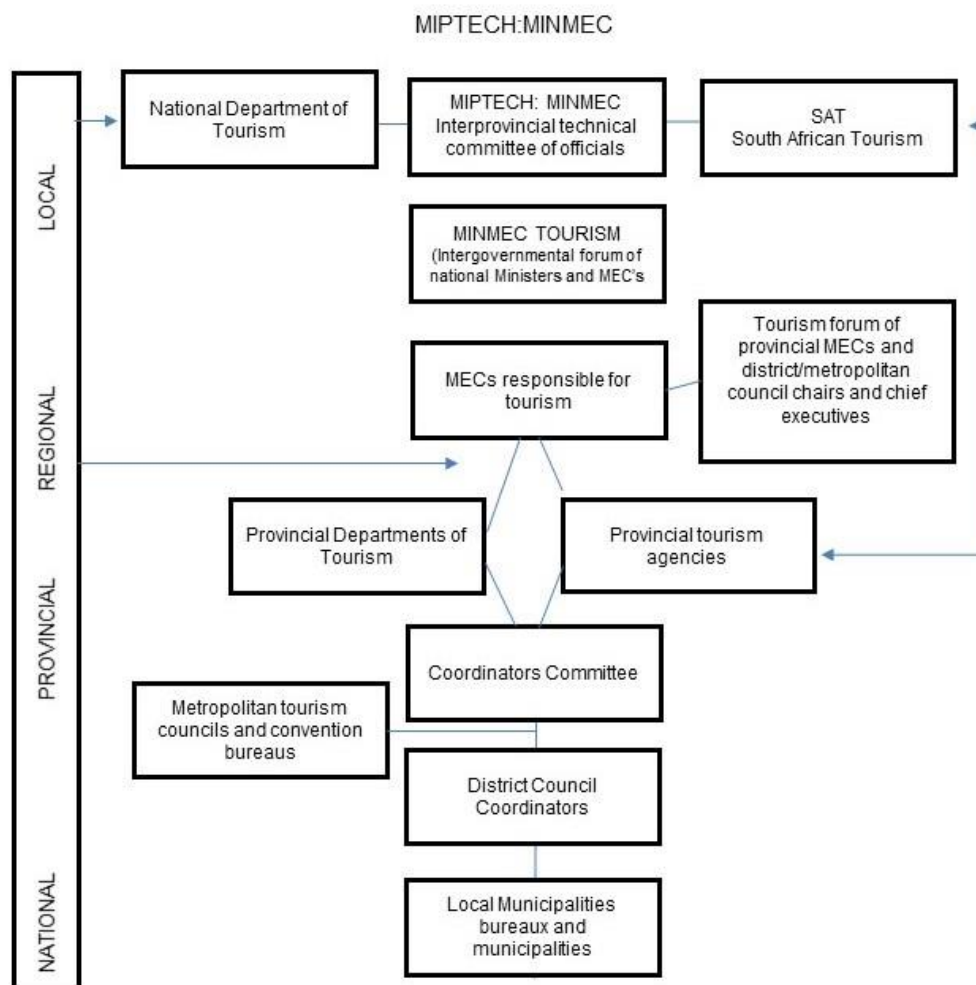
Figure 2.4: The regulatory structure of the South African tourism industry
Source: NDT (2012)

2.5.3 Tourist arrivals in South Africa

2.5.3.1 Tourism in the South African context

Tourism is acknowledged as one of the globe's rapidly developing sectors. Subsequent to a long time of segregation, SA has emerged as an appealing tourism destination determined to place itself as a key participant in this flourishing, world-wide sector that was recognised in a South African context as favouring the underprivileged, as an enabling tool for the developing democracy. Tourism is similarly one of SA's major currency exchange income producers and employment providers (City of Cape Town, 2015). The advancement of the tourism industry has been a great benefit for the economy of SA. The World Travel and Tourism Council (2017a) stated that tourism contributed 2.8% to the South African gross

domestic product (GDP). This totalled to R139 billion and was forecast to increase to R145.3 billion for 2019 (South African Government, 2019).

An analysis of Statistics SA data shows that more than 10 million foreign tourists arrived in 2016 up from 8.9 million in 2015 (Collins, 2017:5). Considerable growth was reported to have come from the UK, the US and Nigeria. The number of Chinese visitors almost doubled. SA welcomed 10 044 163 international travellers in 2016, which represented 1.1 million more international tourists. Foreign markets are naturally linked with leisure tourism and business tourism events. Regional markets, particularly cross-border land tourist arrivals, make a huge offering to the economies of a lot of border towns, as well as big cities and well-liked tourist constituencies (South African Government, 2017). This can be broken down as follows: 73% were from Southern African Development Community, 2% from other African countries and 25% from further afield. The number of tourist arrivals is favourable for the tourist attractions, which will have a direct impact on the number of visitors that will visit these attractions once in Cape Town. This research incorporates tourists from SA, Africa and internationally in the examination of the utilisation of social media as a marketing and messaging tool by Cape Town tourist attractions.

On average visitors to SA stayed for six days and 97% were on vacation, with 2% on business and 1% studying. SA's biggest source market for international traveller arrivals was the UK in 2016 with 447 840 arrivals, the United States following with 345 013, and Germany at 311 832. China persisted being the key growth market, with a year-on-year increase of 38%. Arrivals from India grew by 22%.

Travellers in first world countries are exposed to and use social media (World Tourism Organisation, 2017). Furthermore, these tourists are educated and conduct research prior to visiting a destination. The biggest number of continental arrivals came from Zimbabwe with 2 028 881 after which was Lesotho on 1 757 058, and lastly Mozambique at 1 268 258. Africans are also actively involved in social media platforms, which enable them to research using social media prior to visiting tourist attractions in Cape Town (Collins, 2017:5; South African Government, 2017). This information should be considered by Cape Town tourist attractions when they formulate social media strategies for the various markets. However, China has been the first country where COVID-19 started and may have an influence concerning number of visitors from this region coming to SA. It is likely that it will be some time before tourists will be in position to travel again given the economic impact as well of the coronavirus pandemic (World Tourism Organisation, 2020b). For this reason, this study

investigates the attitudes displayed by international tourists towards the use of social media as a communication instrument by those visiting the Cape Town tourist attractions.

2.5.3.2 An overview of tourist arrivals in South Africa

According to the United Nations World Tourism Organisation 2016, international tourist arrivals grew by 4% between January and June 2016. Destinations globally reached 561 million international tourists specifically overnight visitors, showing 21 million more travellers in comparison to the same period of 2015. The first half of 2016 contributed around 46% of international arrivals for the overall count for the year, with positive prospects anticipated for the remainder of the year (World Tourism Organisation, 2016b).

Table 2.5 below provides an indication of the number of tourist arrivals in SA for 2015 and 2016 respectively (South African Government, 2017). As of 2017 the statistics were not projected (refer to Table 2.4). However, there were 10.2 million international visitor arrivals in 2017, 10.4 million in 2018 and 10.2 million in 2019. These arrival numbers have a direct impact on the number of visitors to the Cape Town tourist attractions (South African Tourism, 2019). This study examines the attitudes of different nationalities towards the utilisation of social media as a marketing communication tool by the Cape Town tourist attractions.

Table 2.5: International tourist arrivals (South Africa)

Tourist arrivals	2015	2016
Overseas tourist arrivals	2 144 988	2 531 046
Africa tourist arrivals	6 746 114	7 501 512
Other (unspecified)	12 671	11 605
Total tourist arrivals	8 903 773	10 044 163

Source: South African Government (2017)

Universally, 2016 was the seventh sequential year of persistent growth subsequent to the 2009 global economic and financial crisis. A comparable sequence of solid growth was not recorded since the 1960s. As a result, there was a growth of 300 million international tourists who trekked the world in 2016 in comparison with the pre-crisis record in 2008. International tourism profits increased at a comparable tempo in this time. Although domestic tourism decreased, it was the major contributor, double the number of international arrivals in 2015. International arrivals presently amount to 10.2 million in SA for 2019 (South African Tourism, 2019).

The largest market remains the continent with 74% of tourism expeditions undertaken. The top three markets are Zimbabwe, Lesotho and Mozambique, which contributed 68% to all arrivals from Africa in 2018. The Cape Town International airport had a new record of 10

million visitors in 2016. SA had over five million visitors passing through its ports and airports in the 2016 to 2017 financial year (South African Tourism, 2016; Wesgro, 2019). Cape Town tourist attractions had an opportunity to have more tourists visiting because of the numbers that passed through the Cape Town International Airport in 2016. Furthermore, there is potential to engage more African visitors through social media when they visit the Cape Town tourist attractions. Consequently, this study examines the tourists' attitudes towards social media usage by Cape Town tourist attractions including the countries that these tourists came from.

SA was rated 48th in 2015 in terms of the World Economic Forum competitiveness report (World Economic Forum, 2015) and 53rd in 2017 (World Economic Forum, 2017) globally, but kept the number one rating in Sub-Saharan Africa for 2015 and 2017 respectively. However, in 2018 SA was overtaken by Mauritius (they were ranked 54th) while SA was ranked at 61st. More work needs to be done as SA has gradually fallen down the rankings according to a World Economic Forum competitiveness report. This will have a direct impact on the tourist numbers that will end visiting the Cape Town attractions (World Economic Forum, 2015; World Economic Forum 2017; World Economic Forum 2019).

Table 2.6: Foreign visitor arrivals and departures 2008 to 2018 SA

Year	Arrivals (m)	Departures (m)	Total (m)
2008	9.73	8.47	18.20
2009	100.9	8.80	18.77
2010	11.57	9.91	21.48
2011	12.49	10.73	23.22
2012	13.79	11.49	25.28
2013	15.15	13.19	28.34
2014	15.09	13.74	28.83
2015	15.05	13.70	28.75
2016	16.15	14.63	30.78
2017	15.99	14.55	30.54
2018	15.94	14.26	30.20

Source: Statistics South Africa (2019)

Table 2.6 illustrates international visitor arrivals and departures to SA from the year 2008 to 2018. The table depicts the year on year increase of tourist arrivals in SA. The arrival numbers remain a key point of interest for the Cape Town tourist attractions as it has a bearing on the number of tourists who would engage in social media activities and as a result visit the attractions.

2.5.4 Challenges for the South African tourism industry

2.5.4.1 An overview of challenges on the South African tourism industry

Chang and Lee (2008:180-192) noted countries from different continents obtained equivocal results in their comparative study of tourism's influence on economic growth. It is crucial to observe the majority of these investigations were based on a timeline on a period of reasonably stable growth for the tourism activities and economic development. The circumstances were transformed after the international financial crisis of 2007 and its worldwide economic and social effects. Several recent studies analysed these consequences. For instance, a significant weakening of European tourism undertakings in 2008 was recognised (Smeral, 2009:3-13), while Lin and Song (2013:251-271) arrived at similar outcomes concerning incoming and outward-bound tourism in Asia with regard to visa restrictions on tourism imposed by South Africa. On the other hand, Caletrıo (2012:135-149) recognised significant modifications in the manner in which travellers in the UK behaved, coming to a conclusion that trips overseas decreased severely in 2008, subsequent to a lengthy period (25 years) of ceaseless progress (Roma˜o et al., 2016:237-245).

Regardless of the complications that the tourism industry is facing because of the universal economic state, the industry is strong. Former catastrophes such as: the oil critical period of the late 1970s and beginning of the 1980s; the Asian financial critical period in 1998; the 9/11 attacks in the United States in 2001; the severe avian flu epidemic in Asia in 2003; the two Gulf Wars; and the Tsunami in Thailand in 2004 all led to slight decreases in global traveller arrivals. However, the industry continued to sustain a longstanding growth in arrivals of about 4% per annum (National Department of Tourism, 2012). This research investigates the attitudes of tourists from both developing and developed countries towards social media usage as a communication tool by the Cape Town tourist attractions.

Other encounters that the tourism industry confronted include the Ebola outbreak in West Africa with the initial occurrences surfacing in March 2014, since travellers link SA with Africa. This was the biggest and the most multifaceted Ebola epidemic since the Ebola virus was discovered in 1976 (World Health Organisation, 2015). Moreover, the Calbuco volcano ashes in April 2015 also affected the tourism industry (British Broadcasting Corporation, 2015), so a number of airline flights were cancelled. Moreover, the South African industry is yet to establish the impact of xenophobic attacks, which would have a direct impact on visitor arrivals, especially from the African continent. Furthermore, Brexit that took place mid-2016 had a direct negative impact on tourist arrivals from one of SA's biggest source markets (Bizcommunity, 2017). The impact of COVID-19 has been quite significant globally, SA included. There was a decline in tourist arrivals in March 2020 by 57% as a result of the outbreak and the worldwide travel restrictions has resulted in many countries closing their

borders and airports (World Tourism Organisation, 2020a). SA is faced with various challenges, such as transformation within the tourism industry, increased levels of crime, absence of incorporation of locals in the tourism sector, absence of competition in aviation, limited number of ports of entry (Henama & Sifolo, 2017:47-60). There are several challenges that are facing SA, which may have an impact on the tourism industry supply and demand sides and on Cape Town attractions.

2.5.4.2 The influence of South African government regulations for the tourism sector

According to the City of Cape Town 2015, the negativity started in 2014 following the on-and-off immigration and visa rules that involved potential visitors to present themselves in person for biometric data and, even in cases of visa-exempted countries, unabridged birth certificates for all minors entering or leaving the country. The administrative blunder cost the industry an average 1 600 tourists a day, as the situation worsened in 2015. Although the economic impact of this debacle would be difficult to determine, it cost billions of rand in unrealised income. Analysing the situation, Bac (2017) stated that revised visa requirement measures stemmed the tide of losses. Another problem relating to the visa debacle is the fact that the Department of Home Affairs implemented visas for New Zealand visitors earlier in 2017, which played havoc in this market (Mzolo, 2017). These early signs suggested that 2017 would not be a bumper year because of the visa regulations. SA has since revised the visa regulations to favour travellers (Integrate Immigration, 2019). One of the other challenges that the South African tourism industry encountered is the visa regulations (Henama & Sifolo, 2017:47-60). Since the beginning of December 2018, visa regulations have been relaxed for international tourists travelling with minors who are no longer required to present unabridged certificates upon arrival. However, visitors from 82 countries, inclusive of 20 EU countries, and 18 other countries in Africa still need to a visa to SA (Ngcaweni, 2019; Brophy, 2019).

South African tourism industry was largely impacted when it was demoted to junk status in 2017. While the weaker rand bodes well for incoming travel it was counterbalanced by the unfavourable effect the S&P downgrade had on inflation and limited economic prospects, according to Tsogo Sun CEO, Marcel von Aulock (Smith, 2017). SA's ratings demotion by S&P could at the same time be positive and testing for the domestic tourism sector, according Enver Duminy, CEO of Cape Town Tourism (Smith, 2017). For example, SA is already positioned favourably amongst Brazilians, even though the Brazilians have a weaker currency in comparison to other currencies globally (Smith, 2017).

SA was recently downgraded by Moody's rating agency in March 2020. However, this could not have come at a worse time for the country as it fights the COVID-19 crisis, which will have a definite impact on economic growth for the next quarters. Furthermore, the tourism

sector is presently severely affected by the outbreak of COVID-19, which influenced both travel supply and demand. The travel restrictions globally have led to the World Tourism Organisation estimating that the number of travellers on a global scale will be reduced by at least 30% in comparison to 2019 (Duvenage, 2020; World Tourism Organisation 2020a).

SA has numerous serious problems that have reduced its competitiveness. Its safety and security conditions are one of the poorest globally with a ranking of 132 by the World Economic Forum, and it is beleaguered by high murder rates ranked at 135, the huge effect of crime on business ranked 131 and growing fears of terrorism. Added with reduced health and hygiene settings ranked at 113, the state of security weakens SA's attractiveness to tourists (these rankings were based on travel and tourism competitive index ranking). All these challenges will affect the Cape Town attractions, as this will have an influence on the overall international arrivals into SA (World Economic Forum, 2019).

The transformation of the tourism industry in the South Africa is one of the key focal points of the National Department of Tourism (Henama and Sifolo, 2017:47-60). The Cape Town tourist attractions also need to take cognisance of these regulations and comply. This inquiry considers Cape Town tourist attractions that are both privately and government owned, and provides an analysis of tourists' attitudes towards the utilisation of social media as a marketing communication tool for these tourist attractions.

2.5.5 An analysis of the international tourist arrivals into South Africa

Tourism has developed into a significant economic and social project for national and global economies. Statistical data in principle of tourism in SA is largely based on arrivals and overnight stay data, balance of payments information and South African Tourism analyses, which lacked the comprehension of the entire economic circumstance of tourism. SA Tourism was able to utilise this data for its 2010 records. Based on the above, the weight approach methodology of South African Tourism has been reviewed and the outcomes in records preceding 2010 are by no means similar to records released post-2010 (Statistics South Africa, 2015a).

A fundamental cause for the complications in calculating the magnitude of tourism is specifically linked to the International Standard Industrial Classification of All Economic Activities, where industries sectors are generated on the foundation of their activity production instead of using data on their consumers, considering that tourism is described by the attributes of travellers. Additionally, tourism expenditure encompasses 'tourism-attributable' goods and services which are accommodation, travel services, cable cars and others as well as 'non-tourism connected' goods and services which is barter trade, which are expended mainly by residents. The essential aspect in assessing tourism is to be

associated with acquisitions by travellers to the overall provision of such goods and services inside a country (Statistics South Africa, 2015b). The overnight visitors that have the time may even spend time at the Cape Town tourist attractions time allowing, though headed to other destinations.

Table 2.7 (below) depicts international arrivals by in SA including numbers, total foreign direct spend, total number of bed nights spent and the average length of stay (Wesgro, 2019). This study examined people coming from all destinations in the world and the currency they use from the country of the origin, as well as its attitudinal influence on the usage of social media by the Cape Town tourist attractions.

Table 2.7: International arrival indicators

International tourism indicators	2016	2017	2018	17/18 y-o-y % change
Total number of tourist arrivals	10.0 million	10.3 million	10.5 million	1.8%
Total Foreign Direct Spend (Excl. capital expenditure from tourists)	R75.5 billion	R80.7 billion	R82.5 billion	2.2%
Total number of bed nights spent by tourists	88.8 million	120.6 million	118.1 million	-2.0%
Average spend in South Africa per foreign tourist	R8 100	R8 400	R8 300	-1.2%
Average length of stay of tourists visiting South Africa	9.2 nights	12.2 nights	11.7 nights	-4.5%

Source: South African Tourism (2019)

2.6 An overview of tourism sector in the Western Cape

This section will provide an outline of the tourism industry within the Western Cape.

2.6.1 Background information about the Western Cape

The Western Cape remains one of SA's utmost enticing provinces, appealing to a majority of international travellers. This region has magnificent mountain ranges, a glowing assortment of farmland located in attractive valleys, extensive beaches and, and in the interior, the boundless scenery of the semi-arid Karoo (Alexander, 2017).

The capital of the Western Cape is Cape Town, which is positioned toward the southern point of the country. Cape Town consists of 10.6% of SA's total land area. The three official languages used in the province are Afrikaans 49.7%, IsiXhosa 24.7% and English 20.2% (Alexander, 2017). The Western Cape's supreme natural beauty, renowned hospitality, diversity in culture, exceptional wine and opulent cuisine positions Cape Town as the globe's ultimate tourist attraction (Alexander, 2017). With Cape Town being a world-renowned destination, its top tourist attractions covered in this study are likely to be visited by international and local tourists who make use of social media prior to their visit.

2.6.2. Western Cape tourism statistics

The Western Cape experienced a 4.5% decline in 2015 with 1 323 283 tourist arrivals from 1 386 100 in 2014. In 2015, the estimated total foreign direct spend (excluding capital expenditure) in SA was R68.2 billion, which was a 6.2% increase year-on-year. The estimated total foreign direct spend in SA (including capital expenditure) reached R71 billion reflecting a 9.1% increase from 2014. The Western Cape reached a total foreign direct spend of R14.9 billion, recording a year-on-year increase of 2.7% for the period (Wesgro, 2016).

In 2015, the Western Cape reported the third biggest number of SA's tourist arrivals, following Gauteng and Limpopo, however all three experienced declines in 2015 compared to the previous year. The Western Cape held the second biggest number of bed nights in 2015, reaching 15.6 million. Gauteng and the Western Cape continued to capture the largest share of tourism revenue in SA. During 2015, these two provinces captured close to two thirds of foreign tourist receipts. The Western Cape recorded R14.8 billion in total foreign direct expenditure, recording the second highest total foreign direct spend amongst all provinces in 2015 (Wesgro, 2016).

The Western Cape accounted for 14.9% of all South African tourist arrivals and welcomed 21.8% of SA's tourist expenditure. In addition, the Western Cape held 19.2% of SA's bed nights recorded in 2015 (Wesgro, 2016). The Western Cape reported 14.9% of all South African tourist arrivals and received 21.8% of SA's traveller expenditure. In addition, the Western Cape held 19.2% of SA's bed nights recorded in 2015 (Wesgro, 2016).

The Western Cape is one of the most advanced provinces in terms of tourism. The industry was responsible for creating jobs in the province and contributing to the economy (South African Government, 2019). United Airlines introduced a direct flight from New York to Cape Town mid-December 2019. This was run on a trial basis with good prospects of the flight becoming permanent based on the number of travellers (Masihleho, 2019). The Western Cape international tourist arrivals increase from 5 364 704 in 2018 by 103 389 additional passengers in 2019, who passed through Cape Town International Airport. Cape Town International Airport was ranked the top airport in Africa (Investment Cape Town, 2020). As the airport continues to receive large numbers of tourists visiting Cape Town, the Cape Town tourist attractions are at a great advantage as they are likely to benefit in terms of visitors.

The Western Cape added 16.2% of all international traveller arrivals to SA and collected 19.8% of SA's tourist expenditure. Furthermore, the Western Cape accounted for 19.7% of

SA's bed nights in 2018. The Western Cape accounted for the following section of South African tourists during 2018 (Wesgro, 2019):

- 3.6% of Africa travellers
- 40.1% of Middle East travellers
- 55.6% of South America travellers
- 50.1% of North America travellers
- 42.6% of Asian travellers
- 45.2% of Australasian travellers
- 55.4% of European tourists

The Western Cape was rated as the on top province concerning the average length of stay in 2018. Furthermore, it was the second highest in terms of total foreign direct spend, which amounted to R16.3 billion in 2018. The Western Cape was rated as the second highest in total bed nights, namely 23.3 million in 2018. The Western Cape was rated as the third highest in traveller arrivals that totalled 1.73 million in 2018. These rankings are in comparison with all the other provinces. The Cape Town tourist attractions were able in 2018 to engage on social media platforms all of those visitors that went to the attractions while in Cape Town. The key feature of social media is the impact the sharing of content by those tourists who visited the Cape Town tourist attractions amongst their friends (Wesgro, 2019). This inquiry includes the population and currency in the analysis of tourists' attitudes towards social media marketing communication by Cape Town tourist attractions.

2.6.3. Tourist arrivals in the Western Cape

Table 2.8 below provides an indication of tourist arrivals in the Western Cape. The main Cape Town attractions are directly affected by the numbers of visitors to the Western Cape Province and in particular Cape Town. This enables these main attractions to determine the target audience and look into social media usage by tourists prior to visiting these attractions.

Table 2.8: Tourism performance indicators for the Western Cape

Tourism performance indicators	2015	2016	2017	2018
Total number of tourist arrivals	1.3 million	1.6 million	1.7 million	1.7 million
% Share of South African arrivals	14.9%	15.6%	16.8%	16.2%
Total Foreign Direct Spend (excluding capital expenditure)	R14.9 billion	R18.1 billion	R23.1 billion	R16.3 billion
% Share of South Africa's spend	21.8%	23.9%	28.6%	19.8%
Total number of bed nights spent by tourists	15.6 million	16.7 million	R23.3 million	R23.3 million
% Share of South Africa's bed nights	19.2%	18.9%	19.3%	19.7%
Length of stay	12.2 nights	11.1 nights	14.1 nights	12.9 nights

Source: South African Tourism (2019)

Table 2.9 below shows the top ten markets into the Western Cape from 2016 to 2018. This information will assist the Cape Town tourist attractions to plan their social media communication according to market segment. This will also assist these tourist attractions to gain insight into who utilises social media in terms of prospective visitors to Cape Town. Accordingly, the study focuses tourists from around the globe and their attitudes towards the use of social media by the Cape Town tourist attractions.

Table 2.9: Top International arrivals in the Western Cape, 2016-2018

Country	2016	2017	2018
United Kingdom	270 167	259 188	250,429
Germany	204 015	210 699	213,054
United States	189 867	192 465	192,629
Namibia	114 723	120 477	105 817
France	92 439	98 978	102 007
Netherlands	96 797	86,527	79 045
China including Hong Kong	60 096	36 710	57 868
Australia	47 891	54 791	53 843
Brazil	22 135	42 281	45 446
Italy	37 433	34 045	38 662

Source: South African Tourism (2019)

Namibia led the African market to the Western Cape and Zimbabwe followed as the Western Cape's first and second largest Africa land markets, Lesotho third and Angola not far behind in fourth position. The most prominent age groups of tourists to the Western Cape ranged between 65-99 years at 41.3% and 55-64 years 27.8%. These age groups have also increased in year-on-year share when compared to 2014 (Wesgro, 2016).

South African Tourism's annual data for 2018 displayed an increase in visitors to the Western Cape except for tourism from the UK that decreased by 3.4%, Namibia that decreased by 12.25, Netherlands decreased by 8.6% and Australia decreased by 1.7%. Given that the Cape Town tourist attractions are based in the Western Cape Province, these top ten source markets (listed in Table 2.9) remain relevant to these attractions. This was important information for Cape Town tourist attractions to take into consideration when segmenting target audience for social media communication (Wesgro, 2019). This inquiry, was inclusive of the African and international tourists regarding their attitude towards social media usage by the tourist attractions.

2.6.4 Cape Town as a tourist destination

Cape Town is an old-style seaside relaxation destination, and advancement of tourism in the city. For instance, the V&A Waterfront has revitalised the central city inclusive of the Foreshore area, and range of urban-based tourism venues have arisen such as casinos, museums, theatres, entertainment and shopping centres and a number of hallmark events which are all dedicated mainly to sport and entertainment (Rogerson & Visser, 2007:13-40). The city of Cape Town is a world-renowned long distance destination for international travellers (Booyens & Rogerson, 2019:256-267).

Cape Town is the eldest and second biggest city in the country and is the legislative capital. The Western Cape is the fourth largest out of the nine provinces of the country. The Cape Town cosmopolitan area envelopes an area of 2 461 sq. km, and has a total population of about 4 million, as estimated in the 2016 census. It is the second-most populated urban area in SA, after Johannesburg. The city's key attractions include (Rogerson & Visser, 2007:13-40):

- Table Mountain: part of the outstanding Table Mountain National Park.
- City Bowl: a natural amphitheatre-shaped area bordered by Table Bay and defined by the mountains of Signal Hill, Lion's Head, Table Mountain and Devil's Peak.
- Cape Point: a promontory at the southeast corner of the Cape Peninsula.
- Robben Island: Nelson Mandela was imprisoned for 18 years of his 27 years' sentence.
- V&A Waterfront: a large number of the tourists visit this destination in Cape Town.
- Kirstenbosch National Botanical Gardens: one of the globe's leading botanical gardens.
- Groot Constantia: SA's oldest wine estate.

Cape Town is challenged by seasonality, as the city's performance is weaker over the winter period. Cape Town Tourism's Seasonality Index is intended to quantity and assist with improved understanding of seasonal disparities in demand during the off-season, which runs from April to September in comparison with peak season that runs from October to March. The attractions are members of Cape Town Tourism that also has social media presence on the following platforms:

Facebook – 531 212 followers (Love Cape Town, 2020a)

Twitter – 160 100 followers (Twitter, 2020d)

This is quite beneficial for the Cape Town attractions as these extend their online communities. Tourism's gross value add impact on Cape Town increased by an average year-on-year composite increase level of 6.3% between 2013 and 2017 (City of Cape Town, 2019). Cape Town has many activities on offer for all those who visit, ranging from shopping experiences, excellent accommodation and some of the well-known attractions (Cape Town Tourism, 2019). This has been positive for Cape Town attractions as more people went to Cape Town on holiday. For this reason, this research includes Facebook, Twitter, and YouTube and tourist attitudes towards these social media platforms when they visit the Cape Town tourist attractions.

2.7. Attractions in the tourism industry

There are different observations about tourist attractions and it is imperative to match the interpretations for contextualising these for the objective of the study. Many attractions promote themselves within geographic areas recognising that there is a great potential in terms of target audience. Attractions are dependent on advertising, marketing, and encompassing social media in an attempt to attract tourists (Cook et al., 2018:235). Tourist attractions can be defined as those components that form part of a travellers' product offering that decide which specific destination is chosen over another (Das et al., 2018:39). Tourist attractions are at the core of the tourism as they encourage individuals to want to visit a destination (Page, 2019:37).

George (2001:290) states, "[a] destination is a place, comprising of a physical or perceived location, entailing primary and secondary attractions and supporting amenities that entice people to visit. Simply put, it is where offerings designed to meet tourist needs are located."

Ferrario (1981) speak of attractions as possessing genuine pulling power and soundly organised effort should be placed into the rationale when developing tourism (Bennett, 2000:8). Ferrario (1981) states that without attractions, tourism would not be in existence, which would in turn impact directly on the existence of hotels, transport facilities, and promotional strategies (Bennett, 2000:8). However, Keyser (2002:171) classifies attractions into natural attractions and human-made attractions, known as cultural attractions, which are displayed in Table 2.10. Attractions can also be grouped according to the type of organisation that owns them, whether it is government, commercial or non-profit organisations. When travellers visit destinations, one of their goals is generally to visit one or more of the tourist attractions. Travellers' publications and online content should make

information more readily available about attractions. It may be deemed important for tourist attractions to have relationships in place with suppliers such as tour operators who will coordinate the visit of the travellers to these attractions (Camilleri, 2018:17). It is essential for Cape Town tourist attractions that these strategic relationships are developed to ensure that visitors access the attractions. In popular destinations, it may be that during peak season some attractions are very busy and as such in order to have access planning needs to be well coordinated. Attractions are either in natural surroundings or built environments (Page, 2019:37). This study investigated Cape Town tourist attractions, which comprise both natural and man-made attractions and the influence of the use of social media by these attractions on tourist attitudes.

Table 2.10: Classification of attraction types

Natural attractions	Human-made attractions
Nature reserves	Historical sites
Nature trails	Archaeological exhibitions
Ski resorts	Rock art
Botanical gardens	Cultural villages
Scenic Drives	Casinos
National Parks	Convention centres
Underwater scuba trails	Industrial heritage interpretive centres

Source: Keyser (2002:171)

One of the main factors that determine if an attraction is successful or not is how the market reacts to the product it offers. It is as a result important that attraction developers and leaders comprehend the market for visitor attractions. Tourists select a destination centred on the following deliberations:

- Appearance of amenities and attractions;

- Ease of access by any means of transportation they choose;

- Cost effectiveness; and

- The representation that matches their needs and requirements.

Attractions are normally located close to a node, in the case of this study, Cape Town (Page, 2019:37). Figure 2.5 below depicts the interrelationship between attractions, facilities, accessibility, service and image. It is quite significant that Cape Town tourists grasp this concept and understand fully the interconnection. Accordingly, social media usage, as a marketing communication tool by the main tourist attractions was investigated to ascertain visitor attitudes in Cape Town.
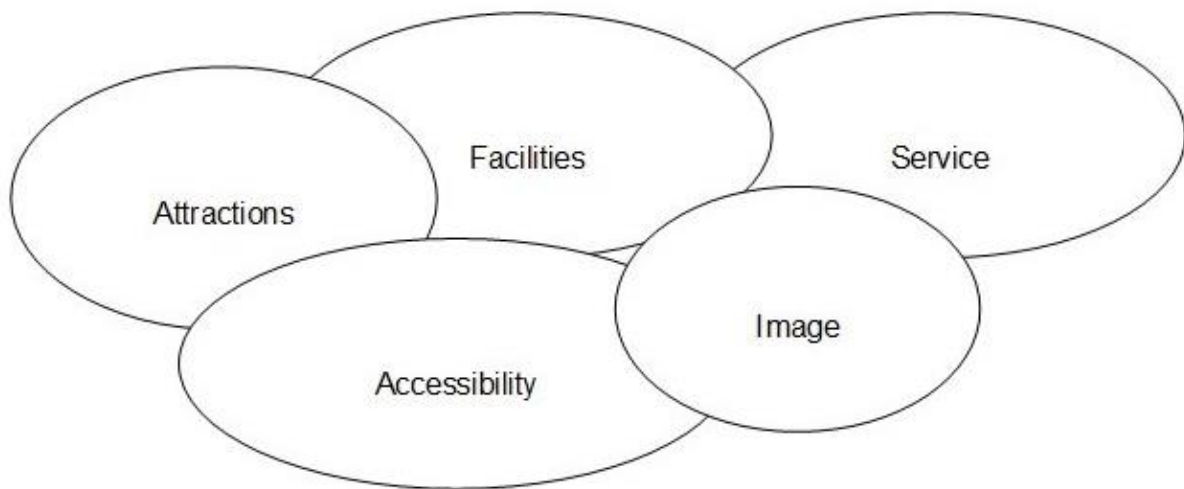
Figure 2.5: Components of the tourism product
Source: Bennet (2000:7)

2.7.1 Tourist attractions and facilities

Tourist attractions play an essential role in tourism, without which it would have a detrimental impact on the destination. Without attractions, tourism would be non-existent and hotels, transport, amenities and promotional plans would not be required. Cape Town is no exception as it is a tourist destination (Godfrey & Clark 2000:64-70). There are numerous ways in which attractions can be categorised such as man-made attractions, sites that are significant because of history with others being important because of distinctive fauna and flora. Attractions are countless and varied (Camilleri, 2018:24).

2.7.1.1 Natural attractions

Natural attractions arise from the physical surroundings. The nature of natural attractions is determined by the following aspects: landscapes, animals, plants, beaches, geographical features and water. Examples of natural attractions in Southern Africa:

- Kruger National Park
- Clifton Beach
- Victoria Falls in Zimbabwe
- Okavango Swamps in Botswana
- Namib Desert (Namibia)
- Cape Point
- Country parks and botanical gardens

Cape Point is one of the main tourist attractions in Cape Town that forms part of the study. Godfrey and Clark (2000:66), Camilleri (2018:24) and Das et al. (2018:39) note that the natural attractions of vacation destinations and sceneries are central to inspiring the travellers to visit these destinations. The destination will not be appealing to travellers unless it offers plenty of activities that can be undertaken additionally to the availability of attractions. Cape Point is a scenic type of attraction, which is surrounded by sea and is an ideal attraction for sightseeing (Briedenhann & Wickens 2002:73). This research accordingly included Cape Point in terms of social media use as a marketing communication mechanism.

2.7.1.2 Man-made attractions

Several attractions are deliberately located around historical sites or natural surroundings whilst others are international with a variety of activities planned around them (Cook et al., 2018:235). These are tourist attractions designed by man. Examples of such attractions include (Middleton 2002:11; Camilleri, 2018:24; Page, 2019:37):

- Contemporary and antique architectural constructions
- Memorial structures
- Country parks and botanical gardens
- Supervised travellers' attractions (e.g. zoos)
- Gambling dens
- Speciality shops
- Sports contests

Examples of main attractions in the Cape Town area that can be classified in this category include Kirstenbosch Botanical Gardens, as well as Groot Constantia wine farm. This research included Kirstenbosch Botanical Gardens and Groot Constantia wine farm and the social media usage by these attractions as a messaging mechanism to tourists visiting these attractions and the attitudes displayed by the tourists.

2.7.1.3 Socio-cultural attractions

Pizam and Mansfeld (1999:196), Sung-Chae (2004:3), Cook et al. (2018:235), Das et al. (2018:39) and Page (2019:37) stated that socio-cultural attractions include camping, culture, history, art, religion, science, politics, economy, government and the manner in which a specific society lives. Cultural attractions include museums, history, folklore, language, special events, traditional dress and traditional crafts. Tourism products should be straightforwardly singled out, their existence acknowledged as fulfilling the desires and requirements of the consumers, and this could be achieved through the application of the

business model concerning how a product is branded. One of the approved ways of stimulating interest in the tourism attractions is through branding. An example of the main Cape Town attractions would be Robben Island Museum. Robben Island is an ideal tourist attraction for all those who are history enthusiasts, as well as the special role it stands for in South African history. Robben Island did not have any social media presence at the time of the commencement of this study, so was not included. Conversely Groot Constantia, given its history as one of the oldest wine farms in SA (over three hundred years) old was analysed in terms of the social media platforms that it used, namely Facebook and Twitter, regarding communication with tourists and their attitudinal responses.

2.8 An overview of the Cape Town main tourist attractions including tourism authority

This section will provide an overview of the main tourist attractions that form part of this study as well as the tourism authority for tourism in the Western and Cape Town.

2.8.1 Wesgro and Cape Town Tourism

Wesgro is the official destination-marketing organisation for the Western Cape and has regular interactions with South African Tourism, which is the overall destination-marketing organisation of SA (Wesgro, 2016). Tourism in Cape Town is controlled by the City of Cape Town, the metropolitan authority that administers the city and its residential areas, in collaboration with Cape Town Tourism, which is the official authorised tourism marketing institution for the metropolis. Cape Town Tourism is responsible for tourism marketing, tourist and sector services for the metropolitan's area of Cape Town. Cape Town Tourism was founded in 2004 as a discretionary industry membership alliance comprising of tourism companies that are Cape Town-based. Consequently, it acquired the directive to supply travellers' services in 2006 and the role of destination marketing in 2008 for Cape Town from the City of Cape Town as a municipality (Wesgro, 2016).

In 2012, the directive for destination marketing was modified to that of tourism promotion. The company's projects are administered and directed by a Tourism Board composed of Cape Town Tourism's industry affiliates and local government agents. Presently, the Tourism Board comprises 14 affiliates, including two incorporated members. Cape Town tourism is the regional tourism organisation, accountable for destination promotion, and visitor and industry services. Cape Town Tourism takes satisfaction in its culture of service superiority, sustainable tourism, equitable tourism and trade conduct. Cape Town's main tourist attractions are members of Cape Town Tourism (Cape Town Tourism, 2019; World Tourism Organisation, 2017). The Cape Town tourist attractions of this study are members of Cape Town Tourism.

2.8.2 V&A Waterfront

Founded in 1988, the V&A Waterfront is classified among Africa's most visited destinations, attracting about 24 million people on a yearly basis. Located in the oldest working port in the southern hemisphere, with the world-renowned Table Mountain as its setting and wide-ranging sights of the sea, metropolis and mountain ranges (V&A Waterfront, 2019).

The V&A Waterfront not only creates a segment SA's past and cultural heritage, but it is also representative of South Africa today. As a social, economic and environmentally devoted citizen, the organisation is constructed around generating and nurturing prospects for the residents of the country, ranging from blue chip companies or the pint-sized traders based in the V&A Waterfront (V&A Waterfront, 2017b).

A multi-purpose expansion, the V&A Waterfront envelopes about 123 hectares, consisting of housing and business property, hotels, retail, dining, leisure and entertainment amenities for both domestic and foreign people visitors. Together with historical spots and tourism features, it also comprises hotels, retail districts, residential units, corporate offices, markets, and the Zeitz Museum of Contemporary Art Africa (MOCAA), hosting the globe's biggest assembly of contemporary art from Africa and its diaspora (V&A Waterfront, 2019, 2020).

The V&A Waterfront is also a key contributor to the South African economy, with R260 billion, which is equivalent to $19.8 billion added in monetary value from 2004 to 2016. On a daily basis, around 19 000 people work at V&A Waterfront, 1 500 are residents and up to 180 000 people are regular visitors during the high season (V&A Waterfront, 2017a).

The V&A is conjointly counted among the possessions of Growthpoint Properties Limited and the Government Employees Pension Fund (GEPF), on whose behalf the Public Investment Corporation Limited (PIC) acts. The V&A Waterfront was established in 1988 by the parastatal transport company, Transnet Limited, however viable transactions for trade within the V&A precinct began in November 1990 (V&A Waterfront, 2019, 2020c). The V&A currently uses both traditional and digital marketing as means of communicating with its target audiences.

2.8.3 Table Mountain Aerial Cableway

The Table Mountain Aerial Cableway Company has been supplying people with a top-notch experience since October 4, 1929. The organisation functions in a national park and World Heritage Site. The cableway has carried over 25-million individuals to the pinnacle of Table Mountain. A projected 909 000 visitors from all over the globe utilise the cableway on a yearly basis. For more than 85 years, the business has been devoted to giving individuals

an unforgettable experience and providing exceptional service, while being fanatical about conserving the natural environment. The business attained its International Organisation for Standardisation (ISO) 14001 status in 2003 and again in 2009. Table Mountain was endorsed as one of the New7Wonders of Nature in December 2012 (Table Mountain Aerial Cableway, 2019a, 2020c). The Table Mountain Aerial Cableway, like the V&A Waterfront, also uses traditional marketing methods complemented by digital marketing efforts.

2.8.4 Kirstenbosch Botanical Gardens

Kirstenbosch was founded in 1913 to encourage, preserve and demonstrate the extremely opulent and varied flora of southern Africa, and was the first botanical garden globally to be dedicated to a country's indigenous flora. Kirstenbosch forms part of a nature reserve. The 36-hectare garden is part of a 528-hectare estate that includes the preserved mountainside, natural forest and fynbos together with a diversity of animals and birds. The Kirstenbosch Botanical Gardens forms part of an estate that borders Table Mountain National Park and the Garden combine effortlessly with the natural fynbos and forest of the mountain. In 2014, the Cape Floristic Region, including Kirstenbosch, was declared a UNESCO World Heritage Site, a great achievement for Kirstenbosch. Kirstenbosch is the first botanic garden globally inside a natural World Heritage Site. Kirstenbosch has been exhibiting at Chelsea Flower Show. Kirstenbosch has welcomed over a million visitors on an annual basis (South African Botanical Gardens, 2019). Kirstenbosch Botanical Gardens is part of the South African National Biodiversity Institute who utilise traditional marketing methods as well as digital marketing.

2.8.5 Groot Constantia

Groot Constantia is located on the Cape Peninsula affording a view of False Bay. The vineyards are situated on the eastern side of Table Mountain. The range benefits from an oceanic climate owing to the proximity of the sea and a yearly average rainfall of +/- 1 100mm together with calm southern slopes and deep mountain soil, which result in a very favourable situation for the creation of top quality wines. Groot Constantia was founded in 1695. It is a working farmstead, and is one of SA's most frequented tourist attractions, where a variety of excellent estate wines are produced and retailed seven days a week. Groot Constantia is supervised by the Groot Constantia Trust, which is dedicated to preserve and keep the farm as a national monument and SA's oldest wine estate. Several of the wines created on this wine estate include Groot Constantia Sauvignon Blanc, Chardonnay, Cabernet Sauvignon and Constantia Rood, just to mention a few. Groot Constantia attracts in excess of 350 000 visitors on annual basis (Groot Constantia, 2019). Groot Constantia utilises traditional marketing methods and digital marketing.

2.8.6 Cape Point Nature Reserve

Cape Point is located inside Table Mountain National Park, near the Cape of Good Hope conservation area, which is an integral section of the Cape Floral Region, a World Heritage Site. It comprises the splendid Table Mountain range, which extends from Signal Hill to Cape Point, and the seashores of the Cape Peninsula. This slender stretch of land, sprinkled with striking valleys, coves and shorelines, encompasses a mix of amazingly varied and distinctive fauna and flora (Cape Point, 2019). Entitled the 'Cape of Storms' by Bartolomeus Dias in 1488, the 'Point' was given respect by sailors for centuries. During the day, it was a directional feature and in the evenings and under foggy conditions, it was a threat plagued by fierce hurricanes and hazardous rocks that over time scattered wreckages nearby the shoreline (Cape Point, 2019). In 1859, the first lighthouse was finished and it still there, 238 metres above sea level. Admission to this historical building is by a three-minute trip in the wheelchair accessible Flying Dutchman funicular that transports people from the lower station at 127 metres above sea level to the upper station (Cape Point, 2019). Cape Point is managed by South African National Parks, which also utilises traditional marketing methods as well as digital marketing.

This research was conducted at the Table Mountain Aerial Cableway among tourists to investigate their attitudes towards social media use by the attraction, since permission was not obtained from the other attractions, *viz.* Cape Point, Kirstenbosch Botanical Gardens, Groot Constantia Wine Estate and V& A Waterfront.

2.8.7 Outline of visitor numbers to the main Cape Town tourist attractions

Table 2.11 below provides an outline of visitor numbers to Cape Town's main attractions for 2015 to 2017/2018.

Table 2.11: Visitor numbers to main Cape Town attractions 2015 to 2016

Attraction	2015	2016	2017/2018
Cape Point Nature Reserve	887 982	1 095 270	1 149 055
Groot Constantia Wine Estate	415 964	437 000	453 015
Kirstenbosch Botanical Gardens	895 951	947 663	1 075 620
Robben Island Museum	345 765	376 267	306 912
Table Mountain Aerial Cableway	967 534	1 102 189	1 161 206
V&A Waterfront	23 516 710	24 606 589	23 305 321

Source: Cape Town Tourism (2019)

The table indicates that there has been an increase in visitor numbers for 2015 and 2016, with 2017/2018 accounted from July 2017 to June 2018 at all Cape Town attractions. This is positive for Cape Town attractions and an opportunity for interaction with visitors prior to visiting these attractions using social media platforms. Table 2.12 depicts the international tourist arrivals for 2018 to 2019 into Cape Town.

Table 2.12: Top ten markets for Cape Town for 2018 to 2019

2018	2019
1. Germany	Germany
2. United Kingdom	United Kingdom
3. United States of America	France
4. South Africa	South Africa
5. France	United States of America
6. Brazil	Brazil
7. Switzerland	Netherlands
8. Netherlands	Australia
9. Australia	Italy
10. Canada	Switzerland

Source: Cape Town Tourism (2019)

Accordingly, this study analysed tourists in terms of nationality that visited Cape Town tourist attractions from across the globe, in terms of social media usage as a marketing communication instrument, and its influence on the attitudes of tourists.

2.9 Marketing of tourism services

This section provides an overview of how tourism services are marketed.

