

included three male backpackers who also through conversation told me their interesting travel stories which played a role in this research.

4.4 Study area

The study area consisted of backpacker routes through the Western Cape, Eastern Cape and Kwa-Zulu Natal in South Africa. These routes were constructed from suggestions provided by the Coast-to-Coast Backpacker accommodation guide book and the Alternative Routes guide book. The map below illustrates the route that was travelled.

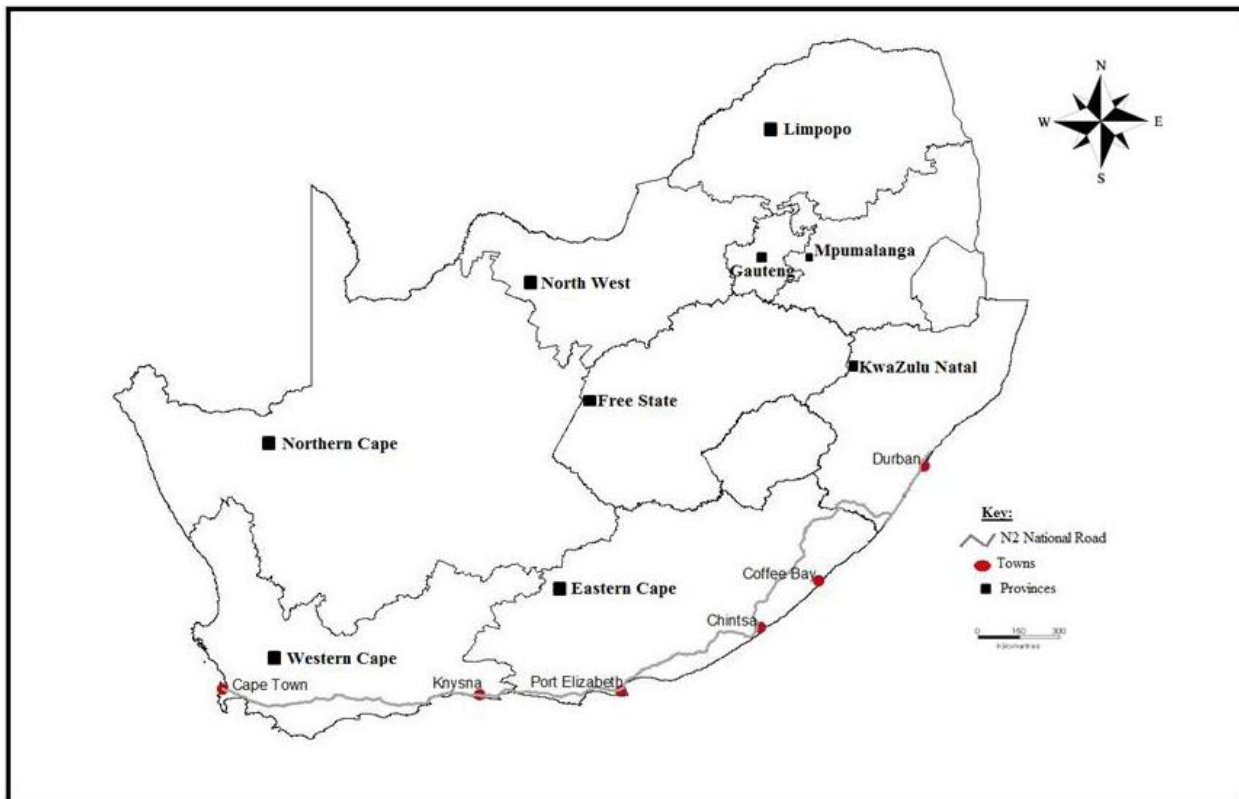


Figure 2: Route of Study Area South Africa (Author)

In order to achieve the objectives of the study, the researcher travelled to various cities and towns using the Baz Bus, which is a hop-on hop-off hostel-to-hostel bus service that is mainly targeting backpackers. The research took place in the Baz Bus and hostels in different areas. The distribution of the surveys and informal interviews took place in:

- **Cape Town:** Cat and Moose Backpackers, Ashanti Lodge & Travel Centre, Penthouse on Long, Long Street Backpackers, Carnival Court Backpackers, Blue Mountain Backpackers, The Two Oceans Backpackers, Forty8 Backpacker Hotel.
- **Knysna:** Island Vibe Backpacker Hostel
- **Port Elizabeth:** Hippo Backpackers and Lungile Backpacker
- **Chintsa:** Buccaneers Backpackers
- **Coffee Bay:** Coffee Shack Backpackers
- **Durban:** Nomads Backpackers and Tekweni Backpacker hostels

4.5 Sampling method

4.5.1 Convenience sampling

In this study the convenience sampling method was used. Convenience sampling is a type of non-probability sampling method. This type of sampling involves the researcher selecting the most readily available respondents regardless of characteristics until the sample size is reached. There are no strict selection rules and the sample can be drawn in whatever way is easiest for the researcher (Tansey, 2007). Since convenience sampling involves easy access to participants by the researcher, the surveys in this study were distributed at the most reachable hostels and since the Baz Bus was used as a means of transportation by the researcher, some surveys were also distributed on the bus. However, in convenience sampling it is unlikely that the sample would represent the whole population. This means that generalisation cannot be made from the population being studied (Finch & Fafinski, 2012). However in the survey the gender and country of origin were taken into account.

4.5.2 Sample size

It was not possible to calculate the population size accurately, but with a population greater than 1000, as was the case, the sample of 202 respondents would result in a confidence level of 95 %, and a confidence interval of 7 % (www.surveysystem.com). Thus when all the 202 respondents are included, one should be 95 % certain that no estimated percentage will be off by more or less

than 7 %. In case where less than the 202 respondents are included, the margin of error will be greater.

4.6 Data collection methods

4.6.1 Participant observation

One of the major advantages of qualitative research is that it can include the observation of behavior in its natural setting, with the advantage to the researcher of increasing the understanding of the subjects under investigation and by taking note of how they actually live in their world (Chadwick, Bahr & Albrecht, 1984). Observational data represents a first-hand informational encounter with the participants (Merriam, 2002). An ethnographic approach is employed in this study by applying a participatory traveller's assessment technique. Ethnography consists of a unique set of data collection strategies and participant observation is one of them. Participant observation occurs when the researcher becomes part of the situation being observed (Leedy, 1997). The ethnographic process requires an extensive amount of time in the field in order to gather useful insights into the subject. In ethnography field notes have the function of keeping track and giving a reflection on what is being observed (Rasmussen *et al.*, 2006). The field notes were collected when speaking to backpackers on the Baz Bus and at various hostels, whereby the events, experiences and interactions with backpackers are described. The participant observation took place during April and December 2012, because this is the expected peak time for backpacker arrivals and hostels are usually fully booked at that time of the year. This method illustrates a better understanding of who backpackers really are, the nature of their activities, their reasons for being here, the places they go to and how they see themselves in the tourism world, their type of movement and the spaces that they encounter or claim during their trips. Two weeks were spent travelling around different hostels between the Western Cape, Eastern Cape and Kwa- Zulu Natal with the Baz Bus, which is designed for the budget traveller and many backpackers travelling along backpacker routes inside and outside of Cape Town prefer to use it.

4.6.2 Questionnaire survey

Survey research is a technique of collecting data on a specifically defined group of individuals that have to answer a number of identical questions, of which answers to those questions form the data sets of the study (Baker, 1999). The aim of a questionnaire survey in this study was to

describe behavior or feeling and/or to test relationships between variables (Chadwick *et al.*, 1984). The characteristics of a survey include seeking responses directly from the respondents, creating a direct interaction between the instrument and the respondents. There are two types of surveys, interview surveys, whereby the replies from the respondents are recorded, and questionnaire surveys, whereby the respondents are asked to record their responses themselves on the questionnaires provided (Lin, 1976). In this study a questionnaire is used to collect information from the respondents. The backpackers filled in the survey details themselves.

The questionnaire was formulated through a comprehensive literature review and by gathering information from backpackers through insightful conversations during time spent doing a pilot survey at the Cat Moose Backpacker hostel in Cape Town prior to the construction of the survey questionnaire. The main objectives of the questionnaire was to address the research concerns and find out if any significant sub-groups existed through market segmentation. In order to obtain information about segments of backpackers, a total number of 202 questionnaires were distributed among backpackers. Most of the questionnaires were distributed at different backpacker hostels and some on the Baz Bus. The questionnaire included a combination of open-ended and closed-ended questions, which covered aspects of backpackers' travel behaviors, interests and motivation.

The survey consisted of three main sections namely: a demographic section, a section covering trip-related information and a section on travel motivation. The first section, on demographics included questions on age, gender, country of origin, daily budget and level of education. The reason for including these questions was to provide a demographic profile of backpackers who are visiting South Africa as well as for comparing those findings to the existing demographic literature on backpackers. The second section contained trip- related questions, things like how they planned their trips, duration of visit, modes of transport, types of accommodation, activities engaged in and the overall trip experience. These questions were useful in this study in a sense that they brought up relevant insights about the backpacking industry in South Africa. The third section included a list of 17 motivation statements where the participants were asked to rate their importance on a Likert scale of 1 – 5. This section was included in the questionnaire because it provides the study with the data to create backpacker sub-groups with specific motivations. The motivation statements enabled the researcher to group the backpackers according to their

similarities and differences. The data for the questionnaires was captured on Microsoft Excel and analysed on SPSS (Statistical Programme for Social Sciences).

4.7 Data analysis

4.7.1 Qualitative data analysis

This type of analysis involves organising the notes collected in order to address the primary research question (Baker, 1999). A variety of qualitative data analysis techniques exist that the researcher can make use of (Rasmussen *et al.*, 2006). In a qualitative research data analysis is simultaneous with the data collection, in other words data analysis forms part of the data collection process the researcher begins analyzing data with the very first observation or interview (Merriam, 2002). This allows the researcher to make adjustments along the way, bringing in new and interesting ideas to the study. In this study the data is analysed by abstracting meaningful words, phrases and narratives from the field notes and the informal interviews. All these are then categorised accordingly. This strategy is useful in identifying the common patterns and the underlying themes. Various themes were identified and discussed, some of which included backpacker routes, backpacker spaces and backpacker identity. The idea was to question the existence of the backpacker and also providing an in-depth analysis of backpacker motivation in a narrative form where the stories of the backpacker was told in order to capture the real nature of the backpacking phenomenon.