2.9.1 History of marketing tourism services

Traditionally marketing of tourism used a brochure to entice the target audience. This has advanced to become an online brochure, websites and online tours of prospective destinations (Page, 2019:289). The period after the First World War saw the commencement of contemporary tourism as a sector. In the beginning, this was led by sales and product focus. The significant increase of package tours in the 1960s was generated by the business people who saw possibilities in utilising unused airline space (Holloway & Plant, 1988:5).

The tourism market space is a spirited one. The amount and the arrangement of the journeying public, their socio-economic conditions and their vacation tastes are continuously evolving (Ashworth & Goodall, 1990:260). The Cape Town tourist attraction also form part of the modern tourism industry and are affected by these changes as well as the growth of the

industry. This has also been influenced by the advent of social media and how both visitors and attractions use this tool for communication and marketing. Marketing in tourism has gained significance as more people display great interest in travelling, which plays an integral part in communicating with the target audiences (Das et al., 2018:40). Communication with various target markets through marketing is significant (Page, 2019:324). It is impossible to make everyone happy, but organisations rely on marketing to assist these in segmenting the various target segments (Cook et al., 2018).

2.9.2 Current methods applied in marketing tourism services

To sell a tourism attraction opportunely, connections must be developed between place, product, marketing and the traveller's vacation selection process. The two key resolutions for destination tourism organisations and companies are to ensure that they position products correctly and to classify suitable marketplaces for those products (Ashworth & Goodall, 1990:261). Within the tourism context, it is essential to use all available platforms in order to grow tourist numbers. Marketing decisions are important for tourism organisations as they contribute towards creating demand for their offerings. It is essential that destinations make plans to create brand identity and marketing tactics such as implementing marketing campaigns, including the use of social media (Cook et al., 2018:409)

 A tourism office can seldom investigate customer desires and then create a product from the beginning. Mostly the product is received in a certain format, the typical weather, natural features, the past, culture and customs. It can be adapted and the infrastructure can be established. Overall, it can be made known in an exciting and tempting manner through subjects, specifically formed by easing the purchasing methods for consumers to (Jefferson & Lickorish, 1988:39). Some of the key elements for tourism products include implementing marketing campaigns and ensuring visibility through event sponsorships. It is not uncommon for tourism organisation to invest in marketing campaigns that are technologically focused and enable access for consumers across all platforms (Page, 2019:293).

Organisations should be structured in such a way that they are able to adjust to political and economic factors as well as technological developments. Furthermore, suddenly tourism companies are faced with having to deal with social media reviews by consumers. These are increasingly gaining momentum and playing quite a significant role in tourism marketing (Camilleri, 2018:62). With the introduction of social media, this has meant that visitors share their views by utilising available social media platforms. Tourism in the metropolitan areas is evolving because of availability of more flights, demand for shorter vacations and virtual

marketing efforts. It is quite evident that the internet plays a huge role in the way in which tourism marketing is conducted with around 7 billion people globally owning mobile accounts. Furthermore, linking with consumers by travel bureaus has become quite simplified through various methods such as travel apps, social media, virtual marketing, virtual channels and booking channels (Cooper & Fayos-Solà, 2018:47). The main Cape Town tourist attractions use traditional marketing methods such as advertising, attending exhibitions nationally and internationally. However, the budget to achieve this has been getting smaller and alternative ways of marketing these attractions should be used. Social media has also contributed to a revolution in the traditional way of doing business. Cape Town tourist attractions are also using social media as marketing and communication tools.

2.9.3 Packaging in tourism

Tourism services offer package deals that typify the usual tourism product offering. Package deals normally include flights, accommodation, and can be extended to include car rental, day trips and any entertainment events that are offered in a destination (Alvarez-Albelo et al., 2020:1-14). According to Pizam and Mansfeld (1999:186), packaged vacations are all-inclusive expeditions, commonly including flights, all with restricted flexibility, and with the same aim. For instance, such packages have a number of common attributes such as being effective, safe, and cost saving in comparison with buying flight and hotel accommodation separately. The traveller on a package trip will be able to stop off to visit many places in a short period of time, minus without having to organise the trip, and capitalises on the lower prices offered by the travel agency.

Packaging in tourism is quite dissimilar from packaging a product and plays a central role for the DMO in tailoring the destination for particular target audiences (Morrison, 2019:30). Packaging of the tourism experience plays a central role in managing and creating the projection that ultimately controls the gratification, allegiance and other after -purchase behaviours (Adeleke & Ogunsusi, 2019:1-16). Conversely, the advancement of technology has undoubtedly reformulated the role of a tour operator or a travel bureau when it comes to packaging tourism services. The progression of technology has led to the traveller having many travel prospects (Page, 2019:291). Consequently, this study researched social media usage by the Cape Town tourist attractions for communication and interaction purposes among tourists.

According to Bloomquist and Sem (1994:1) and Fang (2020:267-295), the subsequent reasons result in a number of packaging benefits for consumers:

- The capacity to finance tours: packages enable consumers to pay for an all-inclusive tour. This can be achieved through visitors paying one tour operator in order to visit the main Cape Town attractions.
- Amplified comfort: packages permit the consumer to reserve and pay for a trip with through booking online. This means that visitors will visit all the main tourist attractions but will use one tour operator to do so.
- Substantial reductions: companies that offer package tours can purchase at wholesale fees and the consumers can acquire products at the best rates. This provides convenience for visitors and Cape Town tourist attractions still get business.
- Favoured initiatives and hobbies: travellers are at times not familiar with attractions, and a combination of tourist experiences therefore buying a packaged tour enables their means of entry to be effortless. The role of the tour operator becomes crucial in this case, as they are familiar with the Cape Town tourist attractions.
- Specified interests: package tours can also comprise elements that are not easily obtainable to consumers. In the case of the Cape Town tourist attractions, would mean a visit to Robben Island Museum and an opportunity to interact with a former political prisoner.

The benefits of package tours to companies comprise the following (Bloomquist & Sem, 1994:1; Fang, 2020:267-295):

Enhanced profit: consumers may be mandated to visit for a stipulated time or to buy an amalgamation of commodities and services. The city sightseeing bus provides accessibility to all main Cape Town attractions.

Simple packaged tour designs: package tours can be utilised during the low season to enhance appealing services to the product offering, consequently making revenue. The main Cape Town attractions promote themselves through special prices in order to attract visitors.

Collaborative marketing prospects: packaging by linking companies can decrease the costs of marketing. The Cape Town marketing attractions utilise a joint marketing association known as the Big 6. This affords the attractions an opportunity to promote each attraction without competing with each other.

Enriched target audience: packaging can permit the customising of tourism products for diverse target audiences.

Bigger vacation weekend trade: package tours can be utilised to focus attention on the vacations and to create services that will be related to the vacation period. The Cape Town attractions also benefit when events such as the Cape Town Jazz Festival take place over a weekend as visitors also take time to visit the tourist attractions. Consequently, this inquiry analyses how the main Cape Town tourist attractions use social media as a marketing messaging mechanism to reach visitors.

2.9.4 Distribution of tourism products

Distribution channels are utilised to bring tourism products within easy reach of potential travellers. The social networking sites bring tourism products even closer to the consumer (Khorsheed et al., 2019:1-11). Social media is regarded as the principle distribution channel in tourism and as an innovative technology for customers (Chatzigeorgiou & Christou, 2020:25-32). The internet has modified the manner in which tourism products are distributed because suddenly there is an online marketplace with information easily accessible (Das et al., 2018:305). Middleton and Clarke (2001:292) observed, "A transmission channel is any structured and tuned-in system, funded from the marketing finances and formed or used to supply appropriate outlets or gain access to customers, aside from the site of manufacture and use." Transmission channels in the tourism sector comprise tour agencies, travel bureaus and other brokers. Cape Town main tourist attractions also use distribution channels in order to reach visitors coming to Cape Town on holiday (Saayman, 2001:227; Khorsheed et al., 2019:1-11; Chatzigeorgiou & Christou, 2020:25-32). This will be discussed further below.

2.9.4.1 Indirect tourism marketing intermediaries

2.9.4.1.1 Tour operators

The responsibility of the tour agency is to draw together the critical components of a vacation: transport, accommodation, meals and attractions. The tour operator also incorporates a variety of tours and retails them as package deals through a travel bureau. For instance, a package might consist of a return flight from Mauritius to Cape Town with any airline, seven nights' accommodation at any hotel, and a trip to Robben Island (Lumsdon, 1997:189). Customers look for travel-based information from their tour operators, which play an intermediary role (Cooper & Fayos-Solà, 2018:143). Insurance that forms part of service provided to the traveller could include cover against the insolvency of the tour operator who sold the tourism service (Camilleri, 2018:17). Furthermore, for group travellers tour operators are able to offer discounted rates. Moreover, because of relationships that these tour operators have built they are able to book in advance with service providers such as hotel with an element of flexibility (Das et al., 2018:107).

Attractions always form part of the visitor experience, for example a tour that includes a ticket for the Table Mountain Aerial Cableway and an entry to Kirstenbosch Botanical

Gardens. Accordingly, this inquiry investigated the cognitive attitudes of tourists towards the use of social media by the Cape Town attractions as tourists constantly search for travel associated information.

2.9.4.1.2 Travel agencies

These are brokers who provide information as a representative of the tourist main businesses as well as other brokers. For example, Flight Centre may retail additional services that comprise travel insurance, currency exchange rate, guidelines, details about visa requirements, and they take payments and make vacation reservations. Travel bureaus obtain a fee as means of payment from tour operators and tourist main businesses for clients' reservations utilising computer bookings (Laws & Dimitrios, 2002:6-7). A travel agency makes bookings for trips, and the traditional travel agencies have begun modifying into virtual agencies and have become more differentiated (Cook et al., 2018:96). Numerous travel agencies have moved with the times and adjusted their businesses to the advent of new technologies. The travel agency sector is well established in Europe, and as a result, many packages are sold every year (Page, 2019:290). Cape Town tourist attractions may collaborate with various travel bureaus in order to intensify growth of the distribution channels to reach their target audience.

2.9.4.1.3 Tour intermediaries

Tour agents retail appealing bus excursions to divergent target markets. Township tours, wine estate trips, tours to sporting competitions and religious occasions are examples of bus tours in Southern Africa (Kotler et al., 2003:505). In recent years, tourism organisations have moved to numerous virtual intermediaries, tour operators, and travel agencies form part of the value chain (Romero & Tejada, 2020:641-653). Specific reference to hotel intermediaries may exert pressure on hotels with the aim of generating more income, which may negatively influence the hotel's profit (Cáceres-Carrasco, 2020:1-9). Tour intermediaries play a significant role in sharing detailed information with clients, including the various laws and visa requirements for countries (Das et al., 2018:103). This may include tour brokers such as the city sightseeing bus. The city sightseeing bus transports visitors to the Cape Town tourist attractions covered in this study. Cape Town Tourism may also sell and share information about Cape Town attractions.

2.9.4.1.4. Sales representatives

Sales people are hired by leaders to advance companies that are in existence and to develop brand new commerce in a country. For instance, a hotel in Cape Town may appoint a hotel agent in London (Briggs, 2001:145). Tourism suppliers such as travel bureaus and tour operators broadly make us of personal selling (Cook et al., 2018:190). The role of sales representatives is to create interest from consumers who may potentially turn into sale opportunities. One of the key roles of sales representatives is to keep existing customers and recruit new ones. Great sales people are concerned with the well-being of customers (Camilleri, 2018:95). The Cape Town Big 6 tourist attractions utilise South African Tourism international offices to sell the destinations and attractions, as this is their core responsibility.

2.9.4.1.5 National tourist agencies and information centres

The aim of national tourist bureaus and tourist information centres is to ensure that facts about destinations are readily available to everyone, and travellers can make reservations for different experiences by making use of these centres. For instance, South African Tourism promotes South Africa as a tourist destination globally and uses partnerships within those countries where it has offices in Germany, Netherlands, France, United Kingdom, China, Japan, Australia, India, United States of America, Brazil and Nigeria to ensure that travellers are able to reserve accommodation and other activities (Saayman, 2001:254). Information centres play a significant role in the provision of information and marketing efforts of a destination (Cooper & Fayos-Solà, 2019:226). Tourist information centres play a vital role as contact points for visitors. Most national tourist offices are usually government owned and their sole purpose is to play a key role in tourism development and planning (Page, 2019:390).

Tourist information centres exist to provide the latest available destination information, thereby marketing tourist attractions (Berdenov et al., 2019:1439-1448). Tourism industry players need to create web-based information accessible as a large number of customers consume information online (Das et al., 2018:304). The Cape Town tourist attractions need to ensure that information is readily available about the experiences on offer.

2.10 Promotion

The following promotional combination is utilised to create awareness amongst individuals the about the presence of the product: publicity, individual selling, sales promotion and advertising (Block & Robinson, 1994:1). The elements of promotion in Figure 2.6 below include the identification of the target market determining the aims of the promotion; the

direction of promotional adoption; creating the elements of promotion mix; and choosing particular tactics.
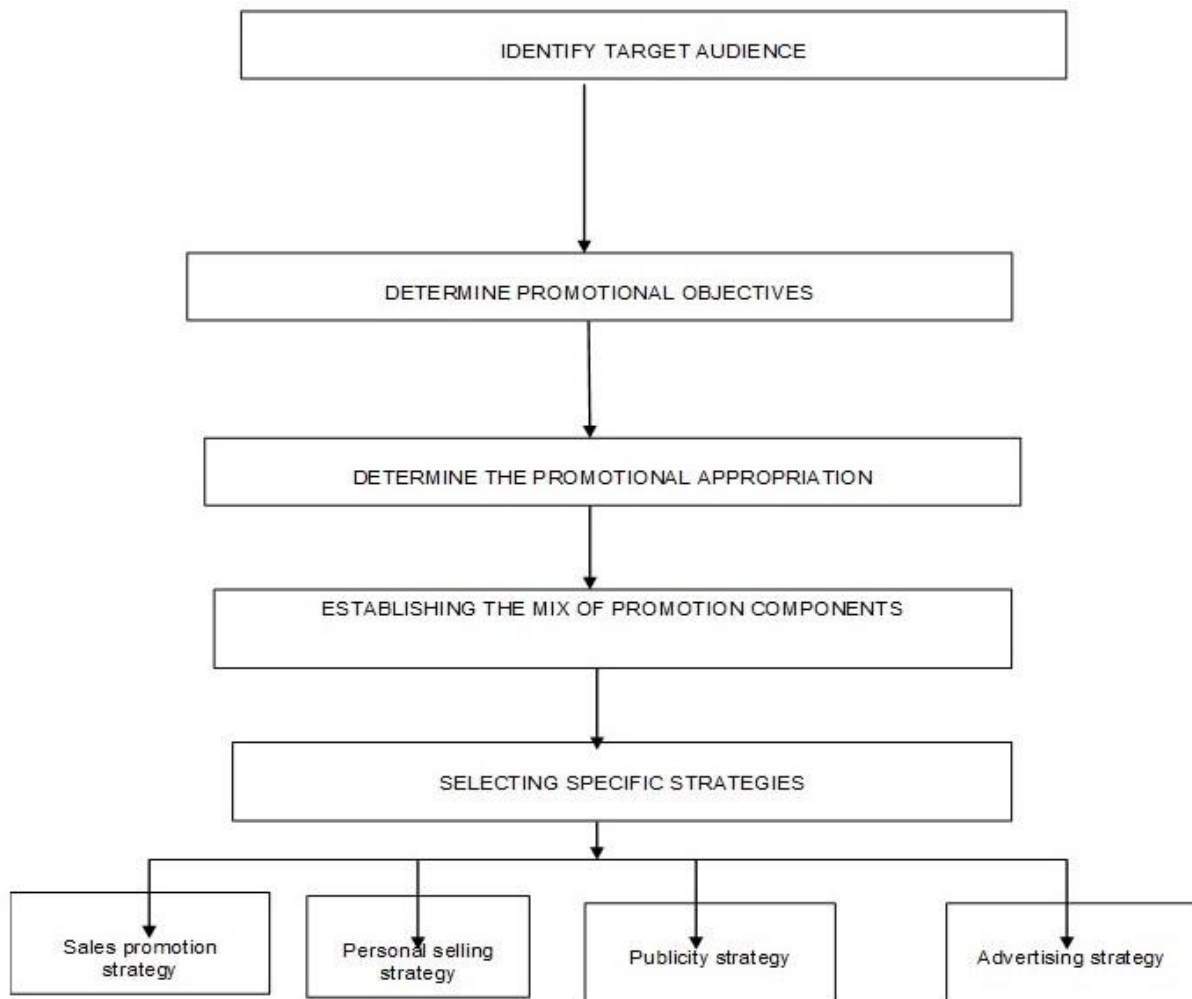
Figure 2.6: Steps in developing an urban promotional strategy
Source: Heath and Wall (1992:155)

Promotion is perceived to play a key role in tourism development of cities (Campón-Cerro, 2019:232). When governments choose to encourage incoming tourism they do not have, they cannot just simply control the effects of marketing, promotion and demand (Page, 2019:34). As the world moves towards sustainability, more environment-friendly practises can be promoted by the tourism industry of a destination (Collins, 2015:32). Social media content can be promotion-focused and linked to the brand or the organisation (Minazzi, 2015:104). Promotion will also play a crucial role with regard to Cape Town tourist attractions.

Lastly, promotion is a significant prompting feature that encourages customers to buy products. Taking into consideration that the tourist industry is intensely competitive, to grow sales producers should use different techniques to motivate customers to use products based on the advantages they offer (Hu & Tang, 2019:4949-4955). In the instance of Cape Town tourist attractions, various methods through social media communication will need to be found to encourage visitors to visit the attractions. This research considered the

behavioural attitudes of tourists towards social media promotional communication, which might have resulted in increased purchase intention for tickets to attractions.

2.11 Advertising

Jefkin (1992:3) stated, "Advertising is the manner in which we communicate what is available to be sold or what we need to purchase." Advertising is used extensively in the travel sector, at significant cost. Companies should be cautious and effectual when proceeding to formulate advertising plans. Marketing services have a contemporary aim decided by magnitude, extent, fee, proportion and ease.

Advertising is a very significant component of the promotional mix. It is a means of communication that is paid for by a particular sponsor. Advertising is created is such a way that it reaches large numbers of people and plays a key role in the tourism industry (Camilleri, 2018:102:105). Customers will remember those advertising efforts that satisfied their needs as a result they would not be persuaded by their competitors' products. Attractions within the tourism industry use virtual marketing channels including social media as an advertising tool (Cook et al., 2018:109). Advertising is progressively becoming more significant in the tourism industry that has seen an increase in incorporating digital interactive promotional instruments such as social media (Page, 2019:204). Traditionally for destination marketing organisations, promotion has become important with many companies placing great prominence on advertising (Morrison, 2018:35). Social media platforms such as Facebook allow Cape Town's top attractions to reach a greater target audience at minimal cost as opposed to advertising on a full page of a travel magazine. The Cape Town tourist attractions have an opportunity to innovate and advertise primarily on social media platforms.

2.11.1 Forms of e-marketing

According to Peterson (1997:39), Chaffey and Smith (2005:7-9), Inkpen (1998:178-180), King et al. (2018:134), Al-Weshah (2018:21-36) and Trọn (2019:18-22) there are a number of different types of e-marketing.

2.11.1.1 Internet

Cyberspace is a software and hardware information dissemination instrument that is quite important for the accomplishment of e-marketing within an organisation. The internet links universities, government laboratories, trade, and persons globally. A business entity can utilise the internet to dispatch data to consumers to which they can instantly respond and

buy the product. The internet domains comprise the following (Rayport & Jaworski 2004:4-5; Chaffey & Smith 2005:138-158). Intercommunication in this format starts with customer engagement when they search for information through an organisation's website. This in turn can make available a chosen target audience for businesses via consumer enquiries (Chaffey & Ellis-Chadwick, 2016:38). Cape Town attractions can send targeted messages to those tourists who visit their respective websites to share targeted information.

2.11.1.2 Interactive digital television

Interactive digital television permits feedback directly for the market. The consumer has the convenience of being home-based whilst finishing the procedure of buying (Peterson, 1997:39; Trọn, 2019:18-22). e-Marketing can also serve as a research mechanism, which does costs relatively little money to assist specifically with establishing customer views on product and service offerings (Chaffey & Ellis-Chadwick, 2016:38). Visitors are able to purchase tickets for Cape Town tourist attractions at the comfort of their own homes.

2.11.1.3 WAP mobile phone

Businesses can utilise the mobile phone to view the consumers' profile. Organisations can notify consumers about available special offers (Chaffey & Smith, 2005:7-9; King et al., 2018:134). Personalization is a key feature for communication to be customised for individuals when it comes to marketing without doing so at high costs (Chaffey & Ellis-Chadwick, 2016:38). Visitors to tourist attractions are able to use their phones to scan tickets in order to access the Cape Town tourist attractions. Furthermore, these Cape Town attractions can converse individually with tourists.

2.11.1.4 DVD and CD

Animations, photos, video clips can all be added at the business's DVD as means of attracting the clients' attention (Inkpen, 1998:178-180; Al-Weshah, 2018:21-36). Incorporation of these enables business to customer and customer to business communication via a combination of virtual and offline communication, which is a fusion of traditional and online marketing communication (Chaffey & Ellis-Chadwick, 2016:38). The Cape Town tourist attractions make use of these and play them at the attractions and other platforms such as tourism exhibitions for both trade and the leisure market alike.

Organisations looking to consider the influence of social networking require (Page, 2019:286) by:

- Seeking methods to inspire the tourists to write a review of their visit through social media. The Cape Town tourist attractions can encourage visitors to share social media experiences once they visit.

- Developing video content on social media platforms such as YouTube and Facebook. The attractions need to create more video content on YouTube possibly creating a channel and videos on their Facebook pages.

- Having information readily available on activities offered. The attractions can utilise their respective social networking sites to share activities and new product developments at these attractions.

- Observing and responding timeously to both positive and negative comments and evaluation sites such as TripAdvisor. Allocate an individual to monitor and respond in real-time to both negative and positive comments.

- Trialling added channels such as Twitter to measure the total of users of Tweets (Page, 2019:286). The Cape Town attractions are already actively involved on Twitter.

2.11.2 The promotion mix decision

Hsu and Powers (2002:68) and George (2004:220) stated that the promotional mix refers to each mechanism that could be utilised in communicating the campaign by the marketer. The business marketing position and promotional goals will decide on the promotional mix. The internet is perceived to be a component of the promotional mix and its function is to extend and influence a share of consumers to buy the merchandise, and in the instance of a B2B organisation, lead generation (Chaffey & Ellis-Chadwick, 2016:201). Social media makes provision for organisations to participate and contribute through social media channels to afford them other means of communication and establishing long-lasting relations with visitors. According, these promotional mix campaigns can be broadcast through social media (Das et al., 2018:262). The promotional mix plays a vital role in customer engagement and through the implementation of all the primary elements encourage consumers to purchase products or services (Camilleri, 2018:85). Social media could potentially be a mixed component that amalgamates some of the features of the customary traditional integrated marketing communications instruments with a greatly amplified method of word-of-mouth communications (Stokes, 2017:320).

When an organisation uses all the tools that comprise the promotional mix, it is known as incorporated marketing. Integrated marketing communication comprises sales promotion, advertising, personal selling and publicity utilised collectively to reach the ultimate goal of promoting the organisation. The main Cape Town tourist attractions currently make use of integrated marketing in order to achieve their promotional goals. When the marketer uses

integrated marketing, they make it possible for the organisation to generate income. An affordable method may encompass rotating between the promotional mix mechanisms. Cape Town tourist attractions are using social media as additional marketing tool in order to achieve the goal of attracting visitors (Hsu & Powers, 2002:68; George, 2004:22; Page, 2019:399). For instance, management may utilise a combination of the public relations department in conjunction with marketing. This strategy will establish an impactful offering from all those involved with promotions and marketing. The main Cape Town tourist attractions use public relations to promote attractions through initiatives. For example, when the Table Mountain Aerial Cableway launched its wi-fi lounge, a media release was issued, industry players were invited and the media was present. The publicity generated here was achieved through this public relations exercise (Powers & Hsu, 2002:68; George, 2004:220; Page, 2019:399). This study examines social media being used as a promotional communication mechanism by the Cape Town tourist attractions.

2.12 Social media and tourism

Customers every so often are part of social media reviews of tourism-related experiences and others in order to comprehend the products based on the perception of their fellow customers. The development of new technologies and specifically the advancement of social media appear to offer an unbiased ground that favours open involvement and stakeholder conversations (Budeanu, 2013:87-103). Social media has modified the manner in which information that is tourism-related is created and circulated. Social media has been an enabling mechanism for travellers to share their travel experiences. It creates interconnection between customers and travel companies such as travel bureaus (Dolan et al., 2019:35-45). Cape Town tourist attractions need to share information readily with the visitors through social media messaging and visitor online engagement. This inquiry considered the cognitive attitudinal responses that tourists display towards social media communication by Cape Town tourist attractions.

The growth of social media has made provision for innovative ways for interchanging opinion on products and services. Tourism and hospitality sectors have been disruptive since the beginning of social media through the embracing of online reviews as way of finding out what customers think about the brands. Social networks such as Facebook may affect customers' purchase decisions (Buhalis et al., 2013:3-22). Social media has provided a simple way for customers to book their accommodation, flights and other travel related services. These customers no longer need to visit the travel bureaus physically to make the bookings, since they can do so in the comfort of their home (Chatzigeorgiou & Christou, 2019:164-173). Furthermore, social media has become the controlling instrument for travellers' explorations, arranging and sharing of travel encounters (Guo et al., 2019:513-522). Cape Town tourist attractions need to also establish close relationships with travel bureaus so that they can be included in the social networking sites travel packages.

Given the advent and dominance of social media among the customers, it is not sufficient anymore for organisations in tourism and hospitality to depend on exclusively on traditional media for marketing. Would-be tourists make use of numerous data feeds in view of the fact that they realise the significance of obtaining travel information, with the bulk of individuals having gotten their travel data from associates, travel bureaus, or travel books previously (Chung and Han, 2017:370-380). Social media has modified the methods used by tourism companies when communicating with tourists. It also has an impact on the way selections of next vacation destinations are made (Asongu, 2019:1319-1331). The evolution that is caused by social media has resulted massive exchange of data between individuals. This enables online communities to be able to view and access other users' travel information (Bertacchini et al., 2019:306-312). There is a need for Cape Town tourist attractions to focus on social media marketing and promotional plans. This analysis provides further insight into the social media marketing communication by Cape Town tourist attractions among visitors and its influence on the tourists.

Assortment of social media channels also assist tourists using mobile devices to create, transfer, and share their travel knowledge and experiences instantly, including travel selfies and photographs (Moro & Rita, 2018:343-364). In modern times, social media plays an essential role as a space within which consumers observe, subscribe and become staunch supporters of tourism-associated Facebook pages. Sharing of favourable encounters on these social media platforms has been found to create positive emotions after the vacation has taken place (Archer-Brown et al., 2019:1014-1033). It is quite important that Cape Town tourist attractions constantly monitor their reputation on social media sites to make sure that there is a positive perception about them on social media platforms so that when prospective travellers look for information they are encouraged to visit.

Social media today have developed into a worthwhile marketing medium in marketing tourism services. Consumers are at liberty to utilise social media at any stage of their journey and are not limited to pre-travel. Social media provides tourism companies with insights on consumer behaviour with unique prospects to comprehend and react to customer favourites and information about their competition as well (Öz, 2015:1003-1023). An organisation on the internet can gain value through time, attention and advocacy from the customer. The internet offers a new method in which customers' link both with brands and with one another thereby introducing a new paradigm. Digital marketing more than any other type of marketing offers an opportunity to build custom-made, advanced brand experiences for consumers. When tourists promote an attraction on social media based on their experience it bodes well for Cape Town attractions as consumers want to hear from other consumers (Stokes, 2017:22). One of the simplest techniques used by travellers to obtain information about destinations is through their Facebook pages (Gindl et al., 2020:195-208). Cape Town tourist attractions' Facebook pages play a vital role in positioning these amongst the target audiences.

The growing levels of use of the internet and the infiltration is an outcome of the rise of social media. The more people interact and engage online it is expected that they will bring with them the social necessity to belong and connect (Ryan, 2014:153). Biologically, human beings are encoded to be social creatures. The need to link up with others is part of the human species and that is as true online as it is off. That is why there is compelling interest in social media (Chung & Koo, 2015:215-229). Social media has an ability to influence purchase behaviour of consumers, specifically the millennials who want to keep up with trends and be influenced by the travel experiences shared by their friends on social networking sites (Bonadonna et al., 2019:1-15). Social media platforms and the information they disclose are of immense value in tourism destination promotion. Consumers use social media to diarise their travel experiences in real time which adds an exciting dynamic (Crowe-Delaney et al., 2020:1-22). Accordingly, there is an opportunity for Cape Town tourist attractions to also explore engaging millennials on social media platforms. Therefore, this inquiry examines how the use of social media communication by Cape Town tourist attractions influences the affective attitudinal responses of visitors.

About 4.2 billion individuals currently access social media networks through their mobile devices. About 74% of marketers are sure that social media, including Facebook, Twitter etc., are without question vital for their product and corporate strategy. Facebook followers look at their accounts more than 5 times on a daily basis. These reactions have an enormous influence on the travel sector as well. Travellers look for and study data relevant to traveller supplies and traveller destinations, they are also afforded an opportunity to circulate and broadcast their travel encounters on Facebook, Twitter, and YouTube with all of this being influenced by social media (Kavoura & Stavrianeas, 2015:360-374). Businesses in the tourism industry have adjusted their tactics and plans to benefit from the prospects offered by social networks. Companies in the tourism industry are realising the impact online communities have on destinations as these serve as reference points for others and influence their choices (Filipe et al., 2019:261-272). Social media has introduced an element where destinations need to manage the travellers' feelings that are created by their activities constantly (Gálvez-Rodríguez et al., 2020:1-11). Cape Town attractions need to engage on Facebook, Twitter and YouTube social networking site constantly to communicate with their visitors.

2.12.1 Social media in South African Tourism

About 97% of travellers confirm that they could circulate favourable travel encounters on social media, and 57% of travellers have committed to travel ideas as a result of interaction on social media, including images or videos seen on a friends' post. South African Tourism uses social media communication both locally and globally to build positivity and awareness

as a destination for leisure and business events (South African Tourism, 2019). Asongu et al. (2019:1319-1331) stated that there is a favourable relationship between social media penetration and travellers arrivals into SA. This means that the Cape Town tourist attractions should align their social media messaging efforts towards amplifying Facebook engagement. Accordingly, this analysis examines the South African visitors' attitudinal responses to social media messaging utilised Cape Town attractions.

South African Tourism strategy is to utilise its social media presence to drive visitors to its website for campaigns and information relating to all attractions and activities in SA. It has a presence on Facebook, Twitter, Instagram, Pinterest and Flickr, and has used YouTube to promote SA extensively as a destination of choice to prospective visitors (South African Tourism, 2016). Social media is gaining prominence to such an extent that nature based-tourism such as Cape Point is featured on the social networking sites (Pickering & Teles da Mota, 2020:1-11). The Cape Town tourist attractions could benefit from the efforts by South African Tourism to promote the country and should join the conversations on these platforms to engage with consumers.

This will ensure user-generated content, making the interaction a two-way engagement. South African Tourism is also continuously refining, re-energising and increasing the range of experiences marketed, including leisure, business and events tourism offerings. In doing so, they constantly innovate how diverse marketing channels are used, with increasing investment in social media and mobile technologies. The hashtag used on all South African Tourism social media platforms is #MeetSouthAfrica (Flow Communications, 2017). Mkwizu (2020:5-12) found that millions use social networking sites in SA and close to 70% of activities and interaction take place on the social media channels. It is significant for tourist attractions to engage with the local visitors in their social media interactions firstly for relationship building and brand awareness efforts.

"Meet South Africa", an initiative by South African Tourism, got established bloggers to create enthusiasm over SA as a destination, in the same fashion that traditional public relations practitioners would get TV exposure or media coverage. It is significant that when South African Tourism engages on social media to promote the destination this will include the Cape Town tourist attractions (Gonzalo, 2013). The South African Tourism US office utilised a social media campaign to reach its targeted audience and made use of influencers to share their experiences online (Sparkloft, 2019). The Cape Town tourist attractions could apply a similar concept and use influencers to visit all five attractions and share their experiences on social media platforms.

Inadequate investigation of the South African perspective is evident with particular reference to how social networking systems are used and relied upon for arranging travel. It is the responsibility of destination promoters to deliver all the required data on their social

networking system accounts, in order to encourage travellers to use social networking systems. This is a new phenomenon in the South African context and Cape Town tourist attractions are gradually increasing their interaction on social media platforms (Matikiti, 2017:1-130). There is definitely a potential for Cape Town tourist attractions to increase their market share as they engage millennials who are visitors to these attractions on social media platforms, and to offer free wi-fi like Table Mountain Aerial Cableway to enable them to post instantly. This inquiry adds to the knowledge of social media utilisation among tourists by Cape Town attractions.

2.12.2 Western Cape tourism and social media

The tourism organisations are marketing their brands, communicating the best travel offers with their consumers with social media, and influencing the tourism sphere (Gupta, 2019:411-419). Tourists are progressively making use of the worldwide web to select their preferred vacation destinations. The intangible nature of the tourism product offering makes it challenging for travellers to choose their tourism destinations, so they rely heavily on reviews on the social media platforms (Almeida & Moreno-Gil, 2017:151-161). The Western Cape is no different in terms of travellers searching on social media platforms about it, given that Cape Town, one of the world's renowned tourist destinations, is located in this province. This analysis provides insight about Cape Town tourist attractions and the social media usage among visitors.

Wesgro is the authorized destination-marketing organisation for the Western Cape Province. This destination-marketing organisation works closely with South African Tourism in its marketing efforts to promote the country as a tourist destination. Wesgro has a social media presence on Facebook, Twitter, Instagram and YouTube. The Western Cape distinguishes itself with the hashtag #discoverctwc on all its social media platforms in order to consolidate its messaging and to be able to track all conversations taking place on social media pertaining to the brand. Cape Town tourist attractions need to ensure that they also form part of the #hashtag discoverctwc in order to gain brand exposure. They also need to take into consideration the existence of the various media platforms and focus on those host that a lot of engagement and interaction in order for it to be beneficial for them (Wesgro, 2019).

Currently, Wesgro has a presence on Facebook with 24 802 followers (Wesgro, 2020a) and 13 600 followers Twitter followers (Wesgro, 2020b). Wesgro, given its mandate, will also place Cape Town tourist attraction social media mentions at an advantage, as interactions are likely to occur. Consequently, this inquiry also provides information on the Facebook and Twitter use by Cape Town tourist attractions as a communication tool directed at visitors.

2.12.3 Cape Town Tourism and social media

The City of Cape Town has delegated Cape Town Tourism to be the official destination-marketing organisation for the city. The Cape Town tourist attractions participate actively as members of Cape Town Tourism and form part of social media campaigns that are implement by Cape Town Tourism (World Tourism Cities Federation Tourism Performance Research, 2019).

Cape Town Tourism was founded in 2004 as a discretionary industry membership alliance comprising tourism companies in Cape Town (World Tourism Cities Federation Tourism Performance Research, 2019). Consequently, it was mandated to provide visitor services in 2006 and destination marketing function in 2008 for Cape Town by the City of Cape Town municipality. In 2012, the mandate of destination marketing was revised to that of tourism marketing (World Tourism Cities Federation Tourism Performance Research, 2019). Cape Town tourist attractions are also members of Cape Town Tourism, which when combined, their social media engagements can be amplified to the benefit of both the destination and the attractions.

Cape Town Tourism Social Media Strategy (2017:12-15) states that it has a presence in the following social media platforms: Facebook, Instagram, Twitter and YouTube. The intention of social media engagement by Cape Town Tourism is as follows:

- Community building: this is targeted at engaging audiences, building rapport, entertainment, listening, encouraging user-generated content, and maximising Cape Town pride. Cape Town tourist attractions also have engagements with visitors at these attractions.
- Brand awareness: marketing Cape Town as a 365 day a year bucket list destination to certain markets with specific messaging. Cape Town attractions can add this to their social media messaging and position themselves as all-year destinations.
- Drive traffic to the site: the website is to remain the go-to reference for all things Cape Town and can be used to redirect the target audience to the respective platforms. Given that the Cape Town tourist attractions are members of Cape Town tourism, they are also on the website and consumers can link to their respective websites when searching.

The hashtag used by Cape Town Tourism on all its media platforms is #LoveCapeTown. Cape Town Tourism also ensures that the content is relevant and covers the many things to do that the city has on offer for its visitors. It is key that the Cape Town tourist attractions evolve with the times and constantly keep up with social media evolution (Cape Town Tourism Social Media Strategy 2019:12-15).

The Cape Town Tourism page known as "Love Cape Town" has 531 212 followers (Love Cape Town, 2020a), and 160 100 Twitter followers (Love Cape Town, 2020b). This bodes well for the Cape Town tourist attractions, as they do not rely solely on their social media platforms, given the viral nature of social media. Accordingly, this inquiry also provides information about the Cape Town tourist attractions use of both Facebook and Twitter as communication mechanisms among tourists.

2.12.3.1 V&A Waterfront social media

According to the V&A Waterfront (2017a), its approach to social media revolves around social media efforts being centred on the consumer. The digital platform of the V&A Waterfront are its website, blog, Instagram, database, Twitter and Facebook. This study specifically focuses on Facebook, Twitter and YouTube. Furthermore, each social media platform is meant to be looked at as an interconnected touch point. This means that a platform such as Twitter is not only meant to drive traffic to the websites but also serve content in that channel. The Facebook channel is the most popularly utilised social media in SA and in the V&A context is used to engage its target market. Consequently, this inquiry provides insight into social media use by the V&A Waterfront among tourists and their attitudinal responses.

There has been a change in the way in which Facebook pages operate because corporate marketers need to pay in order for their page to be seen. The V&A's content on Facebook is visual, audio and text based. Content is generated to be integrated with the V&A's website and blog including the content that stands alone on Facebook. Like Facebook, the Twitter content consist of visual, audio and text based content, which also uses the website and the blog, and standalone content. The real time nature of Twitter also allows the V&A Waterfront to converse with users, and to identify opportunities to interact with them including supporting events through live tweeting and streaming (V&A Waterfront (2017a).

The V&A Waterfront front set up a Facebook page and got active on Twitter because they wanted to know their customers, share information quickly and deliver an even better experience. The V&A also uses people to respond to all queries from the visitors during office hours (9am to 6pm Monday to Friday). The organisation also committed to respond to after-hours posts on Facebook and Twitter within 12 hours Furthermore the V&A also encourages visitors to post respectfully on either Facebook or Twitter for not only themselves but also the community as a whole. The V&A reserves the right to delete posts that they may deem inappropriate and untag themselves on posts to which the same is applicable. Moreover, the V&A also state that all visitors who interact with the Facebook page will comply with Facebook's Statement of Rights and Responsibilities & Community Standards (V&A Waterfront, 2017b).

Currently the V&A Waterfront Facebook page is followed by 165 503 people (V&A Waterfront, 2020a). The Twitter account created in 2009 is followed by 134 900 followers (V&A Waterfront, 2020b). These figures have the potential to increase or decrease at any given time, depending on whether more or fewer Facebook users or Twitter chooses to join or unlike the V&A Waterfront. Factors such as the experience of tourists at the V&A Waterfront may influence the decision to follow or unfollow on Facebook or Twitter.

Each social media platform has its own key performance indicators that assist the V&A Waterfront reach its marketing objectives and digital end goals. These are monitored and reported on a monthly basis (V&A Waterfront, 2017a). This analysis provides information regarding Facebook and Twitter use by the V&A Waterfront as a communication mechanism directed at visitors.

2.12.3.2 Table Mountain Aerial Cableway social media

The Table Mountain Aerial Cableway currently has a blog on its website, which is used mainly to inform and communicate about newsworthy experiences that occur at the attraction. The current Facebook page has a following of 59 451 likes, which may increase or decrease at any given point based on the experience of visitors at the attraction (Table Mountain Aerial Cableway, 2020a). The Table Mountain Aerial Cableway Twitter account following is at 176 100 (Table Mountain Aerial Cableway, 2020b). The same is applicable, namely that the number of followers can increase or decrease depending on the experience of the tourists at the attraction. These social media platforms also provide a platform for interaction with visitors. V&A Waterfront also has a presence on YouTube. Consequently, this study provides insight on social media communication (Facebook and Twitter) by Table Mountain Aerial Cableway and the attitudinal responses displayed by tourists.

2.12.3.3 Kirstenbosch Botanical Gardens social media

Kirstenbosch Botanical Gardens has a presence on both Facebook and Twitter. The current following on their Facebook page has registered 40 254 likes (Kirstenbosch Botanical Gardens, 2020a). Their Twitter account has 15 000 followers (Kirstenbosch Botanical Gardens, 2020b). The visitors who like these pages may increase or decrease in number as they will be influenced by their experience at Kirstenbosch Botanical Gardens. Kirstenbosch Botanical Gardens also have YouTube presence. This examination provides information on social media usage (Facebook, Twitter and YouTube) by Kirstenbosch Botanical Gardens and visitors' perceptions of it.

2.12.3.4 Groot Constantia social media

Groot Constantia has a presence on the social media using both Facebook and Twitter to engage visitors. The Groot Constantia website allows visitors to link to the website to buy wines online. Their Facebook page has a total of 20 265 likes (Groot Constantia, 2020a),

while on Twitter the total number of followers is 13 300 (Groot Constantia, 2020b). The visitors to these social media platforms will be influenced by their experience whether to like or unlike Groot Constantia. This opens an opportunity of engagement. Accordingly, this inquiry provides information about Facebook and Twitter as a communication instrument among visitors and their attitudes.

2.12.4.5 Cape Point social media

Cape Point has a presence on both Facebook and Twitter. Their Facebook page registers 97 137 likes making it the second most followed attraction after the V&A Waterfront (Cape Point, 2020b). Their Twitter account has 4 629 followers (Cape Point, 2020c). The followers on both social media platforms will be influenced by the experience of the visitors who will either follow or unfollow these platforms. The social media platform is also viewed by visitors as a quicker way of engaging attractions and sharing with their own followers. Cape Point also has presence on YouTube. Consequently, this inquiry provides information on Facebook and Twitter as the communication mechanism for Cape Point and the attitudinal responses exhibited by tourists.

2.13 Summary

The ever-changing economic climate globally has meant that all organisations have to reconsider the way business is conducted. The main Cape Town tourist attractions are no exception. In most organisations, one of the areas first targeted for reduction in the marketing budget. This has meant that the Cape Town tourist attractions were faced with having to find alternative ways to promote themselves. The target audience has also evolved and become an active participant when visiting a tourist destination as opposed to waiting on the destination to provide information. Social media platforms have contributed to this behaviour by visitors. The attractions also needed to adjust and move with the times in order to keep up with the tourists.

SA is one of the fastest growing tourist destinations in Sub-Saharan Africa. Cape Town is becoming a destination of choice for both national and international visitors alike. Cape Town's main tourist attractions have an opportunity to position themselves in order to attract these visitors. Attractions form an integral part of the experience for the visitor once at the destination. This chapter looks at how traditionally the main Cape Town tourist attractions were marketed and the evolution that has taken place to date at these attractions. The tourism value chain also plays an important role in terms of the distribution of the tourism product. The South African government has shown commitment to the tourism industry through having an independent ministry. Furthermore, South African Tourism works closely

with Wesgro, while Cape Town Tourism is mandated by the City of Cape Town as the marketing authority for the metropolis area.

Cape Town remains a firm favourite destination amongst visitors as a long haul destination status. The Mother City, as it is affectionately known, was named the favourite destination in 2019 by *The Telegraph* and has won many other awards. Furthermore, over 5.4 million visitors visited Cape Town in 2019. Social media has been an innovative communication platform, which has facilitated two-way communication between visitors and tourist attractions. The main Cape Town tourist attractions need to utilise the opportunity that is provided by social media in order to engage and interact with tourists prior to their visit to these attractions. This research offers additional information on social media usage by the Cape Town tourist attractions and its influence on tourist attitudes.

It is important that Cape Town tourist attractions strive to leverage the positive attributes associated with social media usage in order to benefit as brands. The platforms provided by social media provide the customer with a bigger voice and the viral nature of social media has its own advantages when applied correctly.

Budgets have been decreasing due to current economic conditions, which force the Cape Town tourists to think out of the box and actively utilise social media as a mitigating means.

It is important for Cape Town tourist attractions to understand cognitive, affective and behavioural attitudes of tourists towards social media prior to visiting these attractions. This will enable attractions to be able to position themselves according.

This study looks into social media use by the Cape Town tourists' attractions in order to ensure that given the marketing budget cuts and the evolution brought about by social media platforms, which are available on mobile devices, they remain relevant and move with the target audiences. It also provides an overview of travellers' attitudes towards social media communication and how destinations and brands need to constantly strategize and keep abreast of developments in this arena in order to serve and have better insights on the target market. The focus of this research is mainly on three social networking sites, namely Facebook, Twitter and YouTube.

CHAPTER 3

SOCIAL MEDIA AND ATTITUDE THEORETICAL OVERVIEW

3.1 Introduction

Technological advancements are actively involved in business performance, economic development and social transformation in developing countries. The tourism product is intangible in nature, which increases the difficulty of prospective visitors knowing the quality of the destination before visiting. However, the rise of social media has changed and revolutionised the way in which the world operates. This has influenced both customers and businesses, since clients are afforded a far bigger reach when conversing about brands. A target audience will potentially be influenced by the views of others that are shared on the social media platforms. Travellers now follow on a variety of social networking sites experiences that are shared by other visitors, which form part of their virtual communities when planning their trips and holidays. It is essential for the tourism products to be visible and to interact with their target audience in order to keep contact with both prospective as current consumers. A key feature of social media is their global reach, which provides an opportunity for any business or consumer across the globe to use social media platforms to create dialogues that are visible to all users. It is important that tourism organisations actively build their brands on the social media channels, since organisations are able to reach a greater number of consumers by virtue of their engagement with social media.