4.7.2 Quantitative data analysis

There are two types of segmentation methodologies, *a priori*, and factor and clustering (Smith, 1995). *A priori* is based on random choice of one or more variables by the researcher to develop segments. However, factor and cluster segmentation produces statistically defined segments and more meaningful results (Smith, 1995). There are two key issues that one must consider in determining whether data is suitable for factor analysis, the sample size and the strength of the relationship among variables (Pallant, 2011). It is generally recommended that the larger the sample size the better the reliability, because with small samples the correlation coefficients among variables are less reliable (Pallant, 2011). Another area of concern is the strength of the intercorrelation among the variables. There are two statistical measures used in SPSS to assist in assessing the factorability of the data, Bartlett's test of sphericity and the Kaiser-Meyer-Olkin

test (KMO). Bartlett's test of sphericity should be significant ($p < 0.5$) in order for the factor analysis to be considered appropriate. The KMO should range from 0 to 1, with 0.6 suggested as the minimum value for good factor analysis (Pallant, 2011).

Factor analysis begins with the construction of a correlation matrix, in which the values of each sampled individual on each variable are compared to their values on all other variables (Smith, 1995). Correlations amongst variables range from -1.0, considered a perfect inverse correlation, to 1.0, considered a perfect direct correlation (Smith, 1995). After the correlation matrix is computed, factor analysis then examines the pattern of correlations in order to find the most suitable combination of variables that will summarise the pattern (Smith, 1995). Thereafter, a new set of variables called factors are defined, each factor is a set of the original variable multiplied by weights called loadings. Loadings represent correlations between the original variable and the newly defined factor (Smith, 1995).

A guideline is used to determine which factors are worth keeping for further analysis and the most common statistical guideline is the eigenvalue (Smith, 1995). The eigenvalue is the measure of the explanatory power of each factor relative to the set of original variables (Smith, 1995). Typically, researchers choose to work with eigenvalue greater than 1.0. (Smith, 1995). After the factors have been selected they are then named. Factor names are selected on the basis of the loading produced (Smith, 1995).

A cluster analysis is a multivariate technique that aims to identify market segments (Slabbert & Laurens, 2011). This approach is useful in that it determines market niches and classifies tourists into groups (Slabbert & Laurens, 2011). Clusters should have high internal homogeneity and external heterogeneity. There are different types of cluster analysis used in social sciences, but the most widely used is hierarchical clustering (Smith, 1995). In hierarchical clustering, forming clusters happens through a hierarchy of stages (Cramer, 2003).

Hierarchical clustering methods can either be divisive or agglomerative. Divisive techniques begin by placing all cases into a single, large cluster and progressively sub-dividing one cluster at a time into two clusters, according to the rules that focus on maximizing the differences between the clusters obtained from each division (Baggio & Klobas, 2011). The results are usually showed in a tree diagram that helps the researcher to decide which branches describe

meaningful and useful clusters. The agglomerative works by characterising each case as a single cluster and step by step joining the most similar pairs of clusters until all clusters are joined together in a single large cluster (Baggio & Klobas, 2011).

The next step is to decide which clustering method to be used. The agglomerative hierarchical clustering methods are suitable for both the categorical and metric variables, those offered by SPSS are suitable for metric or categorical data but not both. The most used is the unweighted pair group method using arithmetic averages. The average distances between clusters are calculated and clusters are joined to maximize the mean distance between cases. The median of each cluster is the point that represents the most common value among all cases in the cluster variables and distances are calculated on the basis of matching (Baggio & Klobas, 2011). The Ward's clustering method is a useful method when the variables that characterize clusters are all metric. Ward's clustering method assigns individuals into clusters that can be measured by the total sum of squared deviations of every point from the mean of the cluster to which it belongs (Everitt, 1980).

Once the clustering method and distance measures have been chosen hierarchical clustering analysis is entrusted to the computer which then produces the proximity matrix which then proceeds to join clusters according to the rules of the clustering method. Decisions on how many clusters are likely to represent the groups are based on the distance at which clusters are joined. The further apart the clusters the more likely are they to form a meaningful distinction of clusters (Baggio & Klobas, 2011). The researcher can then decide on how clusters will be formed.

The One way-ANOVA is used to assess how clusters are distinct. The One way-ANOVA procedure is commonly used to test the significant differences between groups so that the results of the ANOVA can provide meaningful evidence to make claims provided that certain claims are met. Statistical programs such as SPSS make calculating One way-ANOVA easier (Allen, Titworth & Hunt 2009).

4.8 Comparison of clusters

Comparing clusters is learning whether an observed distribution of data significantly differs from what is expected of them. In such occurrences the chi-square coupled with a cross-tabulation table can be used as a useful analytic technique (Allen *et al.*, 2009). The chi square allows the

researcher to compare an observed set of data against an expected set of values to see how the observed data fits into what was expected. In this study chi-square is used to compare the clusters against the activities to determine what type of activities each cluster would be interested in participating in. The chi-square is illustrated by a cross-tabulation table (Allen *et al.*, 2009).

The results of the chi-square are interpreted by their significance. The chi-square shows that the observed distribution differs significantly from the expected distribution. Through examining the differences between the observed and expected counts with each cell, a conclusion can be drawn of which cell contributed most to the significant chi-square. The difference in values for each cell provides a basis for interpretation (Allen *et al.*, 2009).

4.9 Ethical considerations

During the data collection process, ethical issues were adhered to in order to secure the rights of the participants. The participants were fully informed of the purpose of the research and told that their participation is voluntary and their confidentiality was guaranteed. The identity of the respondents was only going to be known by the researcher and was not going to be given to any other person. The respondents have also provided their signatures in order to show that they fully agree to part take in the study. A letter was provided and telephonic arrangements were made by the supervisor to the marketing director of the Baz Bus in order for the researcher to conduct the surveys in the bus and permission was approved by the marketing director. Additionally, when the surveys were distributed amongst the backpackers, a brief explanation was given on the purpose of the study.

4.10 Limitations of the study

During the research process a number of problems and challenges were experienced, these included financial constraints, language barriers and difficulty in approaching people.

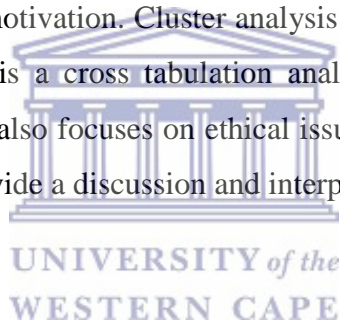
- Financial constraints: The data collection process needed the researcher to travel from Cape Town to Durban over a period of two weeks using the Baz Bus. However, the trip itself was very costly for the researcher as a student.
- Language barriers: Most respondents were international travellers with some of them not that familiar or had a clearly understanding of the English language, considering that the survey was written in English. Therefore language problems were encountered. This was

particularly very common amongst travellers from Korea, Japan and some Germans. However, the researcher had to give a thorough explanation on some of the questions in the survey in order for them to understand.

- Approach: The researcher also experienced some difficulties in approaching some of the travellers.

4.11 Summary

This chapter focused on the research design of the study. To achieve the objectives of the study research was conducted using both qualitative and quantitative approaches. The qualitative approach was acquired by applying a participant observation technique. The quantitative approach was achieved by conducting a survey questionnaires. The survey questionnaires were distributed in different hostels and on the Baz Bus. Factor analysis was undertaken to gain additional insight on backpacker motivation. Cluster analysis was used to divide the respondents into segments. For further analysis a cross tabulation analytic technique is used in order to compare the clusters. The chapter also focuses on ethical issues and the limitations to the study. However the next chapter will provide a discussion and interpretation of the acquired data.



CHAPTER 5

DISCUSSION AND INTERPRETATION OF RESULTS

5.1 Introduction

This chapter presents and discusses the research findings according to the objectives of the study. The central objective was to segment the backpacker tourism market in South Africa in order to ascertain if any significant sub-groups exist. The secondary objective was to construct a demographic profile of backpackers visiting South Africa, explore the extent to which there was institutionalisation and non-institutionalisation of backpacker tourism in South Africa and to segment the backpacker market into different sub-groups according to travel motivation. Firstly, the chapter reveals the demographic characteristics of the respondents and trip-related data. Secondly, data on backpacker identity, travel experience, either institutionalised or non-institutionalised backpacker tourism, is presented. Finally, factor analysis is carried out to gain additional insight on backpacker motives. Cluster analysis was performed in order to determine the different segments. After determining the clusters a cross-tabulation was carried out in comparing the difference between the demographic characteristics and clusters.

5.2 Profile of respondent's demographic information

5.2.1 Nationality

Nationality is also a determining factor for the variety of backpackers. Since not all backpackers visiting South Africa come from the same place, they would be different from each other and within themselves. In this study (Table 4) it was found that 30 countries were represented of which 60 % were European, particularly Germany with 20 % of respondents and the United Kingdom with 7 % this is followed by America with 23 % of respondents. These findings are in accordance with the backpacker literature on nationality, with European group being the most dominant nationalities (Moshin & Ryan, 2003; Loker-Murphy, 1996).

While Australian backpackers are also usually one of the most dominant nationalities in backpacker literature, in this study backpackers visiting South Africa from Australia represented

only 2.0 % of the respondents. Through observation it appears that backpacking is fashionable among white Western nationalities, with blacks and Asians comparatively rare.

Table 4: Demographic Profile of Respondents (N=202)

	Label	Percentage
Nationality	Africa	10
	Asia	5
	Australia	2
	America	23
	Europe	60
Gender	Male	48
	Female	51
Age	Under 20	12
	21 - 30	73
	31 - 40	10
	41 - 50	3
	51 - 60	2
	60 +	1
Education	No formal education	.5
	Started university / college but not yet completed	32
	High School	10
	Degree/Diploma	42
	Postgraduate	13
	Other: (Specify)	2

*Rounded off to the nearest whole number

5.2.2 Gender

In terms of gender it was discovered that 49% of the respondents were male and 51% were female (Table 4). This shows a fairly balanced dispersal between males and females. These results are similar to the study by Loker-Murphy (1996) revealed a more balanced gender distribution among backpackers in Australia which constituted of 51 % males and 49 % females. Additionally, these findings also agree with the study done by the DTI (2007) which revealed that there is not much difference in gender in the backpackers that are visiting South Africa, where it was found that 52 % of the sample were male and 48 % were female.

Although this is a fairly balanced result between the two genders, the women group is still greater than the male group. This tells us the women group is growing in the backpacker market, and that women are slowly becoming a significant factor in backpacker tourism. Richards & Wilson (2004a) note that women are becoming an important aspect in the backpacking phenomena and are becoming dominant travellers in some areas.

In the observations it is found that most women usually travel in a group of friends or in pairs, but rarely alone, particularly German women who were mostly part of a volunteer group or exchange student group. However, there are a few women who do travel alone, for various reasons. For example, in this study it was found that one woman from Europe was travelling alone. She had just finished her Master degree in Psychology and wanted to take a break and relax after her studies. Richards & Wilson (2004a) have noted that recent events had shown that backpacking alone is not entirely safe for women. This could be an indication that males are more likely to be travelling alone while most women would travel with their partner, family or with a group of friends, because safety in backpacker travels is increasingly becoming an issue for the women travelling in foreign countries.

5.2.3 Age

In backpacker tourism age plays a significant part in defining the identity and uniqueness of the group, for the reason that backpackers are recognized as basically youthful people who travel to explore the world and enjoy their youth. Table 4 shows that the under 21 years age group represented 12 % of the sample, the age group of 21 – 30 was 73 %, the age group of 31 – 40 represented 10 % of the sample size, the 41 – 50 age group represented 3 % of the sample size, the age group of 51 – 60 years represented 2 % and the last group, while was 60 plus, represented only 1 % of the sample size.

The most represented age group in the study is 21 – 30 years which represents 73 % of the total sample size. It is evident that backpackers travelling to South Africa are predominantly young people who are transiting to their adult-hood life stage. This corroborates the study done by Moshin & Ryan (2003) who found that most of their respondents were young people; 74 % were between the age group of 20 – 29 years. Kamilla SA Sport and Tourism Consultancy & City of Cape Town (2009) also found that 70 % of backpackers who visit are between the ages of 21 –

30 and 11 % are over 35 years and 15 % are under 25 years. However, the older group was well-represented in this study, the 40 and above only represented 5 % of the sample size which makes it a minority group, meaning that the older groups of backpacker are not that common. However, this differs with the observations made by Loker-Murphy (1996) that the older segment within the Australian backpacker is becoming more common. Additionally, a study by Moshin & Ryan (2003) found 13 % were above the age of 40 years represented a smaller portion of the respondents. This shows that there has not been much of a shift in the age group of backpackers, particularly with the older group of backpackers.

5.2.4 Education

Backpackers are generally known to be educated people with higher educational qualifications or are travelling as students, which is an increasing segment in the backpacking industry. Table 4 reveals that there were few respondents with no formal education, in fact only 1 % of the respondents. 32% of respondents had started university/college, but had not yet completed. Only 10% of the respondents were still in high school and 42% of respondents had degrees/diplomas, while there were 13% with postgraduate qualifications. It is evident that the majority of backpackers seem to be well-educated and hold tertiary qualifications. Although there was only 1 % of the total number of backpackers with no formal education, it is evident that the backpackers who are not concerned with being a qualified professional do exist. To corroborate this argument one of the interviewed backpackers remarked:

‘Instead of being a lawyer I travelled. I went to Italy, Holland, England, Switzerland, Australia, Mali, Thailand, Cambodia, Vietnam, India, Nepal, South Africa, Lesotho, Egypt, Spain, Ireland, Poland, Slovakia, Hungary and still on the way’ (Backpacker 1, 2012)

It seems some backpackers are not even interested having fixed careers or professions, they would rather educate themselves through travel.

5.3 Trip related data

5.3.1 Visit to South Africa

In table 5 it is portrayed that only 32% of the respondents indicated that they had been to South Africa prior to this visit and 68 % of the respondents indicated that they have never visited South Africa before. It is apparent that South Africa received a lot of repeating visitors.

5.3.2 Travel information

Backpackers use a variety of information sources to gain information about the places they are visiting, both before their departure and during their trip. These sources include brochures, magazines, guidebooks, websites and newspapers (Newlands, 2004). As presented in Table 5, it was found that only 57 % of respondents used the internet, 64 % obtained information from friends and family, 7 % attained information from brochures/pamphlets, and 46 % used travel guidebooks (most respondents indicated that they had particularly used the Lonely Planet and Coast to Coast guidebooks).

5.3.3 Duration of visit

Backpackers are known to have longer stays than the normal tourist and their longer stays give them a chance to take part in more activities and have further travel experience. In this study it was found that backpackers who stayed in South Africa less than a month represented 30 % of the respondents, backpackers who stayed one to six months represented 53 % out of the total respondents, backpackers who stayed one year and more represented 10 % out of the total respondents and backpackers who stayed more than six months but less than a year represented only 5% and only 2 % indicated that they are South African citizens. The most represented group of stay is the one to six months with 53% respondents the reason for this stay may vary because some stay for six months since they are involved in a six months volunteer programme or have a six months internship.

5.3.4 Travel companions

Most backpackers are known to travel alone or in a group of friends. Table 5 shows that 31 % of the respondents travel alone, 14 % of the respondents travel with their partners, 46 % travel with their friends, 4 % of the respondents travel with their family and only 6 % indicated they had other travel companions. It seems that backpackers tend to travel within a group of friends. Backpackers are motivated to travelling alone because they want to create a feeling of 'being in my own space'. The observation in Coffee Bay revealed that some of the backpackers make companions with fellow backpackers along the way and travel together throughout their trip. At the same time backpackers enjoy travelling alone one of the backpackers remarked:

'I travel by myself. This is my personal time, time to heal myself' (Backpacker 3, 2012)

It seems backpackers have different reasons for travelling alone or travelling with companions. Others just enjoy meeting new people along the way others want to travel unaccompanied.

Table 5: Trip related data (N=202)

	Label	%
Visit to South Africa	Yes	32
	No	68
Travel information	Internet	57
	Friends/Family	63
	Brochures/Pamphlet	7
	Travel Guidebook	46
	Newspaper/Magazines	6
	Agent	5
	Other	14
Duration of visit	Less than a month	30
	1-6 months	53
	1 year +	10
	6 months+ but less than a year	5
	SA citizen	2
Travel Companions	Alone	31
	Partner	14
	Friend/s	46
	Family	4
	Other	6
Planning of trip	Travel Agent	8
	No planning	17
	Planned myself	63
	Guidebook	20
	Internet	29
	Other	8

*Rounded off to the nearest whole number

5.3.5 Planning of the trip

Backpackers are known as travellers that usually do not plan their trips. In this study respondents were asked how they planned their trips. Table 5 illustrates that of all the respondents, only 8 % made use of a travel agent to plan the trip for them, 17 % did not make any planning, 63 % of the respondents planned their own trip independently. Most did not use guide books to plan their trip and only 20 % did use them, 29 % made use of the internet to plan their trip and 8 % used other means to plan for their trip. It is apparent that backpackers are spontaneous individuals hence most of them did not plan for their own trips, questing for the element of surprise on the trip, as one of the interviewed backpackers remarked:

'I follow the stars, the universe leads me to each destination' (Backpacker 1, 2012)

'Things will come to you, I can't plan what is meant to be, destiny leads my adventures, like now I feel like going to Morocco' (Backpacker 1, 2012)

The data also illustrates who backpackers tend to avoid the use of travel agents. This might be because they are motivated by the idea of wanting to teach themselves how to take responsibility for their actions and being able to rely on themselves as a way of gaining knowledge about the challenges of world.

5.3.6 Modes of transport used within South Africa

Transport is an important feature in backpacker movements, due to their flexible time and mobility schedules. Respondents were asked which mode of transport they have used or intended to use in South Africa. Of all the respondents, 45 % indicated that they have used the Baz Bus, 47 % have used metered taxis, 42 % have used rented cars, 27 % have used Inter-city buses, 39 % have used mini bus taxis, 10 % have used bicycles and 26 % have indicated that they used other modes of transport that are not mentioned above. Hitch-hiking also came up as one the forms of transportation used.

Backpacker transport varies in many ways from structured transport systems or tours to independent modes of travelling. However, in this instance, the Baz Bus seems to be common among backpackers as it was one of the most commonly used mode of transport, although one could argue that using the Baz Bus is a conventional way of travelling, as compared to using a rented car which has a sense of independence and freedom to one's travel experience. Backpackers tend to follow well-trodden paths on typical backpacker routes (Hampton 1998). The Baz Bus accommodates the flexibility styles of backpackers, but it is still organized among popular destinations within South Africa or typical routes that include Cape Town-Port Elizabeth-Durban. It does not provide a sense of travelling off the unbeaten track to destinations such as Graaff-Reinet. The way that these routes are constructed gives one the sense that backpacker tourism is somehow commercialized, the tourism system seems to construct these routes in ways that result in backpackers being less in control about the places they visit.

Table 6: Modes of Transport (N=202)

Modes of transport used/intend to use within South Africa	%
Baz Bus	45
Metered Taxi	47
Rented Car	42
Inter - City Bus	27
Mini Bus	39
Bicycle	10
Other	26

*Rounded off to the nearest whole number

5.3.7 Accommodation

Respondents were asked what type of accommodation they use or intend to use while staying in South Africa. Table 7 shows that 94 % of the respondents preferred using backpacker hostels, 26 % preferred being accommodated by friends or family, 9 % used a Bed and Breakfast, 15 % preferred using a guest house, 10 % of respondents preferred using rented apartments, 6 % preferred using hotels, 19 % were camping and 5 % used other types of accommodation that were not mentioned in the table.

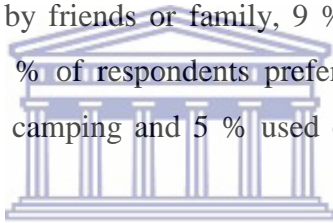


Table 7: Type of Accommodation (N=202)

Type of accommodation used/intend	%
Backpacker Hotel	94
Friends Family	26
Bed & Breakfast	9
Guest House	15
Rented Apartment	10
Hotel	6
Camping	19
Other	5

*Rounded off to the nearest whole number

Backpackers are generally known as budget travellers and this explains why they would chose to stay in cheaper hostels, rather that expensive hotels. Most of the respondents seem to prefer sleeping in backpacker hostels rather than any other accommodation. Backpackers are likely to spend one or more nights at a backpacker hostel (Loker-Murphy, 1996). It is important to note the different meanings that backpackers assign to their hostel stays. One of the reasons that

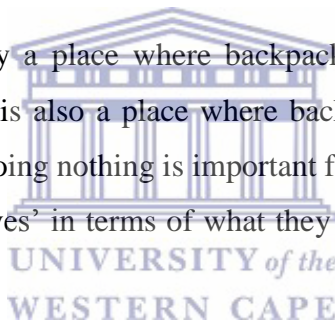
backpackers would prefer using hostels is that they are not only seen as a form of accommodation, but also as a place that provides an exciting environment and meeting other fellow travellers (Hetch & Martin, 2006). However, in this study, respondents were also asked to state their reasons for choosing that particular accommodation type. Table 7.1 demonstrates that 26 % of respondents said it was close to the City Centre, 35 % chose it because of easy accessibility, 79 % said it is cheap and only 23 % had other reasons.