The Cape Town tourist attractions utilise social media as a means of communication in order to reach tourists prior their visit to the country and the city. Social media communication forms an integral part of the marketing efforts of the Cape Town tourist attractions in today's business environment. Moreover, organisations want to be seen as being more interactive with and understanding of consumers in the digital era. This chapter will provide information on the social media background; usage and growth; a landscape of social media in SA; statistics; and types of social networking sites, which include Facebook, YouTube and Twitter. Furthermore, the chapter will also consider social media and tourism; social media in SA, Western Cape and Cape Town; attractions and social media; social media marketing; social media communications; social media trends; importance of social media to customers and organisations; and social media and attitudinal research.

3.2 Social media background

Social media can assist in the establishment of solid market knowledge, whereby management decisions can be supported by social media analytics, which have demonstrated the ability to make provision for practical solutions. Although social media

information affords companies large quantities of information instantaneously, it also contributes to the shift that permits consumers to act upon the company, as opposed to the refined internal knowledge of the company (Agostino & Sirodova, 2017:777-794; Arrigo, 2018:657-679). Cape Town tourist attractions should follow the approach of using social media as an interactive and promotional tool. This research will provide additional evidence on Cape Town tourist attractions' social media usage as a marketing communication tool and its impact on tourists' attitudes.

The social platform's objective is to create reliance in a specific group of people, with each social network having diverse extents of interface and involvement between affiliates. Social media can transform consumer loyalty programs both in reality and in theory, which can vary from posting and commenting on Facebook; sharing tweets; partaking through commenting or checking in from a smartphone to share with followers; posting where an individual is at a particular time; what a person is doing and whom this person is doing it with; and to looking at videos of funny cats on YouTube (He et al., 2019:807-823). Cape Town attractions need to find ways to engage with tourists thereby creating a possibility for other tourists who follow social media sites to visit these attractions. Moreover, Cape Town tourist attractions have an opportunity to have social media content created by the tourists who visit these attractions. This inquiry considered the social media usage by Cape Town tourist attractions, which was inclusive of Facebook, Twitter and YouTube.

A sizeable segment of the worldwide inhabitants is presently linked in online social media channels where they exchange their encounters and stories, which affect one another's views and purchasing decisions. Destination management companies are challenged and are required to deal with a new way of doing things where destination brands need to engage progressively with people's shared tourism experiences and storytelling as opposed to their own marketing strategies (Cohen et al., 2018:271-280). Cape Town tourist attractions may need to find creative ways of using the social media platforms where tourists operate in order to interact with them.

Social media involvement by tourist attractions will provide an opportunity for interaction with current and prospective visitors. The more awareness and widespread availability of social media, the more questions continue to emerge about how social media could be utilised on a tactical level for the maximization of optimistic brand-related result. Increasingly marketers are in search of direction for pursuing customers who will interact and behave in a meaningful manner towards the brand on social media. Managers who are seeking to account for social media expenditure need to understand the individual differences among customers, which can influence social media conduct that can affect the value of company results (Grisaffe et al., 2018:83-97). This might have a positive influence on the perception

that customers might have about Cape Town tourist attractions, which provides an opportunity for to engage immediately with those tourists who may have a negative influence. Accordingly, this inquiry provides insight into cognitive attitudinal responses of tourists toward social media use by Cape Town tourist attractions.

A significant feature of social media networking sites is their ability to enable powerful interconnections in a communal arena among customers and organisations and among customers only (Dolan et al., 2019:35-45). Social media has a significant influence globally, since people consume social networking sites such as Facebook to interact and engage with family and friends (Allcot et al., 2020:629-676). The availability of the internet has led to the creation of social media platforms, which has significantly transformed the communication domain with which the customers engage (Nash, 2019:1-44). Given that all these factors, Cape Town attractions need to have a social media presence, which they could use to their advantage by engaging visitors who use these interactive digital platforms.

Social media has become an integral part of contemporary life, with many people using them to keep in touch with friends and family, and with organisations promoting goods and services (Alghamdi, 2019:91-95). Additionally, global messaging and data sharing, which transpires through social networking sites such as Facebook and Twitter with digital archives, are essential components of communication and information dissemination (Bauer et al., 2019:1-8). Social media platforms have made it quite simple for organisations to interact and engage directly with their target audiences (Crilley & Gillespie, 2019:173-176). The Cape Town tourist attractions have the opportunity to establish online relationships with those customers who engage in social media. Furthermore, it is an opportunity for these attractions to highlight their offerings through social networking sites. This inquiry investigated the attitudinal responses by tourists towards the social media utilisation as a communication instrument by Cape Town tourist attractions.

Social media exists in a multiplicity of platforms and support various functions. Customer-generated content, which is reinforced over social media, is a mixture of detail and outlook, impression and sentiment, experiences, and even rumour. It may be that customer-generated content, which is strengthened through social media, may assist Cape Town tourist attractions in awareness creation among prospective visitors. Multimedia sharing (videos, photos, podcasting and so on), represented by social sites such as YouTube and Flickr, has lured tourism investigators to consider the role of this type of social media content in changing travel experiences (Xiang & Gretzel, 2010:179-188).

Social marketing is "the adaptation and adoption of commercial marketing activities, institutions and processes as a means to induce behavioural change in a targeted audience

on a temporary or permanent basis to achieve a social goal" (Barrutia & Echebarria, 2013:324-343). Furthermore, the attractiveness of social media over traditional media is characterised by four important elements, which are outlined as follows:

- Satisfying an impulse: consumers have the choice when to use social media channels when on vacation and to let everyone know about their experiences. Cape Town tourist attractions interact with tourists whilst visiting these attractions on social media platforms.

- The enthusiasm of participation: customers utilise social media to broadcast what they experience with others. It is possible that Cape Town tourist attractions will benefit from the communication when tourists share their experiences.

- Pursuing advice: social media users are usually perceived as experts and unbiased when sharing information. Perceptions of Cape Town tourist attractions may be influenced positively given the information above.

- Sharing with others with similar interests: social media platforms provide a concentration of expertise that benefits community members, which can then assist in growing the knowledge of the community (Patino & Pitta, 2012:233-237). It is possible that Cape Town tourist attractions will reach a target audience in the form of a social media community who have a particular interest in these attractions.

Social media involves social interaction and social relevance, via mobile media and the internet, in the form of videos, photos, presentations and other content. The social media platforms link people through virtual communities and messaging techniques for both individuals and companies (Espinosa et al., 2020:101-112). Social media has become an empowerment tool for consumers with the capability to broadcast both favourable and unfavourable content, which ultimately leads to influence on brand perception (Cambra-Fierro et al., 2020:1-12). Consumers' use social media as a source of information and users who have common interests generally are able to form groups (Araujo et al., 2020:1-14). Cape Town tourist attractions should strive to stimulate positive conversations among the communities that are linked to them to build brand reputation and positive discourse among tourists. Consequently, this research provides more information on cognitive attitudes displayed by tourist towards Cape Town social media use by tourist attractions.

3.2.1 Usage and growth

Social media networks have evolved since they entered the market. They have established new features, done away with some and reinvented others – all in an effort to catch people's attention and to connect them with each other (Jenkins, 2019). Close to 3 billion of the world's population were active on social media networks in 2019. These networks are critical for marketing any organisation or companies selling products or services, locally, regionally,

nationally, or across the globe (Jenkins, 2019). This provides a chance for Cape Town tourist attractions to leverage the utilisation of social media networks as a communication and promotional tool. Universal digital progress does not display any indication of deceleration, with a million newcomers surfacing globally virtually every day. Accordingly, this inquiry provides more insight on the duration of social media usage by tourists and its influence on their attitudes towards tourist attractions social media communications.

Currently, close to 60% of the globe's inhabitants are virtually connected, and it is estimated that over half of the global population will be active on social media by 2020. This increase is evidently nourishing utilisation of social media (Chaffey, 2020; Kemp, 2020). Almost 45% of the globe's residents are currently social media consumers: a massive 3.5 billion individuals (Kemp, 2020). It is important for the Cape Town tourist attractions to be aware of how the online environment works globally, which informs the implementation of planned social media communication tactics.

Presently, there are about 5.19 billion unique mobile users globally, up 124 million from 2019 (Kemp, 2020). The total number of social media users in January 2020 was 3.80 billion, with the worldwide total growing by 321 million (more than 9%) (Chaffey, 2020; Kemp, 2020). One possible implication for Cape Town tourist attractions would be exploring means of leveraging the abovementioned figures to their own advantage. The abovementioned statistics are a key prospect for Cape Town tourist attractions to find ways to maximise to the benefit of the various attractions. This inquiry provides more information on the access of social media through mobile devices by tourists and their attitudes towards their use by Cape Town tourist attractions.

YouTube and Facebook remain the most generally utilised virtual platforms and with their user base being largely representative of the entire population. A smaller number (Chaffey, 2020) mainly use Twitter. This is significant for the Cape Town tourist attractions as they would be aware of the social media platforms that consumers engage in. This insight would prove valuable when messaging tactics are created.

Over 72% of all the individuals who use the internet frequently gain access to social networking sites. Individuals who reside in the US and the UK are active on these social media platforms every 13 and 16 minutes respectively on an hourly basis. Amidst the Fortune 500 companies, 77% of them have live Twitter accounts, with 70% with Facebook pages and 69% that own YouTube accounts (Culp, 2020). The Cape Town tourism organisations may not be Fortune 500 companies, but lessons can to be learnt from these companies. The Cape Town tourist attractions should consider more involvement with video, as these visual and audio elements also serve an essential role in interacting with the consumer. This study was conducted in a developing country, and focuses on Facebook,

Twitter and YouTube social networking sites as used by Cape Town tourist attractions as communication mechanisms.

3.2.1.1 South African overview of usage and growth

SA is well on trajectory for tracking the evolution of how online users absorb data in a global trend. The element of traditional media and content distribution has instantly transformed in the era of news that is driven by the internet on a 24-hour basis, including social media sharing with smartphones, tablets and desktops (Kemp, 2017; Kemp, 2020). An essential tactic for the Cape Town tourist attractions would be to monitor what transpires in the social networking sites. Therefore, this study provides information on the attitudes displayed by South Africans towards social media communication use by Cape Town tourist attractions.

The days of mass-market print publications are outdated, with all of them facing a decline. The new era of evolving from print to digital and beyond has begun. South Africans spend a considerable amount of their time during the day on digital platform in comparison to any other medium (Kemp, 2017; Kemp, 2019). The trend should also be considered by Cape Town tourist attractions to ensure that they align with market behaviour, specifically in relation to social media communication. Strategies to engage consumers and creation of content would have to be considered by Cape Town tourist attractions ensuring accessibility on smartphones, tablets and desktops. This is important information for Cape Town tourist attractions as they can look into possibilities of running marketing campaigns in order to attract domestic tourist utilising social media platforms.

There are around 21 million Facebook users and 9 million YouTube users in SA (Harrison, 2019; Kemp, 2019). About 36.54 million individuals used the internet in January 2020, which is a 3.1% growth rate from 2019 to 2020. A total of 22 million people used social media and 103.5 million mobile connections, which is equal to 176% of the South African total population (Clement, 2020; Kemp, 2020). The Cape Town tourist attractions need to leverage these statistics by engaging on the relevant social networking sites. More recently, Statcounter Global Stats (2020) found that 66.71% of South Africans used Facebook, 18.16% used YouTube, and 5.66% used Twitter. This insight should be taken into consideration by Cape Town tourist attractions when they engage South African target audiences on these social networking sites. This inquiry considered the use of the Facebook, Twitter and YouTube by Cape Town tourist attractions.

SA's biggest brands have highlighted the most popular social media networks through a survey (Harrison, 2019). Facebook is leading with 96%, with Twitter following at 87% and YouTube with a 68% following. South African customers are engaged with social media and totally immersed, with big brands following closely. In SA, there are currently about 18.43 million e-business users in SA with an anticipated 6.36 million online shoppers by 2021

(Harrison, 2019; Kemp, 2019). The Cape Town tourist attractions follow big brands, which will increase opportunities to interact with visitors on social media.

These 25 million ecommerce users will spend on average $189.47 per capita over the next four years. It would be in the interest of Cape Town tourist attractions to take into consideration the activity and presence on these social media platforms in order to implement marketing strategies that would be to their benefit and the constant changes that are taking place given the dynamic manner in which social media platforms operate (Harrison, 2019; Kemp, 2019). Cape Town tourist attractions use of social media networks is likely to grow, and they need to have marketing strategies that are ready to leverage this growth in e-commerce.

3.2.1.2 Statistics

Internet users universally consume on average 2 hours and 24 minutes on social networking sites and communication apps (Globalwebindex, 2020). In the US, over 68% of social media users are on the Facebook and this comprises two thirds of the adult population (Mohsin, 2020). Facebook is the leading social networking site followed by YouTube for online video streaming (Globalwebindex, 2020). The trend indicates that social media is growing (Kim et al., 2017:197-209; Statista, 2018), hence it will be essential for Cape Town attractions to implement social media communication strategies that will add value to their businesses. Accordingly, this inquiry provides additional information on the length of usage of social media by tourists and its influence on Cape Town tourist attractions' social media communications.

It is estimated that over one billion social media users will be from China alone in 2022, whilst a third of a billion will originate from India. It is estimated that around a third of the globe's population who use the internet live in the Eastern and South Eastern Asia regions as of the beginning of 2020 (Kemp, 2020). About 70% of the population in North America has at least one social network account, making it the region with the highest penetration rate. Over 81% of the United States population has had a social network profile since 2017 (Statista, 2018). Generation Y (18 - 38 years) comprises the most social media users at 77% and has the widest smartphone access. About 71% of customers who use social media and have had a favourable encounter with a brand are more likely to make recommendations to their friends. Furthermore, about 80% of target audiences use mobile devices to access social media (Mohsin, 2020). This is an insight for the Cape Town tourist attractions, which could use social media to start engagements specifically targeted at this market. Over one in four (globally) bought an item for consumption or service through social media channels (Kim et al., 2017:197-209; Statista, 2018; Mohsin, 2020). It is imperative that the Cape Town tourist attractions focus on positive messaging when interacting with visitors on social media platforms.

Everything demonstrates in that the appeal of social media is not merely social. Customers additionally find it particularly appealing after seeing products online, through social media encountering a 50% growth as a product investigation conduit from mid-2015. Globally, internet users will collectively consume 1.25 billion years online in 2020 with about more than a third of the years consumed on social media (Kemp, 2020). This is a clear indication to Cape Town tourist attractions that they could potentially use social media platforms to sell for example entry tickets to prospective visitors. It may be possible that this will assist prospective visitors to finalise the list of activities upon taking a decision to visit SA as a destination (Kim et al., 2017:197-209; Statista, 2018). This is also vital information for Cape Town tourist attractions, which could take a strategic approach to social media in communicating with these markets. Furthermore, the Cape Town attractions also need to increase the time spent on social media engagement. Therefore, this study provides more insight on behavioural attitudes displayed by tourists towards social media use by Cape Town tourist attractions.

What social media platforms boast the highest number of user accounts? Facebook has surpassed 2.6 billion users who are active on a monthly basis, making it the first social network to have done so. The mobile-only social media platform Twitter has been assisted by smartphone and tablet apps as well as increased web access (Statista, 2020). It is estimated that individuals spend around 3.7 hours on their smartphones on a daily basis and this is normally spent on communication apps (Kemp, 2020). Facebook is one of those used by the Cape Town tourist attractions, which mean that tactics and strategies around involvement need to include Facebook messaging.

There has been a clear shift to mobile platforms for social networking. Facebook remains dominant universally as the most utilised social media network with 2.6 billion accounts that are active with YouTube having 2 billion users. The ease of access of social media networks through tablets and smartphones provides a clear indication to Cape Town tourist attractions that consumers are within easy reach through social media (Statista, 2018; Businesstech, 2019; Globalwebindex, 2020; Kemp, 2020; YouTube, 2020). It remains vital that Cape Town tourist attractions focus on their social media platform interactions on these popular platforms.

African customers accessing social media through their mobile phones are spending more time and increasing the speed at which use of mobile-accessed video is increasing. This results in mobile being a frontrunner in comparison with traditional media platforms such as television and print as the chosen medium for retrieving information and entertainment. Online trade, online shopping, an easy way of using Unstructured Supplementary Service Data-based (USSD) business deals, such as a farmer purchasing micro-insurance, is possible throughout the African continent. In SA, about 78% of web pages which are accessed by mobile devices (Kemp, 2017). Universally, it is estimated that internet

consumers will use more than half a trillion gigabytes of mobile data in 2020, with two thirds of that being solely spent on video content (Kemp, 2020). It is evident that the use of YouTube, Facebook and Twitter should become the primary component of the social media communication plans for the Cape Town tourist attractions. This inquiry provides more information on African tourists' attitudes displayed towards the use of social media communication by Cape Town tourist attractions.

About 78% of Kenyans and 60% of Nigerians use their mobile phones to watch videos according to Twinpine research (Lindemann, 2017). The nature of the tourism industry makes it an area of considerable visibility for use by consumers, and makes it likely for destination brands to form part of conversations and engagements. About 93% of travellers are influenced by online feedback from other travellers when planning for their travel whilst 80% will rely on information requested from other social network users for approval as indicated by research by Businesstech (2019). There was about 54% total internet penetration rate constituting just over 31 million people who were active online in SA as at January 2019 (Lindemann, 2017; Cohen et al., 2018:271-280; Businesstech, 2019).

It could be that this is an opening in the market for the Cape Town tourist attractions to engage specifically in the African market through communicating with them using social media networks where they are already available. Other travellers and video content generated with this target audience could do this in the form of sharing posts. Furthermore, great prospects potentially exist when the Cape Town attractions are receiving excellent reviews with a possibility of attracting new business. A reasonable approach by Cape Town tourist attractions would be to take into consideration the social media usage with a special focus on South African visitors when developing social media strategies (23 million people) in total who use the internet (Lindemann, 2017; Cohen et al., 2018:271-280; Businesstech, 2019).

Globally South Africans spend the sixth longest time online making it a higher average globally at a total of 8 hours and 25 minutes each day. About 40% of South Africans utilise social media as a mechanism to keep abreast of latest events and news. About 40% of South Africans use social media as a tool to keep abreast with current events and news. About 39% of South Africans use social media to monitor what their friends are doing. On the other hand, 38% look for entertaining content and about 37% use social media to fill up their spare time. About 65% of social media users use these platforms for general networking, which includes connecting, exchanging photos and videos with other users (Digital2020, 2020; Kemp, 2020). The Cape Town tourist attractions can increase their share of South African visitors if they engage and share social media content via two-way communication. Accordingly, this study provides more information on attitudes displayed by tourists towards social media utilisation by Cape Town tourist attractions.

Lastly, about 31% South African social media end users are researching products to buy whilst 30% are affected by many of their friends to utilise social media. This is an opportunity for Cape Town tourist attractions to find ways of engaging the South African customer on the social media platforms.

Twitter is rising at a reduced speed in SA in comparison with global progressions, which have identified a drop in the US stabilised by a minor growth in followers external to the network's resident market. Twitter is currently utilised by 8.3 million South Africans, a slight increase from 7.7 million in 2016 (Goldstruck & Morrell, 2019; Ornico & World Wide Worx, 2019). Cape Town tourist attractions need to apply social media messaging strategies that would be custom-made for Twitter and Facebook respectively.

Twitter growth both in SA and worldwide has slowed down but has increased by 300 000 new followers to increase the number of users to 8.3 million in SA. As previously mentioned, it is estimated that around 5.66% South Africans are Twitter users as of June 2020 (Statcounter Global Stats, 2020). A survey conducted among some of SA's biggest brands indicated that Twitter was used by 87% of these brands (Patricios, 2017; Beavon; 2019; Goldstruck & Morrell, 2019; Ornico & World Wide Worx, 2019). It is important for Cape Town tourists to note and strategize how to approach Twitter and take cognisance that the target audience may be lower for Twitter. Consequently, this study considered the attitudes displayed by tourists towards Twitter communication by Cape Town tourist attractions.

3.2.3 Types / categories of social media

New social marketing channels are developing daily, which are mainly intended to allow communities that are like-minded to work together easily. Conversations on these social media platforms consist of videos, photos, text, and audio file platforms, which are exchanged on social media channels such Twitter, Facebook and others. Moreover, social media comprise online journals, social networking sites, RSS feeds, podcasts, analyses, bulletin boards and current affairs groups (Moon & Shim, 2019:281-297). These dynamic changes force organisations to realise that the pre-eminent customer voice in reality has the ability to make or break companies and its brand probabilities rapidly. Furthermore, social media enables direct communication with the target audiences. Attracting visitors to a destination relies on a number of reasons related to the supply side that are interlinked to the kind of attraction and the type of the resource (Macy & Thompson, 2011:22; Albrecht, 2017:5; Cohen et al., 2018:271-280; Blassnig & Wirz., 2019:165-188). The Cape Town tourist attractions need to position themselves in such a way that they become part of the conversations on the media platforms. This research investigated the social media usage by Cape Town tourist attractions among tourists and the influence of this communication on the attitudes of the tourists.

Social media has a set of channels for sharing experiences and engagements, which subsequently affects each other's views and purchasing behaviour among a greater part of the worldwide population. Marketing strategies are no longer the only way for consumer engagement as the new reality involves exchanges among consumers about destinations, products and storytelling on social media channels and this presents a challenge for these organisations. Social media platforms make available countless prospects for organisations to develop interactions with consumers through virtual social network groups. Customers can utilise social media to acquire social status, stature and attain information (Bilgihan et al., 2020:1-25; Cambra-Fierro, 2020:1-12). A reasonable approach by Cape Town tourist attractions would be to come to realise that the consumers have a much bigger voice, influence and the possible implications thereof for the attractions (Macy & Thompson, 2011:22; Cohen et al., 2018:271-280). Accordingly, this inquiry investigated the cognitive and behavioural attitudes of tourists towards social media use by the Cape Town tourist attractions.

Many queries relating to the use of social media marketing and are persistent, and as a result, a strategic manner is required to enable maximization of favourable brand results. Marketers are ever seeking to discover new ways to pursue customers whose interaction and behaviour are focused on social media, which is meaningful for the brand. Social media can be expressed as a method of online media, which stimulates each user to provide an opinion, deliberations, and input in terms of thoughts and understanding (Berhanu & Raj, 2020:1-10). Social media users also use the platforms to share their travel-associated encounters with everyone (Araujo et al., 2020:1-14).

 A traveller can collect information pertaining to the destination, accommodation and attraction over a social media channel. Customers share information that is on both personal social media accounts and on channels that are linked to specific organisations (Dedeoğlu et al., 2020:1-16). It may be that the Cape Town tourist attractions strategically use the social media networks for their own benefit through finding creative ways of communicating and creating a dialogue with the visitors using social media (Fadhil & Hashim, 2017:4-11; Grisaffe et al., 2018:83-97). Consequently, this research provides an insight into cognitive, affective and behavioural attitudes displayed by tourists towards social media utilisation by the Cape Town attractions.

3.2.3.1 Facebook

3.2.3.1.1 The history of Facebook

Initially the initial website remained only available to Harvard students but rapidly extended to other colleges in the Boston vicinity as well as Ivy League schools and over time in each University in North America. It was established by Mark Zuckerberg and a number of his associates at Harvard University, namely Eduardo Saverin, Dustin Moskovitz, Andrew

McCollum and Chris Hughes (The Conversation, 2017; Weinberger, 2017). Facebook was developed to enable social interactions and communication online (Taylor, 2020).

Facebook grew from an innovation that originated in a Harvard student house to be a mighty and prominent organisation in the world, a typical Silicon Valley success story. It transformed Mark Zuckerberg into a globally recognised figure that influenced the wearing of a hooded sweatshirt and athletic shoes and elevated the latest high-tech industry fashion styles. Just as in their offline life, people try to open up and bond with each other on Facebook. Some of the key highlights in Facebook history include the opening of a data centre in Oregon and reaching one billion users in 2012 and 2.6 billion in 2020 (The Conversation, 2017; Weinberger, 2017; Sraders, 2020, Statista, 2020).

3.2.3.1.2 An overview of Facebook

Facebook is perhaps the most extensively known social media channel. Facebook is about users broadcasting virtual information of their own reality. Consumers are in control of their profile and what they would like to do or say. Facebook is intimately associated with the day-to-day existence of its users (Bevan et al., 2011:1828-1833; Zhao et al., 2011:1816-1836). Globally Facebook is the most widely utilised social media platform. On daily basis, billions of individuals that utilise the internet from diverse cultures share their opinions, feelings, and philosophies on Facebook, thus enabling their Facebook groups to like or comment (Marengo & Settanni, 2019:109). The Cape Town tourist attractions need to reinvent their messaging tactics constantly on Facebook in order to remain relevant with the target audiences. Accordingly, this study investigated the affective attitudes displayed by tourists towards Facebook marketing communication by Cape Town tourist attractions.

Facebook as a social networking site has rapidly become dominant in the US news environment and many people consider Facebook as a news resource (Andringa et al., 2019:1-18). Likes and comments, which are the most widespread activities, take place at an average of 3.2 billion times a day while simultaneously 300 million photographs are shared globally on this network. Facebook is one contribution with a prevalent selection of functions and prospects that can be used as an open platform. Facebook's growth was slower in the emerging countries in comparison with the developed countries (Gonzalez-Ramirez & Tarverner, 2015:65-78). Cape Town tourist attractions can reach and interact with global audiences via Facebook versus traditional media, which is limited to a national level.

The evolution of mobile technology and the use of Facebook in different languages has fast-tracked its growth. The emerging countries in a space of a few years have had rapidly increasing number of Facebook users. Social media sites such as Facebook consume the lives of many consumers, and as such can be utilised as a learning tool (Bower, 2017:219-260; Choudhury, 2018:77-97). Cape Town tourist attractions can also take advantage of the people accessing Facebook on their mobile devices to foster learning when designing their social media messages.

Facebook's key role is to provide an enabling environment online to assist with the formation of interpersonal relationships. The Cape Town tourist attractions need to note that the biggest numbers of Facebook are from the developing countries, this will also be informed by their visitor profile. It would be important for Cape Town tourist attractions to note and find ways to utilise Facebook as a communication tool with both prospective and current visitors. It is also vital that the Cape Town tourist attractions keep the relationships active through those who engage on Facebook (Weghe & Wautelet, 2018:155-170; Charldorp, 2019:30-44).

The inception of social media platforms such as Facebook in the late 2000s has led to billions of users assembling online to converse with others. Facebook and other similar social networking sites may be utilised by companies to create impressions on targeted audiences over time. Facebook is leading the technological revolution and remains very relevant for organisations as a mechanism to lure prospective customers and interlink with existing ones (Feng, 2019:1-36). Facebook permits users to interact with persons who they are already familiar with outside the existence of the internet. Facebook users devote most of their time reading what their friends have posted on Facebook (Bevan et al., 2011:1828-1833; Zhao et al., 2011:1816-1836). The Cape Town tourist attractions are afforded an avenue to interact with visitors through Facebook engagement.

The effect of Facebook media on people's daily lives is prevalent, since it clouds the borders between work and relaxation time and can be easily accessed via mobile devices and/or desktops (Chandhok et al., 2020:1-8). The sharing of videos and photos on Facebook generally influences a positive comment from users to their friends. In the case of the Cape Town tourist attractions, it may be that visitors would share their experiences in the form of pictures with their followers whilst visiting the attractions (Stiff, 2019:62-69; Gálvez-Rodríguez et al., 2020:1-11). By virtue of the potential circle provided by Facebook for its users who connect with friends, family and colleagues it extends the reach that Cape Town tourist attractions will prospectively have once they share information on their social networks about these attractions.

3.2.3.1.3 Facebook pages

Facebook pages are not as interactive as groups, but using pages instead of groups has a number of advantages. Facebook applications can be used in pages, which can be accessed from an organisation's page by observing a friend's profiles and noticing what pages they are following, as well as checking news feeds to see what pages friends have joined. Facebook maintains page authenticity and implements age controls. Pages as a marketing tool have the probability of growing on Facebook pages, since these are listed more prominently on people's profiles (Del Vicario et al., 2019:1-10). The Cape Town tourist attractions can use their respective pages to generate interesting content for the various

target markets. Accordingly, all of the Cape Town attractions, which were included in this research, have Facebook pages.

A Facebook page can be used as a platform to position any organisation with regard to the intended target market. Furthermore, the Facebook page can serve as an information outlet (Babaoglu et al., 2020:966-984). Facebook fan pages means that the organisation's page logo will appear in their followers profiles. One of the biggest ways that followers can be enticed to a company page is when people browse their friend's profiles. If they take note that their friend is a fan of an organisation's page, they may also sign up. This will result in the word spreading from one person to another. Page views are a significant indication of how many Facebook followers have been visiting the page (Holzner, 2009; Stokes, 2017:371). The Cape Town attractions should use the tourists, who are Facebook fans of their respective pages, as a means to influence their families and friends so as to follow their pages.

For organisations, Facebook pages afford consumers a channel to provide feedback on their experience of the service or product (Benoit-Moreau et al., 2019:887-899). A Facebook page is a summary description for a brand, company or a famous person. It is almost identical to how individuals add each other as friends on Facebook. People can choose to link up with a brand through the Facebook platform by liking its page. It may be a worthy exercise for Cape Town tourist attractions to invest resources into ensuring that their Facebook pages drive enough traffic to create awareness and engagement on their respective Facebook pages. The Cape Town tourist attractions have Facebook pages that visitors can engage and share content of their respective experiences. This makes it easy for communication for both the attractions and the consumers. This also serves as an engagement platform for both parties (Holzner, 2009; Stokes, 2017:371).

Facebook pages are a powerful and economical marketing tool. Facebook pages are the mobile solution for businesses today. At present, more than hundreds of millions of businesses utilise Facebook pages every month worldwide and are visited by more than two billion people. Facebook pages are a point where people can learn about and interact with businesses and converse with them anytime, anywhere and on any device (Turkington, 2010). Organisations set marketing objectives to grow sales, word-of-mouth marketing and consumer devotion considerably among a subset of their consumers using fan pages. Cape Town Tourism is partly funded and mandated with the responsibility of being the official DMO for Cape Town, and has a high membership in the tourism industry within the city. The Cape Town tourist attractions in this study are also members of Cape Town Tourism. The availability of a Facebook for companies serves both as an information and engagement tool with customers (Cummings, 2019:44-49). The Cape Town tourist attractions should include tactics and plans to use Facebook pages as an information outlet. Furthermore, Facebook fan pages allow brands to differentiate themselves and influence people's behaviour (Buil et

al., 2020:577-592), but this requires tourist attractions to be innovative in their approach. Consequently, the Cape Town tourist attractions that were assessed by this research utilise Facebook media as a marketing communication mechanism among tourists.

Cape Town Tourism has a website that is inclusive of articles about attractions, as well as anything newsworthy from iconic destinations such as Table Mountain and the Two Oceans Aquarium to smaller, lesser-known attractions such as the Macassar Sand Dunes or the Willow Bridge Slow Market. Facebook pages have grown into powerful marketing instruments, especially owing to its word-of-mouth properties because of customers who distribute and contribute to content on this interactive social medium platform Cape Town tourist attractions are actively involved with their own Facebook pages also utilised as a form of marketing tool for each attraction respectively. It is possible that Cape Town tourist attractions create an environment to enable interaction between them and the Facebook pages followers (Pesonen, 2011:1-10; Andrews, 2016).

Facebook pages in the corporate arena have the ability to invoke emotions from followers and build brand equity (Estrella-Ramón et al., 2019:1-12). Facebook pages provoke interaction; followers can network with both the brand and as individuals by liking, broadcasting, and discussion (Charldorp & Hooijdonk, 2019:30-44). Facebook pages can enable individual chats with organisations using their official Facebook pages anytime they wish to (Harun et al., 2018:1980-1993). Cape Town tourist attractions should be ready to receive feedback from consumers and interact accordingly.

Facebook pages are utilised in relation to a six-association continuation plan of action, namely positivity, integrity, ingress, membership, affirmation, and mingling. Facebook pages allow brands an opportunity to use them as a data-sharing platform and a marketing instrument. In Facebook pages, followers are not only limited to engaging with the posts of the brand but also have access to other follower's comments (Kim et al., 2015:224-238). Furthermore, social media marketing conducted through the brand's Facebook page can potentially contribute towards reducing a brand's cost of marketing around $0.4m per annum (Kang, 2018:106-120; Cheung et al., 2019:2-23). Cape Town tourist attractions can amplify their efforts on Facebook to include positivity, access, openness, division of tasks, affirmation and intermingling. This analysis considered Cape Town tourist attractions that utilised Facebook media promotional marketing communication among tourists who visited these attractions.

3.2.3.2 Microblogs (Twitter)

Twitter was started in March 2006 because of a project at a San Francisco start-up called Obvious. At the commencement phase, Twitter was utilised as a communication tool internally with the company's employees, which was developed to offer a platform for

employees to show what they were doing (García-León, 2019:91-112). Twitter is a microblogging and online networking resource that lets its consumers forward and obtain short text of 280 characters – these messages are known as tweets. Tweeting and following entails a two-way communication and trusted network that allows the microblogging community to interact. While microblogging commenced with the early adopters, it is presently a prime way that thought leaders, techies, Millennials, and technologically advanced users interact with one another (Aldawsari et al., 2020). Twitter and other microblogging platforms are free to all users. Cape Town tourist attractions could use the Twitter platform to interact directly with their target markets. Consequently, this inquiry provides insight into the use of Twitter as a communication tool for Cape Town attractions among tourists.

Twitter has 330 million active users monthly, and around 80% of Twitter users consume the content through mobile platforms. Over half a billion tweets are sent daily; 93% of Twitter video observations occur on mobile devices; and about 78% of complaints that consumers pass on to brands (via Twitter) anticipate a response within an hour (Statusbrew.com, 2019; Omnicore, 2020). Cape Town tourists have an opportunity to lure consumers as prospective and existing target market via regular engagement using Twitter as a marketing communication tool.

Twitter facilitates rapid and immediate communication with prospects and consumers, and permits direct connection to businesses through mobile devices and/or computers. Twitter offers an excellent platform for building relationships with influencers, which may be appropriate to the business's industry and its target market (Cooper et al., 2020:1-10). The two-way communication affords an immediate platform for Cape Town tourist attractions to engage with anyone of its followers using Twitter. It is almost certain that Cape Town tourist attractions can utilise Twitter as one of the tools to respond to customer complaints given the number of active users. Furthermore, to develop marketing strategies specifically targeted at affluent millennials as a potential target market. It may be conceivable that Twitter is an avenue that Cape Town tourist attractions can utilise for brand building. This research includes information on the attitudes displayed by tourists towards the use of Twitter as a messaging instrument by the Cape Town tourist attractions.

The latest form of communication is microblogging through which consumers can communicate their status in brief posts dispensed by immediate messages, mobile devices, email or the internet. Twitter, a widespread microblogging tool has grown in users since it began in 2006 and crosses continental borders. Twitter came up with a groundbreaking format of the use of the "@" sign is to direct messages to other users (Java et al., 2007:56-65). Consistency in the environment of computer-assisted communication can be described as persistent subject-concentrated, individual-to-individual interactions. It is possible that the

Cape Town tourist attractions will interact directly on a one to one basis with their customers. This will be possible when there are resources that are specifically employed to focus on this function (Micek & Whitlock, 2008; Honeycutt & Herring, 2009; Safko, 2012:291-293; Socialnomics, 2015). Twitter users are a great source of emotional astuteness, which can affect behaviour for decision-making (De Smedt & Kraaijeveld, 2020:1-22). Cape Town attractions can tactically position themselves through Twitter communication to influence the emotion and behaviour of their visitors.

Twitter is ideal for instantaneous and guerrilla marketers, given the enormous number of conversations users of the network need to identify who to follow and the motives behind it. Twitter has 313 million active users daily, of whom 79% are based out of the US, with 500 million tweets exchanged per day and 82% involving mobile devices users (Social Bakers, 2019b). Twitter is suitable to influence individual reactions to the communication that is shared on the platform (Choi et al., 2020:1-11). Cape Town attractions should consider how they could utilise Twitter to firstly engage and connect when visitors are at the attractions, but secondly pay attention to the travellers' reactions towards these attractions on Twitter. Therefore, this study provides insight on the use of Twitter media utilisation by Cape Town tourist attractions among tourists and the effect on their attitudes.

There are various individuals, tourists and organisations that interchange views, critique, ask for assistance, suggest, examine their prerequisites, their current needs rate products, and services, and circulate their involvements through microblogs such as Twitter. It is quite possible that Twitter followers will buy or recommend a brand (Sponder, 2012:89; Sotiriadis & Van Zyl, 2013:104-124). The positive implication for Cape Town tourist attractions is the potential of using Twitter and creating ways of driving the target audience to have a favourable perception about these attractions, thereby encouraging people to visit these attractions. Twitter is a significant innovation due to its immediacy and the ability to foster and enable interaction (Tovares, 2020:1-8). Furthermore, interaction between Cape Town tourist attractions and visitors is crucial to enable a two-way communication.

Travellers and locals can also disseminate information about a destination via text, photos and videos, which are circulated on social networks and which will influence a brand's reputation in concurrently. There should be a special place regarding the provision of a photo opportunity, since everybody wishes to have a picture taken, and to share with friends and colleagues on social networks. For example, an attraction such as Table Mountain has a wi-fi lounge, which provides many opportunities for visitors to make use of online services. It should be fun. The setting is quite significant and should not be taken for granted, it matters that people will have an experience whilst taking the shots (Gonzalo, 2013). Twitter has been widely recognised as one of the social networking sites for distributing information and can be used effectively as a communication medium for brands (Bello-Orgaz et al., 2020:1-

20; Peng, 2020:1-12). Generally, when people visit Cape Town attractions, they are in a relaxed mode, usually on holiday and having fun, which is also an opportune time for them to tweet their experiences. DMOs utilise Twitter for the promotion of attractions as well as brand building awareness purposes. Tweets of DMOs spread through an intricate network of interlinked records, several of which are more impactful than others because of their rank within the network (Araujo & Kollat, 2018:419-431).

Twitter is used for its possible accessibility, and it is commonly utilised as a promotional instrument. It is extremely important to create a link with users by being actively involved on social media sites such as Twitter, which will enable brands to fulfil consumer expectations and find users that they could connect with anywhere else. Twitter users are willing to pass along information and recommend the content created by brands and organisations (Bokunewicz & Shulman, 2017:205-219; Stevenson & Xie, 2019:1263-1283). The Cape Town tourist attractions need to ensure that they use Twitter to engage and keep the dialogue going with its current and prospective customers for potential brand building activities. This analysis examines Cape Town tourist attractions' Twitter use as a marketing communication mechanism among tourists and their perceptions of it.

3.2.3.3 Video/content communities (YouTube)

YouTube came into being in 2005, and is the biggest video distribution channel globally. The originators identified a gap and a genuine requirement for a service that would make it possible for uploading, watching and sharing videos. Tourists often develop their own channels on YouTube and broadcast their previous experiences in a video format (Miller, 2011:6; Arora & Lata, 2020:23-42).

The quick rise of YouTube is one of the ways to demonstrate this. YouTube has more than 2 billion active users who visit YouTube every month and each day people view more than a billion hours of video, resulting in billions of views. Mobile devices are the main platform for over 70% of YouTube watch time. YouTube is available in over 100 countries worldwide with SA being one of them. It is possible to explore YouTube overall in 80 languages, which includes 95% of the virtual inhabitants. YouTube is synonymous with online video, which has become indispensable for brands that want to articulate visual stories. YouTube has 6 billion videos hours being viewed on a monthly basis, 80% of users based out of the US (Social Bakers, 2019c; YouTube, 2020). It is an opportunity for Cape Town tourist attractions to incorporate YouTube as a showcasing channel to both current and prospective visitors. This study provides insight into the use of YouTube promotional communication as an online-video content social networking site, by Cape Town tourist attractions.

It is important to note that YouTube's provides a channel as opposed to being a producer (Dynel, 2014:37-52). Furthermore, YouTube videos are user-generated content. Cape Town tourist attractions can create video content and allow visitors to generate content that is

directly linked to these attractions, which will result a far bigger reach because of the number of languages that can be covered for current and prospective visitors. It is quite clear from the above that video content at present is crucial for brands to engage and create two-way communication with customers, a strategy that Cape Town tourist attractions must consider (Social Bakers, 2019c; YouTube, 2019).

YouTube is both a one-way and one-to-many communication platform; it is also a two-way interactive conduit. Often there are easy to utilise communication and feedback channels, which consist of viewer counts, grading, text posts to any clip, and being able to create and post response video clips, which occurs every so often (Presnky, 2010:124-131). YouTube is also a social networking site that is used by influencers to promote products and services. YouTube is more effective if one influencer is utilised to share and communicate information about a brand (Sokolova & Kefi, 2020:1-16). Cape Town tourist attractions can also implement an influencer-based approach, where these will solely share promotional content about the attractions on the various YouTube channels. One of the most important features of YouTube is that the number of subscribers to a channel is an indication of how engaged the target market is and how many times they will return to the channel (Hou, 2019:534-553). Once the Cape Town tourist attractions create these YouTube channels, it will be important to keep subscribers engaged and to encourage new visitors to the channel. Consequently, this inquiry examines YouTube as a social networking site that is utilised by the Cape Town tourist attractions as a marketing communication tool and its influence on the tourist attitudes.

A large number of reactions are given to those users who post ideas and views and are looking for feedback. Online video is about developing content and ensuring that consumers will access that content. The broadcasting of consumer-generated content from virtual video services such as YouTube is slanted towards popular content. The marketing of tourism products is evolving as the desires, requirements and attitude of tourists have become more challenging (Reino & Hay, 2011:1-11). Generally, YouTube has become interchangeable with internet enjoyment and has developed into a part of everyday life for many people, from being used for leisure purposes to being used as an information source (Olsson, 2019:1-67). The Cape Town tourist attractions also have an opportunity to engage visitors that share content depicting their experiences at these attractions. This research investigates the cognitive attitudinal component of tourists towards the use of YouTube by the Cape Town tourist attractions.

The utilisation of cyberspace has led to the transformation of the connection between individual travellers and the tourism industry thereby resulting in benefit to the customer. To be able to capitalise on the probability of attracting new customers, marketers are challenged by their prospective customers in the decision-making based on the information

at their disposal regarding a destination or product (Stokes, 2017:318). YouTube is an important instrument, which has the ability to reach many target audiences from diverse age groups (Lam & Woo, 2020:435-439). Cape Town tourist attractions can integrate YouTube communication tactics to inform how activities related to this social networking site will be incorporated in marketing strategies.

YouTube can be seen as a different kind of social media network with diverse distinctiveness of online communication when compared to other channels. After the success of YouTube, organisations have established their custom-branded channels, which are an effective method to increase customer interaction, influence new audiences and exchange visits to websites for buying. For example, visitors mostly use smartphones and as in the case of Table Mountain Aerial Cableway, wi-fi availability has become a necessity in recent times (Im et al., 2020:160-179).

Video is a superior medium from an emotional perspective because it is a combination of sight, sound, motion, and emotion to influence our senses and our psyche. Video has the ability to be more interactive than all other media types (Bednarova et al., 2014:484-501). YouTube is an influential platform for permitting information flow amongst an organisation and its collaborators, and organisations can gain from its attributes by employing a suitable strategy for communicating to build and sustain stakeholder allegiance. YouTube is mainly a video-centred communication channel, among the greatest media to convey a feeling, link with friends, and promote commercial communication (Khan & Vong, 2014:629-647). This social networking site is simple and may have entertaining content, and offers massively visual content and thus far easier easily understandable communication (Jaafar et al., 2018:37-42). The Cape Town tourist attractions can each create their own YouTube channels and encourage visitors to engage with these. Accordingly, this analysis examines affective attitudinal components displayed by tourists towards the utilisation of YouTube as a marketing communication mechanism among tourist attractions.

Measuring the following of YouTube in SA has become more challenging because Google limits data from the video-sharing platform. However, it is estimated that 9 million South Africans makes use of YouTube. About 68% of SA's brands make use of YouTube as a promotional instrument. It is possible that Cape Town tourist attractions will work on both current visitors and prospective visitor's cognitive attitudes in order to create an urge amongst these visitors to visit the attractions when they visit SA. Moreover, these attractions can use YouTube to ensure that intention to purchase will take place because of an engagement on a YouTube platform (Griesbaum & Kolle, 2016:250-264; Kujur & Singh, 2018:184-197; Goldstruck & Morrell, 2019). This investigation provides information on attitudes displayed by South African tourists towards YouTube use by the Cape Town tourist attractions.

3.2.4 Social media marketing

Social media marketing is described as viable promotional methods that utilise social media in an effort to influence customers' buying behaviour favourably. Social media is divergent from traditional computer-assisted instruction in three main methods: a transformation in the locus of activity from the isolated desktop to the internet, resulting in greater convenience; a move in locus of value production from the company to the customer, resulting from expanded interactivity; and an alteration in the locus of power away from the enterprise to the customer (Miller, 2011:5). Social media marketing is utilised as an instrument for messaging by brands to customers (Cheung et al., 2020:1-13). The Cape Town tourist attractions should include tactics of social media marketing that will favourably influence travellers' purchasing behaviour. This inquiry provides insight into the behavioural attitudes of tourists to Cape Town tourist attractions' use of social media marketing.

A classic grouping of social media encompasses shared projects (for example, Wikipedia), blogs, user-generated content communities (for example, YouTube), social networking sites (for example, Facebook), virtual game worlds (for example, EverQuest), and virtual social worlds. Furthermore, social media is available through mobile devices, changing in traditional time-location restrictions (Taylor, 2013:56-71). Social media marketing is stretched out for a wide target audience thus enabling marketers to promote products and services on social media platforms effortlessly. Social media has added a significant dynamic as to how customers are influenced (Dwivedi et al., 2019:58-69). Cape Town tourist attractions need to find means to benefit from the open promotion avenue provided by social media.

Big and small businesses have discovered YouTube as an online marketing and promotional medium. Social media marketing is utilised by organisations in a more reactive way whereby organisations can provide an oversight role and examine discussions on social media in order to comprehend how customers assess an organisation's actions. The virtue of accessibility of social media on mobile phones means that the customer has turned out to be far more engaged and is instantly present in terms of what occurs in the social media space, which presents an opportunity for Cape Town tourist attractions to capture these already existing target audiences through devising creative marketing strategies as a response mechanism (Felix et al., 2017:118-126; Chen & Lin, 2019:22-32). This study examines social media communication use by the Cape Town tourist attractions and the attitudes of tourists.

Virtual marketing has developed throughout the years with significance for the tourism sector. There are a number of marketing instruments afforded to organisations throughout the tourism value system by the media space with one of the latest constituting social media. Social media promotes and permits direct interaction between customers and organisations utilising a variety of internet platforms, and plays an oversight role as well as allowing

engagement with consumer opinions and assessment of services. Social media marketing makes use of the internet in order to utilise social media platforms as a promotional instrument (Alizadeh & Isa, 2015:175-192). The key role of social media marketing is to generate tailor-made content that users will circulate among their social media network to assist with increasing the business's brand exposure and widen customer reach (Haon et al., 2017:10-23). Social media marketing is also utilised by companies to lure potential consumers; as feedback mechanisms for customers; and as a post-sales engagement instrument (Archer-Brown et al., 2019:169-179). The Cape Town tourist attractions need to find ways and means to ensure that they make use of social media marketing to their own advantage.

Social media promotion is a technique that is applied by organisations to build, converse, and provide virtual marketing through social media channels in order to create and keep collaborator connections that boost stakeholder's worth by enabling interface, circulation of information, presenting personalised purchasing suggestions and word of mouth formation among collaborators about current and trending products and services (Hvass & Munar, 2012:93-103; Rahman & Yadav, 2017:1294-1307). It is nearly certain that social media has a resilient element of engagement and that it is customer driven. Social media marketing plays a significant role in facilitating consumer engagement (Burns et al., 2019:1-12). Cape Town tourist attractions need to be clever in how they go about ensuring that it is a consumer- driven engagement favouring the attractions. This examination provides insight into the affective attitudinal responses of travellers visiting the Cape Town tourist attractions and their usage of social media.

Previously marketers understood that customers commenced with many prospective brands, contemplated them and systematically lessened their selections until they made a choice on which one to buy. Post-buying connections with the brand characteristically concentrated on the consumption of the product or service. The birth of social media, conversely, has led to a more modern outlook of how customers engage with brands. After buying, consumers often engage in a self-initiated and lasting connection with the brand, broadcasting their encounters with it virtually through social media (Hudson & Thal, 2013:156-160). The consumer remains they key stakeholder in the process of social media marketing. The consumer also plays a significant role in developing content that can be shared with all the key stakeholders (Gruzd et al., 2020:1-12). It is in this context that if a visitor posts and share with friends whilst visiting attractions in Cape Town it may be that a friend visiting SA will consider visiting an attraction based on what they have seen on a friend's social media platform.

Chan and Guillet (2011:345-368) emphasise that for a few tourism organisations, social media channels are quickly developing into more than a consumer connection instrument. It

is also about developing brand adherence. Social media is an innovative platform that assists tourism and hospitality companies to interact with consumers. Tourism companies also consume social media as channel to react to consumer dissatisfaction. The focus of social media marketing is on building brand awareness and sustaining customer relationships (Dwivedi et al., 2020:3). Cape Town tourist attractions can use social networking sites for building brand awareness and maintaining existing and creating new relationships with visitors. This inquiry provides information on cognitive and affective attitudes towards social media marketing communication used by the Cape Town tourist attractions.

Park and Seo (2018:36-41) state that social media marketing promotional undertakings of an organisation create a personal connection with consumers and offer prospects to contact consumers. Tourist attractions in the Cape Town area are no exception in terms of engaging in social media activities. These attractions ought to ensure that social media marketing is utilised effectively by ensuring that it is used as a two-way communication tool to understand tourists' needs and experiences when they visit these attractions. Social media also afford an opportunity to respond immediately to a complaint and possibly turn it into a positive spin for the benefit of the organisation.

Social media presents an abundance of opportunity for customer involvement and developing brand consciousness but in such a vibrant space, it is of utmost importance to consider carefully what one is doing. The customer drives social media, which is a characteristic that makes it such an attractive proposal for marketers. In social media marketing, prominence should be given to developing and acquiring productive plans that can create eWOM (electronic word of mouth) and as result amplify the brand (Adeola et al., 2019:65). Cape Town tourist attractions should employ tactics that would lead to visitors amplifying the brand through eWOM marketing.

Managers have become more at ease with and active in utilising social media as a component of their combined marketing communications. Companies that are heavily engaged in social media marketing will possibly make to use of the interactive features. This will result in companies being able to improve their performance (Ryan, 2014:172-173). In this instance, applicable to Cape Town area tourist attractions, visitors would check social media reviews prior to visiting these attractions. Tourist attractions can link back to the conversation being driven by the consumer. Organisations create methods and ways to discover and get to the target market by developing exact segmentation of customers, needs and wants (Barbosa et al., 2020:112). Cape Town attractions could follow similar plans with their target audiences of discovering their needs and desires through social media marketing. It is essential to have a plan to participate in social media marketing, flexibility is also necessary as well as an answer to the community (Kim & Wang, 2017:15-26). The

following guidelines need to be followed in order to achieve the essential flexibility and be responsive to the community:

Extract what you already have information on: Kirstenbosch Botanical Gardens would use its social media platforms to communicate a line up for its upcoming Summer Concert in order to communicate customers and direct the target audience where they can purchase the tickets.

Look, listen and learn: Table Mountain Aerial Cableway realised that social media was becoming more and more important to its visitors and opened a wi-fi lounge where visitors could access Wi-Fi freely and share their experiences immediately. This is a clear indication that the attraction understands the target audience and is moving with the times.

Be relevant, interesting and authentic: Groot Constantia is one of the oldest wine farms in SA and uses social media to promote new wines and new products to the visitors. This combines heritage of the attraction with remaining relevant in the current environment.

Respect rules: V&A Waterfront has a clear social media policy on its website, which advises users on what is permissible or not. This is to create rules of engagement with the target audience.

Respect people: Cape Point uses its social media to engage its followers educating the target audience in a respectful manner, as it is a national park. This is to ensure that as much as to attract many people to visit the park, it is also important to educate the target audience about the conservation aspects.

Respond to feedback: The Cape Town tourist attractions covered in this study all respond to customers within a certain period time to engage visitors on social media (Kim and Wang, 2017:15-26). Consequently, this inquiry examines the social media marketing messaging applied by the Cape Town tourist attractions and the manner in which the tourists perceive it.

3.2.4.1 Social media marketing communications

Traditionally marketers were subjected to concentrating on distributing a specific communication to a pre-set target market, with the goal of encouraging a particular reaction. Customer opinions were solicited from time to time through public opinion research, customer surveys, and focus groups. Marketing represented the customer's role as being a submissive receiver of information on products and services sold by the salesperson (Ryan, 2014:151). Social media marketing communication can be implemented via social networking sites, which can be used to encourage a sense of brand desire from consumers. Accordingly, social media marketing communication is instrumental in connecting consumers and organisations. The Cape Town tourist attractions need to find tactics that will evoke emotions from consumers so that it can ignite passion for the attractions from the visitors (Mukherjee, 2020:509-522).

Currently, because of the progressively interaction-oriented nature of cyberspace, the manner in which individuals are absorbing media is shifting. Customers are conversing with each other. The only difference now is that they are communicating virtually and among larger crowds of their associates (Gordon & Trammel, 2017:93-130). The Cape Town tourist attractions need to ensure that they are part of the visitor's conversations.

The discussions they are partaking in effortlessly surpass topographical, temporal and cultural frontiers, since the internet is a continuous flow of billions of dialogues, which offer exhilarating prospects for marketers. Open-minded marketers need to understand that it is important to be heard in today's interactive sphere, it is a necessity to contribute to that discussion, and if one wants to get the most out of any dialogue, listening is important too (Thomaidis, 2019:418-438). The Cape Town tourist attractions need to strive constantly to feature in online conversations through visitor social media messaging.

The marketer has to recognise that the target market is no longer an audience, but rather consists of lively participants who are engaged in a continuously changing debate, so online marketers also need to be part of this discourse. Social media channels are created around online groups, and from time to time are virtual networks and communities. The generation, creation and cultivation of a community mean that companies will not only partake in discussions, but also actively command and direct those discussions (Ramirez & Tejada, 2019:701-732). Cape Town tourist attractions can thus choose a directing role among online community engagements. Consequently, this inquiry focuses on the social media marketing communications that specifically targets tourists visiting these attractions.

Just as customers can converse amongst themselves, and send communication to business and brands, so business and brands utilise this channel to engage with the community. Many of the social networks make provision for advertising options for both small and large advertisers. It results in a powerful space, as the networks offer dissimilar formats and styles. Social media sites such as Facebook, Twitter and YouTube make such advertising prospects. It is possible for Cape Town tourists to create ongoing and active two-way communication with both current visitors and prospective visitors to these attractions (Stokes, 2017:373-377). Brands can ensure engagement and brand loyalty through innovative ways of communicating with customers, as well as implementing sustainable social media brand marketing communication directed at their consumers (Batum and Öztürk, 2018:111-135). Building loyalty through utilisation of social networking sites by Cape Town tourist attractions will play a significant role in developing brand equity for these brands.

3.2.4.2 Social media and communications

The digital setting has evolved the manner in which organisations communicate and connect with their many audiences. Embracing digital marketing methods specifically, social media

have changed transmission frequencies and formed the possibility to individualise marketing both in the context of business to customer and business-to-business. Having many different social media sites can pose a challenge but is also associated with the simple principles of combined marketing communications that can guide discussions with a lot of trading partner groups. Salespeople need to converse in a fast and reactive method, since consumers are in a position to make rapid decisions (Wicks, 2015; Gruner & Power, 2018:73-92).

It is possible through making use of social media to have quick and responsive communication. Trading partners can start building their reliability by implementing one-on-one targeted communication through social media. Communication is a main contributor to the success of any organisation and consumer engagement regularly assists to enhance the image of the company (Abratt et al., 2019:1482-1496). A brand is viewed as being approachable, responsive and accessible once it is involved in conversations. Consumers, both existing and potential, base their ability to identify a brand on the interaction they experience on the social media platforms. Social media make it effortless for companies to provide and receive response from the customers. This provides a platform for businesses to view complaints and offers an opportunity to respond and assure clients that their complaints are dealt with in an acceptable manner. The extensive utilisation of social media platforms has obligated marketers to modify their promotional mix to incorporate paid, earned, and owned messages due to the customers looking for product information (Chuang, 2020:202-211). The Cape Town tourist attractions will also need to avail budgets to boost posts on social networking sites to amplify messaging.

 Affiliates of Generation Y actively circulate, give, examine and use content via electronic word of mouth (on social media platforms), which have an influence buying intention. Purchase intention is directly impacted by social media usage. The customer regulates the connection between use of social media and buying intention in a way that this association is considerably more durable if there is a favourable brand status based on an organisations status as recognised by the consumer (Miller & Qiang, 2019:87-100). Strategy should ensure the development of persuasion along with the spreading of information or conversing with consumers using social media (Assaf et al., 2017:77-87). This would provide an effective platform for Cape Town tourist attraction to engage and constantly use social media platforms to keep the communication going between themselves and the consumers both prospective and existing. Cape Town tourist attractions have moved with the times and ensured that they have social media presence through Twitter, Facebook as well as YouTube. It will also be of significance if Cape Town tourist attractions utilise a targeted approach made possible by social media in engaging their target audience. This analysis examines social media communication of Cape Town tourist attractions and the behavioural attitudes displayed by tourists.

Consumers relish the opportunity to engage virtually specifically in relation to the product and brand that they utilise. When social media communication is well crafted, it results in consumers wanting to share their information. The time Generation Y spends on social media networks presents potential business for Cape Town tourist attractions with possibilities of converting into purchase (Sulthana, 2019:1-5).

Conversion of customers to liking social media-based marketing is influenced by the integrity of the introducer of the advertisement, which is a most fundamental factor. The context of the message introduced on any social media platform has more credibility to convince customers to develop a positive attitude concerning the advertisement. Social media has led to a shift with traditional media advertisement platforms utilised by companies moving to social media (Hamouda, 2018:426-445). The Cape Town tourist attractions have also included social media communication through the existing social networking sites, namely Facebook and Twitter. Proper YouTube channels for content generation are yet to be created.

With social media, advertising continuing to evolve has resulted in the body of knowledge of social media advertising to evolve as usage of social media continuing to spread and extend. There are three phases whereby social media can be utilised by the traveller, namely pre-trip, during-trip and post-trip of the travel planning process. Social media communication influences brand equity and as a result has an impact on consumer behavioural intentions. It is important that Cape Town tourist attractions make sure that they engage tourists during all three phases of travelling referred to above (Shapiro, 2017). Social media communication enables interconnection between brands and consumers and enables involvement (Chen et al., 2019). The messages should be written and crafted by Cape Town tourist attractions in an enticing manner that influences visitor behaviour in a way that favours the attractions.

Consumers connect with other consumers and there are examples that highlight how brands are used by their founders or a persona to narrate a successful brand story. In a world where consumers are spoilt for choice it is imperative for brands not to lose sight of storytelling as an avenue that is significant in building the brand and to differentiate themselves from the clutter. Cape Town tourist attractions will have to continuously explore and make use of storytelling through social media platforms in order to keep target audiences engaged and intrigued (Fuentes-Blasco et al., 2019:134-144). In light of continuous progression in social media communication, organisations and consumers alike constantly form part of this revolution. Social media has introduced a transformation in the manner in which communication takes place worldwide (Canel & Luoma-aho, 2020:1-30). Cape Town tourist attractions can come up with creative ways of promoting themselves to visitors and prospective through storytelling. Accordingly, this inquiry provides an analysis of Cape Town tourist attractions' social media communication directed at tourists from around the globe.

There is a fundamental part performed by social media in tourism operations and management as a communication instrument. Social media is a low-cost means of advertising and publicity for tourism products and services, and concurrently delivers data, promotes deals and reacts to consumer needs compared to traditional advertising. Social media advertising has a favourable impact on customers' attitudes (Bartsch et al., 2017:578-593). Social media plays a far bigger role than being an online meeting place for users. Social media is an environment that influences people's lives as well as communities. Apart from being of major significance for business purposes, it also contributes immensely to the way people consume information shared on social media platforms (Garg & Pahuja, 2020:172). Cape Town tourist attractions have a cheaper way of communicating with visitors through using social media.

The more consumers display positive attitudes toward social media advertising, the more they respond by clicking on these adverts, purchasing the tourism product or service advertised or finding out related information about advertisements shown on the social media site (Dwivedi et al., 2019:58-69). Even though organisations that are functioning in the tourism sector are progressively active on social media sites, it remains important that specific attention should be paid to their corporate reputation, and the particularity of their intangible offering, which must be fully assessed once used (Garg et al., 2019:372-385). The underlying goal of Cape Town attractions should be to use social media to create excitement amongst visitors to these attractions.

It has become apparent that advertising and communicating on social media networks has to be incorporated on a day-to-day basis by the Cape Town tourist attractions given the nature of the world today in relation to social media. The Cape Town tourist attractions need to balance the social media marketing integration and take cognisance of the importance of their corporate reputation (Jin Lee et al., 2017:1-28; Mishra, 2019:386-400).

3.2.5 Social media trends

The online social display is becoming better integrated with other emerging technologies, such as video and mobile devices. Social networking services appear to be consolidating. Firstly, this is partly because of the network effects governing online social sites; larger sites get larger and smaller sites get smaller more quickly. Secondly, an increasing breadth of applications has turned out to be integrated with the social web. A recent social media trend ensures that brands share short content consistently to retain tourists' attention (Influencer Marketing, 2020). Cape Town tourist attractions constantly need to find interactive content to ensure visibility and brand awareness amongst visitors.

As enterprise social networking become the norm, it will result in a sociological shift in people's behaviour toward relationships and connections. More significance will be placed on social capital. People who are well connected will be disproportionately favoured. They

will be more enabled than ever to collect and exercise social capital. This is true to both within companies on the internet where product influencers will be worth more to advertisers and may even be asked to be affiliates of brands. IT departments and technology retailers will have no choice but to incorporate social technologies into the applications they provide (Shih, 2012:336). User-created content has become more and more relevant as this contributes to brand equity. Consumers are taking brands and promoting them amongst online communities (Social Media Marketing, 2020). Cape Town tourist attractions can ensure that the user-created approach is achieved through encouraging and engaging those visitors that share their experiences online.

Lastly, social network advertisers will need to look into privacy issues when it comes to behavioural targeting. Media communication has changed from one-sided use of communication to multi-creator use, resulting in two-way communication. There has been a continual decline in sales for conventional print. Social media and technology through its capacity can inspire any brand. It may be that after the evolution of social media Cape Town tourist attractions need to spend less on print media and focus more on digital platforms, which allow more opportunity to engage consumers (Dutta, 2018:10). This inquiry provides an insight into social media communication among the tourists at these attractions.

The ability of social media to reach many people has been commended. Social networking systems assist the distribution of personalized subject matter in communal spaces, which helps to link individuals. Trends show that individuals frequently utilise social media sites to sustain interaction and communication with friends and associates and collect data about friends and persons they encounter in reality. Organisations have the responsibility to discover a balance between understanding their social information and finding innovative techniques to interact with their consumers. The following are trends to watch in 2020 (Barnhart, 2020):

- Brands are re-evaluating the metrics that matter the most. Brands are attempting to comprehend what motivates engagements with customers (Barnhart, 2020). Cape Town attractions can ensure that they use customer satisfaction surveys on their social media platforms to determine how they need to keep visitors engaged.
- The increase of private communities and closed tribes. Facebook group marketing continues to be a significantly important way to market to smaller, private communities (Barnhart, 2020). Cape Town tourist attractions can employ strategies that are targeted at these social media communities.
- There are more advanced, dynamic and direct social advertisements. Companies have many alternatives to follow a more targeted approach and resulting growth globally on all the major social media platforms (Barnhart, 2020). Cape Town tourist attractions can use social networking sites such as Facebook to amplify their messaging targeting global markets.

- Brands are taking a closer look at influencers. Brands need to understand what influencers are able to bring and make a meaningful contribution to the brand. Stories are not slowing down. Brands can expect even more stories in 2020 (Barnhart, 2020). Cape Town tourist attractions can use services of social media influencers as part of their marketing tactics.

- There is continuity in the video content boom. Brands have to stay awake when it comes to video. Brands should make the target audience an integral part of strategy. It is important for brands to be customer-centric by encouraging user-generated content including photos as means of encouraging engagement (Barnhart, 2020). Cape Town tourist attractions can ensure that they engage with the target audiences by reacting to the visitors' posts on social networking sites that are directly related.

- Brands need to rethink the social platforms that deserve their attention. Brands need to think about where their brands will perform the best (Barnhart, 2020). Cape Town tourist attractions need to re-evaluate the social networking sites constantly that they operate in by gauging visitor's engagement levels.

Marketers are held responsible for their performance data. It is important that brands take the lead in monitoring conversations, interactions and making data readily available to the marketing team. Cape Town tourist attractions can leverage the fact that people use social media to connect and can use the social media as a research mechanism in order for this to enable the attractions understand their consumers better. It is also essential that the Cape Town tourist attractions are actively involved and flexible to changes that may occur in the social media space (Mwaura, 2017:152-155). Brands are adapting in the way in which they engage consumers by having more personal interactions through platforms such as Facebook Messenger, which enhances customer relationship with the organisation, as customers prefer personal interconnection with brands (Campher, 2020). Cape Town tourist attractions can use their ticket sales database obtained through online sales in order to develop personal interaction with visitors. Accordingly, the Cape Town attractions in this study all have Facebook pages as communication tools at their disposal.

About 40% of companies are planning to embrace social selling. Lead generation is the main reason that about 61% of US marketers utilise social media. Assisting with understanding and social selling better is the reason that about 53% of salespeople use social media. An average marketer spends about 10% of a working week on social media. Brands have about 90% of social media consumers who reach out to them (Barysevich, 2019). It is evident that social media interaction is becoming more significant in organisations and consumer lives; Cape Town tourist attractions need to ensure that social media engagement plays a bigger role in their interaction with visitors (Ennis-O'Connor, 2020).

A response to a complaint on Twitter is expected within an hour by 78% of people. The expected growth number for social listening skills for 2019 is about 31%. Using social media for lead generation and social selling will grow in 2019. User-generated content and employee-generated content are significantly vital providing that the content is genuine. Given these are 2019 social media trends it is important that Cape Town tourist attractions ensure that they learn and apply what is currently happening in the market. They are reactive and aware of what is happening around them and how the consumers are behaving on social media platforms (Patel, 2019). Organisations need to ensure that their websites are responsive to mobile devices as most customers use websites to search for information. Furthermore, video content remains quite significant as it communicates with the senses of consumers. Cape Town tourist attractions will need to add more video in their content when interacting with visitors.

Perceptions of the value of advertising, specifically tourism advertisements, are affected by an entertaining advertising message. The customers who have a favourable attitude concerning social media advertising are possibly going to produce positive behavioural responses (Hamouda, 2018:426-445). Cape Town tourist attractions can generate entertaining content in order to influence visitors positively.

Four significant new trends emerged in social media investigation between 2011 and 2016 namely big data, netnography, Travel 2.0 and Web 2.0. Cape Town tourist attractions need to interact with travellers in such a way that a positive attitude is developed through social media advertising (Butt & Nikhashemi, 2019:2691-2719). Some of the trends that organisations need to consider include personal engagements and connection with online communities. Furthermore, it is essential that brands have clear influencer plans and tactics in place for with clear targeting objectives (Goodwin, 2020). These attractions are also required to consider the social media research trends; Cape Town attractions would need to create clearly targeted influencer strategies for social media consumer interactions and messaging. This inquiry examines the cognitive and affective attitudinal components displayed by tourists visiting Cape Town attractions towards their social media marketing communications.

3.2.6 Importance of social media to customers

The part of the customer is changing. Consumers used to be submissive recipients, standing by for the release of new products. At present, they are no longer waiting. Every consumer now has a voice and what he or she says is important. They want to contribute to new product and feature ideas and receive immediate response when something goes wrong. If an organisation can win over customers, they become supporters on Twitter and defend the organisation (Shih, 2012:14; Kargaran et al., 2017:353-371). In social media, consumers

play a key role by being content co-creators. Organisations that engage with their consumer via social media result in positive relationships (Chuang, 2020:202-211). Cape Town tourist attractions constantly need to reassure consumers of their importance through their social media communication so that they remain brand loyal. Accordingly, this inquiry investigates the social media usage by Cape Town tourist attractions among visitors.

Social media tools are utilised as a connection and interaction mechanism by people. Social media networks have empowered consumers, thereby making them more influential. This is done through the linking of people with shared positions and interests. Cape Town tourist attractions consider the importance of listening to consumers' needs using social media as a tool to do so (Akbar et al., 2019:761-784).

Social media is forcing companies to be customer-centric through giving a voice to consumers. Companies are required to take customers seriously by not only listening to them, but also through reacting to what customers say. In order for companies to succeed today, they have to invest in designing their systems and procedures around the consumer. Customer self-identity is also established through the manner in which they connect within a social network such as Facebook (Shih, 2012:41; Augusto et al., 2018:880-896). Cape Town tourist attractions need to monitor social media feedback from consumers to innovate constantly to meet customer requirements. Facebook is one of the social networking sites on which Cape Town tourist attractions' marketing communication is examined, together with its influence on the attitudes of the tourists.

Social media platforms have enabled brands to find innovative ways to communicate and create content together with customers and to share information. Social media has become a mechanism for consumers to interact with companies (Kamboj, 2020:205-231). Organisations can also use social media to source innovative ideas from consumers through social media interactions (De Oliveira, 2020:1-13). The above is a clear indication to Cape Town tourist attractions that it is important to be customer-centric, it can only be beneficial for any organisation.

There is a change in the manner in which people interact with media because of the progressively interactional format of the internet, all of which is evolving. Marketing too is changing fast to develop more into a dialogue than a monologue. Advanced marketers know that they must listen in the present interactional sphere; they are required to communicate, and if they plan to get the most out of customers, listening to them is important. Marketers are not known as listeners, but they must grasp the prospect afforded by the internet and further, companies need to take note of what online consumers and prospects are saying about their brands, industries and the world in general (Ryan, 2014:153). Organisations are at liberty to use social media to understand consumer requirements and preferred choices.

Social media users are highly conversant with how the platform works and use the platforms to share and engage with others. Consumers can also play a vital role of being brand ambassadors, so it is important for organisations to capitalise on this (Hammedi et al., 2019:116-127). The tactics and plans for social media created by Cape Town attractions need to become more customer-centric. Accordingly, this inquiry provides further insight into the social media use by Cape Town tourist attractions among tourists.

Social media affords marketers innovative ways to converse with consumers. It permits creation of a position for one's brand that customers can effortlessly reach and wherein they can interrelate. (Jin Lee et al., 2017:1-28). Social media have enabled consumers to interact and share information with others. The Cape Town attractions will need to take into account what compliments, suggestions and complaints tourists are communicating after visiting the attractions and engage accordingly with these visitors.

Social media users are classified into two broad categories, which are that they either use content, or give content. Consumers now are more inclined to develop mutual choices through cluster deliberation by creating, transmission and getting product facts through inner non-marketing clusters by positioning product data in associated circled networks on Facebook. Cape Town tourist attractions need to incorporate consumer contributions into their marketing strategies (Jin Lee et al., 2017:1-28; Dwivedi et al., 2019:58-69; Garg et al., 2019:372-385). This research provides information on the use of Facebook by Cape Town tourist attractions as a messaging channel and the perceptions of tourists.

3.2.7 Importance of social media to organisations

It has become even more difficult for organisations to differentiate their offerings. In the revelations around corporate misconduct, product returns and negative word of mouth, customer views have become suspicious of companies. It has become increasingly prevalent that individuals believe their friends more. Social networks are coming up as a dominant innovative promotional medium for businesses to provide refreshing targeted promotions by means of profile data, involving residents within social media communities by drawing from active reliance inside friend clusters, and methodically nurturing word-of-mouth through current consumer support. Just as marketers had to learn e-mail and internet marketing two decades ago, in the present day they have to master Twitter and Facebook (Shih, 2012:110). Organisations regard social media as a significant communication mechanism, which is a major driver to reach and interact with potential consumers across the globe (Archer-Brown, 2019:169-179; Bala et al., 2020:1-15). Becoming proficient at how to use the widely used social media platforms will ensure that Cape Town tourist attractions remain relevant and able to engage with their customers. Accordingly, this analysis included the attitudinal responses by tourists from all around the world towards social media communication by Cape Town tourist attractions.
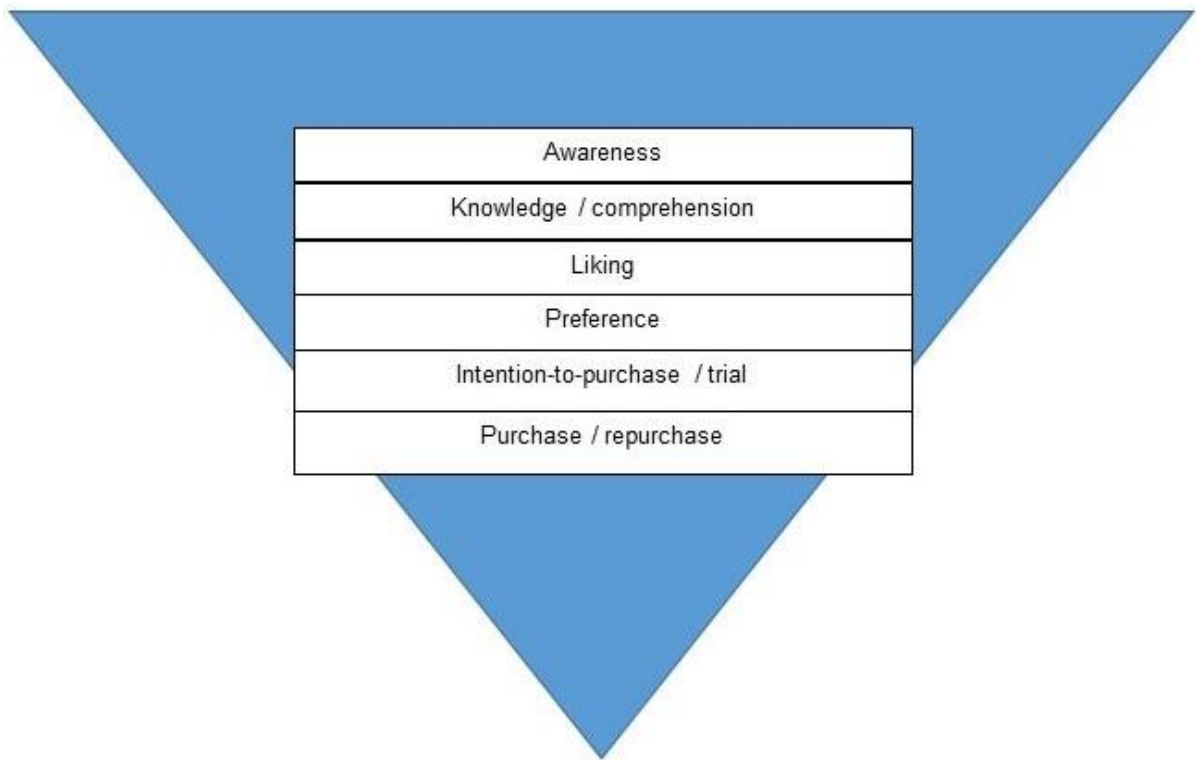
Figure 3.1: Communications effects funnel

Source: Adapted from Belch and Belch (2018)

The figure above relates to Cape Town tourist attractions utilising social media channels, for instance Facebook and Twitter, to create awareness through the presence that they already have on these platforms. Furthermore, social media influences consumer choices and intention to buy. This can also be used as tool to get feedback once the travellers have visited the Cape Town tourist attractions in order to influence repeat visits and sharing with other potential visitors. Therefore, Figure 3.1 relates to the cognitive, affective and behavioural attitudes displayed by the tourists towards the utilisation of social media communication by the Cape Town tourist attractions.

Companies are steadily spending more of their advertising budgets on social media advertising. It also allows businesses to observe customers' dialogues, attitudes and considerably more towards a brand (Jin Lee et al., 2017:1-28; Hamouda, 2018:426-445). Social media is an important mechanism to interchange knowledge between businesses and consumers. Social media can also be linked to a variety of organisational objectives such as innovation, diagnostic approach, organisational transformation and leading competition (Aslam et al., 2019:688-702). This is done in order to convert prospective visitors to travel to these attractions when visiting Cape Town. Two things would be important for Cape Town tourist attractions, firstly increasing budgets for social media to consolidate marketing efforts, and making sure that interaction on the social media platforms is driven towards building a positive image of these attractions to both prospective and current visitors

Social media permits brands and companies to communicate with their consumers whilst simultaneously customers are capable of conversing with each other (Kim and Kang, 2017:298-316). To enable organisational procedures to generate revenue through utilising innovative digital technology, companies are rearranging their structures (Agostino and Sidorova, 2017:777-794). Social media has the ability to influence the reputation of an organisation amongst its consumers. Social media has also changed the ways of engagement between organisations and customers leading to more interactions (Colleoni, 2019:28-52). The innovation of social media has led to organisation having to form part of this revolution and incorporate it to the day-to-day running. Social media has afforded businesses a bigger scope within which customer interaction and engagement can take place (Nisar, 2019:264-272). Cape Town Tourism also needs to evolve constantly on the social media arena to be able to keep up with their consumers. Accordingly, this inquiry provides insight into affective attitudes displayed by tourists towards social media promotional content by Cape Town tourists' attractions.

3.3 Hierarchy response models and attitudes

For the past hundred years, various advertising response frameworks for positioning marketing communication aims have been established to represent the hierarchical phases that customers proceed through up to purchase. The widely well-known frameworks are Attention, Interest, Desire, Action (AIDA) (Strong, 1925), hierarchy of effects (Lavidge & Steiner, 1961:59-62), innovation adoption (Rodgers, 1962) and association (Preston, 1982:3-15). Social media messaging allows customers to interact with virtual data processing channels in a variety of methods but customers have a significant power to choose whether to convert to being conscious, and to participate and develop understanding, of advertised brands (Duffett & Wakeham, 2016:20-44). This study provides information on attitudes displayed by tourists towards social media communication by Cape Town attractions.

The hierarchy response model remains relevant to social network advertising during the attitudinal phases, but ought to permit customers to advance through all the phases from awareness to purchase. Thus, as soon as customers have come to be conscious of and engaged in the brands as the outcome of the information supplied by social network advertising, the social networking sites ought to offer more motivation to associate with them and guide the customer through to the end phase of the hierarchy to allow a direct acquisition (Duffett & Wakeham, 2016:20-44). Thus, in this study tourists would firstly be aware of the Cape Town tourist attractions, then develop favourable feelings towards the shared social media messaging and then visit the tourist attractions by purchasing tickets for entry at the attractions.

Opinion surveys often use numerous components to quantify the interviewee's underlying value attitude. To investigate such categories of information, investigators have frequently followed a two-step method by first creating a combined measure and the utilising it in consequent analysis (Zhou, 2019:481-502). This study employed a survey method in order to measure attitudes of tourists from different groups in terms of nationalities, age, level of education and countries towards the use of social media as a communication tool by Cape Town tourist attractions. The three core elements of attitudes are: cognitive – opinions pertaining to an item or brand where prospective customers become conscious and obtain understanding of, for example, a promoted brand; affective – the favourable or unfavourable emotions about a specific item or brand, for example affection and inclination towards an advertised brand as consequence thereof; behavioural – the response in relation to an item or brand, for example whereby customers react which may possibly be buying a brand (Duffett, 2016a:1-21). This study verified tourists' awareness, enjoyment and purchase-intention using data collected through a survey (Bauman et al., 2018:140-147). Hence, this study examines cognitive, affective and behavioural attitudes displayed by tourists towards social media communication by Cape Town tourist attractions.

3.3.1 Hierarchy of effects model

The hierarchy of effects model was founded in the 1960s as part of advertising and marketing theory. The hierarchy of effects model needs measures of attitudes, followed by measures of effectiveness, results expectations, awareness and intention (Barry & Howard, 1990:121-135). Advertising has been in existence for many decades but in the context of the academic theory of advertising, questions pertaining to the manner in which it functions and why it works are still debatable matters in academia and industry (Barry, 2002:44-47). Undoubtedly the hierarchy of effects models gives some assumptions for marketers such as assisting to forecast behaviour irrespective of how inadequate those forecasts are, giving practitioners data regarding on what advertising strategies should concentrate (cognition, affect, or conation) based on target audience, and ultimately affording planners an opportunity for decent planning, training, and conceptual instrument (Bauman et al., 2008:249-256). The hierarchy of effects model permits comprehension of customer behaviour in virtual tourism as travellers usually share their encounters to create awareness about e-merchants. In the instance of this study, it will be about the messaging share by Cape Town tourist attractions to visitors to create awareness and gain reaction and interaction (Augustin & Liao, 2020:1-73). Accordingly, this inquiry provides insight into the tourist attitudinal responses towards social media used by Cape Town tourist attractions.

The hierarchy of effects model clarifies the three foremost phases of the customer purchasing process: cognitive, affective and conative stages. In the beginning, customers collect information about the brand. When customers come to be conversant about the brand, they establish either favourable or unfavourable emotions toward it. Lastly, customers' influences are altered into reaction, namely purchasing a product or service from the brand (Choi & Han, 2019:1-3). The hierarchy of effects is utilised for quantifying the efficacy of advertisements, and has allowed various unusual nuances in the advertisements. The hierarchy of effects model is able to measure brand awareness, brand persuasion and competitive advantage among others (Bhat et al., 2019:1-31). The hierarchy of effects model refers to an undertaking of buying consumer goods, which will lead to awareness of the product and end up with the outcome of purchasing behaviour. The manner in which the hierarchy of effects model unfolds involves cognition, which consists of awareness and knowledge, affect that consists of liking, preference and conviction as well as purchase (Shih, 2013:92-96; Hsu, 2016:1-12; Belch & Belch, 2018:162).

Kim et al. (2004:49-60) cited that hierarchy of advertising effects models have been in existence for more than a century in the literature of marketing. The traditional hierarchy outline emphasizes that customers react to advertising communications in a well-ordered manner. Mokhtar (2016:273-294) stated that advertising is associated with the energy that inspires customers along the steps in the hierarchy of effects model. Furthermore, the model assists as a rational guide for advertisers when creating advertising objectives, strategies, and measuring advertising value. The hierarchy of effects model for this study comprised components such as awareness, enjoyment and purchase intention created by the use of social media communications for by the Cape Town attractions, and their effect on cognitive, affective and behavioural attitudinal components of tourists visiting these attractions (Berry et al., 2018:1-11), which was used as the theoretical underpinning of this study. The hierarchy of effects model would include both a direct and indirect effect on customer behavioural intention (Gallup, 1974:1-11; Lavidge & Steiner, 1961:59-62; Vakratsas & Ambler 1999, 26-53; Alexandris & Tsiotsou, 2012:363-378).

Stages	Hierarchy-of-effects-model
Cognitive Stage	Awareness Knowledge
Affective Stage	Liking Preference Conviction
Behavioural Stage	Purchase
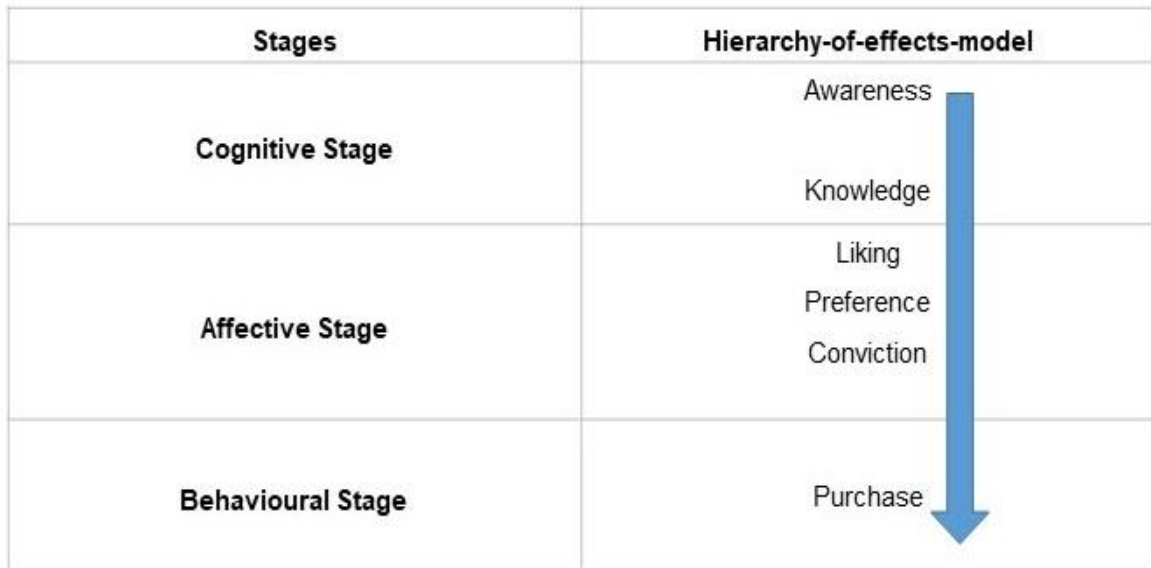
Figure 3.2: Model of the response process
Source: Belch and Belch (2018:162)

The figure above illustrates the stages of the hierarchy of effects model, which was used as the theoretical underpinning of this study. Based on this model, it might be anticipated that customers become aware of and informed regarding a brand, cultivate emotions toward it, create an aspiration, and then buy. Although this rational development is normally precise, the response categorization (cognitive, affective, behavioural), however, does not always work in this manner (Belch & Belch, 2018:162). Lavidge and Steiner (1961:59-62) that advertising was an asset in a long-term process that stimulated customers over a period of time. Ahmed et al. (2014:301-308) state that the hierarchy of effects model is utilised to minimise the psychological reluctance in the consumer's attitude towards advertisement. Moreover, the model is centred on the hypothesis that consumers begin with learning something from advertising, then develop feelings about the product or service in question and lastly take action. The model theorizes that proximate variables such as awareness are unintentionally connected to farthest results such as behaviour modification through a sequence of transitional measures such as social standards, attitudes, objectives although the series of effects can vary. The hierarchy of effects model additionally holds that the likelihood of attaining every consequence reduces as the process progresses through the hierarchy, which implies that the quantity of a population that becomes involved in the preferred behaviour modification would be small (Bauman et al., 2018:140-147). This research has adopted hierarchy of effects model in order to establish whether social media communication has an effect on each hierarchy response stage. This examination (as per Figure 3.2) investigates tourists' information, affection and buying sentiments factors because of social media marketing communication by Cape Town tourist attractions.

3.3.2 Attitudes

Attitudes are essential in the view of the fact that they influence both the manner in which we view the world and the method in which we behave (Haddock & Maio, 2015:1-3). Since individual's attitudes influence their inclination to use their thoughts and emotions to reason, it is quite significant to have an improved comprehension of the reasons that influence customer attitude (Chou et al., 2020:1-11). An important component in effecting individual's attitudes and behaviours is to encourage inner discussion about their principles (Beaulieu et al., 2019:179-182). Attitudes are reasonably persistent, steady and continuous over time and, and consists of three components: cognitive, affective and behavioural (Duffett, 2017a:19-39). Customers go through sequential attitude stages, namely; awareness of the brand's presence (cognitive attitude response); understanding of what the brand consists (cognitive attitude response); having a positive inclination to it (affective attitude response); demonstrating liking of the brand in comparison to others by displaying a favourable attitude to it (affective attitude response); belief that acquisition of the brand would be sensible (behavioural attitude response) and the ultimate acquisition of the brand (behavioural attitude response) (Duffett, 2017a:19-39). Customers can advance though a number of phases simultaneously or in a different order. Attitudes are relatively long-term, reliable and continuous over time (Grisaffe et al., 2018:83-97; Duffett, 2017a:19-39).

Researchers and practitioners have been theorising various methods to evaluate the efficiency of communication for a very long time. Many assert that communication is successful when it ends with a transaction, subsequently others argue that numerous consecutive phases that may consist of awareness, concentration, understanding, apprehension, intrigue, affection, need, inclination, preservation, assessment, belief, intention to purchase, pilot, acceptance, achievement, purchase, gratification and numerous other potential stages, based on the response (Duffett, 2017b:1-22). A person's positive or negative evaluation of performing a behaviour is described as attitude towards behaviour. Attitude is established through contemplation of the possible outcome of executing a behaviour. Customers' attitudes toward advertising affect how they react toward advertising, specifically their buying intentions. On social network sites, users' positive attitudes are shaped by factors such as educational value, enjoyment, intercommunication and web page creation (Manthiou, 2012:15; Boateng & Okoe, 2015:299-312).

All customers seem to have an opinion about a numerous features regarding advertising. A significant sign of the effectiveness of advertising is the views and attitudes that customers

have towards advertising. Customers' opinions and advertising attitudes are seen as signs of the effectiveness of advertising in general (Akareem & Wiese, 2020:420-455).

Educativeness is likely to produce positive attitude towards a social network sites. Furthermore, members of a social network community attitudes are influenced by the ties to their online friends based on social interface, which are the main factors (Pornsakulvanich, 2017:255-262). Conversion transpires when conveyance affects individual's attitudes, beliefs, values, or emotional appeals by a given recommendation system and it results the occurrence of persuasion. Seeing a visual incitement may generate affect linked with a particular cognitive category. The affect automatically conjured by the visual stimulus, which functions as a peripheral cue, could inspire the formation of product attitudes (Kim et al., 2019:262-274).

Likert-type scales are a frequently used survey tool for measuring attitude. At least three motives explain this their usefulness: compliance with present exploration exercise, simplicity of scale construction, and criteria for assessment that concurs with test theory. Likert-type scales are used often, and a lot is known about their properties (Bartikowski et al., 2010:179-195). Likert scales can be counted in a larger group of measures that are at times discussed as aggregated rating scales, since they are founded on the notion that some underlying phenomenon can be measured by aggregating a person's rating of his/her feelings, attitudes related to a series of individual statements (Hartley, 2013:83-86). Likert scales are a set of items used together in order to calculate an aggregated item. Over time, the use of Likert's technique has drifted away from strictly measuring a respondent's level of approval or agreement with statement and may look at frequency. Likert scales are ordinal data (Spencer, 2015:836-850). This study used a five-point scale to assess each attitudinal hierarchical response of tourist views towards Cape Town tourist attractions social media usage as a marketing and communication tool.

Numerous studies have been conducted in developed countries that have investigated varied views of attitudes on social media marketing communication. El-Said (2020:1-12) found in a study conducted among 432 respondents in Egypt that negative online hotel reviews (cognitive) resulted in unfavourable influence on customers. Furthermore, Alalwan et al. (2020:1-13) revealed in research conducted among 500 respondents in Jordan that customers displayed favourable thoughts and emotions (affective) towards brand social media pages. Moreover, McClure and Seock (2020:969-989) found that social media brand pages' customer attitude led to purchase-intention (behavioural) in future in a study of 159 US students. Cambra-Fierro (2020:1-12) found that tourists had favourable attitudes towards

information (cognitive) shared on social media about tourist's destinations, a study conducted among 300 respondents from Peru. Cuevas et al. (2020:1-11), found that entertainment on social media (affective) led to positive attitudes towards social media influencers brand association with the sample conducted among 325 respondents in the US. Cheung et al. (2020:1-13) found that brand engagement on social media was the essential driver for exploring and rebuying behaviour (behavioural).

The above-mentioned studies did not focus on specific social networking sites and followed a generic approach with small sample sizes with one of the studies focusing on college students. One of the studies found that negative reviews on social media platforms les to negative attitudes towards hotels. Not much research has been conducted in SA that focuses on social media communication and tourist attractions and the tourism industry as well as the traveller's attitudes towards it. This inquiry was conducted in a developing country in order to determine the influence of social media used by Cape Town on tourists on their cognitive, affective and behavioural attitudes.

3.4 Social media marketing communication attitudinal research

Present day product perception, assessment and awareness as well as the last stage of the attitude development progressions been significantly associated with a new configuration of multifaceted messaging in which customers are more interested and discover more trustworthiness as opposed to receiving old fashioned marketing advertising (Dwivedi et al., 2019:58-69). There have been many investigations globally of attitudinal responses around the various kinds of marketing communication on social media. Social media platforms are changing the tourism industry from its conventional pattern into a more interactive design (Artola et al., 2017:60-70). Based on the social media marketing perception of the ability to influence users, persuading customers to follow a brand on social media networking sites may influence their friends to pursue the brand. Furthermore, favourable assessments of a brand's social networking sites tend to be associated with favourable brand attitudes and greater intention to purchase (Cao et al., 2019:475-488). Therefore, this analysis focuses on the influence of marketing communication in three social media networking sites (Facebook, Twitter and YouTube) on tourists at selected Cape Town attractions.