Table 7.1: Reason for accommodation (N=202)

Reason for accommodation	%
Close to City Centre	26
Easy Access	35
Cheap	79
Other	23

*Rounded off to the nearest whole number

Hostel accommodation is not only a place where backpackers sleep, but also a space where backpackers have fun. The hostel is also a place where backpackers spend time doing nothing and just hanging out. Time spent doing nothing is important for backpackers as it is used for self-introspection and to ‘find themselves’ in terms of what they really want. This idea of the hostel also creates enclave spaces.



5.4 Reason for travelling to South Africa

Each traveller may have different reasons for travelling to South Africa. The respondents were asked to rate, on a Likert Scale of 1 (not at all important) to 5 (very important), their reasons for travelling to South Africa. Most respondents said that they travelled to South Africa ‘to see South Africa’s natural environment, 57 % rated it as very important. This was followed by 52% who chose the destination ‘to see South Africa’s diverse culture’ and also rated it as very important. Some 19 % backpackers chose South Africa in order for them ‘to experience good weather’ and these rated it as just important. Those who wanted to experience the music, dance and good food was 33 %. Those who wanted ‘To attain world knowledge and educate myself’ were only 47 % and were rated as very important. Those who wanted ‘to study new languages’, but saw this as not important at all were 9 %. The respondents who felt travelling to South Africa was ‘cheap and affordable’ were 9 %. Travelling for backpackers therefore has a purpose, no

matter what the reason is. It seems that each traveller has a different purpose to travel that may be different from the rest of the other travellers and is motivated by different reasons. Most travellers are attracted to travel to South Africa by its natural environment that may include the natural scenery, wildlife and beaches. Others were motivated by the desire to meet the local people and experience their diverse cultures.

Table 8: Reasons for travelling (N=202)

Reasons for travelling to South Africa		Not at all important	Not important	Neutral	Important	Very important
To see South Africa natural environment	Percentage	3	3	5	32	57
To see South Africa diverse culture	Percentage	4	4	12	29	52
To experience the good weather	Percentage	6	12	29	34	19
To experience the music, dance and good food	Percentage	3	10	20	34	33
To attain world knowledge/educate myself	Percentage	4	6	10	34	47
To study new languages	Percentage	31	25	25	10	9
It is cheap and affordable	Percentage	16	24	37	15	9

*Rounded off to the nearest whole number

5.5 Activities

Backpackers are searching for exciting experiences and often want to take part in socio-cultural experiences that they have never done before. Respondents were asked to choose the activities they participated in whilst in South Africa and Table 9 illustrates that most of the respondents, 85%, went to the beach. Clubbing and partying was experienced by 70 % as the second most popular of the activities. This is followed by visiting national parks 68 %, hiking 62 %, visiting natural sites 70 %, just taking walks in Africa 57 %, game viewing sites 55 %, visiting museums and historical sites 54%, visiting rural villages 46 %, going on a wine tours 45 %, going on a township tour 43 % of the respondents. The activities that were less in popularity included respondents being involved in voluntary work 36 %, going to festivals 29 %, shark diving 24 % and 15 % who indicated that they had participated in other activities.

It is surprising to see that most of the respondents were involved in more passive activities, such as going to the beach. Backpackers are generally known in Europe and Asia to engage in more adrenaline inducing activities, such as shark diving, which was one of the least popular activities.

These more or less passive activities may suggest that backpackers were motivated to seek more relaxed holidays. Considering the fact that some backpackers are fairly young people, who generally enjoy going out and being part of the night life, it is not surprising that so many said that they went partying and clubbing and the second most popular activity for them. They are particularly found at such places as Long Street in Cape Town or some of the hostels where they can indulge in alcohol drinking. Some took part in Booze Cruises and boast of being out at sea on drinking voyages. Not only are backpackers involved in fun activities, but they are also motivated to learn and educate themselves about the places that they visit. Over a half of the respondents visit museums and historical sites. Above all, most activities can qualify as unique experiences to them. There were some backpackers who were involved in more physical activities. Most of the respondents agreed that they were involved in hiking and walking. In the study by Kamilla SA Sport and Tourism Consultancy & City of Cape Town (2009) it is shown that exploring Table Mountain by hiking is one of the key activities of backpackers in Cape Town. Visiting national parks is also high in terms of popularity. Richards & Wilson (2004d) noted that observing wildlife and nature was far a more popular activity for backpackers than anything else, which indicates the tendency for many of them to go trekking in wilderness areas.

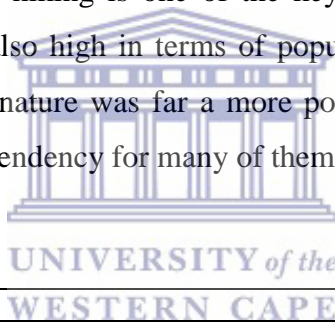


Table 9: Activities (N=202)

Activities	%
Clubbing & Partying	70
Museums & Historical sites	54
Visiting National Parks	68
Visiting Rural Villages	46
Visiting Natural Sites	70
Township Tour	43
Wine Tour	45
Game Viewing Sites	55
Beaches	85
Shark Diving	24
Walking	57
Festivals	30
Volunteer Work	36
Hiking	62
Other (Specify)	15

*Rounded off to the nearest whole number

5.6 Identity

This is an issue where we inquire about the representation of the backpacker and how they view themselves from the rest of the world and other travellers. In the study, backpackers were asked questions on how they define themselves, whether or not they viewed themselves as tourists, independent travellers, on working holiday, student travellers or as a mere backpacker. Table 10 indicates that 34 %, of the respondents viewed themselves as student travellers followed by 25 % who perceived themselves as mere backpackers. Of the total respondents, 20 % viewed themselves as independent travellers, 12 % as tourists, 6% as being on a working holiday and 3 % defined themselves as other.

Table 10: Defining the self (N=202)

Defining Self	%
Tourist	12
Independent traveller	20
On a working Holiday	6
Student traveller	34
Backpacker	25
Other (specify)	3

*Rounded off to the nearest whole number

Richards & Wilson (2004d) found that 64 % of the respondents he dealt with identified themselves with the term ‘backpacker’, while the rest saw themselves as either a ‘tourist’ or a ‘traveler’. Richards & Wilson’s analysis shows an overlap between the terms backpacker, traveler and tourist and the fact that the respondents saw themselves as having different travelling styles creates multiple and flexible identities. From the answers of the respondents, it seems most of them are students who are using backpacking styles to travel. Students seem to be a sizable number of backpackers who are one of the representative segments in backpacker tourism. The study presents a low number of respondents who defined themselves as ‘tourists’. Backpackers seem to have an ideology of being ‘anti-tourist’, and they always seem to want to maintain the distinction between being a backpacker and being a tourist.

Respondents were asked if they see themselves as different forms of tourists and if so they were also asked to explain how they see themselves as being different. Table 11 presents that of all the respondents, 66 % agreed and the rest, which is 34 %, did not agree to see themselves as

tourists, 30 % of the respondents said they do not see themselves as tourist, the reason they gave for this was that it was because ‘they take part in activities of the local people’. Only 15 % said they see themselves different because they were ‘staying for a longer period of time’. Some of the respondents who said that they ‘do not like tourist things,’ were 11 % of the total number and gave the reason that they were ‘students. Only 5 % remarked that they are volunteering or that ‘they were working’. The other respondents, 3%, mentioned that they are ‘South Africans’, 3 % and were ‘going off the beaten track: going to places where tourists do not go’. Only 2 % indicated that ‘I am a backpacker’. 2 % of the respondents said they ‘organized the trip themselves and nothing was really planned’, while 2 % called themselves ‘I’m a traveler’. Another 2 % said that they ‘don’t have money to spend on tourist activities’ and 2 % said that they were visiting friends, a family or a partner.

Table 11: Perception of the self (N=202)

	Label	Percentage
Do you see yourself different from a ' Tourist '?	Yes	66
How?	No	34
Volunteering		10
I do not like ' Touristy' things		11
I am a backpacker		2
Student		11
I am a traveler		2
Taking part in the real life of the local people		30
Do not have money to spend on ' touristy ' activities		2
Staying for a longer period of time		15
Work		5
I am South African		6
I organized the trip myself and nothing is usually planned		2
Visiting family, friends or boyfriend		2
Going off the beaten track: going to places where tourist don't go		3

*Rounded off to the nearest whole number

From these answers it seems that most of the respondents have an ‘anti-tourist’ attitude. Sorensen (2003) has also concluded that most backpackers maintain the disassociation from mainstream tourists. It seems that backpackers position themselves away from typical conventional tourism by preserving a division of a backpacker as ‘us’ and the tourist as ‘other’.

However, one can argue that this idea of the backpackers being anti-tourist is ideology-based and difficult to prove in real practice, since there are so many overlaps. This may be because they seem to follow the conventional ways of tourism at times and the way the tourism system is constructed makes it difficult for them to practice 'backpacking'. Welk (2004) found it difficult to draw the line between backpacking and other forms of tourism, since backpacking has become a sophisticated phenomenon.

5.7 Travel experience

Respondents were asked how the trip changed their lives and their way of thinking and if the respondents had answered yes they were asked to explain how. Table 12 shows that most of the respondents, 62 %, indicated that the trip changed their life and way of thinking and 38 % indicated that the trip did not change their life or way of thinking. Most of the respondents remarked that after the trip they felt different in many ways that developed their self-character and that they had become self-motivated and independent after the trip 29%. Some of the respondents indicated that when they went back to their home country after the trip, they will have an 'open mind about many things as the trip had exposed them to a new life experience' 27 %. Other respondents stated that the trip made them to 'appreciate their life and the things that they have back home' (13 %). Some 11 % of the respondents said the trip changed their views on how they see the world and how they see themselves, 8. % they had new impressions and thoughts, 7 % indicated that the trip made them feel less stressed and experienced a slower pace of life than before and were spiritually satisfied. Some of the respondents said they had 'learnt the difference between the developed and the developing countries and were forced to confront Western nation's hegemony', this was 6 % of the respondents.

Backpacker motivation to travel is very different. Most of them seem to want to gain a different kind of life experience and they always have attached some meaning assigned to their travel. Some are motivated by the self, as one of the backpackers interviewed remarked:

'I travel to find myself, who I am and what I like and to know where I'm going in life and I study life through travel' (Backpacker 2, 2012)

Another similarly said:

‘Travelling is a medium for finding the self’ (Backpacker 3, 2012)

‘I travel therefore I am, you know you are the world yourself from personal experiences’
(Backpacker 3, 2012)

The distinction between different experiences at home and tourist experiences while backpacking are used to determine the idea of a self-changed person by backpackers. This might be the reason why they feel that backpacking is a life-changing experience. In this instance, it is clear that the backpacking experience is associated with the rite of passage. The rite of passage model reflects on the separation from time from the home community for a while and re-entry back to the home community with a new status.

Table 12: Travel experience (N=202)

	label	%
Has this trip changed your life and way of thinking?	Yes	62
	No	38
Personal development, self-motivated, independence		29
learning the difference between the developed and developing countries, forced to confront western nation hegemony		6
open mind or expose myself to new life experiences		27
Appreciating my life and the thing i have back at home		13
awareness: change of views on how i see the world and how see myself, new impressions and thoughts		11
Gained greater understanding of views on how i see the world and how see myself, new impressions and thoughts		8
Less stress and slower pace of life and spiritually satisfying		7

*Rounded off to the nearest whole number

5.8 Institutionalisation and non-institutionalisation of backpacker tourism in S.A

The notion of institutionalisation and non-institutionalisation of backpackers resurfaces again as the debate about whether backpackers are a unique form of tourism or blend experiences with mainstream tourism. In looking at the ways to distinguish backpacker tourism from mainstream tourism, one has to look at the differences in travel motivation of both the backpacker and mainstream traveller. However, one can still argue that backpackers are not only institutionalised by being part of mainstream tourism but are still institutionalised within themselves through their

styles. Backpacker trails or routes, transport systems and the idea of being confined in an enclave are all indicative of this.

5.8.1 Backpacker trails

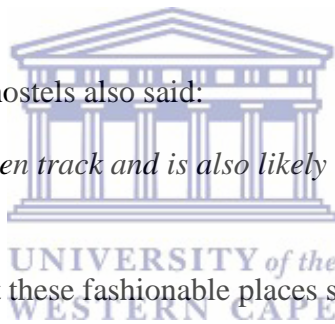
Backpacker trails involve the view that backpackers follow the same paths as other tourists who have visited before. The backpacker is motivated to go ‘off the beaten track’ in order to have authentic experiences. The ‘off beaten track’ experience involves travelling to primitive areas. One of the backpackers commented that:

‘I am an improved traveller who likes to discover new things and to go out of the beaten path, going to local remote areas.’ (Backpacker 1, 2012)

It seems that it is usually the second time that the backpacker tends to break away more from the typical routine of backpacking routes, by travelling to places like the Free State and Lesotho so as to avoid the commercial routes.

However, the owner of one of the hostels also said:

‘The backpacker can go to the beaten track and is also likely to go off the beaten track as well’ (Hostel owner, 2012)



The fact that a backpacker can visit these fashionable places such as Coffee Bay, Port St Johns or Chintsa, the so called trendy routes are created by word of mouth, this makes backpackers better able to advise each other about where to go and what to do. Evidently, one of the backpackers in the Baz Bus was heard conversing with another backpacker and said:

‘Have you been to Jeffery’s Bay? You should go there, you will find the coolest waves to surf’ (Backpacker 2, 2012)

The structure of the main forms of the transport system also creates a sense of institutionalisation. For instance, the Baz Bus, can only reach out to a few out the way areas on its fixed route from Cape Town to Port Elizabeth-Durban and Johannesburg. There is little degree of freedom that is created by these structured tours.

5.8.2 The enclave

Backpacker enclaves are described as conventional tourism spaces and as ‘safe havens’ where travellers can retreat to in order to increase their level of control (Hottola, 2005). To some extent

backpacker scenes, such as hostels and destinations, do create a feeling of institutionalisation. Some of the observed destinations, such as Chintsa where the area is massed with both mainstream tourists and backpackers and where the local community is completely separated from the tourist become interesting places or destination. They help to create elite ‘white’ spaces that seem to create some luxury backpacking and similarly comfortable scenes just as the ones back home. For instance, some of the sophisticated hostels provide internet services or comfortable clean rooms. One of the interviewed backpackers mentioned:

‘I am not in the tourism system – it compresses life, I don’t feel like a tourist, I don’t book any hostels. I camp or live in the local houses’ (Backpacker 1, 2012)

Other noted places include Long Street in Cape Town, which is filled with backpacker hostels, clubs, restaurants, internet cafes, coffee shops and more. Coffee Bay is also a ‘backpacker ghetto’, where all the hostels are clustered into one space, creating a ‘touristic’ atmosphere and physical spaces that makes the backpacker feel at home. Experiencing ‘otherness’ is the starting point for many tourists, where the ‘other’ is seen as an opportunity to question, confirm and judge the ‘self’ (Binder 2004:96). These spaces also reinforce the notion of the ‘other’, where local people view backpackers as a commodity and backpackers view the locals as the ‘Other people’. However, the main objective of the study was to segment the backpacker tourism market in South Africa in order to ascertain if any significant sub-groups exist. The next section focuses on a motivation-based analysis of the factor analysis as a statistical technique that is employed in this research to provide additional insight on backpackers. Moreover, cluster analysis is also a statistical technique that used to ascertain the groups.

5.9 Motivation-based market segmentation

5.9.1 Factor analysis

Factor analysis involves the identification of hidden structures within a set of variables (Smith, 1995). Factor analysis is basically designed to determine whether one group is significantly different from another, but similar within itself (Pallant, 2011). It is important to understand that factor analysis is a general term and consists of a variety of techniques which include factor analysis and principal components analysis (Smith, 1995). However, both techniques are related to each other and are used interchangeably by researchers (Pallant, 2011). In this study principal components analysis is employed.

5.9.2 Analysis of the motive statements

There were 17 motive statements/variables that were used through factor analysis and were answered according to a Likert scale of 1 - 5, shown in Table 13. All 17 motive statements had a minimum value of 1, and a maximum value of 5 with comparatively high standard deviations.

The motivation statements with the highest mean included ‘to look for a different experience’ (4.24), ‘to see how life in other countries is’ (4.24), ‘to seek active and adventurous things to do’ (4.11), ‘Interact with locals and become part of their lives’ (3.78), ‘to see how different Africa is from Western countries’ (3.75). The lowest mean rating was ‘to find a job’ (1.49). This suggests that backpackers are experience-seeking individuals and less interested in working holidays.

Table 13: Motive Statements/ Variables used in Factor Analysis (N=202)

Variable	Min.	Max.	Mean	Std. Dev.
To find out who I am and what I like	1	5	3.24	1.285
To get away from home/parents	1	5	2.58	1.348
To do things by myself, be on my own and refresh my mind	1	5	3.82	1.120
To distance myself from my job	1	5	2.62	1.401
To look for a different experience	1	5	4.24	1.012
To see how life in other countries is	1	5	4.24	1.081
To see how different Africa is from Western countries	1	5	3.75	1.304
Interact with locals and become part of their life	1	5	3.78	1.205
To give back to the community and give back to the poor	1	5	3.28	1.209
To hang out with friends	1	5	2.98	1.323
To seek active, adventurous and exciting things to do	1	5	4.11	.999
To have an easy time with no stress	1	5	3.68	1.244
To experience a slower pace of life	1	5	3.28	1.197
To improve my physical health and wellness	1	5	2.77	1.281
Take part in religious and spiritual activities	1	5	2.08	1.234
To study and learn something new	1	5	3.60	1.388
To find a job	1	5	1.49	1.072

5.9.3 Identified factors

Factor analysis was conducted by using the 17 motivation statements and extracted factors using the varimax rotated matrix as an extraction method. Each of the factors is named, based on the variables that have the highest loadings (refer to Appendix 2).

Table 14: Eigenvalues (N=202)

Component	Initial Eigenvalues		
	Total	% of Variance	Cumulative %
1	4.456	26.210	26.210
2	2.129	12.523	38.734
3	1.745	10.265	48.999
4	1.215	7.145	56.144
5	1.043	6.135	62.280

Eigenvalues were used to determine which factors are worth keeping for further analysis. As indicated in Table 14, only five factors were identified with eigenvalues that are greater than 1.0, and were thus retained.



Factor 1: Interaction with locals/ Self-development

Factor 1 is comprised of statements that are related to learning how to enhance knowledge of the self and also learning about the local people and their ways of life. The motives and the loadings include ‘To give back to the community and to give back to the poor’ (0.764), ‘Interaction with the locals and become part of their lives’ (0.711), ‘To study and learn something new’ (0.581), ‘To find out who I am and what I like’ (0.570) and ‘To do things by myself, be on my own and refresh my mind’ (0.507). These motives fit together because they evaluate the extent to which self-development and interacting with locals are important motives to travel to South Africa.

Factor 2: Exploring

Backpackers are primarily in search of new and exciting experiences. Factor 2 includes statements that are related to experience and exploring different things in a different country. The motive statements and loadings of Factor 2 include ‘To experience how life in other countries is’

(0.817), 'To look for a different experiences' (0.745) and 'To see how different Africa is from Western countries' (0.697).

Factor 3: Escapism and Relaxation

The statements in Factor 3 are related to the idea of escape and getting away to relax. This is motivated by the avoidance of life responsibilities from their home country. The motive statements and loadings on Factor 3 include 'To have an easy time with no stress' (0.811), 'To experience a slower pace of life' (0.811). Other motive statements and loading for this factor included 'To improve my physical health and wellness' (0.541) and 'To distance myself from my job' (0.501).

Factor 4: Job and Spiritual seekers

In Factor 4 the motive statements with the highest loading is 'To find a job' (0.794) and statements with the lowest loading is 'To take part in religious and spiritual activities' (0.612).

Factor 5: Socializing

In Factor 5 it is noted that backpackers always seek to do exciting, adventurous things and are also motivated to meet fellow backpackers and share life experiences. Factor 5 is comprised of the following motive statements and starting with ones higher loadings 'To hang out with friends' (0.848), 'To get away from home/parents' (0.605) and also 'To seek active, adventurous and exciting things to do' (0.512).

5.10 Cluster analysis

The next step is to sum up the factor scores. Factor scores are basically measures of similarity between similar groups of people and segments that can be defined by identifying individuals with similar factor scores through cluster analysis (Smith, 1995). Cluster analysis is a statistical technique used for classifying respondents into mutually exclusive groups (Frochot & Morrison 2001). A good cluster analysis should reveal high within-cluster homogeneity as well as high between-cluster heterogeneity.

5.10.1 Interpretation of cluster analysis

In this study the hierarchical cluster analysis procedure, Ward's Method, was employed for finding the homogeneous groups of respondents. There were 17 clustering variables that were all used to form the clusters. Four possible cluster solutions that were produced and one of these was selected as the most meaningful (Table 15). The 4-cluster solution that was chosen as the best solution and is used for further analysis in the study. It produced the most balanced cluster solution (Table 16).