Virtual and cloud access through mobile devices has the ability to generate present-day data feeds to be explored which are likely to develop with time more noticeably in directing travel choices. Given that the topography of communication is transforming it is more significant for brands to comprehend how social media engagement may influence customer's attitudes

and their intention. Customer attitudes pertaining to a webpage or virtual shopping contribute substantially towards their online shopping behaviour (McClure & Seock, 2020:969-989)

Customers are now able to acquire information through social media about tourism services. Analyses that are shared by customers on destinations as well as both positive and negative reviews are encompassed by social media platforms. In tourism, consumer involvement has been established to enhance devotion, belief and brand assessments. (Karjaluoto & Ukpabi 2017:618-644). Social media engagement involves trust as a main basis upon which a relationship can be developed between a brand and a customer. Additionally, the advantages of trust enable the brand to coordinate social media communication with consumers, decreasing costs, increasing advancement prospects and influencing consumers' purchasing and word-of mouth intentions (Adam et al., 2020:1-10). Alalwan et al. (2017:1177-1190) state that social media has been essentially perceived as a functional mechanism that makes provision for an organisations' marketing objectives and plans, especially with regard to features associated with consumers' participation, customer affiliation management and transmission of information. Social media has been described as a platform for deliberating on concepts, sharing encounters and interchanging information. It has modified the manner in which people engage, supplying enormous quantities of information and rich target audience information as consumers and brands interact and develop relationships (Farinloye & Mogaji, 2019:1-12).

Buhalis et al. (2013:3-22) state that in this period of social media, the internet has evolved from a broadcasting medium to a participative platform which allows people to become the media themselves for working in partnership and sharing information. Expanding customer brand engagement assists with consolidating customer's comprehension of the product features and advantages of the brand, resulting in more satisfied consumers and affection towards the brand, thus resulting brand attitudes. The affective attachment to a brand that is created through customer brand engagement boosts a favourable brand attitude (Cheung et al., 2020:1-13). This study provides insight into Cape Town tourist attractions social media usage directed at visitors and corresponding influence on the tourist attitudes.

Table 3.1: Summary of social media and/or tourism literature investigating cognitive, affective and behavioural attitudinal research

Authors	Purpose/objectives	Main findings	Conclusions and implications
Cervantez et al. (2009:148-164)	The main purpose of this paper was to obtain a comprehensive grasp of the conception of cognitive age and how it is utilised as a variable when categorising the target audience over the age of 55 and how social media influences their travel.	The research involved 400 senior citizens (55 years and above) and was conducted in Spain. The study established that the result of the group analysis that was taken up resulted in the creation of two sections consisting of those actively involved in travelling and making use of travel social network sites and those who were stable passives.	This research was one of the fewer applications of this barometer categorisation of senior citizen tourists embarking on travel for extended period and how they interacted on social media channels.
Carrier et al. (2013:2501-2511)	This study investigated a new, inclusive measurement instrument that incorporated models used before for evaluating self-divulged recurrence of media and technology utilisation as well as attitudes towards technology usage.	This research surveyed 942 respondents in the US. The finding disclosed that the respondents had favourable attitudes towards the usage of technology and social media.	Carrier et al. (2013:2501-2511) investigated the frequency of media usage and attitudes regarding technology. The study found that there was positive attitude concerning the use of technology.
Hem et al. (2013:1589-1594)	The main aim of this research was to describe how two studies following four extension clustering characteristics impact customer's attitudes regarding brand additions: awareness set proportion; contemplated likeness amongst topical brands; contemplated classification ease; and general classification attitude	The investigation surveyed 701 respondents in Norway. The first study showed that grouping characteristics influence both directly and indirectly consumer brand extension attitudes. Study two found that when starting with brand addition classification it is important for brand managers to pursue must seek addition classification considered in a favourable manner by customers.	The study showed that brand managers should research prevalent attitudes towards several potential groupings in addition to probing the more traditional brand additions fit judgements.
Kabadayi et al. (2013:203-223)	The study examined components that influenced customer's enjoyment and discussion of brand pages on Facebook.	This examination conducted an online survey among 269 millennials the US. The study found that customer involvement is vital for the positive results of brands' social media strategies.	Kabadayi et al. (2013:203-223) used an online survey among 269 consumers in New York. The study found that consumers displayed a positive influence on commenting or liking brands on Facebook.
King et al. (2013:193-216)	The goal of the research was to investigate how social media use and the regularity thereof influenced the utilisation of scholarly data and influenced university academic personnel.	This research surveyed 1078 respondents across six universities in the UK. The study found that the utilisation and establishment of social media led to producers of social media (YouTube and Twitter) academic information to reading more than others read and did not affect it in a negative manner.	This paper illustrated that scholars that are involved with using conventional materials for their academic projects also embraced diversified styles of social media more often compared with their co-workers. Social media enhances the use of traditional scholarly material.
Abzari et al. (2014:822-826)	The paper researched the effect of social media on customers' attitude regarding brand and intent to buy.	The investigation surveyed 210 Facebook users in Iran. The research found that social media has the ability to effect customer's choice to buy the product of a company. Furthermore, happy customers would display a favourable attitude concerning the organisation and would distribute through social media helpful word of mouth, which can influence customers' decisions to buy the	Abzari et al. (2014:822-826) conducted research amongst customers of Iran Khodro Company geared towards establishing the influence of social media on consumer's attitude in the direction of the brand and intent to buy. The research found that social media advertising has a

		business's products.	substantial impact on brand attitude.
Ho (2014:252-267)	The objective of this research was to establish customers' uncompelled behaviours on Facebook through analysing how affiliates' public involvement had emotional impact on customer behaviours towards the brand.	The research employed an online survey among 206 young respondents in Taiwan. The study found that customers' community engagement on Facebook has a favourable influence on brand trust and community identification. Moreover, this research established that brand trust has a directly favourable influence on public recognition. Moreover, brand trust and public recognition enact an interceding role between Facebook and customer residents' behaviours.	Ho (2014:252-267) examined the importance of customer voluntary behaviour on social media networks. The research proposed a model by which the paper could study customers' uncompelled behaviours on Facebook from participation to customer residency behaviour concerning the brand.
Munar et al. (2014:46-54)	The principal goal of the research was to explore what motivated summer travellers to make use of what social media had to offer and their willingness to circulate information utilising a selection of social media channels.	This examination surveyed 398 holidaymakers (who used Facebook) from Denmark and Spain. The study found the importance of preference to visual content as compared to narrative content for the two countries surveyed at Mallorca airport. This reinforced the close affinity amongst tourism and figure-forming conventionally formed part of tourism studies.	This paper showed sharing practises over social media come across as worthwhile statements of being sociable and poignant provision with a reduced significance as data sources for deciding on the vacation. Moreover, the research revealed the extent to which most recent and classical technologies degree to which classical and new technologies run over and embellish each other.
Boateng and Okoe (2015:299-312)	The study investigated the connection amongst customers' attitudes regarding social media advertising and their behavioural reaction concerning corporate reputation.	The investigation employed a survey design among 441 respondents in Ghana. The study found that there is a substantial connection amongst customers' attitudes pertaining to social media advertising and their behavioural responses.	Boateng and Okoe (2015:299-312) used a survey consisting of a sample of 441 respondents. The study found that there is a substantial connection between customers 'attitudes toward social media advertising and the manner in which they behave as well as respond to it.
Chin Lin et al. (2015:518-533)	The main aim of the study was to probe the effect of travellers' 'insight into customer created content and how they behaved towards travel.	The research examined over one thousand blog articles, which focussed on destination image via a qualitative approach. The study found that the quality of the functioning of social media attracts those who respond that are aware and that ultimately result in intent to travel to a desired destination.	Chin Lin et al. (2015:518-533) investigated how user-generated content influenced the behaviour of travellers when travelling. The study established that social media had an influence on the travel behaviour and the view they have of a destination.
Duffett (2015b:498-526)	The aim of the investigation was to examine the consequence of behavioural attitudes concerning Facebook, among Generation Y in SA. Furthermore, to take a decision about the numerous usage and demographic fluctuations that have an effect on intention-to-buy views.	The inquiry surveyed over 3 500 millennials in SA. The study found that Facebook advertising has an insignificantly favourable impact on behavioural attitudes among Generation Y, which is related to the discussions of the consequence pyramid model that came into existence with conventional advertising research.	Duffett (2015b:498-426) found that Facebook advertising positively influenced the behavioural attitudes (intent to buy and buying) of Generation Y who live in SA. The following usage characteristics contributed towards the creation of a more positive view of Facebook advertising: log-on duration, profile update of occurrence,

			demographic effect of ethnic orientation.
Kiráľová and Pavlíčeka (2015:358-366)	The chief purpose of the study was to demonstrate that destinations that made use of social media master plans could continue having a competitive edge.	The study combined theoretical background of social media and destinations with practical observations. The research examined social media campaigns by various destinations globally, which included Facebook and Trip Advisor as the social media platforms. The paper showed that the most repeatedly requested determinations of the social media promotions comprised expanding consciousness about the destination and attained worldwide promotion, persuading travellers to design their trip, building the destination to be liked, aiming to reach a particular market of subscribers, growing the figures of Facebook fan base, altering the stance in the travellers thinking and returning the destination to be well like by visitors.	Kiráľová and Pavlíčeka (2015:358-366) examined tourism as a key profit-generating source of income for numerous destinations. However, the cutting of costs has necessitated destinations to adjust their communications masterplan to take note of the changes in media and technology that has taken place on a global market. The travellers were searching for an emotionally fulfilling experience. They see themselves being active participants in the development of tourism products and their motive to purchase is influenced by the relationship they offer between the customer and the product offering.
Amaro et al. (2016:1-15)	The paper examined the traveller's use of social media for tourism motives and associated the use to traveller's attributes.	The research employed an online survey among 1 732 respondents (predominately millennials) from 54 countries (mainly in Europe). This study has found that a website with more attractive and communal components could inspire substantial affiliation among the development of content related to travel, social media engagement and the considered entertainment thereof.	Amaro et al. (2016:1-15) used a survey among 1732 respondents from 54 countries in Europe with 76% from Portugal. This study found that a substantial favourable affiliation among the development of content related to travel and social media participation and with considered entertainment, the development of content related to travel could be motivated by developing websites with components that are more communal and attractive.
Guillet et al. (2016:783–805)	This research attempted to comprehend how hotels distribute data and interact with customers using social media.	This examination implemented content analysis among 133 hotel brands in China. The study found that Economy Brand hotels were the most conscious of the possibilities for creating and investigating social media (Weibo and WeChat) actions.	Guillet et al. (2016:783–805) made use of content inquiry to investigate social media promotion and the performance of 133 top four social media networks. The study empirically confirmed that numerous organisations treated social media as a commercial channel not as a circulation outlet.
Lyu (2016:185-195)	This study investigated understanding of self-presentation behaviours by female tourists' strategic positioning which is distinguished by their deliberate journey selfies shared on numerous kinds of social networking networks.	The research used an online survey among 394 female millennial respondents. This study found that visual aspect monitoring had a favourable influence on behaviours of travel selfie touch-ups. However, rectifying on a continuous basis travellers remarks on social media	Lyu (2016:185-195) disclosed that Korean females showed positive attitudes towards travel selfies and involved willingness to manipulate their selfies in order to shape their desired impressions. Destinations that

		assists with creating an exact image of the destination.	distribute free photo-editing applications can contribute towards a positive perception from tourists.
Sanz-Blas et al. (2016:534-558)	The study analysed the role played by emotions and social effects on the forming of devotion about virtual travel communities.	The research was conducted via an online survey among 385 Spanish respondents. The study found that interactive influences positively affected on subjective norm, but the same was not applicable to external influences.	Sanz-Blas et al. (2016:534-558) investigated the part of social connections and assessed the combined influence of one-sided communication and social media presence on favourable emotions about the virtual travel community.
Aziz and Balouchi (2017:168-189)	The objective of the research was to comprehend the aspects that affecting Iranian traveller's behavioural intention to use customer-created content while browsing online focusing on planning for travel based on the Technology Acceptance Model.	The investigation employed an online survey among 211 respondents in Iran. The research found that the perceived ease of social media use is incapable of predicting the behaviour intent of Iranian tourists though using customer-created content websites.	Aziz and Balouchi (2017:168-189) investigated the aspects affecting Iranian travellers' behavioural intention to travel based on the utilisation of customer–created content websites. The research found that the perceived use of consumer-generated websites was not able to forecast behavioural intention of Iranian travellers while making use of this method.
Chung and Han (2017:370-380)	The research investigated how attachment media used for the exploration of travel information and the role of intervention that descriptive and prescriptive effects take part in.	The research formulated a theoretical framework and empirically analysed the travellers' behaviours via the elaboration likelihood model, reference group influence theory and attachment theory in the Republic of Korea. This study found that individuals who acquire travel data on social media are more significantly influenced by those who shared the data rather than what was shared. Furthermore, effortlessly recognizable data feed sources are more valuable and permit individuals to develop emotional responses and cognitive judgements about the data. These components touch public attitudes in the online communal space and are aligned with current investigations.	Chung and Han (2017:370-380) used a survey among 632 respondents from South Korea. This study has shown that relying on the actual travel information and source features, which social media was likely to influence the consumers' affection and had a favourable effect on cognitive, affective behavioural responses.
Daly et al. (2017:597-609)	The study examined the behavioural loyalty from engagement by consumers with brands.	The research conducted a survey among 300 respondents in the US. The study found that brands should be more involved in social media activities as this will enable organisations to influence customer behavioural intention loyalty.	Daly et al. (2017:597-609) researched the behavioural intention of loyalty of brands on social media engagement. The study found that brands use social media in order to have an influence on behavioural intention loyalty of its customers.
Duffett (2017a:19-39)	The study investigated the effect of conjoint social media marketing conveyance on adolescents' cognitive, affective and behavioural attitudinal constituents at	The inquiry surveyed over 13 000 learners (Generation Z aged 13 to 18 years) in SA. The study found that teenagers who utilised social media over extended timelines and refreshed their profiles regularly were from	Duffett (2017:19-39) researched the effect of conjoint social media marketing communications on adolescents' cognitive, affective and behavioural attitudinal

	secondary schools and colleges in SA.	the coloured and black resident clusters and showed the most positive attitudinal reactions to social media marketing communications.	components at secondary schools and colleges in SA. The study found that coloured and black inhabitant clusters showed the most positive attitudinal reactions to social media marketing communications.
Fadhil and Hashim (2017:4-11)	The purpose of the research was to comprehend the execution, trials and method utilised to quantity the level of involvement using social media channels among hotel entrepreneurs in Malaysia.	This study used semi-structured interviews among five hotels (5 star) in Malaysia. The study found that hotel entrepreneurs in Malaysia did not fully utilise the full scope of possibilities of Facebook in order to expand the level of involvement of their customers.	Fadhil and Hashim (2017:4-11) assessed the technique used to measure 5 star hotels in Malaysia. The study found that 5 star hotels did not utilise their full potential to engage customers who could have had influence on the attitude of customers towards the 5 star hotels' social media platforms.
Farsani et al., (2017:1-6)	The main objective of this research was to initially classify the attractions and heritage for encouraging the use of music tourism in Isfahan; to examine the attitude of travellers in relation to music tourism development; to quantity tourists' consciousness of this niche market; and lastly to quantity the attitude of travellers with regard to partaking in music tours.	This study surveyed 385 respondents (mainly from the Generation Y cohort) and used a qualitative research approach (case study) in Iran. The study found that local travellers are fascinated by what music tourism offers in Isfahan city. Travellers are attracted to music offers of Isfahan, with the exclusion of the possibility of listening to religious music.	Farsani et al. (2017:1-6) conducted research to classify Isfahan as a destination that has countless prospective opportunity for the expansion of music tourism as a new niche market that can appeal to brand new consumers who have a particular focus in music. The study tried to examine the attitude of travellers in relation to expansion of music in Isfahan and it was an initial attempt that was used to quantify travellers' mindfulness.
Karjaluoto and Ukpabi (2017:618-644)	The purpose of the study was to investigate the effect of information technology and communications technology and how it has led to evolution in the manner in which tourism services are retrieved and spent.	The examination reviewed 71 articles on tourism product websites mainly in Asia, Europe, and the US. The research found that the predicted fluctuations were attitude, behaviour and usage. Attitude was trialled in 17 studies to forecast how behavioural intentions and usage were sustained. Consumer's personal traits, the traits of the foundation and the components of the content that has an effect on social media for travel data were probed. Knowledgeable, sophisticated and advanced customers are more inclined to make use of social media for travel data exploration allowing those who members of the self-same circuitry and external to retrieving the communal content. Consumers are more likely influenced by virtual community generated content in comparison to the content generated by the market.	Karjaluoto and Ukpabi et al. (2017:618-644) found that social media video channels such as YouTube, Digg and Lonely Planet were also quite significant for travel and tourism and as such additional investigation should include these social media platforms in the publications on social media in tourism. The US and most sections of Europe, some developing markets such as India and Africa were largely missing when it came to the use of the internet contributions. The forthcoming investigation that will be conducted is likely to result in beneficial discernment on social media use by Cape Town tourist attractions and the tourists' attitudes.

Kim and Kang (2017:298-316)	The study investigated the part played by content and non-content indications of tourism data value in creating followers' destination appeal in social media.	The research employed an online survey among 631 respondents in the US. The study played a key part in coming up with expertise on the part of data value in social media (Facebook and YouTube) by offering observational experimentation in order to assist with the creation of the appearance of the destination. The study assisted tourism managers to construct their marketing plans in order to appeal to more travellers by making utilisation of social media.	Kim and Kang (2017:298-316) researched and investigated tourism data value in social media and revealed fascinating results that adjoined worth, entirety, personal appeal and website outline as tourism data value aspects which have an effect on how travellers' destination images are created on social media.
Kim et al. (2017:687-702)	The purpose of the study was to examine how customers' cognitive and affective responses after knowing about the right source of an earlier mismatched brand effort to the degree that they reviewed their brand assessment.	The study found that customers are keen to consider the right source of information if it is viewed more positively than the primary viewed country where it started. However, customers are unwilling to alter their brand assessments if the right brand presents a feeble image.	Kim et al. (2017:687-702) found that cognitive and affective responses are contextualised by the extent of the customers' conviction in their first brand source recognition.
Lee et al. (2017:87-100)	The study investigated the comparative consequences of possessed and deserved social media disclosures on brand acquisition as well as their advertising outwardness in relation to brands that are in competition.	The research used an online survey among 212 female South Korean millennial respondents. The study found that the buying consequence of owned social media (Weibo) exposure is larger than acquired social media disclosure.	Lee et al. (2017:87-100) found that both held and deserved social media publicities favourably influenced brand acquisition.
Pornsakulvanich (2017:255-262)	The study researched the associations amongst character type, attitude concerning the utilisation of social media platforms, communal impact, the use of social networking sites and virtual communal assistance.	The research surveyed 460 respondents in Thailand. The study there was a positive attitude towards social media usage relating to character type, attitude with pertaining to the utilisation of social media channels (Facebook, Instagram and Line), communal impact and virtual support.	Pornsakulvanich (2017:255-262) examined the links between character type and attitude with regards to the use of social media channels, collective effect, the utilisation of social media channels and virtual assistance.
Sotiriadis (2017:179-225)	The objective of the study was two-pronged, firstly to analyse research released between 2009 and 2016 pertaining to the changes that have taken place in tourism customers that occurred as an outcome of social media use and secondly to propose a set of plans for tourism companies to grasp opportunities and handle the challenges that come along.	This investigation reviewed 146 journal articles in North America, Europe and Asia. The investigation found that scholars examined circumstances that had an effect on tourist's ability to be influenced by online analysis and how these affect tourism: the factors encouraging and persuading travellers, the virtual evaluations on customer behaviour and the effect of these evaluations on tourism suppliers perspective were investigated by scholars.	Sotiriadis (2017:179-225) sought to analyse a total of 146 academic papers released between 2009 and 2016 which comprised the most recent investigation about exchanging of tourism encounters on social media. The evaluation of these academic papers found that social media channels have extensive effects on both the traveller and tourism suppliers. The analysis found that social media platforms have transformed the virtual tourism sphere.
Alalwan (2018:65-77)	The main aim of this research was to examine the main aspects associated with social media that could predict buying intention.	The research surveyed 437 respondents in Jordan. The study found that if a consumer identifies a certain degree of engagement relating to social media advertising that	Alalwan (2018:65-77) investigated the key aspects linked to social media that had an effect on buying intention. The research

		such advertising will appear to more beneficial and enjoyable to monitor and as a result the customer will be inspired to buy the merchandise.	found that customers prefer a two-way communication and interactivity that give customers a platform to provide feedback.
Alryalat et al. (2018:258-268)	The primary objective of the exploration was to measure cognitive attitudes of consumers towards Facebook advertisements.	The study surveyed 265 millennial respondents in Bangladesh. The research found that that there is a favourable cognitive attitude regarding Facebook advertising.	Alryalat et al. (2018:258-268) researched consumers' attitudes towards Facebook advertisements. The study found that Facebook advertising resulted in positive attitudes towards Facebook advertisements.
Andreu et al. (2018:83-100)	The purpose of the investigation was to offer an all-inclusive study of the result of the power of social media usage on relation to destination brand equity to assess how social media communication impacts on brand consciousness, brand representation, consumer worth, brand status and allegiance.	This examination surveyed 249 international tourists in Spain. The study found that the amount of social media use of brand awareness has a favourable effect. The research also found that brand awareness affects other dimensions of brand equity and focuses attention on the effect of the affective image of the destination on the intent to make word of mouth communication.	Andreu et al. (2018:83-100) investigated the result of the power of social media usage on destination brand equity. The outcomes indicate that there is a close connection between the use of social networks and brand equity. Moreover, social media communication assists travellers to recognize and be very familiar with the destination. The study also found that the association between the cognitive and affective attitudinal components of the image indicate that it is not adequate to provide content about the destination brand on social media, it is essential to market the values of the destination that give rise to a positive emotional response.
Capatina et al. (2018:235-242)	The purpose of the study was to provide insight into the causal compositions that connect social quote variables in terms of social media mentions as to how accommodation brands are ranked on Facebook.	This study used a cross-country comparison of relationships between social mentions and the ranking of the top accommodation brands on Facebook in Romania and Tunisia. The research found that the number of Facebook fans who followed a corporate page was significant for a business to gain a good reputation, reliance, and online marketing prospects. A majority of marketers were familiar with growing the brand's Facebook fan base and quantity of Facebook page likes through specific instruments such as Facebook ads. Numerous techniques increase these gauges' direction finding on a hotel's Facebook page, which signifies a conclusive reason for the commitment rate of travellers to that page that favourably have an emotional impact the social mention fluctuations.	Capatina et al. (2018:235-242) analysed use across two countries of affiliation amongst social media quotes and the top ranking accommodation brands both in Romania and Tunisia, based on the number of fans they have on Facebook. The study contributed by illustrating that social media quotes have a substantial favourable effect on how accommodation brands ranked particularly in relation to virtual branding plans.

Chang et al. (2018:13-25)	The main aim of this study is to examine the relationship between inherent stimulation, external stimulation, cognitive attitudes, deemed gratification and buying intention of customers' virtual spending from a cognitive attitudes outlook. This study assembled information from customers who purchased merchandise online.	Cognitive attitudes considerably changed both considered gratification and intention to purchase. This study collected empirical data of a travel agency in Taiwan, employed a difference-in-difference approach, and estimated the impact of Facebook on campaign activities on travel sales. The study focused on Facebook.	Chang et al. (2018) examined the relationship between inherent stimulation, external stimulation, flow, cognitive attitudes, viewed gratification and intention to purchase by customers' virtual buying from a cognitive attitudes view. The study found that cognitive trust is the base for obtaining and keeping existing consumers.
Chirumalla et al. (2018:138-149)	The objective of the study was to further existing comprehension of social media involvement plans that supported better marketing and R&D user interfaces.	This study employed semi-structured interviews, focus group meetings and documentation to qualitatively assess two industrial companies' social media involvement plans in Sweden. The study found that the development of virtual focus clusters helps to be involved continuously with the product with the aim of comprehending consumer wants. This results a positive attitude from customers towards the product as their inputs were taken into consideration.	Chirumalla et al. (2018) made use of a case study to comprehend social media involvement plans that supported better marketing and R&D user interfaces.
Cohen et al. (2018:271-280)	The main objective of this analysis was to explore how capacity of technologies would allow people and their social clusters to motivate commitment to apply impact inside their social networks and afar.	This examination assessed 25 posts published on Facebook in Denmark. The research found that social media marketing provided destination-marketing organisations with hand-on tools for getting and influencing customers through social media.	Cohen et al. (2018:271-280) made use of a case study research design where a topical framework was suggested that drew from four sociological capacity technologies, *viz.* narrative, flexibilities, productions, and attainment, which illustrated the politics and communal operations in social media. The study presented a way for DMOs to circumnavigate within socialness and use available tools to promote their agenda. This had a favourable effect on cognitive, affective and behavioural responses.
Grisaffe et al. (2018:83-97)	This research explored attitude relative to social media and attachment towards social media.	This investigation employed an online survey among 437 respondents in the US. The study found that people who are greatly fixated by social media engaged in additional behavioural activities on social media.	Grisaffe et al. (2018:83-97) analysed customers' brand attitudes in relation to social media and social media loyalty. The study found that customers who were fixated on social media displayed a positive cognitive attitude towards brand associated with social media content.
Hamouda (2018:426-445)	The main goal of this paper was to analyse the past of advertising value and its effect on customers' attitude and behaviour in the particular state of affairs linked to tourism advertising on Facebook.	This research surveyed among 352 respondents in Tunisia. The research found that there was a substantial correlation between information, enjoyment, reliability and the value of Facebook advertising.	Hamouda (2018:426-445) found that the correlation between information, enjoyment, reliability and the value of social media advertising will have a favourable effect on customers' attitude with regards

		to social media advertising and their behavioural reactions.
Himli (2018:618-636)	The purpose of this study was to profile market segments with travellers' decision-making styles.	The inquiry surveyed 426 people in the United Arab Emirates The study found that there were major differences between rational, adaptive and daydream decision maker segments.	Himli (2018:618-636) found that differences between the segments influenced behavioural and attitudinal characteristics in tourism participation and destination images.
Ho and See-To (2018:587-603)	The purpose of this study was to examine how entertainment, education and interactive satisfaction from social media influenced consumer's attitude with regards to a tourist attractions' followers page.	The research employed an online survey among 240 millennial respondents in Hong Kong. The study discovered that the three characteristics of satisfaction namely enjoyment, educational and interaction, which had major effect on a follower's attitude with regard to a tourist attraction of a Facebook followers page. This, in turn had an effect on the travellers' intent to explore the attraction with regard to the followers' page.	Ho and See-To (2018:587-603) conducted a study on how applications and satisfaction influence a follower's attitude concerning a traveller attraction followers page in the scope of agile tourism. The study found that the three characteristics of satisfaction namely enjoyment, education and interaction have major influences on followers attitude relating to a tourist attraction created through the individual's attitude concerning the follower's page.
Jadhav et al. (2018:157-178)	The objective of this paper was to analyse the influence of Facebook on travel conduct by Singapore residents.	The investigation surveyed 203 respondents in Singapore. The study found that Facebook has had a substantial behavioural influence on the regularity of travel, travel schedule planning, and communal sharing.	Jadhav et al. (2018:157-178) used a survey of 203 Facebook followers who live in Singapore. The study found that Facebook had a favourable effect on cognitive, behavioural and affective attitudinal responses.
Moro and Rita (2018:343-364)	The purpose the research was to display an automated academic examination to reveal the motivators for including social media in tourism and hospitality brand masterplans.	This study analysed 479 tourism and hospitality industry-related articles, which were collected from three academic engine searches. The literature focused on YouTube, Trip Advisor, Facebook, Twitter, Expedia and Instagram. The study found that there was an enormous research gap in hospitality and tourism taking into consideration that aside from advertising no subject was found that was linked to familiar brand masterplans such as a partnership for branding.	Moro and Rita (2018:343-364) examined 479 collected articles collected through three academic engine searches. The study found that brand construction phases such as data awareness and in addition conative buying seem to be eminent. Accommodation seems to be a mature sector in social media brands, which are conscious of its applicability. Social networks such Twitter and Facebook are becoming more associated to tourism.
Boateng et al. (2019:204-226)	The main aim of this investigation was to demonstrate that attachments to brands is not only restricted to an emotional bonding perspective.	The inquiry employed an online survey among 649 respondents in Ghana. The research found that customer involvement with brands on Facebook outcomes was positive user-created content and customer engagement.	Boateng et al. (2019:204-226) used an online survey among 649 Facebook users. The study found that customers' devotion to brand encouraged them to interact with the brand's Facebook page.
Carlson et al.	Because of the provocation creature-response	The research surveyed 782 Chinese respondents who	Carlson et al. (2018:1733-1758) conducted

(2019:1733-1758)	model this research explores how particular virtual service blueprint traits in social media brand pages motivate consumer-considered monetary worth understanding, which in turn prompt assessment and purposes of cooperation with consumers.	used Weibo. The conceptual structure established assistance for most part of the formulation of links giving out how virtual-service outlined traits that motivate a recognized set of consumer monetary value discernment that effect consumer response and cooperation with consumers.	research relating on provocation creature - response model on how detailed virtual service outline traits in social media brand pages persuade consumer monetary value discernments. The study found that virtual-service outline traits persuade a recognised set of consumer monetary value discernments that effect consumer response cooperation.
Casalo and Romero (2019:633-650)	The main aim of this study was to explore virtual travel agencies and to consider how economic incentives and promotions directed through social media boost consumers' voluntary behaviour.	The research employed an online survey was among 491 Spanish respondents. The study found that consumers were more inclined to react to social media interactions with the travel agencies.	Casalo and Romero (2019:633-650) sought to investigate how monetary and non-monetary investigations that took place via social media triggered consumers' voluntary behaviours.
Choi et al. (2019:466-473)	The study examined the influences of product concentrated on virtual reality media categories and on product attitudes in relation to user attitudes.	The inquiry used two experiments among 51 millennial respondents in South Korea. The study showed that the virtual graph indicated the instant maximum attitudes and favourable affected still pictures and motion when used on social media such as Facebook.	Choi et al. (2019:466-473) researched the influences of products concentrated on reality media categories and product attitudes in terms of user attitudes. The research found that a virtual graph allowed a two-way reciprocal action among users led to users remembering the virtual graph (i.e. a positive attitude towards the virtual graph).
Dwivedi et al. (2019:58-69)	The main objective of this research was to classify source disparagement pertaining to accuracy to generate advertising value and a favourable attitude to Facebook advertising.	The study surveyed 238 respondents in Bangladesh. The research showed in relation to social media, product marketing undertakings are considerably more fruitful and can convince customers if they are introduced and shared with a communal group of the network.	Dwivedi et al. (2019:58-69) realised that the source of social media communication can influence credibility, which generate positive attitudes toward Facebook advertising.
Kotsi et al. (2019:543-564)	The main objective of this paper was to comprehend direct and unconscious passionate and cognitive responses to destination pictures and resources.	This study employed a neuroscience method to assess the travel destination images of Dubai, Abu Dhabi, Hong Kong, New York and London. The study identified familiar passionate and cognitive variances over travel destinations.	Kotsi et al. (2019) was the first to apply neuroscience in tourism research. The research established that words that are about designations of travel destinations result in greater cognitive loads because words have a greater associative load than images.
Kim et al. (2019:262-274)	The study examined the amalgamation and communal aspects on attitudes, brand allegiance and buying intentions of luxury brand	The inquiry employed a 3x2x2 fractional factorial design via three different surveys in the Republic of Korea. The study found that there is a favourable causal link amongst	Kim et al. (2019:262-274) found that luxury brand allegiance favourably influenced buying intention.

	communities.	luxury brand communities' cooperation as a mechanism and viewed communality that influences favourable results concerning luxury brand attitude, luxury brand allegiance and buying intention.	
Mishra (2019:386-400)	The research investigated the effects of customer's interaction with brand-associated social media subject matter on comprehensive brand value and buying intention.	The research first used three focus groups among millennial respondents (students) and then surveyed 509 respondents in India. The investigation found identical impacts of social media marketing attempts and subjects' virtual participation on two levels of customers' social media participation but the impact on the third level was found only on the subjects' inclination to social media engagement.	Mishra (2019:386-400) found that purchase intentions varied across engagement levels.
Alalwan et al. (2020:1-13)	The investigation intended to classify and analyse the effect on consumer brand involvement of three key predictors, namely customer participation, customer contribution and self-animated brand.	The examination used online surveys among 500 consumers in Jordan. The research found that the respondents displayed favourable thinking and emotions towards brand Facebook pages.	Alalwan et al. (2020:1-13) found that positive emotion was shown by consumers towards brand social media pages.
Bazi et al. (2020:223-235)	The investigation created an academic framework for the stimulus of consumers, cognition, feelings and behavioural interaction with luxury brands.	This inquiry adopted a qualitative approach, which comprised 25 semi-structured interviews among university students in the UK. The research found that customers displayed favourable cognitive, affective and behavioural attitudes towards brands on social media relating to luxury brands.	Bazi et al. (2020:223-235) found that customers displayed positive cognitive (seeking information), affective (enjoyment) and behavioural (purchase-intention) responses towards luxury brands displayed on social media.
Cambra-Fierro (2020:1-12)	The study researched and analysed how and to what degree social media communication, equally managed and mismanaged by a destination company, has an influence on destination brand recognition and destination brand interaction.	The research was conducted among 300 respondents in Peru. The investigation found that tourists displayed favourable cognitive attitudes towards information shared on social media towards tourist destinations.	Cambra-Fierro (2020:1-12) found that information shared on social media favourably influenced travellers cognitive attitudes towards a destination.
Cheung et al. (2020:1-13)	This research investigated the part played by social media in constructing value co-conception and customer brand engagement as well as rebuying intention and continuous exploration behaviour as behavioural reactions.	This examination surveyed 392 millennial respondents (in Hong Kong and China). The study found that social media (WeChat and Facebook) played a significant role in constructing value co-conception and customer brand engagement and in the final analysis ended up being the key driver for exploration behaviour and rebuying intention.	Cheung et al. (2020:1-13) found that incessant exploration behaviour and rebuying behaviour were driven by value co-conception and customer brand engagement.
Cuevas et al. (2020:1-11)	The investigation provisionally examined the main causal aspects, in relation to two elements, social media influencers' personalities and content-determined features, which made users like social media influencers.	The study employed an online survey among 325 respondents in the US. The paper found that motivation, entertainment, and resemblance led to positive attitudes towards social media (Instagram) influencers' brand association.	Cuevas et al. (2020:1-11) found that enjoyment, liking and stimulation resulted in favourable attitudes towards social media influencers' brand associations.

El-Said (2020:1-12)	The study examined the influence of virtual analysis on hotel booking intention.	The research surveyed 432 hotel customers (mostly from the Generation Y cohort) in Egypt. The study found that negative information received online had a strong influence on cognitive attitudes.	El-Said (2020:1-12) found that negative online reviews had an unfavourable cognitive attitudinal influence on hotels.
Gálvez-Rodríguez et al. (2020:1-11)	The paper researched travellers' virtual participation with the investigation centred around the utilisation of Facebook pages by the DMOs deliberated on in this research	This study was conducted in 28 European countries and among 112 DMOs, and included an analysis of 59 Facebook pages. The research found that customers displayed positive cognitive (seeking information), affective (enjoyment) and behavioural (purchase-intention) attitudes towards luxury brands on social media.	Gálvez-Rodríguez et al. (2020:1-11) found that customers displayed favourable cognitive, affective and behavioural attitudes towards brands on social media relating to luxury brands.
Gruzd et al. (2020:1-12)	The study analysed a poll-balanced test of virtually active adults in order to classify customers' opinions about utilising social media information for marketing objectives.	The research surveyed 751 respondents in Spain. The study found that customers viewed engagement and satisfaction of utilising social media as associated with their aspiration and marketers utilising their openly accessible social media information.	Gruzd et al. (2020:1-12) found that focused advertising is the most significant value-adding segment to marketing satisfaction.
Klein and Sharma (2020:1-11)	This paper hypothesized customer participation as fundamental to virtual collective buying, making use of customer-assessed value, assessed trust, and proneness to communal effect to afford an view of customer purpose to join in virtual collective purchasing.	This investigation surveyed 553 millennial respondents in the US. The investigation found that customer-assessed value, assessed trust, and proneness to communal effect altogether showed a substantial link with customer participation.	Klein & Sharma (2020:1-11) found that customer-assessed value, assessed trust and proneness to communal online engagement effect entirely displayed favourable association with § cognitive, affective and behavioural attitudinal components towards online interaction.
McClure and Seock (2020:969-989)	This research examined the effect of participation on customer's attitude concerning social media brand pages and the influence of their attitude on prospective buying intention from the brand.	This study surveyed 159 female millennial college students in the US. The study found that a person's participation with a brand on social media (Facebook, Twitter and Instagram) is a key component in shaping and making it possible develop attitudes regarding the social media brand pages, which will finally result in prospective buying intention.	McClure and Seock (2020:969-989) found that there is correlation between customer's attitude towards the social media brand page and buying intention in future.

Carrier et al. (2013:2501-2511) analysed attitudes towards the use of technology-specific focus on Facebook in a developed country. Abzari et al. (2014:822-826) examined the influence of social media on consumers' intent-to-purchase through Facebook. Ho (2014:252-267) investigated customers' voluntary behaviour towards brands on Facebook. Lyu (2016:185-195) focused only on females. Duffett (2015b:498-526) focused on an emerging country, SA, and found that Facebook advertising had little positive impact on behavioural attitudes among millennials. Duffett (2017a:19-39) further found that Coloured and Black adolescents displayed mostly favourable reactions towards social media marketing communications, also in SA. Pornsakulvanich (2017:255-262) researched attitudes towards social media use. Alryalat et al. (2018:258-268) examined the ability of Facebook advertisements to elicit positive attitudes in customers. A majority of these studies (Kabadayi et al., 2013:203-223; Duffett, 2015b:498-526; Capatina et al., 2017:235-242; Pornsakulvanich, 2017:255-262; Alryalat et al., 2018:258-268; Jadhav et al., 2018:157-178; Boateng et al., 2019:204-226; Choi et al., 2019:1- 8) all focused on Facebook as a social networking site. However, this research examined Facebook, Twitter and YouTube as communication mechanisms by selected Cape Town tourist attractions and the attitudes of tourists towards these digital platforms.

A number of studies investigated social media as a communication tool in tourism (Cervantez et al., 2009:148-164; Munar et al., 2014:46-54; Chin Lin, 2015:518-533; Kiráľová & Pavlíčeka, 2015:358-366; Amaro et al., 2016:1-15; Guillet et al., 2016:783–805; Lyu, 2016:185-195; Sanz-Blas et al., 2016:534-558; Aziz & Balouchi, 2017:168-189; Chung & Han, 2017:370-380; Daly et al., 2017:597-609; Fadhil and Hashim, 2017:4-11; Farsani et al., 2017:1-6; Karjaluoto & Ukpabi, 2017:618-644; Kim et al., 2017:687-702; Sotiriadis, 2017:179-225; Andreu et al., 2018:83-100; Chang et al., 2018:13-25; Cohen et al., 2018:271-280; Hamouda, 2018:426-445; Himli, 2018:618-636; Ho & See-To, 2018:587-603; Moro & Rita, 2018:343-364; Kotsi et al., 2019:543-564; Kim et al., 2019:262-274; Jadhav et al., 2018:157-178; Casalo & Romero; 2019:633-650; Cambra-Fierro 2020:1-12; El-Said, 2020:1-12), but most were conducted in developing countries, and few specifically considered usage of social media by tourist attractions. However, the current study focused on social media communication within the tourism industry and the attitudinal responses of tourists, which emanated from the utilisation of social media by Cape Town attractions.

Other studies focused on social media and attitudes of brands, but did not specifically focus on the tourism industry (Hem et al., 2013:1589-1594; King et al., 2013:193-216; Kim & Kang, 2017:298-316; Lee et al., 2017:87-100; Alalwan, 2018:65-77; Alryalat et al., 2018:258-268; Carlson et al., 2019:1733-1758; Chirumalla et al., 2018:138-149; Grisaffe et al., 2018:83-97; Dwivedi et al., 2019:58-69; Mishra, 2019:386-400; Alalwan et al., 2020:1-13; Bazi et al.,

2020:223-235; Cheung et al., 2020:1-13; Cuevas et al., 2020:1-11; Gálvez-Rodríguez et al., 2020:1-11; Gruzd et al., 2020:1-12; Klein & Sharma 2020:1-11; McClure & Seock 2020:969-989). However, this inquiry investigated the influence of social media communication by Cape Town attractions on tourists' attitudes.

3.4.1 Cognitive, affective and behavioural attitudinal relationships

Karjaluoto and Ukpabi (2017:618-644) reviewed 71 articles that were focused on tourism product websites. The research investigated the influence of data and digital communications technology in tourism (e-tourism) and how it has transformed the manner in which tourism service access is gained and expended, as well as the attitude of tourists regarding social media usage. The study found that customers educate themselves about safety, navigation performance and data quality as significant website features for virtual tourism dealings. Additionally, that prominence of website design had a favourable effect on buyers' attitude regarding virtual acquisitions of travel and tourism products. Duffett (2017a:19-39) surveyed a total of 13 000 Generation Y respondents of in the Western Cape and showed that interviewees were in agreement that Facebook advertising led to awareness and led to knowledge increase. Furthermore, that Facebook without a doubt created awareness among the Generation Y group in SA. Cohen et al. (2018:271-280) used a case study that ran the #VisitDenmark between July 2014 and December 2015 in which 25 posts were shared; the study found that storytelling contributes towards positive cognitive, affective and behavioural attitudes. Jadhav et al. (2018:157-178) conducted a survey among 203 Facebook users in Singapore to establish the impact of Facebook on users travel behaviour. This inquiry provides additional information on cognitive, affective and behavioural attitudes displayed by tourists towards Facebook, Twitter and YouTube communication by Cape Town tourist attractions. The study found that Facebook strongly influenced the regularity of travel itinerary and social sharing amongst users (Jadhav et al., 2018:157-178). Bazi et al. (2020:223-235) conducted qualitative 25 semi-structured interviews among university students in the UK and examined the motivation of consumers towards luxury brands, including their emotions and intention to purchase as a result of social media use. The study found that consumers showed favourable attitudes towards seeking of information, feelings and intention to purchase luxury brands. Klein and Sharma (2020:1-11) considered how customers assessed value, assessed trust, and proneness to communal affect to enable a view of customer intention to join in virtual buying among 553 US respondents. The study found that there was favourable affiliation to cognitive, affective and behavioural attitudinal components towards online engagement. Aydin (2018:1-23) found that his respondents displayed positive cognitive (information), affective

(entertainment) and behavioural attitudes (purchase intention) towards Facebook advertising among 281 Turkish respondents.

Most of these studies were conducted in developed countries, focussed on different industries, and/or only used college students as the sample. However, this inquiry considers the cognitive, affective and behavioural attitudinal responses of respondents visiting tourist attractions in Cape Town in SA (i.e. a developing country perspective) based on the social media usage of the tourist attractions.

3.4.2 Cognitive attitudes

Kim et al. (2017:687-702) used an online survey of 259 respondents from South Korea and found that consumers displayed positive cognitive attitudes. Alryalat (2018:258-268) found that Facebook advertising demonstrated that consumers displayed positive cognitive attitudes towards social media. A total of 265 Bangladeshis were surveyed. Chang (2018:13-25) researched the connection between fundamental and exterior motivation cognitive attitudes and buying intention of customers who shopped online from a cognitive attitudes perspective. The study was conducted among 866 Taiwanese, and found that cognitive trust was at the core of attaining and keeping consumers. Andreu et al. (2018:83-100) found that intense utilisation of social media had a favourable influence on brand awareness. Al-Jabri et al. (2017:3-25) found that Saudi Arabians displayed favourable cognitive attitudes towards social media marketing. Chang et al. (2016:618-646) found that Taiwanese displayed positive cognitive attitudes towards online shopping. Grisaffe (2018:83-97) sought to investigate the attitude displayed by the 273 Midwestern University students in the US towards social media. The study showed that consumers displayed a favourable attitude pertaining to content that is related to brands on social media. Chung and Han (2017:370-380) found that 824 Korean tourists displayed positive cognitive attitudes towards the use of social media. Kotsi et al. (2019:543-564) used a neuroscientific method to study cognitive responses linked to destination images using a calibration process. Furthermore, the study found that words that are linked to destinations led to cognitive loads due to the greater associative load carried by words compared to images. Therefore, this study provides additional information on cognitive attitudes displayed by tourists towards social media communications used by Cape Town tourist attractions.

Cambra-Fierro (2020:1-12) examined the level to which social media has an effect on destination brand recognition and destination brand participation. The study was conducted among 300 respondents in Peru and found that information shared on social media had a positive effect on cognitive attitudes linked to the destination. El-Said (2020:1-12) investigated the impact of social media on hotel bookings, conducted among 432

respondents in Egypt, and found that negative virtual reviews negatively impacted on cognitive attitudes towards the hotels. Most of the studies were conducted in different industries and studies employed a quantitative approach. Few of the studies were conducted within the tourism industry. However, this study quantitatively ascertains the cognitive attitudes of tourists in a developing country, specifically in terms of Cape Town tourist attractions' social media communication.

3.4.3 Affective attitudes

Duffett (2017a:19-39) examined how two-sided social media marketing engagement influenced the affective attitudinal component at high schools and colleges in SA. The study was undertaken among 13 000 high school learners and college students. The study found that Black and Coloured population groups demonstrated a positive affective attitudinal component. Daly et al. (2017:597-609) surveyed a total of 300 respondents using quantitative research and found that the use of social media functions such as pictures, video polls, and reviews of their preferred brands could build and create brand equity. Cohen et al. (2018:271-280) made use of a case study to examine how the power of technologies enabled social groups to engage, entertain and have influence within their networks and beyond. The study found that power of technologies in the form of storytelling performances led to enjoyment, and showed political and social processes within the social media space that resulted in positive affective attitudes. Jadhav (2018:157-178) sought to establish the influence of Facebook on Singaporeans travel patterns. A total of 203 respondents were surveyed through quantitative research and established that Facebook had a positive effect on their affective responses. Almeida-Santana and Moreno Gill (2017:150-161) found that 6 964 Europeans from 17 countries displayed affective attitudes towards the entertainment provided by digital sources.

Most of these studies were conducted in developed countries and most included 100 to 400 respondents. One of the studies employed a qualitative approach with the majority using a quantitative approach. The majority of the studies were focused on different industries.

3.4.4 Behavioural attitudes

Duffett (2015b:498-526) found that Black and Coloured South Africans displayed higher levels of behavioural attitudes towards Facebook advertising via a survey of over 3 500 millennials in SA. Guillet et al. (2016:783-805) researched how the circulation of information engaged with customers who utilised social media. Moreover, the investigation was conducted among 133 hotel brands in China. The study found that numerous organisations managed social media as a sales channel. Chung (2017:370-380) researched attachment

on social media utilised for consideration of travel information. This investigation was undertaken among 632 respondents in Korea. The study found that the reliance on social media when searching for travel data had a favourable impact on behavioural responses. Aziz and Baluchi (2017:168-189) sought to examine Iranian tourists' behavioural intention to use customer-generated content using the web to plan for travel. A total of 211 respondents were surveyed online and the study found that the perceived use of customer-generated content on websites was not able to predict the behavioural intentions of Iranian tourists. Hundal and Kaur (2017:413-433) found positive purchase-intention among 300 Indian women respondents.

Boateng and Okoe (2015:299-312) examined the link amongst customers' attitudes regarding social media advertising and their behavioural reactions towards corporate reputation. A quantitative survey of 441 respondents in Ghana was conducted and the study found that there was a substantial link between the customers' attitudes relating to behavioural responses and social media advertising. Alryalat et al. (2018:258-268) investigated how scale objects of customer attitudes relating to Facebook advertising and consumers' attitudinal behaviour. The study was conducted among 265 respondents in Bangladesh. The research found that information culminated in positive customer attitudes pertaining to social media advertising, thus having a favourable effect on purchasing behaviour. Cheung et al. (2020:1-13) examined the part played by social media in creating value co-formation and consumer brand participation as well as rebuying intention and uninterrupted exploration behaviour as behavioural reactions. The examination found that continual exploration behaviour and rebuying behaviour were driven by value co-formation and customer brand participation. This study was conducted among 392 respondents through a survey of consumers in the 18 to 25 year range in Hong Kong and China. McClure and Seock (2020:969-989) assessed the influence of involvement on customers' attitudes pertaining to social media brand pages and the effect of their attitude on potential buying intention from the brand. The survey was conducted among 159 college students in the United States. Himli (2018:618-636) sought to use travellers' decision-making styles to profile market segments. A total of 426 respondents were surveyed in Dubai and Shanghai and variances between behavioural characteristic influences in relation to tourism and destination images.

3.4.5 Country/region

Nisar and Whitehead (2016:743-753) found that the British displayed positive affective attitudinal loyalty towards social media use of promoted products. A total of 322 respondents from the UK were surveyed. Feng and Gao (2016:868-890) found that Chinese Weibo

consumers displayed favourable attitudes towards brands. A quantitative survey of 206 respondents was conducted among Taiwanese and Hong Kong citizens. Artola et al. (2017:60-70) surveyed 375 visitors in Spain and found a positive cognitive image towards the destination. Ha et al. (2018:272-294) investigated how brand social media networking influenced travelling to a destination among Americans. The research found that brand social media networking had a favourable effect on visit intention of consumers amongst American travellers. Ho and See-To (2018:252-267) examined the link between entertainment, informativeness and consumers' intentions of visiting Hong Kong as a tourist destination. The research found that entertainment and informativeness led to positive customer intentions to visit Hong Kong.

Duffett (2017a:19-39) used a large sample size and his research was conducted in SA, but did not consider tourist attractions. Ho and See-To (2018:252-267) conducted a Facebook online survey among respondents in Hong Kong. The sample was slightly bigger than the current study, but did not consider YouTube and Twitter as conducted in this study. Nisar and Whitehead (2016:743-753), Feng and Gao (2016:868-890), Artola et al. (2017:60-70), Ha et al. (2018:272-294) and Hamouda (2018:426-445) conducted their research in mostly developed countries and used relatively small samples. This research determined if the country of origin of respondents (over 450) had an impact on the cognitive, affective and behavioural attitudes towards social media usage when visiting Cape Town tourist attractions.

3.4.6 Access

Daly et al. (2017:597-609) sought to establish how consumers went about accessing social media platforms. The study found that consumers who accessed their social media through their mobile devices and websites showed a positive engagement towards a destination. Duffett (2017a:19-39) investigated the attitude of the consumers who utilised social media channels. The study conducted a quantitative survey of 13 000 respondents and found that those consumers who accessed social media through mobile devices displayed a positive intention to purchase. Furthermore, Jadhav et al. (2018:157-178) researched the attitudes of customers who resided in Singapore who used Facebook and found that it had a favourable impact on their travel behaviour. The study found that consumers who had social media access through mobile devices had positive affective attitudes towards use of Facebook among 203 respondents. Hur et al. (2017:170-178) investigated the interconnection of entertainment towards social media usage amongst Korean travellers. A total of 450 respondents were quantitatively surveyed, which showed that Koreans who accessed social media through their mobile devices displayed positive affective attitudes as well. Sotiriadis

(2017:179-225) reviewed 146 journal articles and found that consumer reviews that were accessed through websites established a positive attitude towards tourism. Pongpaew et al. (2018:262-281) sought to establish how corporate Facebook users accessed the platform. The study found that corporate consumers who accessed Facebook on their mobile phones and computers showed positive cognitive attitudes towards Facebook. Acquila-Natale et al. (2018:398-418) sought to establish the attitude displayed by consumers towards social media marketing. The study found that Indonesians who access their social media through mobile phones showed a positive cognitive attitude towards social media marketing. A majority of the aforementioned studies were conducted in developed countries and mostly focused on different industries. However, this inquiry determined how and if the respondents accessing the social media platforms of Cape Town tourist attractions influenced their attitudinal responses.

3.4.7 Length of usage

Acquila-Natale et al. (2018:398-418) sought to establish a link between cognitive attitudes and the utilisation of social media. A total of 241 interviewees from Indonesia were surveyed. The study found that consumers who spent longer times on social media displayed a positive cognitive attitude towards their favourite brand. Alalwan (2018:65-77) examined the correlation between the length of usage and cognitive attitudinal components. A total of 437 respondents from Jordan were surveyed. The study found that the length of usage also had a favourable effect on intent-to-buy amongst Jordanians. Van Meter et al. (2018:83-97) investigated the link between brand loyalty and the influence it had on the length of usage. The study found that the length of usage had a positive influence on brand loyalty. Arias et al. (2018:10-19) examined how length of usage influenced attitudes to social media among consumers. A total of 300 young respondents from Costa Rica were surveyed. The study found that length of usage positively influenced young consumers' attitude towards social media usage. Benson et al. (2019:876-896) investigated the link between user engagement and length of social media usage. A total of 769 respondents from the UK were surveyed through quantitative research. The study found that the length of use encouraged respondents to engage on social media.

Duffett (2015d:243-267) also found that length of usage on Facebook did not have an effect on cognitive attitudes of Generation Y respondents (awareness and knowledge). However, Duffett (2015a:1-27) established that less experienced (i.e. lower number of years of usage) Generation Y Facebook users showed positive affective (liking and preference) attitudes. Duffett (2016b:137-158) also found that respondents who had had longer exposure to Mxit

displayed higher levels of awareness in comparison those who had utilised the platform for only one year. However, Duffett (2015c:1-22) found that respondents who used Mxit for one year had more significant positive affective attitudes than respondents who had used this instant messaging platform for five years or longer. Duffett and Wakeham (2016:20-44) found that Generation Z users of social media for 5 years or more showed more positive cognitive (awareness and knowledge) attitudes in comparison with those respondents who had used social media less than 5 years, who displayed higher levels of favourable affective attitudes (liking and preference) to marketing communications on the virtual information technology channels. Duffett (2017b:1-22) found that length of usage did not have any influence on cognitive and affective attitudes except for those young consumers who displayed favourable behavioural attitudes when they had been using Facebook for 1-3 years compared to those who utilised social networking sites for 4 to 5 years.

Alalwan (2018:65-77), Acquila-Natale et al. (2018:398-418) and Arias et al. (2019:10-19) found that those customers who spent longer times on social media showed more positive attitude towards social media, similarly to the current study. Van Meter et al. (2018:83-97) found that length of usage positively affected loyalty. Abu et al. (2019:1-6) found that tourist who were travelling spent a higher total number of hours on social media and displayed positive attitudes. Díaz-Meneses (2019:166-182) found that the tourists who spent more hours on social media while on vacation showed positive emotions toward them. Liu and Shi (2019:1025-1042) reported that tourists who spent longer time on social media shared their experiences and showed favourable attitudes. Barcelos et al. (2019:173-189) found that length of usage favourably influenced attitudes towards hotels on Facebook. Benson et al. (2019:876-896) found that length of usage encouraged engagement like the present study which revealed positive attitudes existed as a result of length of usage. A majority of these studies were conducted in developed countries, which considered a variety of industries. However, the current research examined how long Cape Town tourist attraction respondents had used social media platforms to establish if this variable had an influence on cognitive, affective and behavioural attitudes.

3.4.8 Log-on frequency

Duffett (2015b:498-526) pursued to find the link between social media usage and log-on frequency. The study found that the length of social media platform usage and log-on frequency positively influenced Millennials intention to purchase in SA. Acquila-Natale et al. (2018:398-418) established that consumer usage and more time spent on social media resulted in a more positive cognitive attitude towards their favourite brand in Indonesia. Can

and Kaya (2016:484-492) researched the effect of social media adverting on customers. A quantitative survey of 215 respondents was conducted in Turkey. The study found that consumers who logged on more often displayed a positive cognitive attitude concerning social media advertising. Feng and Gao (2016:868-890) investigated the effect of customers' needs to find information and entertainment on social media. The study found that log-on frequency displayed positive effect on cognitive and affective attitudinal components in China. Suri et al. (2016:295-314) examined how brand engagement on social media related to intention to buy in India. The survey was conducted among 206 Indians. The study found that consumers who logged on more often displayed positive cognitive attitudes towards social media brand engagement and more intention to purchase. Artola et al. (2017:60-70) examined the relationship between consumers who were more engaged with social media and their attitudes. The research was conducted among a total of 375 respondents from Spain and found that consumers who logged on more often displayed positive behavioural attitudes towards social media use. Duffett (2017a:19-39) sought to find the correlation between cognitive attitudinal components and log-on frequency. The study found that log-on frequency showed no significant difference regarding cognitive, behavioural and affective attitudinal components in SA. Hur et al. (170-178) examined how consumers utilised social media to look for destination information and its influence. The research found that those consumers who log-on more often display a favourable behavioural attitude in Korea. Arias et al. (2019:10-19) investigated how young Latin Americans with log-on frequency and the link of communicating viral messages. The study found that log-on frequency displayed a positive influence on cognitive and behavioural attitudinal components in Costa Rica.

Duffett (2015b:498-526) found that log-on frequency favourably influenced Generation Y intention to purchase. Can and Kaya (2016:484-492) and Acquila-Natale et al. (2018:398-418) found that the more consumers logged-in on social media for their favourite brands they displayed favourable cognitive attitudes. Feng and Gao (2016:868-890) and Arias et al., 2019:10-19) found that the number of times that customers logged-in had a favourable influence on both cognitive and affective attitudes. Suri et al. (2016:295-314) and Hur et al. (170-178) found that consumers who logged on regularly displayed positive cognitive and behavioural attitudes. Artola et al. (2017:60-70) found that individuals who logged on more often displayed positive behavioural attitudes. Duffett (2017a:19-39) found that log-on frequency had no significant influence on cognitive, affective and behavioural attitudes. The majority of these studies were conducted in developing countries and were conducted in different industries. Therefore, this study established if social media log-on frequency influenced the attitudes of Cape Town tourist attraction visitors.

3.4.9 Population group

Duffett (2015b:498-526) examined differences in attitude to social media amongst different population groups in SA. The study found that both Black and Coloured groups displayed higher levels of intention to buy over the White population group. Chang et al. (2016:618-646) researched how online shopping flow influenced cognitive trust and purchase intentions. The research was conducted amongst a total of 866 Taiwanese respondents through a quantitative survey. It was found that Taiwanese online shoppers displayed favourable cognitive attitudes. Al-Jabri et al. (2017:3-25) sought to establish the attitude displayed by Saudi Arabians towards the use of social media. The study was undertaken among 372 customers in Saudi Arabia. The study found that the Saudi Arabians displayed favourable cognitive attitude towards social media. Almeida-Santana and Gill (2017:150-161) examined the attitude of Europeans using social media platforms towards destinations. The survey was conducted among 6 964 consumers from 17 European countries. The study established that Europeans displayed a favourable affective attitude towards destinations on social media. Chung and Han (2017:370-380) examined the attitude of Korean travellers towards social media as a data instrument. The study found that Koreans travellers used social media as an information outlet thereby resulting in favourable cognitive attitudes. Duffett (2017a:19-39) sought to establish the attitude of Black and Coloured teenagers concerning social media marketing transmission and reported positive attitudinal reactions amongst these two groups. Hundal and Kaur (2017:413-433) investigated cognitive attitudinal components of 300 female Indian respondents concerning social media promotion. The study found that Indian women showed a positive behavioural attitude towards social media advertising. Aydin (2018:1-23) examined attitudes towards social media advertising among 281 Turkish respondents. The study found that the Turks displayed affective and behavioural attitudinal components towards social media advertising. Boivin and Tanguay (2019:67-79) explored the utilisation of social media by two heritage sites among 212 Canadian respondents. They found that Canadians displayed positive cognitive attitude towards social media usage for the two heritage sites. Duffett (2017a:19-39) found that social media marketing communications resulted in more positive attitudes among Black and Coloured teenagers. Most of these studies were conducted in developed countries with a relative small sample size.

3.4.10 Currency

Amaro et al. (2016:1-15) examined cognitive attitudinal components towards content creation on social media platforms in a survey of 1732 Portuguese respondents. The study found that people who used the euro displayed a positive affective attitude towards travel

content on social media. Daly et al. (2017:597-609) investigated social media use among Americans and brand engagement by consumers. The survey was undertaken among 300 interviewees. The research found that Americans using USD displayed favourable behavioural attitude towards social media brand engagement. Pornsakulvanich (2017:255-262) examined the utilisation of social media and its influence among Thai people. The study conducted a research among 460 respondents. The research found that the consumers who made use of the Thai Baht displayed favourable attitude towards social media and were influenced by it. Andreu et al. (2018:83-100) investigated the utilisation of social media and its effect on cognitive attitudinal components. The survey was undertaken among a small sample of interviewees. The research found that consumers who used the euro displayed positive behavioural and affective attitudinal components towards a destination. Bilgihan et al. (2020:1-25) researched the influence of social media sharing on travellers willingness to pay more at destinations. The study was conducted among 478 tourists in Turkey. The investigation found that consumers displayed willingness to pay more money for gaining better reputation online among their peers. The majority of these studies were conducted in developed countries and were from different industries. Accordingly, this examination considered if currency had an influence on the cognitive, affective and behavioural attitudes of Cape Town tourist attraction visitors in terms of social media usage as a communication tool.

3.5 Summary

There has been a major shift in the manner in which tourists and travellers gather information and opinions relating to the prospective destination they desire to visit and how they share their experiences before, during and after visiting. The dawn of social media has altered how consumers interact and narrate their holiday experiences. Social networks such as Facebook, Twitter and YouTube have become a medium that tourists have become familiar with and utilise as a medium to engage their followers about where they are spending their holiday. It has become imperative that destinations avail free data for travellers to enable them to share their experiences.

Cape Town tourist attractions have had to be proactive and are present on these social media channels as a way of networking with the target market. It is quite significant for a traveller to be involved in two-way communication on the social media channels. Social media platforms have changed the status quo by enabling tourists to have an immediate two-way communication with the attraction or destination that they are visiting. Cape Town tourist attractions are no exception.

In addition to traditional marketing methods, it has become important for these Cape Town attractions to have social media strategies in place and even personnel specifically dedicated to interact with all the social media activities within a reasonable space of time, given the nature of the modern customer. The space is here and now. The consumer expects to receive a response within a reasonable time.

The platform afforded by social media channels has made the voice of consumers so much bigger, as they have come to rely heavily on opinions shared by others, which in turn assists consumers to make their travel decision, and affects their cognitive, affective and behavioural attitudes towards these destinations and brands. This has resulted in social media having to be considered by organisations as an integral part of their marketing efforts, which is a significant instrument for both customers and organisations. This research provides greater insight into the cognitive, affective and affective attitudinal predispositions of tourists towards social media marketing communication use by Cape Town tourist attractions.

CHAPTER 4

RESEARCH METHODOLOGY

4.1 Introduction

This chapter provides a comprehensive overview of the research methodology that was undertaken for this study. The study followed deductive research, which develops theories that are tested through empirical observation. The positivist method was employed in the study using survey research, which involved a cross-section of the population of a face-to-face survey method. The research design was empirical in nature and employed both exploratory and descriptive research designs. Tourists who visited from anywhere in the world were surveyed in order to determine their attitudes towards social media as a marketing and communication tool. In this regard, cognitive, affective and behavioural components were considered. The study made use of a number of secondary sources in order to gather qualitative information in the form of journal articles, government reports, government and affiliated tourism bodies such as South African Tourism, MINMEC and MIPTECH, and other sources. The research undertook a pilot study that tested the research procedures, which ensured that the research instrument was appropriately designed. This chapter also addresses sampling, data collection, questionnaire design, reliability and validity, data analysis, and ethical considerations.

4.2 Paradigmatic perspective and research approach

Deductive research develops theories and then tests these theories through empirical observation, which is a set of techniques that applying theories in the real world in order to assess and evaluate their validity (Lancaster, 2005:22). Positivist methods such as laboratory experiments and survey research are aimed at theory (or hypotheses) testing. Positivist methods employ a deductive approach to research, starting with a theory and testing theoretical postulates by using empirical data, using predominantly quantitative data (Bhattacherjee, 2012:35). Additionally, in deductivist research there is a well-established role for existing theory, since it informs the development of hypotheses, the choice of variables, and the resultant measures, which researchers intend to use (Birley, 1999:103-110).

This research adopted a deductive positivist approach since it commenced with a theoretical postulation that was primarily tested via quantitative data collection. The study was empirical; it focused on testing the above-mentioned theoretical objectives and associations, to establish if they would replicate the interpretations by means of a cross-section of the research population (Bhattacherjee, 2012:3-44). This study tested a cross-section of the

population by using a face-to-face survey method to determine the use of social media by visitors of tourist attractions in the Cape Town area.

4.3 Research design

A research design is a plan for the research project. It is an assertion of only the essential elements of a study, namely those that provide the basic guidelines for details of the project. It consists of a series of prior decisions that are taken together to provide a master plan to execute a research project (Wiid & Diggines, 2015:54). Furthermore, Zikmund (2000:65) defines research design as a master plan that specifies the methods and procedures for collecting and analysing the required information. Research design is a comprehensive plan for data collection in an empirical research project. A further definition is given by Bhattacherjee (2012:35) who describes research design as a "blueprint" for empirical research, which is aimed at answering specific research questions, or testing specific hypotheses. The design of this inquiry made use of exploratory, as well as descriptive research, whilst it used the survey method.

This study corresponds with Van Minden's (1987:103) view that empirical research has the object of analysing theories and hypotheses compared to reality. In this connection, reality is epitomised by experimental subjects in the form of sampling the studied population. This empirical investigation employed both exploratory and descriptive research designs as a framework for collection of the data required for the study (McDaniel and Gates, 2006:33). Exploratory research refers to an explanation of underlying connections between observable facts (Burton & Steane, 2004:126). According to a definition provided by Kothari (2004:2), descriptive research includes surveys and fact-finding enquiries of different kinds. The major goal of descriptive research is to depict the state of affairs, as it exists currently. The major characteristic of this method is that the researcher has no power over the variables and can only report on what has taken place or is occurring. In this instance, tourists from across the world who visited the Table Mountain Aerial Cableway were surveyed with the aim of investigating their attitudes towards social media, which is used as a set of communication channels.

A survey has several characteristics and claimed attractions, and provides descriptive, inferential and explanatory information, amongst others. Surveys can be exploratory, in which no hypothesis or models are postulated, and in which relationships and patterns are explored (Cohen et al., 2007:206-207). Survey methods are the most common means of data collection from carefully selected individuals, known as respondents, through written or verbal communication (Wiid & Diggines, 2010:106-107). In his evaluation of survey design,

Mouton (2007:155) explains that in ideal circumstances, researchers should aim for optimal control over the survey environment, for example, in terms of when and at which intervals respondents will be surveyed, data gathering techniques, sampling strategy, the necessity of a pilot study and follow-up administration. The Table Mountain Aerial Cableway is a popular tourist attraction and the environment was conducive for the study to be conducted.

Maree (2007:158) claims that one of the advantages of using face-to-face surveys is that they have the highest response rate. In this study, the survey was conducted by marketing students who were trained as field workers and, which took place at Table Mountain Aerial Cableway lower station. Tourists were approached prior to embarking and after disembarking the cable car. The purpose of the survey was to measure the cognitive, behavioural and affective attitudes of tourists towards the use of social media as a communication tool when visiting tourist attractions in the Cape Town area.

Surveys are an excellent vehicle for measuring a wide variety of unobservable data, such as peoples' preferences (Kamargianni & Matyas, 2019:1525-1558). In this study, it was possible to observe the following: whether tourists who visit Cape Town attractions make use of social media; attitudes applicable to this research; tourists' thoughts pertaining the utilisation of social media as a communication tool by Cape Town attractions; beliefs, considering that social media marketing is a fairly new phenomenon, which would be relevant to the older demographic population and their feelings towards social media practises in relation to tourist attractions; or factual information, in this instance demographic information such as level of education. Further, survey research is also ideally suited to remotely collected data about a population that is too large to observe directly. A large area such as an entire country can be covered by using postal, email, or telephone surveys, which use meticulous sampling to ensure that the population is adequately represented by a small sample (Bessarab et al., 2019:38-53).

Owing to their unobtrusive nature and the affordability to respond at one's convenience, questionnaire surveys are preferred by some respondents (Bhattacherjee, 2012:3-44). Respondents were given an opportunity to complete the questionnaires on their own, while field workers would only assist when asked to do so. Interviews may be the only way to reach certain population groups such as the homeless or illegal immigrants, for which there is no sampling frame available (Stockemer, 2019:57). The interviewers were able to reach the diverse population that visited the Table Mountain Aerial Cableway, which meant that international, African and local tourists were included. Large sample surveys may allow detection of small effects even while analysing multiple variables, and depending on the survey design, may also allow comparative analysis of population subgroups (within-group

and between-group analysis) (Elliott et al., 2019:1-9). The study compared tourists based on their country of origin, while demographic factors were also used.

Surveys are advantageous in identifying characteristics of the target markets and to measure respondents' attitudes, as was done in this study (Cant et al., 2008:35). The five main Cape Town tourist attractions that have social media sites were approached as data collection sites. Only one attraction of the five gave permission for the survey to be conducted, namely the Table Mountain Aerial Cableway. Face-to-face interviews that were conducted had the distinct advantage of enabling the researcher to establish rapport with potential participants, thereby enabling the researcher to gain cooperation, which resulted in a high response rate (Neuman, 2000:272-273; Leedey & Ormond, 2010:188).

The Table Mountain Aerial Cableway was selected as the tourist attraction where the survey was undertaken, having welcomed around 28 million visitors, according to the annual report for the 2018/19 financial year (Table Mountain Aerial Cableway, 2019b). This was ideal for the researcher, as tourists from all over the world visit Table Mountain, which is a 7th Wonder of the World. Self-administered questionnaires were disseminated at the lower station of the Table Mountain Aerial Cableway on a face-to-face basis to collect data for this research. The questionnaires could not be concluded without the support of field workers, and though all of the questions were highly structured and self-explanatory, the field workers were on hand to assist with any questions.

The main limitation of surveys, however, is the lack of depth and insider perspective, which sometimes lead to criticism of surface level analyses. This was applicable to the study when some of the usage characteristics findings showed that more research was required in order to generate significant findings. In this study, there were significant findings for usage characteristics and demographic factors for cognitive, affective and behavioural attitudes, which are disclosed in Chapter 5.

4.3.1 Exploratory research

An exploratory research design was used to examine existing information on the tourism industry and social media usage in SA, since the researcher typically did not have the necessary background knowledge at the beginning of the study.
Exploratory research concerns putting oneself deliberately in a place repeatedly, where discovery is possible and broad where specialised interests can usually be pursued (Stebbins, 2001:6). Exploratory research helps to ensure that a more rigorous, conclusive future study will not begin with an inadequate understanding of the nature of the marketing

problem. Exploratory research provides greater understanding of a concept rather than providing precise measurement, which is particularly useful when researchers lack a clear idea of the problems that they will meet during the study and development of hypotheses (Zikmund, 2000:136; Kothari, 2004:4; Cooper & Schindler, 2006:198).

The purpose of this investigation was firstly to reveal the role that social media, tourists and prospective tourists alike play when visiting Cape Town tourist attractions. The examination determined the cognitive component of attitudes, which deals with tourists' thoughts and beliefs towards social media when visiting these attractions. Secondly, the study also considers the affective component of attitudes, which provided insight into tourists' emotions and attitudes towards using social media when visiting tourist attractions in the Cape Town area. Thirdly, this research explored the behavioural component of attitudes that would present how individuals act towards the use of social media when visiting Cape Town tourist attractions.

4.3.2 Descriptive research

Descriptive research is designed to describe characteristics of a population, studies which are concerned with describing the characteristics of a particular individual, and with how, what is or what exists in relation to some preceding event that has affected a present condition (Zikmund, 2000:56; Kothari, 2004:37; Cohen et al., 2007:205). This study determined attitudes of international, African and local tourists when visiting Cape Town tourist attractions towards the use of social media as marketing and communication tool.

Descriptive research was employed to collect the quantitative data via a survey. A descriptive study establishes only associations between variables (Maree, 2007:257), which in this instance were tourist attitudes towards social media sites, as well as the influence of usage characteristics and demographic factors as a form of marketing communication, which included a cross sectional segment of the population. This study corresponded to Leedy and Ormond's (2010:182) perception of descriptive research as a type of investigation that involves the identification of characteristics of an observed phenomenon.

4.3.2.1 Secondary data analysis

Lancaster (2005:80) notes that secondary data is essential existing data since it is not new data that is collected specifically and primarily for research. Furthermore, secondary data should be examined before any data is collected for the first time by the researcher. Conversely, Van Minden (1987:160) refers to secondary data as facts that are published

because of original research and used later. Furthermore, Wiid and Diggines (2015:74) define secondary data as data that already exists, as the information has already been gathered for some or other purpose, and not for the specific study. Secondary data analysis methods were employed for the above-mentioned purpose.

A number of secondary data sources were consulted to gather qualitative information such as journals; relevant tourism and social media articles; government reports; documents by government and affiliated tourism bodies such as South African Tourism, MINMEC, MIPTECH, Western Cape Destination Investment and Marketing and Trade Promotion, and National Department of Tourism; and interactive media in the form of websites and social media platforms. The gathered secondary data was an affordable method of collecting information that assisted with clarifying the research problem (Cant et al., 2008:30-31).

4.3.2.2 Pilot study

A pilot test is a provisional collection of data to identify weaknesses in the design and provide substitute data for probability sampling (Cooper & Schindler, 2006:88). A pilot study is a small-scale version of a planned study, which is conducted with a small group of participants similar to those that are recruited later in the larger scale study. Pilot studies are conducted to allow researchers to practice and to assess the effectiveness of their planned data collection and analysis techniques. They can detect anticipated problems with methods so that changes can be made before the large-scale study is undertaken, and answer methodological question(s), guide the development of the research plan to ensure that the methods work in practice, and assess the feasibility of the proposed research process (Doody & Doody, 2015:1074-1078). The pilot study aims to provide significant insights, refine data collection plans, and develop relevant lines of questioning for the basic issues in future case studies (Tuomela et al., 2005:128-141). In support of the facts mentioned above, a pilot study was conducted at the Table Mountain Aerial Cableway to ensure that the study adheres to the details of the final study.

This study undertook a pilot study, which involved 30 respondents, to test the research procedures, fine-tune the research instrument, and identify and consider any other possible research irregularities. Furthermore, the pilot study also helped to identify possible gaps in the analysis of qualitative secondary data (Cant et al., 2008:32).

4.4 Sampling

A sample is defined as a subsection of a population. Within the context a population is referred to as the total group of the people, whose information is required (Wiid & Diggines, 2015:181). Cooper and Schindler (2006:87) refer to a sample as a group of cases, participants, and events constituting a portion of the target population that is carefully selected to represent that population. Moreover, Zikmund (2000:69) argues that sampling involves any procedure that uses a small number of items of the population to make a conclusion regarding the entire population. This investigation utilised tourists visiting the Table Mountain Aerial Cableway for sampling purposes.

4.4.1 Research population

Neuman (2000:201) defines population as an instance where a researcher specifies the unit that is sampled, the geographical location, and the temporal boundaries of the population. Conversely, Mouton (1996:134) referred to population as a collection, which meets a certain specification. This study's population consisted of both local and international tourists who utilised social media and who visited tourist attractions in Cape Town.

4.4.2 Sample frame

Maree (2007:147) defines a sample frame as a list of all the units in the population in which each unit is uniquely numbered. Conversely, Huysamen (2001:38) states that a sample frame is a complete list on which each unit of analysis is listed only once it is compiled. A self-generating sampling frame in the form of tourists visiting tourist attractions in Cape Town was used as a basis for the sample frame.

4.4.3 Sample unit

Maree (2007:146) says that with every quantitative research study that is undertaken, data is collected from units. The units upon which measurements are made are referred to as sampling units. Tourist groups that visit tourist attractions in Cape Town were utilised as the sample unit for this study.

4.4.4 Sample element

Neuman (2000:200) refers to a sampling element as the unit of analysis or a case in a population. South African, African and international tourist groups and/or individuals who were over the age of 18 and who used Cape Town's tourist attractions' social media, constituted the sample elements of this study.

4.4.5 Sample method

Systematic sampling was employed, where the researcher randomly chose the first respondent to survey and, thereafter, every third individual was selected for inclusion in the research population (Maree, 2007:174-175). A maximum of two tourist groups were interviewed, where there was a large group of tourists (for example, a bus of tourists), and the next-birthday rule was applied to smaller groups (for example, a family) (Nichols & Salmon, 1983:270-276). The next-birthday rule was implemented by selecting two group members with the closest forthcoming birthdays on the date of the interview.

4.4.6 Sample size

Huysamen (2001:48) explains that researchers should also bear in mind that the number of subjects from whom usable data will eventually be obtained might be much smaller than the number, which was drawn originally. It is usually advisable to draw a larger sample than the one for which complete data is desired eventually. Maree (2007:147) notes that this is a subset of the population consisting of a predetermined number of randomly selected sampling units from the population. A survey should be conducted among 384 tourists owing to the universe of the population being unknown and to ensure a 95% of confidence interval and/or a margin of error of 5. Accordingly, 457 tourists were surveyed to ensure representation amongst the different categories of tourists, namely South African, international and African (NOOA Services Centre, 2007).

4.5 Sample errors

Wiid and Diggines (2015:113-114) state that sampling error is an error that results from chance variation. An error arises because only a small sample of the population was surveyed. This error can be reduced by increasing the sample size, as applied in this study, but cannot be eliminated unless the entire population is surveyed. There are four main types of sampling errors, which are outlined below.

- Firstly, the response error is a result of problems on the side of the respondent. All questions were tested through the pre-tests in the form of a pilot study, while the questionnaire was clear and concise, and the questions followed a logical order. Moreover, the questionnaire commenced with a filter question that was followed by multiple-choice questions, with clear instructions, and lastly, there were Likert scale-

type questions intended to measure attitudes, which had no incorrect responses to avoid this error.

- Secondly, non-response errors arise when interviewees refuse to take part in the survey. The respondents were asked if they were keen to participate in the survey. Furthermore, the first question determined whether the respondents were eligible to participate in the survey as those respondents who did not use social media could not participate even though they were willing to do so. The field workers were on hand to ensure that all respondents completed their questionnaires, as the survey was administered on a face-face basis.

- Thirdly, interviewer errors occur when the interviewer consciously or subconsciously influences the respondent in a particular way. This error was mainly avoided as the field worker asked a filter question in order to establish whether the respondent qualified to participate in the survey. This was followed by respondents completing the questionnaires without any assistance from field workers, except when they had a particular query, in which case the field worker was at hand to assist.

- Fourthly, administrative errors occur if data is incorrectly captured for analysis. The questionnaires were numbered and coded, which allowed errors to be easily rectified once an error (for example, missing variables or incorrect codes) had been detected during the checking process via Statistical Package for Social Sciences (SPSS) software. Furthermore, a twofold checking process (manual and computer) took place to minimise such errors in this study. The researcher and the research assistant independently double-checked to ensure that the data was captured accurately, which replicated the SPSS checking process.

4.6 Data collection and questionnaire design

A survey entails collecting data from selected individuals through verbal or written communication. The people who respond are known as respondents, and the tool that is used to obtain data is the questionnaire project (Wiid & Diggines, 2015:110). Maree (2007:158) states face-to-face surveys have the highest response rate. Other main strengths of conducting surveys: provide a potential to generalise to large populations if appropriate sampling design was implemented; high measurement reliability if the questionnaire was carefully constructed; and high construct validity if proper controls were implemented (Mouton, 2001:153).

When giving instructions to interviewers or respondents, the general rule is to place these instructions at the point in the questionnaire where they will be used (Bradburn et al., 2004:283). A screening question was used to determine upfront whether respondents made use of social media communication when visiting tourist attractions in the Cape Town area. When respondents indicated that they did not use social media communication, the interview was terminated immediately.

The questionnaire focused on Cape Town tourist attractions that the tourists visited, and established whether they had used any of these attractions' social media sites or mentioned these tourist attractions in their own social media activities. The five main tourist attractions in Cape Town that were investigated included:

- Aerial Cableway Table Mountain;
- V&A Waterfront;
- Groot Constantia;
- Kirstenbosch Botanical Gardens; and
- Cape Point.

For the purpose of this study, only tourists who visited the Table Mountain Aerial Cableway were given the interview on a face-to-face basis, which is a possible limitation, but this was the only tourist attraction site that gave permission for the research. Robben Island Museum was not included in the study, as it did not utilise social media. If the respondents had not utilised any of the five Cape Town tourist attractions social media sites, then questions sought to establish if they had used any South African or international tourist attractions' social media sites. If the answer was still negative, then a final question sought to establish if the respondent had used a company or brand social media site. These were used as screening questions in order to terminate the interview if the tourists responded negatively to all the questions.

The questionnaire, Likert scale statements, usage and demographic characteristics questions were taken and adapted from Duffett (2015a:1-27; 2015b:498-526; 2015c:1-22; 2015d:243-267; 2015e:335-339; 2016a:1-21; 2016b:137-158; 2017a:19-39; 2017b:1-22) and Duffett and Wakeham's (2016:20-44) research, which considered social media marketing communication in general (i.e. the research did not differentiate between industries). These studies proposed that future research should consider different industries, so this study focussed on a specific industry (tourism) to fulfil the mandate for further inquiry.

The questionnaire made use of Likert scale statements in order to determine the tourists' cognitive, affective and behavioural attitudes towards tourist attractions' social media sites.

The cognitive attitude scale was taken from research by Duffett and Wakeham (2016:20-44); and Duffett's (2015d:243-267; 2016a:1-21; 2016b:137-158; 2017a:19-39; 2017b:1-22), which includes awareness and knowledge factors. The affective attitude scale was taken from Duffett (2015a:1-27; 2015c:1-22); Duffett and Wakeham (2016:20-44); and Duffett's (2016a:1-21; 2017a:19-39; 2017b:1-22), which includes liking and preference factors. The behavioural attitude scale was also taken from Duffett (2015b:498-526, 2015e:335-339); Duffett and Wakeham (2016:20-44); and Duffett's (2016a:1-21; 2017a:19-39, 2017b:1-22), which includes intention to purchase and purchase factors.

Likert scales provide a reliable ordinal measure of a respondent's attitude and a four point Likert scale was employed to force respondents to either disagree or agree, with no option to be neutral or undecided (Maree, 2007:167). Cooper and Schindler (2006:370-372) assert that each response is given a numerical score to reflect its degree of favourable or unfavourable attitude, and the scores may be summed to measure the participant's overall attitude. Likert scales are more trustworthy and offer a greater volume of data than many other scales.

In questionnaires, for example, researchers ask all participants the same questions in a similar order. The response categories from which respondents may choose are fixed. The benefit of this inflexibility is that it allows for meaningful comparison of responses across participants (Mack et al., 2005:3). The study was designed to measure respondents' cognitive, behavioural and affective attitudes towards social media as means of communication for the visited tourist attractions.

Maree (2007:158-159) recommends that designing a questionnaire requires the researcher to give attention to question sequence and response categories. The social media usage characteristics of the tourists were determined, which were also used for cross-tabulation purposes versus their above-mentioned attitudes. How tourists access social media, the period of usage, frequency of the usage and the number of hours spent on social media was established in this research.

Cooper and Schindler (2006:398) assert that classification questions normally cover sociological-demographic variables that allow participants' responses to be grouped so that patterns are revealed and can be studied. The last part of the questionnaire intended to collect demographic factors that included gender, age, and household monthly income, number of household members, employment status, level of education, marital status and race group. This information was valuable and added a cross-analysis aspect versus the attitudes that were investigated in the study. This survey was conducted at the Table

Mountain Aerial Cableway lower station and tourists were approached prior to embarking and after disembarking the cable car. A total of 457 questionnaires were completed and were used for the data analysis of this research.

4.7 Reliability and validity

The test of reliability is another important test of sound measurement. A measuring instrument is reliable if it provides consistent results (Kothari, 2004:74). Internal reliability is also known as internal consistency, which occurs when a number of items are formulated to measure a certain construct, and show a high degree of similarity. The coefficient that is used to measure the internal reliability of an instrument is Cronbach's Alpha (α) coefficient and composite reliability (CR), and is based on the inter-item correlations. Guidelines for the interpretation of Cronbach's α and CR have been suggested and the following seem generally accepted by researchers: 0.90 – high reliability; 0.80 – moderate reliability; and 0.70 – low reliability (Maree, 2007:216). The pilot study was used to test the reliability of the attitudinal constructs. A reliability valuation of the cognitive, behavioural and affective attitude scales were carried out by applying Cronbach's α and CR. An item investigation of all the questions for each construct will produce a Cronbach's α value, which provides a degree of reliability of the tested construct (Wiid & Diggines, 2015:238-239). The calculated Cronbach's α and CR values above 0.8 reveal that the construct's reliability is good. Values between 0.6 and 0.8 suggest that reliability is acceptable, whereas any value that is below 0.6 is reflected as unacceptable (Wiid & Diggines, 2015:238-239). Refer to Chapter 5 for the reliability analysis results.

The result of a measuring instrument is deemed valid if it accurately measures what it intended to measure (Wiid & Diggines, 2015:228-229). Convergent validity is considered by assessing factor loadings and average variance extracted (AVE), which should be above 0.5. Discriminant validity was assessed by considering the square root of AVE for each scale, which should be greater than the squared correlations between the different scales (Fornell & Larcker, 1981:39-50). Refer to Chapter 5 for the validity analysis results.

4.8 Data analysis

Data analysis consists of breaking up the data into manageable themes, patterns, trends and relationships, which involve planning in advance how the data will be analysed, as well as interpretation of the research findings in relation to the research question (Mouton, 2001:108; Cooper & Schindler, 2006:90; Maree, 2007:37). The questionnaires were

meticulously reviewed in order to certify that they were comprehensive and accurate prior to being numbered, coded, captured and analysed by means of SPSS (version 25) software. Simple descriptive statistical techniques were applied to ascertain means, standard deviations, and frequencies in order to provide a simple overview of the findings. The study used a generalised linear model (GLM) via a chi-square test distribution in order to analyse the data, as it can also be used if the values of a variable are ordered, while it is one of the few tests that was designed for use with categorical data (Janes, 2001:296-298). The GLM was used to test for significance in terms of the tourists' attitudes, usage characteristics and demographic factors, while Bonferroni correction pairwise post hoc tests were employed to establish where the differences were located between the variables.

Amos was utilised to perform confirmatory factor analysis (CFA) to determine the attitude scales' factor loadings, AVE, squared correlations and CR values. Structural equation modelling analysis was utilised to assess the hypothesized relationships between the tourist cognitive, affective and behavioural attitude relationships in order to establish whether the hypotheses should be accepted or rejected. However, the SEM goodness-of-fit measures must meet certain thresholds for an acceptable measurement model fit, as outlined by Hooper et al. (2008:53-60): relative chi-square (χ^2) / degrees of freedom (df) < 3.00-5.00; normed-fit index (NFI) > 0.90; comparative fit index (CFI) > 0.90; Tucker-Lewis index (TLI) > 0.90; goodness-of-fit index (GFI) > 0.90; root mean-square error of approximation (RMSEA) < 0.08-0.10; and standardized root mean square residual (SRMR) < 0.08. Refer to the Chapter 5 for the full SEM analysis results.

4.9 Ethical considerations

Permission to conduct research was requested from five main Cape Town tourist attractions that had social media sites, as mentioned above. If permission was not received from all the tourist attractions in Cape Town, then the research was only conducted at those attractions that provided an affirmative response. The Table Mountain Aerial Cableway granted permission for surveys to be conducted at the lower cable stations amongst tourists who visited, providing them with an opportunity to be surveyed. In order to ensure that participants of the quantitative research understood the nature of the survey, the field worker gave each respondent an information leaflet and consent form. This briefing informed them of the ethical considerations that were involved in the study. Each respondent was assured of his or her right to privacy and confidentiality, as well as their right to withdraw from the survey at any time. This consent form was signed by the respondent before the field worker

commenced with the research. Ethical clearance for the research was received from the FREC at CPUT.

4.10 Summary

The research was empirical in nature, followed a positivist method, and made use of survey research. The survey for this study was conducted at the Table Mountain Aerial Cableway as a means of centralising data collection. This empirical observation utilised both exploratory and descriptive research designs. The purpose of the study was to assess tourists' attitudes towards social media usage when visiting tourist attractions, and how these affected the attractions as both a communication and marketing tool. A pilot study that was undertaken at the Table Mountain Aerial Cableway included 30 respondents who were meant to identify and amend possible research anomalies. Trained field workers were used to collect data from tourists who visited the Table Mountain Aerial Cableway at the lower station. A diverse population was reached through the interviews and included African, international, as well as local tourists. The questionnaire made use of Likert scale statements in order to establish the tourists' cognitive, behavioural and affective attitudes towards tourist attractions' social media sites. A reliability assessment of the cognitive, behavioural and affective scales was applied through Cronbach's α and CR, whereas validity was considering via factor loadings, AVE and squared correlations. The GLM was used to test significance in terms of the tourists' attitude's and usage characteristics, while the Bonferroni correction pairwise post hoc tests were employed to establish the differences that are located between the variables. SEM analysis was used to consider hypothesized attitude relationships. Written permission was sought and received from the Table Mountain Aerial Cableway to conduct surveys there, as it is a tourist attraction located in the Cape Town area. The researcher applied to the CPUT Faculty of Management and Business Sciences Research Ethics Committee to obtain approval to undertake the research. The findings are discussed in Chapter 5.

CHAPTER 5

RESEARCH FINDINGS

5.1 Introduction

The main purpose of this chapter is to disclose the findings regarding use of social media tools by tourists before they visit top Cape Town tourist attractions. Ultimately, 457 questionnaires were completed, and the survey was conducted at the Table Mountain Aerial Cableway. The questionnaire consisted of three main sections. The first section focused on tourists' usage characteristics of social media, the second on attitudinal responses, and the third on demographic characteristics. These findings are graphically depicted and described in the chapter. The validity and reliability, descriptive analysis, and SEM analysis for the cognitive, affective and behavioural attitude scales (of tourists towards social media marketing communications by Cape Town's top tourist attractions) are tabulated and described below. This is followed by an outline of the GLM, and the post ad hoc Bonferroni pairwise comparisons to highlight the significant differences for each attitude scale (dependent variables) in terms of usage characteristics (independent variables) and demographic factors (independent variables).

5.2 Social media usage

5.2.1 Social media exposure to tourist attractions

It was important to ascertain respondent's social media patterns when visiting Cape Town's top five tourist attractions, since a cross-tabulation was conducted in terms of their cognitive, affective and behavioural attitude responses.
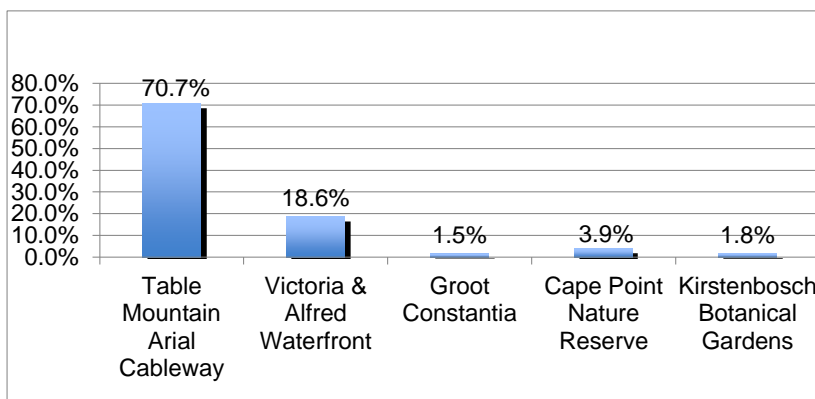
Figure 5.1: Tourist attraction social media exposure rate

The Table Mountain Aerial Cableway (70.7%) displayed the highest social media exposure, followed by the V&A Waterfront (18.6%), Cape Point National Park (3.9%), Kirstenbosch Botanical Gardens (1.8%) and Groot Constantia (1.5%).