Table 15: The 3-5 cluster solution

Cluster	No. of respondents: 3 Cluster solution	No. of respondents: 3 Cluster solution	No. of respondents: 5 Cluster solution
1	104	59	59
2	63	45	28
3	23	63	63
4		23	17
5			23
	N = 190	N = 190	N = 190

Table 16: The 4 cluster solution

Cluster	No. of respondents	% of respondents
1	59	31.1
2	45	23.7
3	63	33.2
4	23	12.1
	N = 190	100%

5.10.2 Identification of the clusters

The final step of cluster analysis is the interpretation of the clusters that is done by determining the cluster variable average values of all objects in a particular cluster (Mooi & Sarstedt, 2011). This exhibits whether the segments are conceptually distinguishable and that clusters that have significantly different means in variables are distinguishable. One way-ANOVA was used to assess how clusters are distinct. Simultaneously, the Tukey post-hoc test is used to decide where the difference lies. Based on the patterns of mean importance ratings illustrated in Table 17 all four clusters are named.

Table 17: Comparison of Mean Importance (N=202)

	Cluster 1	Cluster 2	Cluster 3	Cluster 4
Motivation Statements	Mean	Mean	Mean	Mean
To find out who I am and what I like	4.03	3.82	2.43	2.26
To get away from home/parents	2.31	3.22	2.75	1.74
To do things by myself, be on my own and refresh my mind	4.19	4.22	3.51	2.61
To distance myself from my job	2.03	3.56	2.83	1.65
To look for a different experience	4.36	4.69	4.46	2.43
To see how life in other countries is	4.63	4.60	4.30	2.43
To see how different Africa is from Western Countries	4.24	4.29	3.48	2.26
Interact with locals and become part of their life	4.32	4.18	3.33	2.70
To give back to the community and give back to the poor	4.08	3.82	2.52	2.30
To hang out with friends	3.00	3.56	2.73	2.48
To seek active, adventurous and exciting things to do	4.15	4.62	4.00	3.22
To have an easy time with no stress	3.03	4.53	4.11	2.35
To experience a slower pace of life	2.85	4.31	3.37	2.09
To improve my physical health and wellness	2.58	3.58	2.60	2.04
Take part in religious and spiritual activities	2.14	2.76	1.51	2.09
To study and learn something new	4.37	3.53	3.33	2.52
To find a job	1.22	1.69	1.33	2.22

Cluster 1: Self-developers/ Learners (N=59)

Cluster 1 has been labeled Self-Developers/ Learners because they rated high in ‘seeing how life in other countries is’ (4.63), ‘Study and learn something new’ (4.37), ‘to look for a different experience’ is also rated high in this cluster, also ‘Interacting with locals and become part of their lives’ (4.32) and ‘To see how different Africa is from Western countries’ (4.25). Backpackers in this segment are curious to learn about themselves and discovering themselves through travel and by meeting other local people or other fellow backpackers with whom they

interact. It seems they are more interested in learning about the culture of the country they are visiting and seeing how different it is to their own culture as a way of learning more about themselves. Additionally, backpackers engage with relationships between the self and host community in their search for meaning, which will eventually a way of giving the individual a sense of ‘opening up’ or being open minded (Matthews, 2008). This sense of being open minded is created by adapting and understanding the host community’s way of life in order to gain personal growth.

Cluster 2: Experience Seekers (N=45)

Cluster 2 can be identified as Experience Seekers because it reflects a higher importance in ‘Looking for a different experience’ (4.69), ‘To seek active, adventurous and exciting things to do’ (4.62), ‘To see how life in other countries is’ (4.60) the secondary motivations for this cluster also include ‘ To have an easy life with no stress’ (4.53). Generally speaking, backpackers have a hunger for new experiences for that reason backpackers in this segment are eager to gain a unique experience through travel and to experience things that they have not experienced anywhere else.

Backpackers are primarily in search for new and exciting experiences and to do as many activities as possible in order for them to tell a story about their unique trips. This agrees with Richards & Wilson (2004b) who have noted that backpackers participate in different activities than other travellers in the expectation that they will gain a sense of ‘once in a lifetime’ experience from their trips, necessitating them to take part in every available experiential activity.

Cluster 3: Escapers/Independence (N=63)

The third cluster has been categorized as Escapers/Independence because it had one of the highest ratings on ‘To have an easy time with no stress’ (4.11), ‘To do things by myself, be on my own and refresh my mind’ (3.51), ‘To experience a slower pace of life’ (3.37) and also ‘To seek active, adventurous and exciting things to do’ (4.00). Generally in tourism studies, escape is one of the dominant themes in travel motivation. The increase in globalisation and the dissatisfaction with the life back home has motivated people to travel to other countries, particularly Eastern European and African countries, in order to experience a feeling of relaxation and give themselves as a sense of freedom by escaping from boring daily life.

People tend to feel the need to escape from boring relationships, from many social expectations or responsibilities or inhibitions or their daily jobs (Ateljevic & Doorne, 2001). This segment reflects the higher importance that is placed on getting away from home and wanting to feel independent and free through travel.

Cluster 4: Adventurers/Social seekers (N=23)

Cluster 4 can be described as Adventures and Social seekers because it consists of the highest ratings in 'Seeking active, adventurous and exciting things to do' (3.22), 'To interact with locals and become part of their lives' (2.70). Other motivations that are also highly rated in this cluster include 'To do things by myself be on my own and refresh my mind' (2.61), 'To study and learn something new' (2.52) and also 'To hang out with friends' (2.48). Social interaction is therefore an important motivator for backpackers. Backpackers are known as individuals who are always interested in forming relationships, particularly in meeting local people and other backpackers in searching for authentic experiences. Backpackers are individuals who search for adventurous activities and often take part in extreme adrenalin activities.

5.11 Demographic comparison of clusters

A cross-tabulation was performed in order to determine any association or differences in the demographic characteristics amongst clusters (Table 18).

5.11.1 Nationality

The cross-tabulation performed between nationality and the clusters depicted that the Self-developers were highly represented by the Americans 52 %. The Experience seekers and Adventures/Social seekers were not highly associated with any of the nationalities and were therefore difficult to draw any significant conclusions on them. Escapers/Independence seekers were more likely to be Asians 66 %.

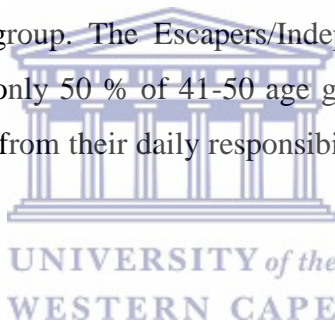
5.11.2 Gender

Overall, there were no significant differences across all four segments with regards to gender. The Self-developers/Learners within gender had only 26 % representing males and 36 % representing of females. It is clear that males were not eager to learn about themselves than

females. The experience seekers of the respondents had 24 % males and 22 % females. The Escapers/Independence of respondents had 34 % representing males and 32 % females. Both the Experience Seekers and Escapers/Independence did not show any differences within their gender groups. More males were represented in Adventure and Social seekers (16 %) compared to 10 % females in this cluster. It is again clear that males are more likely to participate in extreme activities than females.

5.11.3 Age

The under 20 age group was more dominant in the Self-developers/Learners at 64 % of the cluster. This may be associated with the fact they, being the youngest age group, are much more eager to learn about themselves and to know more about the world around them through travel than the other age groups. The Experience Seekers also represented a high number within the 21-30 age group, of 76 %, although the Escapers/Independence had 31 % as the highest representation of the 21-30 age group. The Escapers/Independence group were also highest within the 31-40, with 65 % and only 50 % of 41-50 age group. It becomes apparent that this group may be motivated to escape from their daily responsibilities such as work in order to relax and free their minds.



5.11.4 Education

The cross-tabulation performed between the level of education and the clusters showed that the Self-developers/Learners were dominated by individuals who have 'started university but not yet finished' with 67 %. The experience seekers were not really dominant in any of the four clusters. The cluster with the highest number of individuals who have obtained Diploma/Degree were the Escapers/Independent with 38 % and the highest in the Postgraduate level was 39 %.

Table 18: Comparison of clusters across demographic characteristics (N=202)

Label		Cluster 1: Self-Developers/Learners (N=59)	Cluster 2: Experience Seekers (N=45)	Cluster 3: Escapers /Independence (N=63)	Cluster 4: Adventurers/ Social seekers (N=23)
Nationality	Africa	0.0%	35%	41%	24%
	Asia	0.0%	11%	67%	23%
	Australia	25%	25%	50%	0%
	America	52%	27%	16%	5%
	Europe	30%	21%	36%	13%
Gender	Male	26%	24%	34%	16%
	Female	36%	22%	32%	10%
Age	Under 20	64%	14%	23%	0%
	21-30	30%	24%	31%	15%
	31-40	0%	29%	65%	6%
	41-50	0%	25%	50%	25%
	51-60	33%	33%	33%	0%
	60+	50%	50%	0%	0%
Education	No formal Education	0%	100%	0%	0%
	Started university but not yet completed	47%	17%	25%	12%
	High School	50%	22%	28%	0%
	Diploma/Degree	20%	32%	38%	11%
	Postgraduate	26%	13%	39%	22%

5.12 Comparison of clusters and activities

The comparison of clusters and activities would be able to determine which activity each cluster is interested in. As indicated in Table 19 Chi square was used to ascertain if there were any statistical differences. For example, if the P-value is greater than 5 %, the observed difference is seen as not statistically significant. It was noted that the P- value of ‘wine tours’ (0.04) and ‘volunteer work’ (0.00) was lower than 5 % and therefore the observed difference was statistically significant.

However, for cluster 1, over half the activities were rated as high, particularly in the activities such as ‘volunteer work’ with 54 %, ‘festivals’ with 42 %, ‘wine tours’ with 41 %, ‘museums

and historical sites' with 36 %. This means that the Self-developers/Learners are the type of individuals that are interested in gaining knowledge about the country they are visiting and at the same time they want to contribute to the welfare of the host community doing volunteer work. Cluster 2 is highly rated in 'walking' as an activity than any other clusters. This means that The Experience seekers are interested experiencing the life in the surroundings environment more intimately and to be more interactive with the local people rather than being confined in a tour bus. In cluster 3, the highest rated activities more than any other cluster, included 'visiting national parks' with 38 %, followed by 'game viewing sites' with 34 % and beaches with 32 %. This means that the Escapers/Independence group are individuals who seek passive activities that do not require much effort, such as relaxing at the beach. It seems that cluster 4 did not have any highly rated activities as compared to the other clusters.