5.2.2 Type of social media utilised by tourist attractions

It was imperative to establish the type of social medium that respondents used when they visited the attractions, since a cross-tabulation was conducted regarding attitudinal responses.
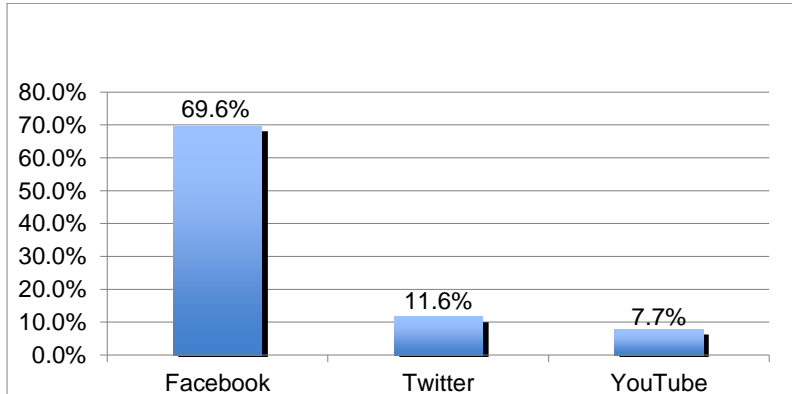
Figure 5.2: Social media frequency

A majority of respondents used Facebook as a social medium prior to their visit to tourist attractions (69.6%), with Twitter as the second most popular social medium (11.6%), followed by YouTube (7.7%).

5.2.3 Social media access

The purpose of this question was to establish how the respondents accessed tourist attractions by using social media platforms and to determine if there were significant differences regarding the attitude responses.
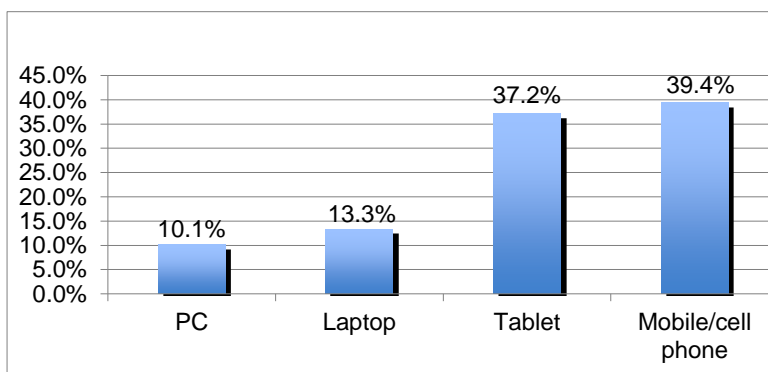
Figure 5.3: Social media access occurrence

A majority of the respondents' accessed social media via cell phones (39.4%), while 37.2% used tablets, 13.3% used laptops and 10.1% used computers (PC).

5.2.4 Number of years of using social media platforms

It was important to establish how long the respondents have been active on social media platforms so that cross analysis could be conducted to establish if these independent variables had a significant impact on the different attitudinal responses.
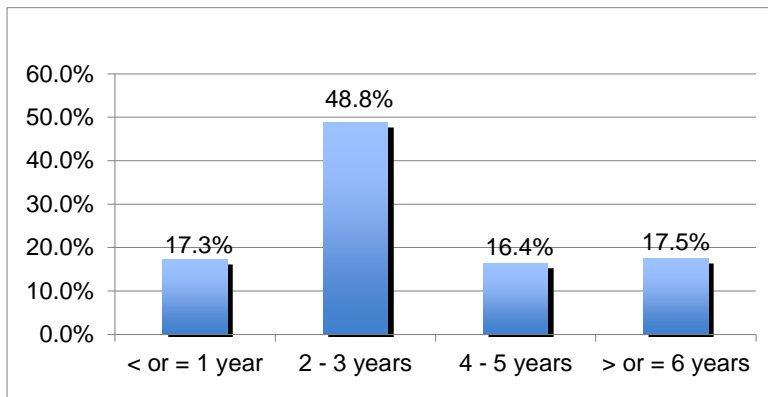
Figure 5.4: Number of years' frequency

A majority of respondents had been active on social media for 2 to 3 years (48.8%), followed by those who had been active for 6 years or more (17.5%), 1 year or less (17.3%), and 4 to 5 years (16.4%).

5.2.5 Social media usage

It was important to establish the number of times that the respondents utilised social media for cross analysis purposes versus the cognitive, affective and behavioural attitude responses.
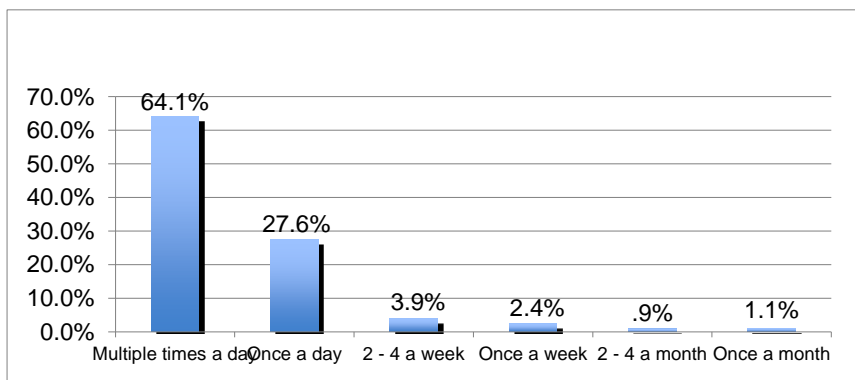
Figure 5.5: Social media usage frequency

A majority of respondents logged on to social media multiple times per day (64.1%), followed by those respondents who log on once a day (27.6%), 2 to 4 times a week (3.9%), once a month (1.1%), and 2 to 4 times a month (0.9%).

5.2.6 Number of hours spent per log-on

It was essential to establish the amount of time that respondents spent on the social medium each time they logged on, since a cross-tabulation was conducted of the attitudinal responses.
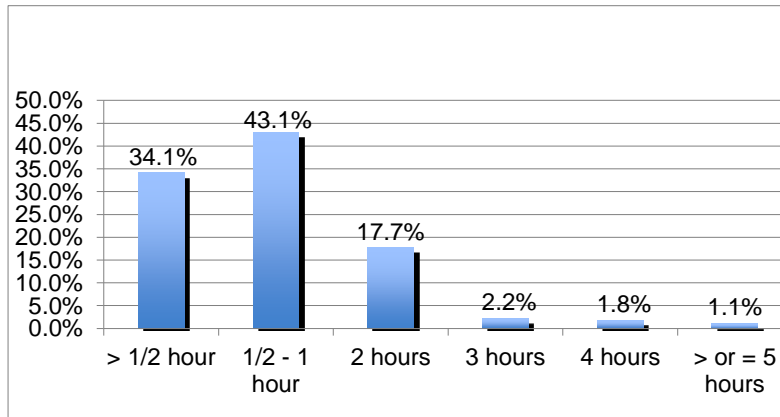
Figure 5.6: Hours spent per log-on prevalence

Most respondents (43.1%) spent 30 minutes to an hour on social media sites, 34.1% spent 30 minutes or less, 2 hours (17.7%), 3 hours (2.2%) and 5 hours or more (1.8%).

5.3 Demographic characteristics

This section graphically displays the sample's demographic characteristics.

5.3.1 Origin

It was fundamental to determine the region of origin of respondents, since cross-tabulation was conducted to establish if there were significant differences in terms of their cognitive, affective and behavioural attitudes towards social media usage when visiting tourist attractions.
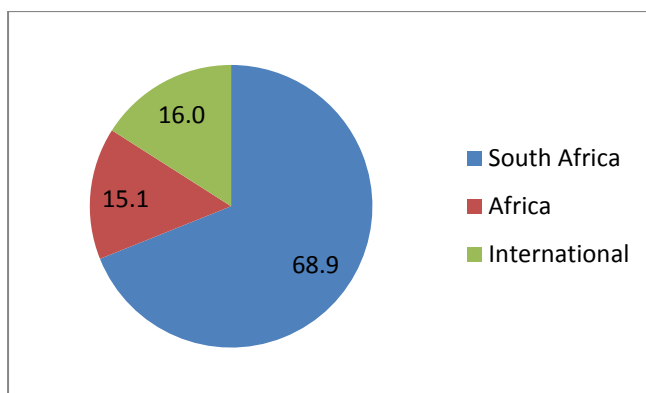
Figure 5.7: Origin prevalence

The total sample consisted of South African (68.9%), international (16.0%), and African (15.1%) tourists.

5.3.2 Gender

It was important to establish the gender of respondents, since a cross-tabulation was conducted to determine whether gender had a significant influence on cognitive, affective and behavioural attitudes.
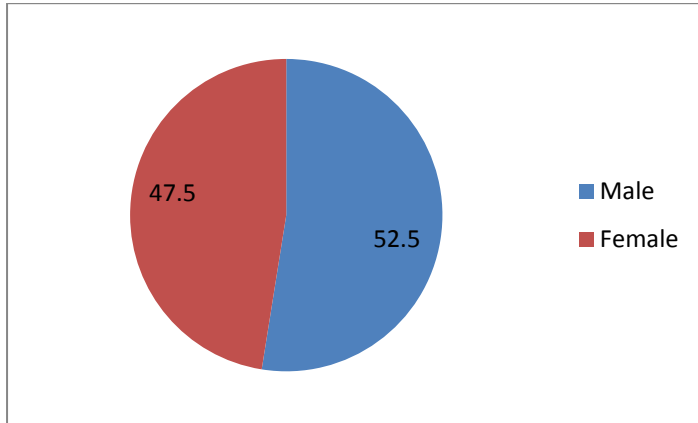
Figure 5.8: Gender frequency

The total respondent sample comprised male (52.5%) and female (47.5%) respondents.

5.3.3 Age

It was imperative to ascertain the age of respondents, since a cross-tabulation was conducted to determine whether there was a significant difference between the attitudinal responses among the different age groups.
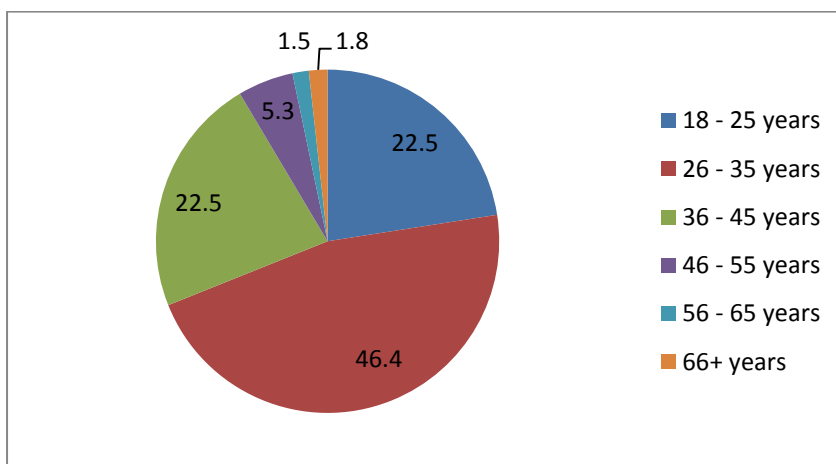
Figure 5.9: Age frequency

The 26 to 35 year olds represented a majority (46.5%), while the 18 to 25 and 36 to 45 year olds each constituted 22.5% of the sample. The 46 to 55 age group consisted of 5.3%, while 66 and above totalled 1.8%, and the 56 to 65 year olds comprised 1.5% of the sample.

5.3.4 Marital status

This question was asked to establish the respondents' marital status, which was used to conduct a cross analysis to determine whether this had a significant influence on attitude responses.
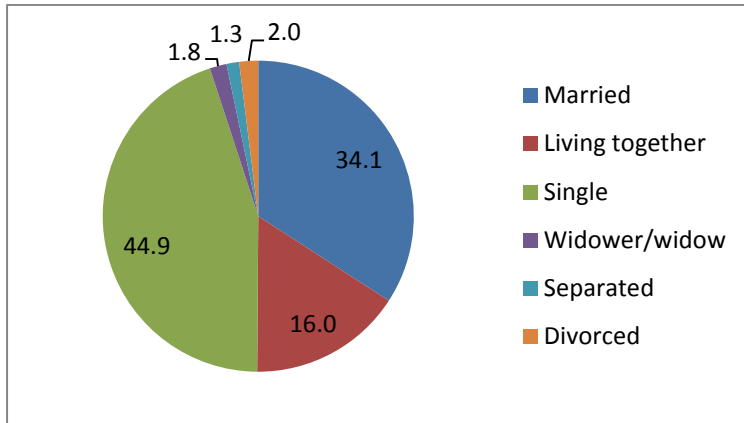
Figure 5.10: Marital status rate

A near majority of the tourists were single (44.9%), followed by married (34.1%), living together (16.0%), divorced (2.0%), widowed (1.8%), and separated (1.3%).

5.3.5 Education

It was important to establish the educational level of respondents, since a cross-tabulation was conducted to determine whether education had an influence on the cognitive, affective and behavioural attitudes.
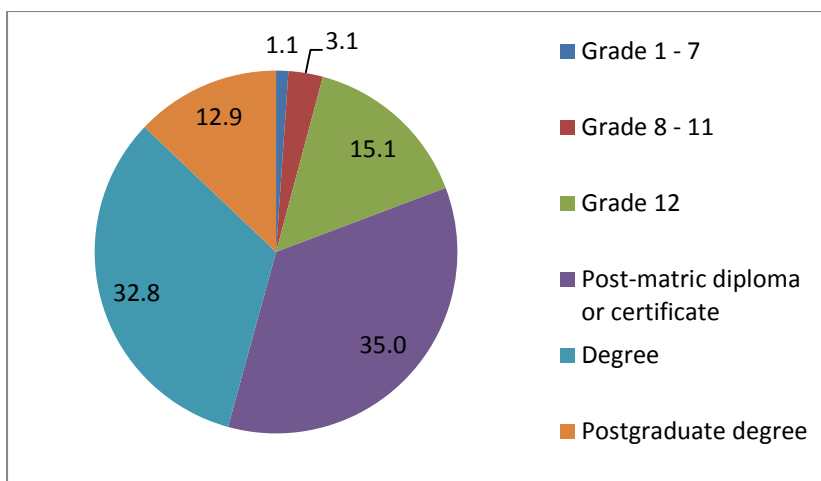
Figure 5.11: Education prevalence

The greatest number of respondents completed a post matric diploma or certificate (35%), whereas those with a degree totalled 32.8%, grade 12 (15.1%), postgraduate degree (12.9%), grade 8 to 11 (3.1%), and grade 1 to 7 (1.1%).

5.3.6 Employment status

It was crucial to establish the employment status of respondents, since a cross-tabulation was conducted to determine whether employment had an influence on attitudes.
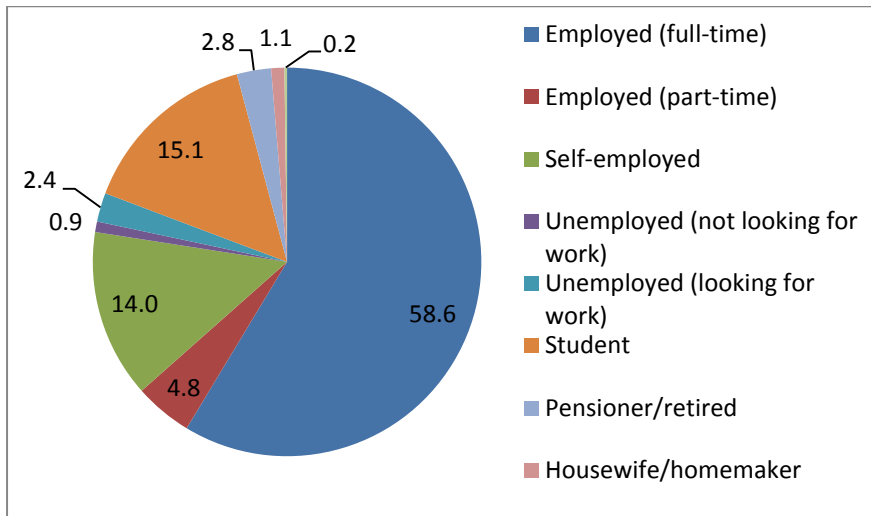
Figure 5.12: Employment status incidence

The above figure found that a majority of the respondents were employed full-time (58.6); students accounted for 15.1%; self-employed (14%); employed part-time (4.8%); unemployed and looking for work (2.8%); pensioners/retired (2.4%); housewives (1.1%); unemployed not looking for work (0.9%); and not working or other (0.2%).

5.3.7 Population group

It was important to determine the population group of the respondents, since a cross-tabulation was conducted to determine whether race had an influence on the cognitive, affective and behavioural attitudinal responses.
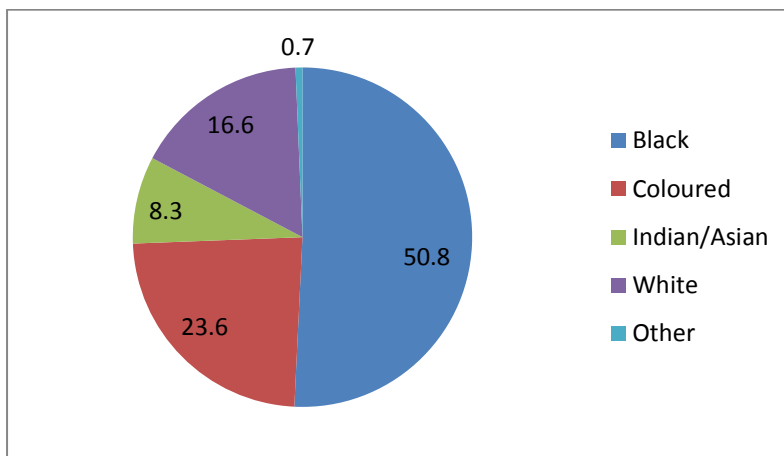
Figure 5.13: Population group frequency

A majority of the respondents were Black (50.8%), 23.6% were Coloured, White accounted for 16.6%, Indian/Asian (8.3%) and 0.7% were Other.

5.3.8 Currency

Currency was used to conduct a cross-tabulation to determine whether there was a significant difference in terms of the cognitive, affective and behavioural attitudes.
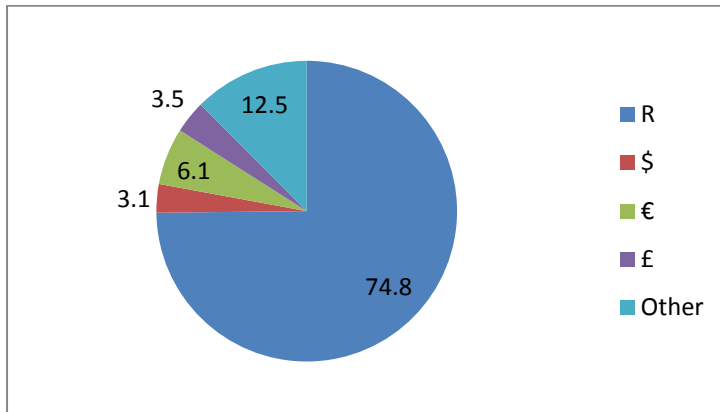

Figure 5.14: Currency frequency

A majority of the respondents utilised the Rand currency (74.8%), Other represented 12.5%, euro (6.1%), Pound (3.5%) and the US Dollar (3.1%).

5.4 Attitudinal responses towards social media

The individual mean (M) and standard deviations (SD) Likert scale values are exhibited in Table 5.3 (below). The mean values were all greater than three that is indicative of positive attitudes towards the use of social media when visiting Cape Town's top tourist attractions.

5.4.1 Cognitive responses

Six Likert scale statements were utilised to establish the scale for the cognitive component by computing the weighted average.
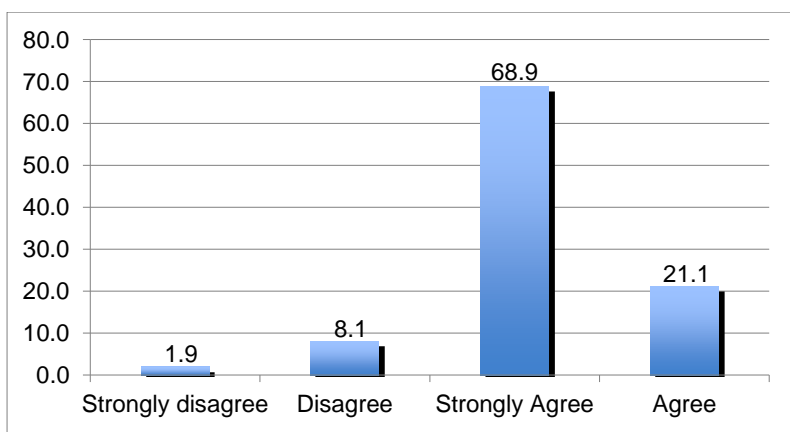
Figure 5.15: Cognitive response frequency

A majority of the respondents (90%) agreed (strongly agreed and agreed) that social media usage resulted in awareness of the Cape Town top tourist attractions that they visited compared to those respondents (10%) who disagreed (strongly disagreed and disagreed).

5.4.2 Affective responses

Six Likert scale statements were used to establish the scale for the affective component by determining the weighted average.
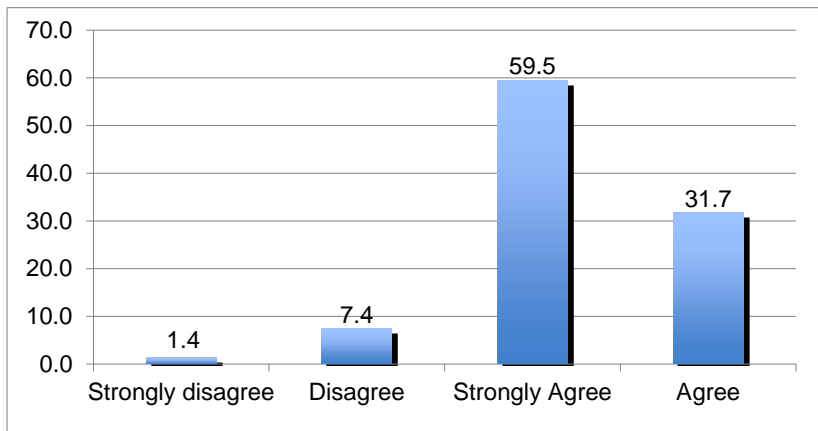
Figure 5.16: Affective response incidence

A majority of the respondents (91.2%) agreed (strongly agreed and agreed) that social media contributed to a positive perception of Cape Town's top tourist attractions, whereas 8.8% disagreed (strongly disagreed and disagreed).

5.4.3 Behavioural responses

Six Likert scale statements were utilised to establish the scale for the behavioural component by calculating the weighted average.
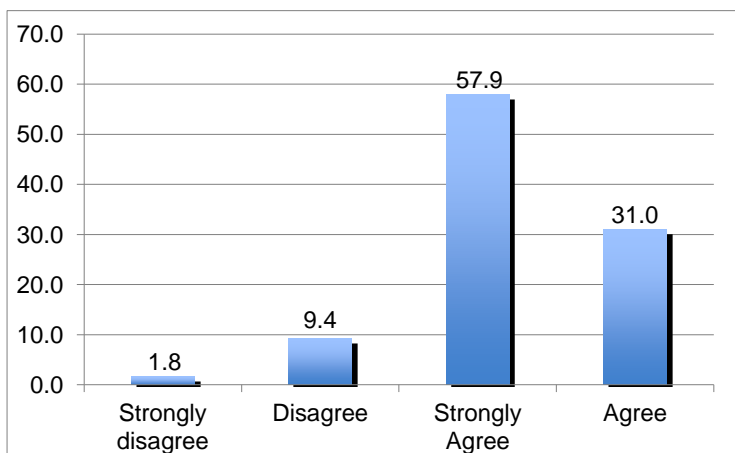
Figure 5.17: Behavioural response frequency

A majority of the respondents (88.9%) agreed (strongly agreed and agreed) that Cape Town's top tourist attractions viewed on social media favourably influenced visitor perceptions compared to 11.2% of the respondents who disagreed (strongly disagreed and disagreed).

5.5 Attitudes towards social media marketing communications

5.5.1 Eigenvalues

Amos was utilised to perform CFA to determine the how many factors were derived from the individual Likert scale tourist attitude items via eigenvalues and the total explained variance.

Table 5.1: Eigenvalues and total explained variance

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings
	Total	% of Variance	Cumulative %	Total
1	7.239	40.217	40.217	7.239
2	1.768	9.821	50.038	1.768
3	1.395	7.749	57.786	1.395
4	0.986	3.083	60.869	
5	0.950	3.081	63.950	
6	0.860	2.984	66.935	
7	0.697	2.604	69.639	
8	0.635	2.546	72.185	
9	0.590	2.460	74.644	
10	0.573	2.386	77.031	
11	0.548	2.283	79.314	
12	0.537	2.238	81.552	
13	0.495	2.061	83.612	
14	0.472	1.966	85.578	
15	0.440	1.834	87.412	
16	0.420	1.750	89.162	
17	0.396	1.649	90.811	
18	0.386	1.610	92.421	
19	0.358	1.492	93.913	
20	0.342	1.425	95.338	
21	0.313	1.306	96.644	
22	0.290	1.208	97.852	
23	0.263	1.097	98.949	
24	0.252	1.051	100.000	

The CFA produced three factors where the eigenvalues were larger than one, which explained variance of 7.239%, 1.768%, and 1.395%. The total factors sum explained 57.786% of the variance, which is indicative of acceptable correlation in the CFA (refer to Table 5.1).

5.5.2 Pattern matrix

The pattern matrix revealed three distinctive factors (cognitive, affective and behavioural attitudes), which included of six factors each and with factors loadings of greater than 0.5 (Pallant, 2010). However, six individual Likert scale tourist attitude items' factor loadings were less than 0.5 and did not fit in with the three factors, so these were excluded from further consideration (refer to Table 5.2).

Table 5.2: Pattern matrix

Likert scale items	Factors		
	Behavioural 1	Cognitive 2	Affective 3
The tourist attraction's social media site alerts me to new offerings.	0.372	0.733	0.402
Social media increased my awareness of the tourist attraction.	0.297	0.779	0.363
Social media that are used by the tourist attraction caught my attention.	0.370	0.798	0.433
I notice updates on the tourist attraction's social media site.	0.424	0.798	0.436
I can recall the social media used by the tourist attraction.	0.475	0.762	0.466
I view the tourist attraction's social media site since it attracted my attention.	0.439	0.686	0.453
Social media that are used by the tourist attraction have made me like the destination more.	0.511	0.365	0.703
Social media adds to the enjoyment of visiting the tourist attraction.	0.358	0.363	0.703
The tourist attraction's social media site has a positive impact on me liking the destination.	0.354	0.437	0.767
I have positive feelings towards tourist attractions, which are promoted by social media.	0.392	0.453	0.759
The tourist attraction has a favourable social media presence.	0.358	0.405	0.740
Social media has a positive effect on me liking the tourist attraction.	0.499	0.353	0.659
I frequently visit tourist attractions, which are promoted by social media sites.	0.716	0.386	0.438
Social media positively affects my tourist attraction visiting behaviour.	0.710	0.411	0.491
The tourist attraction, which was featured on the social media site, increases my loyalty.	0.809	0.393	0.454
Social media that were used by the tourist attraction favourably affect my visiting intentions.	0.807	0.366	0.392
I often visit tourist attractions that I have seen on social media sites.	0.820	0.405	0.390
Tourist attractions' social media sites favourably influence my visiting activities.	0.807	0.407	0.416
Social media that are used by the tourist attraction are effective at creating awareness.	-0.033	0.170	-0.100
I can remember the tourist attraction social media site.	-0.028	-0.054	0.038
Social media that are used by the tourist attraction are likeable and pleasant.	-0.017	0.027	0.008
The tourist attraction's social media site is entertaining and fun.	0.666	-0.039	0.022
The social media site makes me more loyal to the tourist attraction.	0.826	0.021	0.001
I have visited the tourist attraction (or bought the brand), which was featured on the social media site.	0.866	0.008	0.007

5.5.3 Reliability and validity

SPSS and Amos were used to perform CFA in order to consider the reliability and validity of the attitude scales. A reliability assessment of the cognitive, behavioural and affective attitude scales were undertaken by utilising CR and Cronbach's α. CR and Cronbach's α were 0.882 and 0.855 respectively for the cognitive scale, 0.859 and 0.818 for the affective

scale, and 0.899 and 0.872 for the behavioural scale, which reflected good internal consistencies (refer to Table 5.3 below). Convergent validity was gauged by reviewing the factor loadings (FL) and AVE. The factor loadings of the cognitive, affective and behavioural attitude scales ranged from 0.576 – 0854, and the AVE values ranged from 0.506 – 0.601, which all exceeded 0.5 and thereby were indicative of convergent validity (refer to Table 5.3 below). Discriminant validity was considered by taking the square root AVE for each attitude scale, and comparing the values to the correlations between the attitude scales. All of the square root AVE values for the cognitive, affective and behavioural attitude scales were larger than the correlation values (refer to Table 5.4 below).

Table 5.3: Social media attitude scales (M, SE, FL, AVE, CR and Cronbach's α)

Attitude scales	M	SD	FL	AVE	CR	Cron. α
Cognitive						
The tourist attraction's social media site alerts me to new offerings.	3.05	0.565	0.727	0.558	0.882	0.855
Social media increased my awareness of the tourist attraction.	3.07	0.613	0.852			
Social media that are used by the tourist attraction caught my attention.	3.13	0.615	0.809			
I notice updates on the tourist attraction's social media site.	3.10	0.642	0.784			
I can recall the social media used by the tourist attraction.	3.13	0.612	0.688			
I view the tourist attraction's social media site since it attracted my attention.	3.22	0.626	0.594			
Affective						
Social media that are used by the tourist attraction have made me like the destination more.	3.14	0.674	0.636	0.506	0.859	0.818
Social media adds to the enjoyment of visiting the tourist attraction.	3.20	0.633	0.728			
The tourist attraction's social media site has a positive impact on me liking the destination.	3.23	0.628	0.792			
I have positive feelings towards tourist attractions, which are promoted by social media.	3.25	0.615	0.747			
The tourist attraction has a favourable social media presence.	3.23	0.607	0.764			
Social media has a positive effect on me liking the tourist attraction.	3.21	0.644	0.576			
Behavioural						
I frequently visit tourist attractions, which are promoted by social media sites.	3.19	0.685	0.673	0.601	0.899	0.872
Social media positively affects my tourist attraction visiting behaviour.	3.21	0.684	0.621			
The tourist attraction, which was featured on the social media site, increases my loyalty.	3.15	0.669	0.805			
Social media that were used by the tourist attraction favourably affect my visiting intentions.	3.16	0.657	0.850			
I often visit tourist attractions that I have seen on social media sites.	3.17	0.691	0.854			
Tourist attractions' social media sites favourably influence my visiting activities.	3.18	0.640	0.818			

Table 5.4: Square root of AVE and attitude scales correlation

Cognitive	**0.747**		
Affective	0.495	**0.711**	
Behavioural	0.544	0.542	**0.775**

5.5.4 SEM analysis

The goodness-of-fit measures of the SEM analysis resulted in an acceptable overall statistical model fit: $\chi^2/df = 1.249$, RMSEA = 0.023; NFI = 0.964; TLI = 0.990; CFI = 0.993; GFI = 0.969; and SRMR = 0.029. The common method bias measure was used in the comparison between the unconstrained and constrained common method factor (CMF) models. The χ^2 test showed that there was a significant difference of $p < 0.001$ between the abovementioned models. Consequently, owing to the shared variance, the unconstrained CMF model was retained. The Cook's Distance test showed that there were no outlying response biases; so the entire full sample was retained. The cognitive, affective and behavioural attitude scales were assessed via a multi-collinearity measure to evaluate if the scales were not overly correlated. The attitude scales tolerance was 0.401 (greater than 0.1), and the variance inflation factor (VIF) was 2.494 (less than 3), which indicate that the scales were not exceedingly correlated. The SEM analysis standardised beta (β) coefficients, significance (p) and variance are displayed in Figure 5.18.
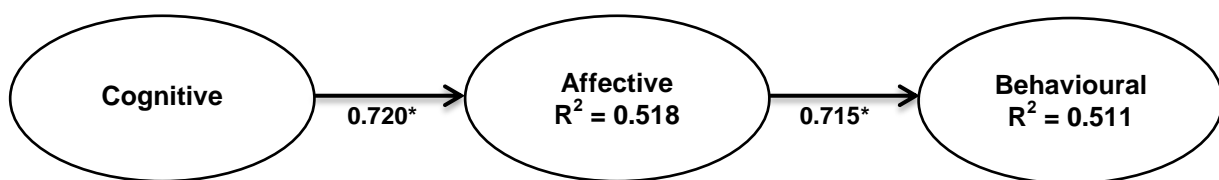
Figure 5.18: SEM analysis

*$p < 0.001$

The standardised β coefficients showed that tourists' cognitive attitudes exhibited a positive effect on affective attitudes ($\beta = 0.720$, $p < 0.001$), and that tourists affective attitudes ($\beta = 0.715$, $p < 0.001$) exhibited a positive effect on behavioural attitudes ($\beta = 0.348$, $p < 0.001$) owing to social media used by Cape Town tourist attractions as a marketing communication tool. Accordingly, hypotheses 1 and 2 are both supported. Additionally, cognitive attitudes explained 51.8% of affective attitudes variance; and affective attitudes explained 51.1% of behavioural attitude variance among Cape Town tourists.

5.5.5 Cognitive, behavioural and affective attitudes descriptive analysis

A GLM was used to ascertain if there was any significance in terms of the three attitude scales via a Wald chi-square distribution. The statistical test found that there was a significant difference at $p < 0.001$ for all the attitudinal scales (refer to Table 5.5 below). The descriptive analysis of the cognitive, behavioural and affective attitudes produced mean values of 3.09, 3.21 and 3.18, respectively, as depicted in Table 5.5 below. Based on the mean computed scores, respondents generally displayed positive attitudes towards the use of social media when visiting Cape Town's top tourist attractions.

Table 5.5: Social media marketing communication attitude scales (mean, SD and *p*)

Attitude scales	Mean	SD	*p*
Cognitive	3.09	0.425	0.001
Affective	3.21	0.450	0.001
Behavioural	3.18	0.485	0.001

* Wald chi-square test showed a significant difference at *p* < 0.001

5.6 Influence of usage characteristics and demographics on attitudinal responses

The GLM, by means of the Wald chi-square distribution, also enabled the researcher to ascertain whether the observed frequencies differed significantly from the projected frequencies. The GLM was used to establish significant differences between respondents' cognitive, affective and behavioural attitudes (dependent variables) versus the usage characteristics (independent variables) and demographic factors (independent variables) due to social media usage when visiting the Cape Town attractions.

Table 5.6: Influence of usage characteristics and demographic factors on cognitive responses

Independent variables	Wald chi-square	Df	*p*
Origin (country/region)	6.106	2	0.047**
CT attraction	10.019	5	0.075
SM site	2.302	3	0.512
Access	26.957	3	0.000*
Length of usage	8.528	3	0.036**
Log-on frequency	21.661	5	0.001*
Log-on hours	1.214	5	0.944
Gender	0.516	1	0.472
Age	0.757	5	0.980
Marital status	6.804	5	0.236
Education	10.319	5	0.500
Employment	5.178	8	0.738
Population group	14.546	4	0.006**
Currency	20.666	4	0.000*

* Wald chi-square test showed a significant difference at *p* < 0.001
** Wald chi-square test showed a significant difference at *p* < 0.05

Table 5.6 above revealed the tests of model effects in terms of the GLM for the cognitive attitude responses and the Bonferroni correction pairwise post hoc test among the estimated marginal means, which were utilised to locate where the significant differences were between the variables. No significant differences were yielded for Cape Town tourist attraction, social media site, log-on hours, gender, age, marital status, education and employment.

Origin (country/region) (*p* < 0.05): A significant difference was revealed by the tourists' origin, as South Africans (M = 3.12; SE = 0.023) yielded more positive cognitive attitudes when compared to international tourists (M = 2.98; SE = 0.049).

Access (*p* < 0.001): Respondents who used tablets (M = 3.18; SE = 0.031) and mobile phones (M = 3.11; SE = 0.030) showed a more favourable cognitive attitude in comparison to laptops (M = 2.90; SE = 0.052) and computers (M = 2.93; SE = 0.061).

Length of usage (*p* < 0.05): Respondents who recently started using social media, that is for 1 year or less (M = 2.99; SE = 0.047), exhibited less favourable cognitive attitudes than those who had been using social media for longer periods, that is for 2 to 3 years (M = 3.14; SE = 0.028).

Log-on frequency (*p* < 0.001): Tourists who logged on more often, namely multiple times a day (M = 3.12; SE = 0.024), and once a day (M = 3.10; SE = 0.037), showed more favourable cognitive attitudes than those who logged on less often, for example, 2-4 times a week (M = 2.69; SE = 0.09).

Population group (*p* < 0.05): White respondents showed a less positive cognitive attitudinal response (M = 2.94; SE = 0.048) than Black (M = 3.12; SE = 0.027) and Indian/Asian respondents (M = 3.20; SE = 0.068).

Currency (*p* < 0.001): Respondents who use the Rand (M = 3.13; SE = 0.022) showed more favourable cognitive attitudes in comparison to respondents who use the US dollar (M = 2.77; SE = 0.011) and the euro (M = 2.86; SE = 0.078).

Table 5.7: Effect of usage characteristics and demographic factors pertaining to affective responses

Independent variables	Wald chi-square	df	*p*
Origin (country/region)	4.135	2	0.127
CT attraction	3.590	5	0.610
SM site	1.410	3	0.703
Access	23.963	3	0.000*
Length of usage	6.470	3	0.091
Log on frequency	26.196	5	0.000*
Logged on hours	4.679	5	0.456
Gender	0.263	1	0.608
Age	4.366	5	0.498
Marital status	4.667	5	0.498
Education	7.618	5	0.179
Employment	6.575	8	0.583
Population group	12.634	4	0.013**
Currency	10.713	4	0.030**

* Wald chi-square test showed a significant difference at *p* < 0.001

** Wald chi-square test showed a significant difference at *p* < 0.05

Table 5.7 above shows the tests of model effects in terms of the GLM for the affective attitude responses towards social media that Cape Town tourist attractions used. The Bonferroni correction pairwise post hoc test was used to ascertain the differences between the usage characteristics and the demographic factors. No significant differences were found for origin, Cape Town tourist attraction, social media site, length of usage, logged on hours, gender, age, marital status, education and employment.

Access (*p* < 0.001): A significant difference was found for access via tablets (M = 3.31, SE = 0.033), which showed a favourable affective attitude in comparison to computers (M = 3.03, SE = 0.064) and laptops (M = 3.06, SE = 0.056).

Log on frequency *(p < 0.001)*: There was a positive perception shown by those who log-on multiple times a day (M = 3.25 SE = 0.025) and once a day (M = 3.21 SE = 0.038) compared to those who log on 2 to 4 times a week (M = 2.82 SE = 0.010).

Population group *(p < 0.05)*: White respondents (M = 3.08, SE = 0.005) displayed a less positive affective attitude towards social media usage in contrast to Indian/Asian (M = 3.36, SE = 0.072) and Black respondents (M = 3.24, SE = 0.029).

Currency *(p < 0.05)*: Respondents who used the Rand (M = 3.24, SE = 0.024) demonstrated a more optimistic attitude than those who used the euro (M = 2.97, SE = 0.084).

Table 5.8: Influence of usage characteristics and demographic factors regarding behavioural responses

Independent variables	Wald chi-square	df	*p*
Origin (country/region)	12.602	2	0.002**
CT attraction	4.416	5	0.491
SM Site	0.589	3	0.899
Access	30.022	3	0.000*
Length of usage	8.934	3	0.030**
Log-on frequency	35.875	5	0.000*
Log-on hours	5.203	5	0.392
Gender	1.214	1	0.271
Age	5.117	5	0.402
Marital status	7.008	5	0.220
Education	9.556	5	0.089
Employment	13.319	8	0.101
Population group	14.662	4	0.005**
Currency	22.109	4	0.000*

* Wald chi-square test showed a significant difference at *p* < 0 .001
** Wald chi-square test showed a significant difference at *p* < 0 .05

Table 5.8 exhibited the tests of model effects in terms of the GLM and Bonferroni correction pairwise post hoc test for the behavioural attitudinal responses towards social media that Cape Town tourist attractions used to establish if and where there were any significant differences in their usage and demographic variables. There were no significant differences measured for Cape Town attraction, social media site, logged-on hours, gender, age, marital status, education and employment.

Origin (country/region) (*p* < 0.05): A significant difference in respect of origin, *viz.* Africans (M = 3.24 SE = 0.057) and South Africans (M = 3.20 SE = 0.026), showed a favourable behavioural attitude in comparison to international tourists (M = 3.00; SE = 0.055).

Access (*p* < 0.001): Tablets (M = 3.27; SE 0.036) and mobile phones (M = 3.19; SE = 0.035) displayed more positive behavioural attitudes when compared to computers (M = 2.85, SE = 0.069).

Length of usage (*p* < 0.05): Respondents who used social media for 2 to 3 years (M = 3.24; SE 0.032) displayed more favourable behavioural attitudes than those who used social media for 6 years or more (M = 3.07; SE = 0.053).

Log-on frequency (*p* < 0.001): Respondents who log on fewer times, in other words, 2 to 4 times a week (M = 2.79; SE = 0.110), 2 to 4 times a month (M = 2.84; SE = 0.233), and once a month (M = 2.35; SE = 0.233) showed less positive behavioural attitude responses than those who log on more frequently, multiple times a day (M = 3.22; SE = 0.027), and once a day (M = 3.20; SE = 0.041).

Population group (*p* < 0.05): White respondents showed less positive behavioural attitudinal responses towards social media usage (M = 2.99; SE = 0.054) in comparison to Black (M = 3.22; SE = 0.031) and Coloured (M = 3.21; SE = 0.045) tourists.

Currency (*p* < 0.001): Respondents who used the euro showed less favourable behavioural attitudes (M = 2.79; SE = 0.089) when compared to respondents who used the Rand (M = 3.21; SE = 0.025) and other currencies (M = 3.21; SE = 0.06).

5.7 Summary

This chapter provided an in-depth explanation of the findings, which relate to the use of social media by tourists when visiting Cape Town tourist attractions. The three attitudes, namely cognitive, behavioural and affective were measured in terms of the tourists' social media usage patterns for Cape Town's top tourist attractions. The usage characteristics showed the following: respondents' social media exposure to Cape Town's tourist attractions was highest for the Table Mountain Aerial Cableway; Facebook was the most popular social medium; social media was mainly accessed via cell phones; 2 to 3 years was the most common social media usage period; a majority logged on multiple times a day; and 30 minutes to an hour was the most common social media log-on duration. The demographic characteristics revealed the following: there was a relatively equitable distribution between male and female respondents; the most common age group was 26 to 35 years (Generation Y); most were single; had completed a post-matric diploma or certificate (35%); a majority were employed fulltime; were Black; and used the Rand currency.

The mean values of the cognitive, behavioural and affective scale attitudes showed positive attitudes towards the use of social media when visiting Cape Town's top tourist attractions; and the Cronbach's α and CR reflected good internal consistency regarding the aforementioned scales' reliability. The factor loadings and AVE values showed acceptable convergent validity levels, and the square root AVE was greater than correlation values, which showed acceptable discriminant validity levels. An acceptable overall statistical model fit was obtained via SEM analysis. Cognitive attitudes were found to have a positive effect on affective attitudes, and that the affective attitudes had a positive effect on behavioural attitudes among tourists owing to social media used by Cape Town tourist attractions as a marketing communication tool. The GLM revealed significant differences for each attitudinal scale and among a number of usage and demographic variables, especially in terms of region of origin, access, length of usage, log-on frequency, population group, and currency.

CHAPTER 6

DISCUSSION OF RESULTS

6.1 Introduction

The advent of social media has resulted in organisations paying increased attention to online destination marketing. Furthermore, social media means that this form of communication provides consumers with a bigger leveraging opportunity. This has also provided organisations with a rapid communication platform to influence its customers. Consumers not only use the social media platform as means of engaging with various brands as in the case of this study of Cape Town attractions, but also to include friends on the social media networks such as Twitter, Facebook and YouTube who are privy to their engagement with these brands.

Di Felice et al. (2018:312-325) found that globalization in travel and business, technology development, and the rise in the share of income assigned to travel, have increased competition between tourism destinations and companies. Given the context, destinations are confronted with finding new ways to be competitive through providing, managing and marketing positive and memorable tourist and visitor experiences. Cohen et al. (2018:271-280) stated that consumers are increasingly connecting on social media where the sharing of personal stories influences their behaviour, which incorporates where they go and what they purchase. Social media has become a platform for human beings to communicate and share content, and consequently it has become a crucial source for potential tourists to find information and search prices, suppliers as well as availability. It has become quite clear that social media has become an important integral part of marketing channels. Sotiriadis (2017:179-225) found that the advancement of technology and the introduction of new ways of communication have substantially changed tourism consumer behaviour. The internet has become the customer's first alternative when searching information on tourism destinations and providers and has become a vital tool for marketing of tourism services.

This chapter provides an overview of consumer attitudinal relationships including cognitive, affective and behavioural attitudinal relationships. Furthermore, the chapter looks into cognitive, affective, and behavioural attitudinal components relating to tourists' attitudes towards Cape Town tourist attractions. Additionally, the study also offers an outline of usage and demographic characteristic influences on consumer attitudes by tourists towards Cape Town tourist attractions, which include country, access, length of usage, log-on frequency, population group and currency.

6.2 Consumer attitudinal relationships and attitudes

6.2.1 Cognitive, affective and behavioural attitudinal relationships

This study found that tourists had positive cognitive, affective and behavioural attitudes (via three constructs of six items each, which was derived from the factor analysis) owing to social media utilised by Cape Town tourist attractions. Furthermore, cognitive attitudes had a positive influence on affective attitudes, and affective attitudes had a positive influence on behavioural attitudes due to social media used by Cape Town tourist attractions. Accordingly, hypotheses 1 and 2 were both supported.