Table 19: Clusters and activities comparison (N=202)

Activities	Cluster 1	Cluster 2	Cluster 3	Cluster 4	Chi-square P-value	Conclusion
	Yes	Yes	Yes	Yes		
Clubbing& Partying	35%	22%	31%	12%	3.161 0.37	Not Significant
Museums& Historical sites	36%	23.3%	28.2%	13%	3.479 0.33	Not Significant
Visiting National Parks	28%	21%	38%	13%	5.508 0.39	Not Significant
Visiting natural sites	40%	25%	24%	12%	7.092 0.70	Not Significant
Township tour	33%	25%	28%	14%	4.696 0.195	Not Significant
Wine tour	41%	24%	20%	16%	13.300 0.04	Significant
Game Viewing sites	30%	27%	34%	9%	1.690 0.64	Not Significant
Beaches	29%	26%	32%	13%	1.058 0.79	Not Significant
Shark diving	33%	24%	32%	11%	2.923 0.40	Not Significant
Walking	32%	34%	28%	6%	5.103 0.16	Not Significant
Festivals	42%	24%	27%	7%	5.191 0.16	Not Significant
Volunteer work	54%	24%	12%	10%	33.514 0.00	Significant
Hiking	34%	23%	34%	9%	3.646 0.30	Not Significant
Other	29%	21%	36%	14%	.329 0.95	Not Significant

5.13 Summary

As this study aimed to segment the backpacker tourism market in order to determine whether any sub-groups exist which has been achieved by ascertaining four segments which included Self-developers/Learners, Experience seekers, Escapers/Independence and Adventures/Social seekers. This was achieved by the distribution of 202 surveys in the Baz bus and at the different hostels in three provinces which are the Western Cape, Eastern Cape and Kwa-Zulu Natal. The surveys comprised of three parts which helped to achieve the research objectives. These parts included a focus on the demographic section, trip related information and the motivation statements section. The data for the surveys was captured using Microsoft Excel and later analysed using SPSS (Statistical Programme for Social Sciences). In terms of data analysis a clustering segmentation method was implemented that helped profile and identify the four segments. A cluster analysis was performed using all seventeen motive statements. As illustrated earlier that a three and five cluster solution was conducted but the four cluster solution was chosen as it produced a better solution. In interpreting the clusters the one way-ANOVA was used to determine the distinction of the clusters and to depict the mean importance ratings of the seventeen motive statements for each of the clusters. Additionally a cross tabulation was conducted which is a demographic comparison of clusters that is used to determine if there are any existing associations or difference in demographic characteristics among the identified clusters. The results of the cross tabulation presented no major association between the clusters and demographics. A cross tabulation was also done to compare the activities and clusters.

CHAPTER 6

CONCLUSION AND RECOMMENDATIONS

6.1 Introduction

In this chapter a summary of the key research findings is presented. It also provides a brief conclusion that outlines ways in which the identified segments can contribute positively to South Africa's backpacker tourism industry and, based on findings produced by the data, gives a number of recommendations that can possibly enhance the backpacker niche market in South Africa.

6.2 Key findings

6.2.1 Research in backpacker tourism in South Africa

South Africa exists in an extremely competitive global market of backpacker tourism with countries such as Australia and New Zealand viewed as highly advanced in this market. In assessing the available literature, it is clear that the South African backpacker tourism industry is still a growing niche market.

The research that has been done on South Africa backpacking seems to focus more on the development aspects and little has been done on backpacker motivation and segmentation. It is mostly exploratory. The existing academic publications on backpacker tourism in South Africa includes the work by Visser (2004) which focuses on the developmental impact of backpacker tourism in South Africa, highlighting why backpacker tourism has great potential for local development initiatives. Other publications by Visser and Barker (2004b) provide insights on the development and functioning of the South Africa budget tourism sector specific in the backpacker industry. Rogerson (2007) has centered his research more on developmental studies of the industry and analyses some of the challenges of developing backpacker tourism in South Africa. Other research that has focused on backpacker motivation was conducted by Niggel & Benson (2008). There is research that has been done by agencies, including the study by the DTI

(2007) and the Backpacking and Kamilla SA Sport and Tourism Consultancy & City of Cape Town (2009).

It is evident from the existing literature that there is a huge gap between South African research studies and international research on this topic. The international literature is vast in the sense that it is concerned with a much wider range of themes and concepts such as activities, identity formation, means of transport, experiences of backpackers and motivation of backpackers. It is also theory based research rather than descriptive studies as the South African research studies are.

6.2.2 Understanding backpacker demographics

- Part of this thesis is to provide an analysis of the demographic profiles of backpackers in South Africa:
- The findings of this research reveal the major sources of backpackers in South Africa who mostly originate from Europe and the United States of America.
- They seem to be low representative groups of local individuals who are supposed to be another source of the market. This could mean there is a lack of domestic backpackers marketing strategy to capture local people. It is clear that the domestic backpacker market is outweighed by the international backpacker market. The South African backpacker industry is highly dependent on the international market for sustainability of the industry.
- Female participation was slightly higher than that of the males. This means that there is potential growth for a female segment and that women are increasingly travelling as backpackers to South Africa.
- Since women are becoming an important factor in backpacker tourism, the industry has the potential to develop and provide improved products for this segment.
- The popular age group of backpackers was within the 21-30 age group. This indicates that backpackers who are travelling a lot to South Africa are predominantly young people. However there was low representation of the 40 and older group, it appears that the older group was not strongly represented in the study. These are clear categories of the industry to

be looked at. This confirms that backpacking is an important and growing niche market that is predominantly made up by young individuals.

- The minor representation of older backpacker indicates that the market of older backpackers does also exist and has potential for further growth.
- The results suggest that backpackers are well-educated individuals, although not all of them are interested in gaining knowledge through higher institutions of learning.

6.3.3 Trip-related information

- The most represented duration in the study was 1-6 months in South Africa. However, 1-6 months is a relatively long time and this indicates that most backpackers have lengthy holidays in South Africa and cannot be ignored as a sector. This provides new opportunities for the local hostels and other local services industries, including transport.
- Backpackers use different sources of information for their trips. However, the majority rely on friends and families for information sources about the place of destination, which was followed by the internet sources. This means that word of mouth is very relevant for destination marketing.
- Evidence exist that most of the respondents planned their own trips independently. This is because backpackers tend to avoid the use of travel agents or any formal bookings. Some do not plan their trips, but simply come because they avoid touristic traditions and travelling in conventional ways like having packaged tours. They do not plan their trips due to their wish to follow flexible movements.
- Overall, a great number of respondents made use of the Baz Bus, of which one can argue that the Baz Bus is a structured transport system aimed at backpackers.
- Seemingly, backpackers have different reasons for their accommodation preferences. Backpacker hostels are generally known to be cheaper forms of accommodation. Hostels are not only a form of accommodation, but also becoming places where they meet fellow travellers and local people. This makes the hostel accommodation a growing social place.

- The majority of respondents indicated that their main reason to travel to South Africa was to see South Africa's natural environment followed by the South Africa's diverse culture. This means the natural environment and local culture are an important industry that can have major influences on places or destination choice.
- In searching for new and exciting experiences, backpackers are involved in a wide range of activities. The of the most popular activities identified included going to the beach, clubbing and partying, visiting national parks, hiking and visiting natural sites.
- The changing identities of backpackers involve the construction of perceptions of the self, how backpackers as people see themselves from the rest of other travellers, especially those in their countries of origin. Backpackers see travel as a gateway method to form new identities. They seem to be obsessed with ideas of radical changes in their life-styles from back home and they use travel as a means to implement that radical change in their character formation. Surprisingly, some backpackers would rather not be labeled as 'backpackers', due to the commercialization of backpacker tourism and they rather perceive themselves as just travellers.
- Most respondents indicated that their trips changed their lives and ways of thinking. However, most respondents remarked that their trips would provide them with exhilarating experiences that would develop the self-character, and thereafter they feel self-motivated and independent to make individual life choices. Backpackers' experiences are also modeled as rite-of-passage transitional and transformational processes.

6.3.4 Motivation-based market segmentation

- Motivation was the appropriate framework for segmenting backpackers on the basis of their similarities and differences.
- In this thesis motivation was used as the theoretical basis because in this study travel motives are recognised as a means of segmenting the backpacker market.
- In this case segmentation has provided additional knowledge on the backpacker market in the South African context. This knowledge, however, has the potential to contribute to the promotion of new backpacker offerings and also provide better positioning of backpacker

segments within the tourism industry, particularly given the increasing international competition from countries such as Australia and New Zealand which seem to have well-established markets for the backpacker segments.

- However, four segments were discovered through cluster analysis, which was useful in profiling and identifying these segments.
- Identified Groups/Segments:
 - The Self-developers/Learners: concerned about knowing the self and motivated to learn about other people's ways of thinking.
 - The Experience Seeker: interested in taking part in exciting activities
 - The Escapers/Independence: motivated to get away from home wanting to feel a sense of freedom and independence through travel.
 - The Adventurers/Social Seekers: interested in taking part in extreme activities and motivated to form relationships and meeting locals.
- The participation in various activities was expected to vary from each cluster but only showed variance in wine tourism and volunteer work activities.
- At the same time, these segments do illustrate an increase in the heterogeneity of backpacker tourism and it is important that the heterogeneity must be intensely recognised by the tourism industry in South Africa in order meet the needs of backpackers.
- In terms of push factors, it is noted in the study that some of the key motivation that lead the traveller to making a decision to take upon a holiday include the desire to develop the self through travel experiences, to explore other destinations, to interact with the local people and also to escape from places of origin that seem to suffocate them, hence the search for freedom, independence and merely freeing the mind. However, it is important for the market researcher to note these push factors in order to cater for them all so that the needs of the traveller can be satisfied by the place of destination.

6.3.5 Institutionalisation of backpacker tourism

Backpackers are not only institutionalised by being part of mainstream tourism but they are also institutionalised within themselves through their styles. Their noted features that contribute to the institutionalisation of this industry include backpacker trails and the idea of the backpacker enclave. It seems that infrastructure and paths of backpackers maintain the notion of institutionalisation. For instance, backpackers following popular routes in organised transport or being confined in cosmopolitan backpacker spaces such as Long Street in Cape Town challenge this structural outlook of backpacking.

6.4 Segments/Typologies

The different identified segments would possibly provide the tourism marketer with a clear understanding about the types of backpackers we have in order to buy into their products. Typologies may also assist in providing a clearer target market. For example, the Adventures/Social Seekers type is likely to seek a vibrant atmosphere and this could possibly mean that some of them would choose hostels on Long Street as this is one of the areas where their needs of meeting new people, hang out with friends and, at the same time, have fun and new experiences. Hostels are also relevant to the Social Seeker segment because their main motive is to socialise and form relationships. Therefore, the hostel may play an important role in meeting the needs of the social seekers, where they can have the opportunity of meeting fellow travellers and locals that work in the hostels. However, simultaneously, the market would know that the case would be different for the Escapers/Independence type as they are motivated by the idea to seek a more tranquil and relaxed atmosphere. If that was the case, then a place such as Long Street would not be ideal to meet their needs. This could mean that they would most probably prefer hostels outside the City Bowl, where they would feel a sense of distance between them and the busy life of the City and at the same time receive a sense of freedom and independence from that space.

Tourist typologies are also associated with the institutionalised and non-institutionalised travellers. This is a situation where one can ask the question of whether backpacking is still a unique form of tourism or it is just another form of mass tourism. Can there really be a clear distinction between backpacker tourism and mass tourism? That remains a fundamental question.

6.5 Recommendations

- Future research on the South African backpacker industry should recognise the social order of backpacking such as the changing identities of backpackers, the activities that they participate in, the freedom that they seek, authentic or travel experiences that they desire, social interactions that they look for when visiting South Africa. All these social orders are important elements in shaping the backpacking industry as a whole.
- Development of more academic research on backpacker tourism in South Africa is needed to understand the different dynamics of the market.
- South Africa needs to develop an attractive destination appeal to all backpackers in the whole world. This means that it needs a place of destination image that is specific for backpackers the world over.
- Provide add-on trip products for each segment such as volunteer tourism or informative wine tours for the Self-developers/Learners or shark cage diving for the Adventure seekers.
- Increase domestic market sources by create awareness to South Africans about backpacker tourism, increase promotional efforts among South Africans and also strengthen and sustain the existing international market source.
- South Africa does have the potential of attracting the older group of backpackers for the reason that it does exist. Increase promotion to attract this group is needed.

6.6 Conclusion

One of the ways of augmenting the backpacking industry in South Africa is to recognise and understand what each segment is about, how the needs and wants of the segment could be satisfied by the industry and what each segment can provide for the tourism industry.

The South African backpacker market indicates that respondents differ significantly in terms of their travel motivation. However, the distinction can provide an opportunity for South Africa to develop targeted products. It is apparent that backpacker tourism is one of the interesting niche markets in tourism for the South African growing population to match international rankings as an attractive backpacking place or destination. It is evident, by the range and numbers of

facilities that are currently being offered particularly in the accommodation industry that there is still a long way to go. This also means that backpacker tourism is not totally ignored.

South Africa has to recognise the potential of these market segments as they might have a positive contribution towards the growth of the backpackers industry. The segments can enable South Africa to keep up with the current trends of improving backpacking marketing. At the same time, the identification of these four segments can provide all inclusive products that will meet the needs of the diverse backpacker market. The segments can be useful for South Africa to develop innovative products and have quality standards that meet the needs of the clients in this very competitive market.



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LIST OF INTERVIEWS

Backpacker 1 (March 2012). Coffee Shack Hostel, Coffee Bay.

Backpacker 2 (March 2012). Coffee Shack, Coffee Bay.

Backpacker 3 (March 2012). Lungile Backpacker Hostel, Port Elizabeth.

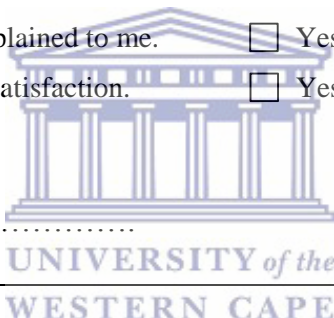
APPENDIX 1: QUESTIONNAIRE



Description of Research:

This study is part of an MA degree in Geography and Environmental Studies at the University of the Western Cape. This study sets out to explore the motivations, interests and activity patterns of backpackers in South Africa. All answers will be treated as confidential.

I agree to participate in this study.	<input type="checkbox"/> Yes	<input type="checkbox"/> No (Please tick)
I understand that my participation is voluntary.	<input type="checkbox"/> Yes	<input type="checkbox"/> No
I have had the purpose of the study explained to me.	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Questions have been answered to my satisfaction.	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Signature		


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1. Have you visited South Africa before?

Yes No

2. Where did you obtain prior information about travelling in South Africa?

Internet Friends/family Brochures/pamphlet Travel
guidebook Newspaper/magazines Agent
 Other (specify) _____

3. What is the duration of your visit?

Less than a month 1-6 months
 1 year and more More than 6 months, but less than a year

4. Who are you travelling with?

- Alone Partner
 Friend/s Other: (specify) _____
 Family

5. How did you plan your trip?

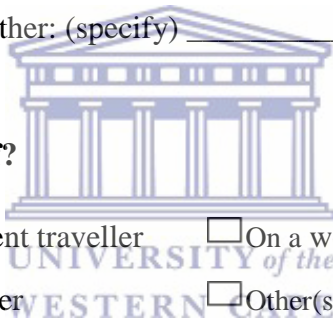
- Used a travel Agent Did not plan the trip at all
 Planned it myself Used a guidebook (which?) _____
 Used the Internet Other: (specify) _____

6. What is your main reason for visiting South Africa?

- Visiting Family Visiting friends Leisure
 Volunteer work To do paid work Study
 Internship Other: (specify) _____

7. How would you define yourself?

- Tourist Independent traveller On a working Holiday
 Student traveller Backpacker Other (specify) _____



8. Which activities have you participated in, or do you intend to participate in, while in South Africa?

- Clubbing & Partying Museums & Historical sites Visiting National Parks
 Visiting Rural Villages Visiting natural Township Tour
 Wine Tour Game viewing sites Beaches
 Shark diving Walking Festivals
 Volunteer work Hiking
 Other:(specify) _____

10. In your opinion did the activities that you have already participated in fulfil your desires/meet your expectations?

Yes No

If no, please explain why not?

.....

.....

.....

11. Which modes of transport have you used/ do you intend to use within South Africa?

Baz Bus Metered Taxi Rented car

Inter-city bus Mini-bus Bicycle

Other: (specify) _____

12. What type of accommodation are you using/do you intend to use?

Backpacker hostel Friends/Family Bed & Breakfast Guest house

Rented apartment Hotel

Camping Other: (specify) _____



13. Why did you choose this particular type of accommodation?

Close to city centre Easy access

Cheap Other: (specify) _____

14. Please rate the following reasons for travelling in South Africa according to their importance to you.

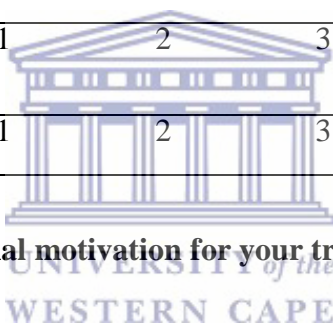
Reason:	Rating of each reason- 1: not at all important 2: Not important 3: neutral 4: important 5: very important				
To see South Africa's natural environment	1	2	3	4	5
To see South Africa's diverse cultures	1	2	3	4	5
To experience the good	1	2	3	4	5

weather					
To experience the music, dance and good food	1	2	3	4	5
To attain world knowledge/educate myself	1	2	3	4	5
To study new languages	1	2	3	4	5
It is cheap and affordable	1	2	3	4	5

15. Please rate the following statements according to their importance to you during this trip.

Motivation	Rating of each reason- 1: not at all important 2: Not important 3: neutral 4: important 5: very important				
To find out who I am and what I like.	1	2	3	4	5
To get away from parents/home	1	2	3	4	5
To do things by myself, be on my own and refresh my mind.	1	2	3	4	5
To distance myself from my job.	1	2	3	4	5
To look for a different experience.	1	2	3	4	5
To see how life in other countries is.	1	2	3	4	5
To see how different Africa is from Western countries.	1	2	3	4	5
To interact with the locals and become part of their life.	1	2	3	4	5
To 'give back' to the community, and contribute to the poor.	1	2	3	4	5

To hang out with friends in parties and clubs.	1	2	3	4	5
To seek active, adventurous and exciting things to do.	1	2	3	4	5
To experience activities I will never experience anywhere else.	1	2	3	4	5
To have an easy time with no stress.	1	2	3	4	5
To experience a slower pace of life.	1	2	3	4	5
To improve my physical health and wellness	1	2	3	4	5
To take part in religious and spiritual activities	1	2	3	4	5
To study and learn something new.	1	2	3	4	5
To find a paid job	1	2	3	4	5



16. Do you have any other personal motivation for your trip, not mentioned in Q14 above?

Yes No

If yes, please indicate.....

17. Has this trip changed your life and way of thinking?

Yes No

If yes, please explain how?

18. Do you see yourself different from a ‘tourist?’

Yes No

If yes, please explain how?

.....
.....

19. What was the best thing you experienced in South Africa?

.....
.....
.....



20. What was the worst thing you experienced in South Africa?

.....
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.....

Personal information

21. Please state your gender

Male Female

22. Into which age group do you belong?

Under 20 21-30 31-40
41-50 51-60 60+

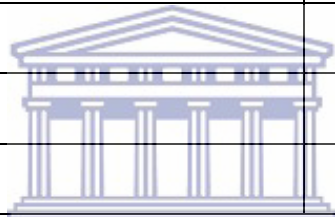
23. What is your country of origin?

24. What is your daily budget (in Rands per day) for this trip, excluding airfare to and from South Africa?

R per day

25. Please indicate what percentage of your daily budget is spent on the following.

Item	Expenditure (% of daily budget)
Accommodation	%
Food & Beverages	
Visiting tourist Attractions	
Activities/Entertainment	
Other: specify	



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26. What is the highest level of education achieved?

- | | |
|--|---|
| <input type="checkbox"/> No formal education | <input type="checkbox"/> Started university/college but not yet completed |
| <input type="checkbox"/> High School | <input type="checkbox"/> Diploma/ Degree |
| <input type="checkbox"/> Postgraduate | <input type="checkbox"/> Other: specify: _____ |

Thank you very much for participating in this survey

APPENDIX 2: ROTATED COMPONENT MATRIX

	Component				
	1	2	3	4	5
15giv	.764				
15loc	.711				
15stu	.581				
15fin	.570				
15ref	.507				
15lif		.817			
15loo		.745			
15afr	.424	.697			
15eas			.811		
15slo			.811		
15imp			.541	.467	
15dis		.414	.501		
15job				.794	
15rel	.433			.612	
15han					.848
15get					.605
15see	.439				.512