Karjaluoto and Ukpabi (2017) investigated, in a review of 71 articles based on tourism products websites, the impact of information and communications technology on tourism (e-tourism) and how it has changed the techniques by which tourism services are accessed. Furthermore, that quality of website design had a favourable influence on consumers' attitude towards virtual purchases of travel and tourism products. Duffett and Wakeham (2016:20-44) conducted a survey among 15 027 respondents of Generation Y in SA and found that the interviewees showed positive cognitive, affective and behavioural attitudes. Duffett (2017a:19-39) surveyed more than 13 000 adolescents across high schools in SA. He found that social media communications had a favourable influence on cognitive, affective and behavioural attitudes although on a decreasing scale which illustrates the purchasing funnel. However, he did not focus on the tourism industry.

Kim et al. (2017:687-702) conducted research among 212 Weibo users in China and found that social media users displayed positive cognitive and affective attitudes towards webpage design (2017:60-70) examined the motives of 375 respondents, who visited Valencia, that underlay the need for user-generated content to receive tourist information and the effect it has on tourist expectations. The study found that there was a substantial favourable affiliation between trustworthiness relating to user-generated content through social media and tourist's expectations relating to the destination. This resulted in a positive cognitive attitude amongst users resulting from the social media content generated by other users.

Cohen et al. (2018:271-280) employed a case study approach that ran the #VisitDenmark hashtag between July 2014 and December 2015, and 25 posts were shared. The research found that storytelling contributes towards favourable cognitive, affective and behavioural attitudes. Ho and See-To (2018) conducted a survey among 240 respondents in Hong Kong and investigated the relationship between entertainment, in formativeness and purchase-intention impact on user's attitudes towards tourist attraction fan pages. The study found that enjoyment, educational content and purchase intention had a favourable influence on the intention towards visiting attractions located in Hong Kong. Boivin and Tanguay (2019:67-79) investigated tourist's attitudes towards social media focusing on the two heritage cities of Québec and Bordeaux among 212 respondents from both cities. Users showed positive attitudes due to social media usage for two heritage cities. Cao et al. (2019:475-488) found

through both qualitative and quantitative surveys of 278 Korean respondents that social network sites' brand group of followers had a favourable effect on brand attitude. McClure and Seock (2020:969-989) conducted a survey using a structured questionnaire among 159 US college students and found that both brand sociability and data quality had a major influence on customers' engagement in terms of interaction on its social media page, although engagement did not have a strong impact on future intention to purchase from the brand. Bazi et al. (2020:223-235) conducted a qualitative semi-structured survey among 25 respondents who were university students in the UK. The study found that customers displayed favourable cognitive, affective and behavioural attitudes towards luxury brands.

The majority of the studies from the listed above were quantitative in nature, with Cao et al. (2019:475-488) employing both a qualitative and quantitative approach and Bazi et al. (2020:223-235) employing a qualitative semi-structured approach. Several of these studies also considered younger generations; focused on different industries; and were conducted in developed countries. However, Duffett (2015d:243-267) and Duffett and Wakeham (2016:20-44) were also conducted in a developing country, but focused on young consumers' social media marketing communication attitudes and did not consider a specific industry.

6.2.2 Cognitive attitudes

The study found that tourists displayed positive cognitive attitudes towards the use of social media when visiting Cape Town's top tourist attractions. The cognitive attitude comprised of six Likert scale items, which mainly included the tourists' awareness and knowledge/information of the Cape Town tourist attractions due to their social media sites, such as: "site alerts me to new offerings", "increased my awareness", "caught my attention", "I notice updates", "I can recall", and "attracted my attention". The mean values of these individual items were all greater than three, which is indicative of positive cognitive attitudes.

The following studies mostly found positive consumer attitudes towards social media advertising. Munar (2014:46-54) conducted survey among 398 respondents from Norway and Denmark, and found that Danish and Norwegian tourists showed a positive cognitive attitude towards content sharing using various social media platforms. Artola et al. (2017:60-70) found through a quantitative survey of 375 travellers to Spain that users placed their trust in social media reviews of tourist's destinations, and in the content received. Chung and Han (2017:370-380) surveyed 824 Korean respondents and found that giving travellers information had a favourable impact on them. Andreu et al. (2018:83-100) conducted a quantitative survey among 249 international tourists who had travelled to Spain and found that the power of social media use had a favourable effect on customer brand awareness. Cambra-Fierro (2020:1-12) surveyed 300 respondents in Peru and found that travellers displayed positive cognitive attitudes towards information shared on social media about tourist destinations. This study also found that the tourists showed favourable cognitive

attitudes towards the utilisation of social media when visiting Cape Town's top tourist attractions.

Chang et al. (2016:618-646) found through a survey of 866 Taiwanese that cognitive attitudes positively influenced the perceived satisfaction of products bought online. Al-Jabri et al. (2017:3-25) found through a quantitative survey of 372 Saudi Arabians that brand consciousness led to favourable cognitive attitudes towards social media. Duffett (2017a:19-39) conducted a survey among 13 000 young consumers from SA and found that social media marketing had a positive impact on cognitive attitudes. Alryalat et al. (2018:258-268) found through a quantitative survey that they displayed positive cognitive attitudes towards Facebook social media advertising among 500 Bangladeshis. Aydin (2018:1-23) found that informativeness had a positive impact on Facebook advertising. However, these studies focussed on different industries. Duffett (2017a:19-39) and Alryalat et al. (2018:258-268) surveyed younger cohorts and did not consider the older generations and considered different industries, though they had large sample sizes. As stated in previous text, this study found that the tourists showed favourable cognitive attitudes towards the use of social media when visiting Cape Town's top tourist attractions.

6.2.3 Affective attitudes

The study found that tourists displayed positive affective attitudes towards the use of social media when visiting Cape Town's top tourist attractions. The affective attitude comprised of six Likert scale items, which mainly included the tourists' liking and preference of the Cape Town tourist attractions owing to their social media sites, viz.: "made me like more", "adds to the enjoyment", "a positive impact on me liking", "I have positive feelings", "a favourable presence", and "a positive effect on me liking". The mean values of these individual items were all greater than three, which is indicative of positive affective attitudes.

The various studies listed below showed that consumers generally showed favourable attitudes towards the brands or tourism products or services that utilised social media to address their needs. Ho (2014:252-267) found through a quantitative survey of 206 respondents from a Facebook brand community that brand trust directly had a positive impact on community identification on Facebook. Feng and Gao (2016:868-890) conducted a quantitative study of 161 respondents from China and found that consumers were positive towards brands on the Weibo social networking site. Nisar and Whitehead (2016:743-753) conducted a quantitative survey amongst 322 respondents in the UK retail sector and found that consumers show positive affective attitudinal loyalty through the relationship formed through the use of social media platforms. The majority of these studies were conducted in developed countries and were focused on different industries.

Hur et al. (2017:170-178) conducted research among 450 Koreans and found that Korean tourists showed positive affective attitudes towards entertainment and higher social media

usage. Hamouda (2018:426-445) conducted a quantitative study among 352 Facebook users in Tunisia, and the study found that customers displayed favourable affective attitudes towards social media tourism advertising focused on entertainment. Bertacchini et al. (2019:306-312) conducted a case study among tourists in six Italian cities and the research found that consumers follow their feelings to appreciate and explore new experiences. Singh and Srivastava (2019:43-61) conducted a qualitative survey among 30 Indians who had travelled in the past 12 months and the examination found that the respondents who travelled showed trust towards the use of social media for outbound travel. Slabbert and Woyo (2019:145-165) found through a quantitative survey among 200 respondents that tourists displayed positive affective attitudes towards the use of social media in Victoria Falls. Some of these studies were conducted in developed countries. Singh and Srivastava (2019:43-61) employed a qualitative approach. This study, as mentioned above, also found that tourists displayed positive affective attitudes towards the use of social media in relation to the use of social media when visiting Cape Town's top tourist attractions.

6.2.4 Behavioural attitudes

The study found that tourists displayed positive behavioural attitudes towards the use of social media when visiting Cape Town's top tourist attractions. The behavioural attitude comprised of six Likert scale items, which mainly included the tourists' visit intentions and actual visit (purchase) of the Cape Town tourist attractions due to their social media sites, such as: "I frequently visit", "affects visiting behaviour", "increases my loyalty", "favourably affect my visiting intentions", "I often visit", and "favourably influence my visiting activities". The mean values of these individual items were all greater than three, which is indicative of positive behavioural attitudes.

The studies below demonstrate that there were positive behavioural attitudes towards brands and tourist products or services or destinations. Di Pietro et al. (2012:60-76) found through a quantitative survey conducted among 1397 Italians that consumers had a positive behavioural intention towards destinations that made use of social networks. Ha et al. (2018:272-294) conducted a quantitative survey among 193 Americans and found that brand social networking services resulted in positive attitudes towards visiting a destination. Ayeh et al. (2019:1021-10244) through a qualitative survey among Italian as well as Swedish youth found that Facebook led to a positive behavioural attitude for decision-making before a leisure trip. Jiang and Leung (2018:397-416) conducted a quantitative survey among 252 respondents in Korea and found that behavioural attitude towards the destination and attitude towards messages were not associated with visit intention. The majority of these studies were conducted in the tourism industry in developed countries.

Boateng and Okoe (2015:299-312) conducted a quantitative survey among 441 respondents and found that customers showed positive behavioural responses towards Facebook advertising. Duffett (2015b:498-526) conducted a quantitative survey among 3 500 young

South Africans and found that Facebook had a positive impact on millennials living in SA with regard to behavioural attitudes in relation to both intention to purchase and purchasing behaviour. Duffett (2017a:19-39) found that social media marketing communications had a positive behavioural attitude component among over 13 000 teenagers in SA. Suri et al. (2016:295-314) conducted a quantitative survey among 206 Indians and found that online brand communities had a favourable impact on customers' behavioural attitudes. Ishak et al. (2019:302-330) conducted a quantitative research among 615 respondents who consumed automotive brands in Malaysia and found an insignificant influence on behavioural intention towards brand related communications relayed through social media. Abedi et al. (2020:84-109) used a quantitative survey among 394 respondents in Tehran and reported that behavioural attitude towards electronic word of mouth had a substantial positive influence on behavioural intentions, such as purchase intention. The majority of these studies were conducted in developing countries and were conducted in different industries. Some of these samples comprised young people. Conversely, Ishak et al. (2019:302-330) found that there was no significant association between behavioural intention and social media marketing communication. As discussed above, this study also found that tourists showed positive behavioural attitudes towards the use of social media when visiting Cape Town's top tourist attractions.

6.3 Usage and demographic characteristic influences on consumer attitudes

Almeida-Santana and Moreno-Gil (2017:150-161) established that there are major differences in the use of social media consulted by tourists when it comes to a choice of travel destination, depending on factors such as nationality. For example, the GLM analysis showed that African and South African tourists were more positive towards social media when visiting Cape Town's top tourist attractions. This study also found that a number of usage and demographic characteristic had an influence on consumer attitudes owing to the use of social media when visiting Cape Town's top tourist attractions.

6.3.1 Origin (country/region)

This study found that African and South African tourists showed more positive cognitive and/or behavioural attitudes when compared to international tourists regarding social media when visiting Cape Town's top tourist attractions.

The majority of the findings below indicate that consumers have favourable cognitive and behavioural attitude towards social media. Nisar and Whitehead (2016:743-753) found that there was a significant favourable relationship between brands, consumer satisfaction and trustworthiness among British respondents. Feng and Gao (2016:868-890) found that Chinese Weibo consumers displayed a positive cognitive attitude towards information on brands. Duffett (2017a:19-39) found that young South African learners were positively impacted by social media marketing with regard to cognitive, affective and behavioural

attitudes. Ishak et al. (2019:302-330) revealed through a quantitative approach among 615 customers specifically focusing on automotive brands that there was no significant influence of social media advertising content, social media sales marketing and purchase intention amongst Malaysian consumers. Aydin (2018:1-23) ascertained that the Turks through a quantitative approach among 281 respondents, displayed enjoyment and purchase intention towards social media Facebook advertising. The majority of these studies used samples that consisted of young customers. One of these studies was conducted in developed countries and others focused on different industries.

Artola et al. (2017:60-70) found among international tourists in Spain that they had a positive attitude towards social media activities of a brand and had an interest in participating. Hamouda (2018:426-445) found that 352 Tunisians showed favourable behavioural attitudes towards social media tourism advertising. Ha et al. (2018:272-294) found that tourism brands on social networking sites had a favourable effect on the intention to visit a destination amongst Americans. Ho and See-To (2018:252-267) found through a quantitative approach among 240 young people that the influence of social media on affective and cognitive attitudes led to favourable customer intentions to visit Hong Kong. Jadhav et al. (2018:157-178) found among 203 respondents who Facebook had a positive effect on Singaporeans' attitudes and their regularity and patterns of travel. Jiang and Leung (2018:397-416) established through a quantitative approach among 252 respondents that the use of Facebook page substantially influenced visit intention among travellers amongst American users. Most of these studies were conducted in developed countries. However, this study found that African and South African tourist showed more positive cognitive and/or behavioural attitudes when compared to international tourists regarding social media when visiting Cape Town's top tourist attractions.

6.3.2 Access

This research established that tablets and mobile phones generally result in more favourable cognitive, affective and/or behavioural attitudes in comparison to the use of laptops and computers in terms of social media when visiting Cape Town's top tourist attractions.

The studies outlined below generally showed positive influences on cognitive, affective and/or behavioural attitudes to social media and tourist destinations due to mobile phone, computers and website access. Duffett (2015a:1-27) found through a quantitative survey that Facebook marketing communications was accessed through computers and mobile devices resulted in favourable feelings. Duffett (2015b:498-526) found that respondents who accessed Facebook through mobile and/or computers resulted in no significant differences for the behavioural attitudinal component. Duffett (2015c:1-22) ascertained Mxit was mostly accessed through mobile devices, but there was no significant difference among attitudes owing to Mxit marketing communications. Duffett (2015d:243-267) established that young respondents who accessed Facebook through both mobile devices and computers displayed

greater awareness levels. Pongpaew et al. (2018:262-281) found that corporate customers who accessed Facebook through their mobile phones and computers displayed awareness towards it. Acquila-Natale et al. (2018:398-418) found that Indonesians who accessed their social media through mobile devices displayed favourable cognitive attitude towards social media marketing.

Duffett (2015e:335-339) established that how respondents accessed Mxit did not have an influence on their attitudes towards marketing communication on this platform. Duffett and Wakeham (2016:20-44) indicated social media marketing communication accessed through mobile devices resulted in favourable cognitive and behavioural attitudinal responses. Duffett (2016a:1-21) found that an instant messaging platform, which is accessed mainly through mobile devices resulted in favourable cognitive attitudes among young consumers. Duffett (2016b:137-158) determined that when Mxit was accessed through mobile phones, it resulted in higher awareness levels of Mxit advertising. Duffett (2017a:19-39) confirmed that social media marketing communications accessed through mobile device resulted in favourable cognitive and affective attitudinal responses among young consumers. Duffett (2017b:1-22) disclosed that when Facebook was access via mobile devices, it resulted in positive affective attitudes towards advertising on this social medium. Duffett (2017a:19-39) found that those consumers who accessed social media through mobile devices displayed a positive intention to purchase. Furthermore, Jadhav et al. (2018:157-178) found that consumers who had social media access through mobile devices had positive affective attitudes towards use of Facebook advertising. However, although a majority of the studies outlined above found cognitive, affective and/or behavioural attitudes owing to mobile phone, computer and website access to social media and different industries, they did not specifically compare if there was a significant difference between the various access mediums.

Daly et al. (2017:597-609) found that customers who accessed social media through their mobile devices and websites displayed favourable affective attitudinal components towards a destination. Hew et al. (2018:2270-2288) found that travellers who make use of their mobile devices to access social media showed a positive cognitive attitude towards social media advertising for tourism products. Sotiriadis (2017:179-225) found that customer reviews that were accessed through websites ascertained favourable attitudes towards destinations.

Hur et al. (2017:170-178) found that Korean travellers who accessed social media through their mobile devices showed favourable emotions towards their use. Subsequently, as mentioned above, this study found that tablets and mobile phones generally result in more favourable cognitive, affective and/or behavioural attitudes in comparison to the use of laptops and computers in terms of social media when visiting Cape Town's top tourist attractions.

6.3.3 Length of usage

This study found that tourists who had used social media for 2 – 3 years displayed more positive cognitive and behavioural attitudes than those who had used social media for shorter or longer periods (years) regarding social media when visiting Cape Town's top tourist attractions.

The research outlined below indicates that positive cognitive and behavioural attitudes are linked to the length of using social media sites. Duffett (2015b:498-526) found that the length of usage on Facebook did not have an impact on millennials' purchase intention (i.e. behavioural attitudes). Duffett (2015d:243-267) also found that length of usage on Facebook social networking sites did not have an influence on the younger generation's cognitive attitudes (awareness and knowledge). Conversely, Duffett (2015a:1-27) ascertained that less experienced (in terms of a lower number of years of usage) millennials who are Facebook users displayed favourable affective (liking and preference) attitudes. Duffett (2016b:137-158) established that respondents who had a higher number of years' experience showed higher levels of awareness when compared to those who had used Mxit for one year. Duffett (2015e:336-359) affirmed that respondents who utilised Mxit for 2 to 3 years (i.e. less experienced users) displayed greater purchase intention levels in comparison with those who had used the social networking sites for 5 years (i.e. more experienced users). Duffett and Wakeham (2016:20-44) found that Generation Z respondents who had utilised social media for 5 years or more showed more positive cognitive (awareness and knowledge) in comparison to those who had used social media less than 5 years displayed higher levels of favourable affective attitudes (liking and preference) to marketing communications on virtual information technology channels.

Duffett (2016a:1-21) reported that adolescents who had used Mxit for a higher number of years commonly displayed the most positive opinions with regard to cognitive (awareness, knowledge) and affective (preference) responses. Conversely, those respondents who had used instant messaging for 5 year or more showed less positive behavioural attitudes in comparison with those respondents who had used the mobile instant messaging platform for 1 to 4 more years. Duffett (2017a:19-39) suggested that adolescents who had used social media for 2 years or more displayed the most favourable cognitive attitudes toward social networking site, conversely those young consumers who had used social media for 1 year or less exhibited positive behavioural attitudes toward social network advertising. Duffett (2017b:1-22) posited that length of usage did not have any influence on cognitive and affective attitudes, except that young consumers displayed favourable behavioural attitudes when they had been using Facebook for 1-3 years compared to those who had utilised social networking sites for 4 to 5 years.

Duffett's research on various social media platforms delivered mixed results in terms of the influence of length of usage on cognitive, affective and behavioural attitudes. However, these studies only investigated young respondents (Generation Y and Z) and did not consider one specific industry. Other investigations found varying degrees of influence on attitudes to social media due to length of usage. However, this study found that tourists who had used social media for 2 - 3 years displayed more positive cognitive and behavioural attitudes than those who had used social media for shorter or longer periods (years) regarding social media when visiting Cape Town's top tourist attractions.

6.3.4 Log-on frequency

Tourists who log on more often showed more favourable cognitive, affective and behavioural attitudes than those who log on less often in terms of social media when visiting Cape Town's top tourist attractions.

The findings indicate that consumers who log on often on social media show favourable cognitive, affective and behavioural attitudes. Duffett (2015b:498-526) and (2015e:336-359) established that log-on frequency had little influence on the behavioural attitudinal component in terms of social media. Duffett and Wakeham (2016:20-44) confirmed that there was no significant influence on cognitive behavioural attitudes due to social media advertising. However, the current study found favourable affective sentiments toward marketing communications being displayed by South African millennials when logging on to social media platforms 2 to 4 times a month in comparison to those who logged on every day. Duffett (2016a:1-21) found that adolescents who logged on to an instant messaging platform more frequently showed more positive cognitive, affective and behavioural attitudes. Duffett (2017a:19-39) established there was no significant influence on cognitive, affective and behavioural attitudes towards social media communication.

Can and Kaya (2016:484-492) determined that 87% of respondents used social networking sites almost daily, but they found that there was no statistical relationship between the dependent variable and consumer attitude towards social networking sites advertising. Suri et al. (2016:295-314) indicated that attitudes were effected by purchase intention and contributed to boosting behavioural intention for Facebook online communities, but their study only considered log-on rate in terms of descriptive statistics. Artola (2017:60-70) reported that the greater the magnitude of the intensity of social media usage towards a tourist destination the higher the social media usage. Arias (2018:10-19) found that customers with favourable attitudes towards social networking sites used these platforms more often. Barcelos et al. (2019:173-189) established that those users who logged on more often had a favourable affective attitude on consumers. Contractor et al. (2019:60-73) found that those consumers whose log-on frequency was regular influenced on-site attachment.

Therefore, various inquiries revealed differing log-on frequency results, though a majority found that higher log-on frequencies generally resulted in more positive attitudinal responses. This study is in agreement, since as mentioned in prior text, it found that tourists who log on more often showed more favourable cognitive, affective and behavioural attitudes than those who log on less often in terms of social media when visiting Cape Town's top tourist attractions.

6.3.5 Population group

Generally, Black, Coloured and Indian/Asian showed more positive cognitive, affective and/or behavioural attitudes in comparison to White tourists regarding social media when visiting Cape Town's top tourist attractions.

The studies below for different nationality groups generally displayed positive cognitive, affective and/or behavioural attitudinal components. Duffett (2015b:498-526) found that both Black and Coloured groups displayed higher levels of intention to purchase over the White population group in SA making use of Facebook. Duffett (2015d:243-267) found that young Black and Coloured groups displayed higher levels of awareness and knowledge because of Facebook advertising in comparison with the White population group. Duffett (2015c:1-22) verified that Black respondents showed higher liking levels to Mxit in comparison to Coloured and Indian/Asian respondents. Duffett and Wakeham (2016:20-44) found that Black and Coloured millennials showed more positive attitude awareness, knowledge, liking and intention to purchase perception compared to White millennials due to social media marketing communication. Duffett (2016a:1-21) found that Black adolescents displayed lower levels of cognitive attitudes in comparison to Coloured adolescents who displayed greater favourable attitudes owing to instant messaging advertising.

Almeida-Santana and Moreno Gil (2017:150-161) established that Europeans displayed a favourable affective attitude towards destinations on social media. Chung and Han (2017:370-380) found that Korean travellers used social media as an information outlet, thereby resulting favourable cognitive attitude. Duffett (2017a:19-39) confirmed that the favourable attitudinal responses towards social media marketing communications came from Black and Coloured teenagers. Duffett (2017b:1-22) ascertained that Black and Coloured young consumers displayed positive cognitive, affective and behavioural attitudes towards Facebook commercial messaging. Hundal and Kaur (2017:413-433) disclosed that Indian women showed favourable behavioural attitudes toward social media advertising. Alryalat et

al. (2018:258-268) found that Bangladeshis displayed favourable attitudes towards Facebook advertising.

However, a number of the abovementioned studies found positive consumer attitudes among different population groups, most did not specifically compare the influence of different population groups within of Cape Town tourist attraction visitors due social media communication. However, this study found that generally Black, Coloured and Indian/Asian showed more positive cognitive, affective and/or behavioural attitudes in comparison to White tourists regarding social media communication when visiting Cape Town's top tourist attractions.

6.3.6 Currency

Tourists who used the Rand and/or other currencies commonly showed more favourable cognitive, affective and/or behavioural attitudes in comparison to tourists who used the US dollar and/or the euro in terms of social media when visiting Cape Town's top tourist attractions. This is a rational finding owing to the weak South African Rand in relation to the dollar and euro exchange rate, which means international tourists receive very good value for money when visiting the Cape Town tourist attractions. Additionally, the South African is the principle currency utilised in SA.

The findings below display various cognitive, affective and behavioural attitudes by different nationalities, which use different currencies. Amaro et al. (2016:1-15) found that euro consumers showed favourable feelings towards content that is related to travel on social media platforms. Daly et al. (2017:597-609) found that consumers who use the American dollar showed positive purchase intentions towards social media brands that had social media interaction with. Pornsakulvanich (2017:255-262) revealed found that consumers who use Thai baht were influenced by the use of social media and showed positive attitudes. Andreu et al. (2018:83-100) found that euro-based consumers showed positive purchase intention relating to a destination. Bilgihan et al. (2020:1-25) found that consumers who use the Turkish lira showed preparedness to pay more money for attainment of superior reputation online among their peers. Although many of the abovementioned studies found favourable attitudes among different nationalities/currencies, they did not specifically compare the influence of the usage of different currencies on social media communication. However, as mentioned above, as mentioned, this study found that tourists who use the Rand and/or other currencies showed more favourable cognitive, affective and/or

behavioural attitudes in comparison to tourists who used the US dollar and or the euro in terms of social media when visiting Cape Town's top tourist attractions.

Accordingly, this examination considers if currency has an influence on the cognitive, affective and behavioural attitudes of Cape Town tourist attraction visitors in terms of social media as a communication tool.

6.4 Summary

Social media has had a huge influence both on businesses and people in general. The existence of social media platforms has led to an online revolution. The ability to go viral as well as the immediacy of social media networks has meant that the world is a smaller place. The interactive nature of these platforms also means that consumers have a far bigger voice and influence. Brands can no longer just use a top-down approach. Consumers today demand two-way communication on social media, and the turnaround times are quite important.

This study looked into the findings and the link between social media and attitudes. The key focus of this study was cognitive, affective and behavioural attitudes and the influence of the use of social media on consumers' attitudes. These attitudes were all found to be favourable in terms of social media when visiting Cape Town's top tourist attractions, which was supported by a majority of local and international social media and tourist-related studies. Another important factor to note is that the social media phenomenon has been adopted by consumers of different countries, currencies, age groups, genders, marital status, education, employment status, and population groups. This study found that country, access, length of usage, log-on frequency, currencies, and population groups had varying influences on cognitive, affective and behavioural attitudinal responses due to social media when visiting Cape Town's top tourist attractions. Various research papers revealed both similarities and contrasting findings in relation to this research.

CHAPTER 7

CONCLUSIONS AND RECOMMENDATIONS

7.1 Introduction

The introduction of social media as a marketing and communication tool has resulted in an evolution. This means that it is no longer business as usual for companies as customers have a far bigger say and a direct input into how they would like service to be rendered to them. Furthermore, customers have a bigger platform to share with other consumers on social media their experiences, thoughts and perception of brands. Tourist attractions as tourism businesses are also directly impacted by the utilisation of social media. Given the instant operation model of social media, family and friends no longer have to wait for the return of those who have travelled as they simply follow their social media activities. It is crucial for companies and brands to be aware of the dialogues taking place on social networking sites, which involve their brands, in order to be able to converse with their customers online.

Today's consumers are much more technologically progressive and well versed about the brands and products they use, and the tourist's destinations they visit. They prefer interactive communication between themselves and the brands that they engaged. In the case of this study, consumers visiting one of Cape Town's tourist attractions will expect some kind of reaction when they share their experiences about the destination on social media platforms. This does not necessarily refer to negative feedback only from customers. It has however become quite important should that be the case, specifically through social media, that customers have expectations of feedback from the destination or attraction. The potential of social media content to go viral has important implications for brands, organisations and attractions.

This chapter provides an all-inclusive overview in terms of the conclusions and recommendations that can be deduced from the previous chapters, in terms of consumers' cognitive, affective and behavioural attitudes, and the usage and demographic characteristic influences related to social media usage regarding tourist attractions in Cape Town.

7.2 Tourists' attitudinal associations and attitudes

7.2.1 Positive cognitive, affective and behavioural attitudinal relationships

This study found that tourists' cognitive attitudes had a positive influence on affective attitudes, and affective attitudes had a positive influence on behavioural attitudes due to social media used by Cape Town tourist attractions. Accordingly, hypotheses 1 and 2 are

both supported. Kim et al. (2017:687-702) found that those customers who consume content on social media displayed positive cognitive and affective attitudinal behaviours, which supports this study. Accordingly, it can be concluded that visitors to Cape Town tourist attractions display positive cognitive, affective and behavioural attitudinal components towards use of social media by brands and tourist's destinations.

Recommendations

Cape Town tourist attractions should consider social media as an effective marketing communication tool to create a favourable image of the attraction for both existing and potential visitors, which can be achieved via sustained investment in these digital interactive channels. Additionally, it is also important to monitor the feedback continually that is received from tourist via these digital platforms.

7.2.2. Favourable cognitive attitudes

It was found that tourists displayed positive cognitive attitudes towards the use of social media when visiting Cape Town's top tourist attractions. It can therefore concluded that use of social media sites has a positive influence on tourists' awareness and knowledge/information (cognitive attitudes) of Cape Town tourist attractions by alerting them to new offerings, increasing awareness, raising attention, providing updates, increasing recall and attracting attention. Chung and Han (2017:370-380) established that the provision of information through social media resulted in positive cognitive attitudes. Moreover, Duffett (2017a:19-39) found that customers showed favourable cognitive attitudes relating to social media marketing communications. Therefore, it can be concluded that visitors to Cape Town tourist attractions display a positive cognitive attitude towards social media as a source of information when it is utilised as a marketing communication tool.

Recommendations

Cape Town tourist attractions should consider using social media as a channel to provide information and use them for communication purposes among current and prospective visitors by alerting them to new offerings, increasing awareness, raising attention, providing updates, increasing recall and attracting attention.

7.2.3 Positive affective attitudes

It was found that tourists displayed positive affective attitudes towards the use of social media when visiting Cape Town's top tourist attractions. The use of social media sites also

has a favourable influence on tourists' liking and preference (affective attitudes) of Cape Town tourist attractions by increasing liking, adding to enjoyment, positively impacting feelings and creating a favourable presence. Nisar and Whitehead (2016:743-753) established that customers trusted relationships created through social media platforms. Furthermore, Carlson et al (2019:1733-1758) found that consumers showed favourable affective attitudinal components towards brand pages on Facebook. Consequently, it can be concluded that it is possible for brands and organisation to begin loyal relationships through social media. Furthermore, favourable affective attitudes were shown towards brand pages on Facebook.

Recommendations

Cape Town tourist attractions should contemplate establishing loyal relationships through social media networks and use their Facebook pages and other social media platforms to stimulate positive affective attitudes towards these digital interactive sites amongst visitors via increasing liking, adding to enjoyment, positively impacting feelings and creating a favourable presence.

7.2.4 Favourable behavioural attitudes

It was found that tourists displayed positive behavioural attitudes towards the use of social media when visiting Cape Town's top tourist attractions. The use of social media sites has a positive influence on tourists' intentions and actual visit (behavioural attitudes) of Cape Town tourist attractions by increasing visit frequency, affecting visiting behaviour, increasing my loyalty, affecting visiting intentions and developing a favourably influence on visiting activities. Boateng and Okoe (2015:299-312) found that customers showed favourable behavioural responses towards Facebook advertising. Bazi et al. (2020:223-235) found that customers showed favourable behavioural attitudes relating to social media specific to luxury brands. Therefore, it can be concluded that Cape Town tourist attractions should consider using Facebook and other social media platform communication to their advantage.

Recommendations

Cape Town tourist attractions should continue to utilise Facebook to promote their services and increase their use social media use to communicate with both existing and prospective visitors in order to stimulate positive behavioural attitudinal responses through increasing visit frequency, affecting visiting behaviour, increasing my loyalty, affecting visiting intentions and developing a favourably influence on visiting activities

7.3 Usage and demographic characteristic influences on tourist attitudes

7.3.1 African tourists

It was found that African and South African tourist showed more positive cognitive and/or behavioural attitudes when compared to international tourists regarding social media when visiting Cape Town's top tourist attractions. Hamouda (2018:426-445) disclosed that Tunisians displayed favourable behavioural attitude towards social media tourism advertising amongst themselves. Accordingly, it can be concluded that more focus needs to be placed on non-Africans and non-South Africans to ensure that international tourists also show more positive cognitive and or behavioural attitudes towards the Cape Town tourist attractions.

Recommendations

Cape Town tourist attractions should run international social media marketing communication campaigns in a deliberate effort to attract international tourists and facilitate positive attitudinal responses in terms of Cape Town tourist attractions.

7.3.2 Mobile access

It was found that tablets and mobile phones generally result in more favourable cognitive, affective and/or behavioural attitudes in comparison with the use of laptops and computers in terms of social media when visiting Cape Town's top tourist attractions. Pongpaew (2018:262-281) established that customers showed positive attitude towards Facebook when it was accessed through mobile devices and computers. Accordingly, it is important that the tourist attractions are aware how visitors access social media.

Recommendations

Cape Town tourist attractions should ensure that they create relevant content that visitors are easily able to consume using hand-held devices such as tablets, smartphones and other mobile devices.

7.3.3 Mid-length of usage

It was found that tourists who had used social media for 2 – 3 years displayed more positive cognitive and behavioural attitudes than those who had used social media for shorter or

longer periods (years) regarding social media when visiting Cape Town's top tourist attractions. Duffett (2016a:1-21) found that adolescents who had used Mxit for a higher number of years commonly displayed the most positive opinions for cognitive (awareness, knowledge) and affective (preference) responses. It can be concluded that the tourist attractions need to consider visitors according to the amount of experience they have when using social media platforms.

Recommendations

Cape Town tourist attractions will need to ensure that consumers of all levels of experience are able to use their social media platforms seamlessly in order to access relevant content and maintain positive attitudes.

7.3.4 Log-on high frequencies

It was found that tourists who log on more often showed favourable cognitive, affective and behavioural attitudes than those who log on less often in terms of social media when visiting Cape Town's top tourist attractions. Hur et al. (2017:170-178) found that being logged-on more often resulted in a positive influence on cognitive and behavioural attitudinal components. It can be concluded that tourists who log on to social media more often show more positive predispositions to the tourist attractions.

Recommendations

Cape Town tourist attractions should encourage tourists to log on to their social media platforms more often, which could be achieved by various promotional activities such as competitions, discounts, coupons, vouchers and other deals.

7.3.5 Positive Black, Coloured and Indian/Asian tourists

It was found that generally Black, Coloured and Indian/Asian consumers showed more positive cognitive, affective and/or behavioural attitudes in comparison to White tourists regarding social media when visiting Cape Town's top tourist attractions. It can be concluded that social media use resulted in more favourable attitudes among non-white tourists. Duffett (2017a:19-39) found that Black, Coloured and Indian or Asian teenagers displayed positive

cognitive, affective and behavioural attitudes towards social media communication compared to White teenagers.

Recommendations

Cape Town tourist attractions should look into ways of positively influencing all population groups via social media, which could also be achieved by running the abovementioned promotional activities such as competitions, discounts, coupons, vouchers and other deals on their social media sites.

7.3.6 Rand currency

It was found that tourists who use the Rand and other currencies showed more favourable cognitive, affective and/or behavioural attitudes in comparison to tourists who used the US dollar and/or the euro in terms of social media when visiting Cape Town's top tourist attractions. This is a rational finding due to favourable exchange for foreign tourists visiting Cape Town. Andreu et al. (2018:83-100) found that social media users of the euro showed favourable behavioural attitude towards the destination. Accordingly, it can be concluded that despite the strength of the US dollar and/or euro, tourists from the US and European Union were not as positively influenced by social media as local and African tourists from other countries.

Recommendations

Tourist attractions should run international social media marketing communication campaigns in the US and European Union countries in a bid to ensure that international tourists and develop a positive attitudinal response in terms of towards Cape Town tourist attractions.

7.4 Conclusions

Social media has become an inventive and rewarding digital interpersonal medium for both businesses and customers equally. For destinations, it is no different to tourists, given the viral nature of social media platforms; they share the information with their friends on social media immediately. This means that attractions need to take a proactive approach and in addition to utilise above the line communication to make social media communication more compelling. Some of the significant findings of this study include that tourists' cognitive attitudes had a positive influence on affective attitudes, and affective attitudes had a positive influence on behavioural attitudes, due to social media used by Cape Town tourist

attractions. Furthermore, this study full achieved the research objectives and hypotheses since tourists displayed positive cognitive, affective and behavioural attitudes towards the use of social media when visiting Cape Town's top tourist attractions. Moreover, the study showed that generally Black, Coloured and Indian/Asian tourists showed more positive cognitive, affective and/or behavioural attitudes in comparison to White tourists regarding social media when visiting Cape Town's top tourist attractions. Gender, age, marital status, education, and employment status resulted in no significant influence on cognitive, affective and behavioural attitudinal components. There were more male respondents than female respondents for this study. This research ascertained that social media had a positive impact on cognitive, affective and behavioural attitudinal relationships because of social media used by Cape Town tourist attractions.

This study considered how social media as a marketing and communication tool for Cape Town tourist attractions influenced tourist's attitudes in specific relation to these attractions. This inquiry is important for tourist attractions and how they utilise social media as a marketing and communication tool. The research indicated that there is a definite role that is solely for social media marketing within other traditional ways and forms of communicating and promoting tourist attractions to customers.

7.5 Limitations and future research directions

A quantitative survey was used, which provides a cross-section of the research population, whereas a longitudinal studies and qualitative research may provide greater depth of information. Future research should consider bigger sample sizes to provide greater insight. This study only focused on Facebook, Twitter and YouTube and did not include other social network sites. In future, other social media platforms such as LinkedIn, Instagram, Pinterest and WeChat could be examined and analysed. Furthermore, the following demographic factors of age, gender, marital status, education, employment status should be further investigated in future research. The study mainly focused on Cape Town tourist attractions and how they used social media as a marketing and communication for travellers visiting those attractions. There might be an opportunity for future research on other attractions across SA, Africa and the rest of the world. The coronavirus COVID-19 pandemic that has brought devastation to globally linked travel, and will continue to have a huge influence on travel to tourist destinations in 2020. This will have a direct impact on tourist attractions owing to local and global bans on travel and the closing of borders in an attempt to curb the spread of the virus, which serves as a direction for future research and the influence of social media during this pandemic.

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APPENDICES

Appendix A: Respondent information leaflet and consent form

Title of the research project: Use of social medium communication tools for the main tourist attractions in the Cape Town area.

Principal investigator: Bongiwe Irene Nzeku

Address: Cape Peninsula University of Technology, Keizersgracht Street, Cape Town

Contact number and e-mail: (021) 413 4200; bongi.nzeku@gmail.com

Dear Respondent

The purpose of this questionnaire is to evaluate the utilisation of social media by tourists who visit Cape Town's main tourist attractions. Should you be willing to participate, you must be 18 years of age or older. You will be required to answer questions regarding your social media usage when visiting Cape Town's main tourist attractions, as well as to complete a section regarding your demographical details (your gender, age, marital (marriage) status, household size, level of education, employment status, population grouping and household income).

As participation to answer this questionnaire is voluntary, you are free to withdraw at any time during the period of answering the questionnaire.

The questionnaire will take approximately 10 minutes of your time. As the respondent, you will gain no direct benefit from participation, but added generalized knowledge may be obtained. No discomfort, harm, risk or injury is expected to occur as a result of your participation in this research project.

The information that you provide to us will be used as part of our research, while your identity will not be revealed and your responses will remain anonymous. Your participation in this research is appreciated. Please sign below if you are willing to participate.

Declaration by respondent

By signing below, I, _____, agree to take part in the research project entitled:

Use of social medium communication tools for main tourist attractions in the Cape Town area.

I declare that:

- I have read or had read to me this information and consent form and it is written in a language in which I am fluent and with which I am comfortable.
- I have had a chance to ask questions and all my questions have been adequately answered.
- I understand that taking part in this research project is **voluntary**, and I have not been pressured into taking part.
- I may choose to discontinue the research project at any time and will not be penalised or prejudiced in any way.

Signed at *(place)* _____ on *(date)* _____.

_____   _____
Signature of participant   **Signature of witness**

Declaration by field worker

I, *(name)* _____, declare that:

- I explained the information in this document to _____
- I encouraged him/her to ask questions and took adequate time to answer them.
- I am satisfied that he/she adequately understands all aspects of the research project, as discussed above.
- I did not use an interpreter.

Signed at *(place)* _____ on *(date)* _____.

_____   _____
Signature of field worker   **Signature of witness**

Appendix B: Cape Town attractions social media questionnaire

Instructions: Please answer all questions. Mark with an "X" where applicable.

SA Citizen ☐ _____ (please specify the city/town)

Africa ☐ _____ (please specify the country)

International/overseas ☐ _____ (please specify the country)

1.1 Which ONE of the following Cape Town tourist attractions social media sites have you been exposed to the most?

Table Mountain Arial Cableway ☐   Victoria & Alfred Waterfront ☐   Groot Constantia ☐
Cape Point Nature Reserve ☐   Kirstenbosch Botanical Gardens ☐
Other Cape Town tourist attraction: _____ (please specify)

If "none", then please proceed to Question 2.1.

1.2 Which social medium have you used the most to access the Cape Town tourist attraction **(select one)**?

Facebook ☐   Twitter ☐
YouTube ☐   Other ☐_____ (please specify)

Please proceed to Question 5

2.1 Have you been exposed to social media sites for any tourist attractions in South Africa?   Yes ☐   No ☐

If "yes", please specify: _____ **If "no", please proceed to Question 3.1.**

2.2 Which social medium did you use the most to access the South African tourist attraction **(select one)**?

Facebook ☐   Twitter ☐   YouTube ☐   Other ☐_____ (please specify)

Please proceed to Question 5

3.1 Have you been exposed to social media sites for any tourist attractions in the world?   Yes ☐   No ☐

If "yes", please specify: _____ **If "no", please proceed to Question 4.1.**

3.2 Which social medium did you use the most to access the global tourist attraction **(select one)**?

Facebook ☐   Twitter ☐   YouTube ☐   Other ☐_____ (please specify)

Please proceed to Question 5

4.1 Have you been exposed to social media sites for any company/brand?   Yes ☐   No ☐

If "yes", please specify: _____ **If "no" then end the interview.**

4.2 Which social medium did you use the most to access the company/brand **(select one)**?

Facebook ☐   Twitter ☐   YouTube ☐   Other ☐_____ (please specify)

Please proceed to Question 5

5. Please indicate the extent to which you agree / disagree regarding the statements (below) about the social media site that you used to access the **tourist attraction (or company/brand)**, where SD = Strongly Disagree; D = Disagree; A = Agree; and SA = Strongly Agree.

	SD	D	A	SA
1. Social media that are used by the tourist attraction (or brand) are effective at creating awareness.				
2. The tourist attraction's (or brand's) social media site alerts me to new offerings.				
3. Social media increased my awareness of the tourist attraction (or brand).				
4. Social media that are used by the tourist attraction (or brand) caught my attention.				
5. I notice updates on the tourist attraction's (or brand's) social media site.				
6. I can recall the social media used by the tourist attraction (or brand).				
7. I view the tourist attraction's (or brand's) social media site since it attracted my attention.				

	SD	D	A	SA
8. I can remember the tourist attraction (or brand) social media site.				
9. Social media that are used by the tourist attraction (or brand) have made me like the destination more.				
10. Social media adds to the enjoyment of visiting the tourist attraction (or brand).				
11. Social media that are used by the tourist attraction (or brand) are likeable and pleasant.				
12. The tourist attraction's (or brand's) social media site is entertaining and fun.				
13. The tourist attraction's (or brand's) social media site has a positive impact on me liking the destination.				
14. I have positive feelings towards tourist attractions (or brands) which are promoted by social media.				
15. The tourist attraction (or brand) has a favourable social media presence.				
16. Social media has a positive effect on me liking the tourist attraction (or brand).				
17. The social media site makes me more loyal to the tourist attraction (or brand).				
18. I have visited the tourist attraction (or bought the brand), which was featured on the social media site.				
19. I frequently visit tourist attractions (or purchase brands), which are promoted by social media sites.				
20. Social media positively affects my tourist attraction visiting behaviour (or brand purchase behaviour).				
21. The tourist attraction (or brand), which was featured on the social media site increases my loyalty.				
22. Social media that were used by the tourist attraction favourably affect my visiting intentions (or brand purchase intentions).				
23. I often visit tourist attractions (or purchase brands) that I have seen on social media sites.				
24. Tourist attractions' social media sites favourably influence my visiting activities (or brand buying activities).				

6.1 How do you **mostly** access the social medium?   PC ☐   Laptop ☐   Tablet ☐

Mobile/cell phone ☐   Other device ☐ _____ (please specify)

6.2 How long have you used the social medium? ≤ 1 Year ☐   2 - 3 Years ☐   4 - 5 Years ☐   ≥ 6 Years ☐

6.3 How often do you log on to the social medium?

Multiple times a day ☐   Once a day ☐   2 - 4 a week ☐

Once a week ☐   2 - 4 a month ☐   Once a month ☐

6.4 How many hours do you spend on the social medium per log in?

< ½ Hour ☐   ½ - 1 Hour ☐   2 Hours ☐   3 Hours ☐   4 Hours ☐   ≥ 5 Hours ☐

7.1 Your Gender?   Male ☐   Female ☐

7.2 Your age (in years)?   18 - 25 ☐   26 - 35 ☐   36 - 45 ☐   46 - 55 ☐   56 - 65 ☐   66+ ☐

7.3 Your marital (marriage) status?   Married ☐   Living together ☐   Single ☐

Widower/widow ☐   Separated ☐   Divorced ☐

7.4 Number of household members? (i.e. how many people live in your house?) _____ (please specify)

7.5 Your highest level of education   Grade 1 - 7 ☐   Grade 8 - 11 ☐   Grade 12 ☐

Post-matric diploma or certificate ☐   Degree ☐   Post-graduate degree ☐

7.6 Your employment status?   Employed (full-time) ☐   Employed (part-time) ☐   Self-employed ☐

Unemployed (not looking for work) ☐   Unemployed (looking for work) ☐

Student ☐   Pensioner/retired ☐   Housewife/Homemaker ☐   Not working – other ☐

7.7 With which population group do you associate yourself most?

Black ☐   Coloured ☐   Indian/Asian ☐   White ☐   Other ☐

7.8 What is the average **monthly** income for your household? **Please indicate:** R ☐ $ ☐   € ☐   £ ☐

Less than 800 ☐   801 - 3 200 ☐   3 201 - 6 400 ☐

6 401 - 12 800 ☐   12 801 - 25 600 ☐   25 601 - 51 200 ☐

51 201 - 102 400 ☐   102 401 - 204 800 ☐   204 801+ ☐

Thank you for your time and participation!

Appendix C: Turnitin originality report

Use of social medium communication tools for the main tourist attractions in the Cape Town area

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Appendix D: Copy editor certificate

Ken Barris, PhD

Editing and research writing services

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22 September 2020

To whom it may concern

This is to certify that I have edited the following thsis by Bongiwe Irene Nkezu to professional standards:

Use of social media communication tools for the main tourist attractions in the Cape Town area

Best regards

Ken Barris

KEN BARRIS