

## PROFILING TOURISTS IN THE BED AND BREAKFAST ESTABLISHMENTS IN PORT ALFRED, EASTERN CAPE

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<p>Article Info:</p> <p>Received: 20-05-2019 Revised: 17-06-2019 Accepted: 18-06-2019</p> <p>Keywords:</p> <p><i>Profiling Tourists B&amp;B Establishments Port Alfred</i></p>	<p><b>Abstract</b></p> <p>Worldwide, the tourism industry is one of the largest industries that provides reasonable opportunities to business persons. For instance, persons can easily convert their homes into registered Bed and Breakfast establishments (B&amp;B) and thereby offer accommodation services if they meet the B&amp;Bs standards. The purpose of this study is to know which types of tourists are visiting B&amp;Bs. The study also determines the profile of this typical tourist visiting Port Alfred B&amp;Bs. Primary and secondary data sources were consulted to understand the phenomenon. The convenience sampling method was utilised to collect data. The findings of the study show that 68% of the respondents were from the Eastern Cape province. 68% of the respondents were females. Therefore, the study recommend that B&amp;Bs should focus on segment leisure and business tourists. The business tourism market can be segmented further, depending on whether the purpose of the trip is for a meeting, an incentive, a conference or an exhibition. The leisure tourism market can be also further segmented into holiday travel.</p>
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### 1. INTRODUCTION AND BACKGROUND

Worldwide, the tourism industry is one of the largest industries that provides business opportunities to citizen (Brand South Africa, 2012). For instance, persons can easily convert their homes into registered Bed and Breakfast establishments (B&B) and thereby offer accommodation services if they meet the B&Bs standards (Tourism Grading Council of South Africa, 2016). The Japanese B&B sector operates alongside the wider hotel industry; no

limitations are placed on the number of rooms in hosts' homes. In the Taiwanese context, the general rule is limited to is that B&Bs providing no more than five rooms, but the number of featured rooms must be less than fifteen. British B&B operators tend to limit their number of guests amounting to less than six people. This is because a small number of tourists staying in one's home releases considerable operating pressures and, moreover, lowers the tax obligation (Tourism Grading Council of South Africa, 2016).

### Research methodology

#### Research design

The research design is a plan, structure and strategy of investigation that the researcher uses in order to obtain answers to the research questions or problem, answering questions validly, objectively and accurately (Henn, Weinstein & Foard 2009, Kumar, 2014). The research design also allows the researcher to decide the type of study design he/she should use; how data would best be collected from respondents; how respondents should be selected; how data should be analysed, and how the findings could be presented in a legitimate and comprehensive manner (Kumar, 2014).

The research was conducted in Port Alfred, a popular beach town, with many B&Bs that met the target sample criteria of having five to ten rooms. The research instrument used in the study were questionnaires. The examination of primary and secondary data was part of the research method. The method selected met the objectives of the study, especially the present and future findings. These methods assisted in identifying the demographics, psychographics, geographic and socio economic segments and distinguish the type of tourist visiting B&Bs in Port Alfred.

#### Survey population

Kumar (2008) defines survey population as any representatives from the targeted population whose views are believed to represent the views of the entire population in the study area. The survey population for the current study included the managers of B&Bs and tourists visiting Port Alfred.

#### Sample size

Sampling involves defining which groups, cases or fields should be used in the study (Flick, 2011). The sample was drawn from B&Bs in Port Alfred.

#### Sampling method

Sampling is a process of selecting a suitable sample or representative part of a population for the purpose of determining parameters or characteristics of the whole population (Palinkas, Green, Wisdom & Hoagwood, 2013). The convenience sampling

technique is applicable to both qualitative and quantitative studies (Ilker, Sulaiman & Rukayy, 2016). In this study the convenience sampling method was used to collect data. A structured questionnaire was administered to tourists staying in the B&Bs and was focused on the B&Bs that are close to the attractions of Port Alfred.

#### Methods and tools for data collection

##### Primary data sources

Primary data is collected with an aim of getting solutions to the problem at hand and is a very involved process (Douglas, 2015). Primary data sources include surveys, observations, experiments, questionnaires and interviews (Mesly, 2015).

##### The collection of primary data

The relevant instrument for this study was a questionnaire which was hand delivered to respondents. The researcher integrated certain attributes used in past research instruments into the development of this study's instrument, such as those indicated by Deng and Li (2015), Leonidou, Coudounaris, Kvasova and Christodoulides (2015), Walters and Ruhanen (2015), and Youn and Ryu (2016).

##### Secondary data sources

Secondary data refers to available data such as journals and other written research and analysis (Douglas, 2015). Secondary data are data which have already been collected for purposes other than the problem at hand but that relates to the problem statement.

##### Collection of secondary data

The secondary data of the current study was derived from the following sources:

- Tourism related journals such as Journal on Tourism, Marketing and Accommodation establishments;
- Tourism, Hospitality Management and Marketing books;
- Government publications such as Eastern Cape Parks Tourism Agency (ECPTA) and Tourism Grading Council (TGC).

##### Data analysis

The Statistical Package for the Social Sciences (SPSS) analysis programme was used to analyse data. Bryman and Cramer (2009) suggest that the advantage of using the SPSS programme is that it enables the researcher to analyse quantitative data efficiently and in many different ways. It eliminates long hours spent on scores, carrying out calculations and making unavoidable mistakes that occur while such calculations are carried out.

### Study limitations

The study was limited to the accommodation sector, particularly to B&Bs situated in Port Alfred in the Eastern Cape. The limitations were due to financial constraints, as well as to the time restrictions involved. As far as the purpose of the study was concerned, the study was limited to profiling of tourists utilising B&Bs in Port Alfred. The study cannot be generalised to other towns and cities of the Eastern Cape.

## **2. LITERATURE REVIEW**

Globally, the tourism industry one of the fastest growing economic sectors and has the ability to increase local wealth and contribute significantly to a country's overall economy (National Department of Tourism, 2015). In a recent government study the South African government recognised that accommodation such as B&Bs have the potential to create job opportunities (Van Schalkwyk, 2013). This also led to growth in the services associated with accommodation such as B&Bs on which the study focuses. B&Bs are highlighted as an essential part of the tourism package since it provides necessary overnight facilities to tourists and can cater for almost any other need away from home that the tourist might request. Additionally, the B&Bs contribute to the Gross Domestic Product (GDP), job creation and the growth of the tourism sector (National Department of Tourism, 2015).

According to the United Nations World Tourism Organization (2015) tourists can be identified by the following categories:

- Domestic (residents of a given country travelling only within that country);
- Inbound (non-residents travelling in a given country); and
- Outbound (residents of one country travelling in another country).

There are many types of tourists:

- Holidays, leisure and recreation: This purpose is broad and includes activities such as sport, sightseeing, cultural holidays, and wellness treatments;
- Visiting friends and relatives: It includes attending family or friendly events in addition to simple visits;
- Education and training: This category includes students and individuals that are travelling to study. These individuals are considered tourists as long as they do not stay for more than a year;
- Health and medical care: It includes treatments in general such as plastic surgery or other;

- Religion/and pilgrimage;
- Shopping: This category includes the buying of goods for personal or souvenir use;
- Transit: Includes people that have no purpose to visit the place apart from moving through to another destination
- Other: Includes other activities such as volunteering (UNWTO, 2015) .

### 3. RESEARCH AND METHODOLOGY

Based on the background provided in introduction part, Port Alfred B&Bs were considered to be a possible area for the current study, because of the following;

- Port Alfred is a town with the most hours of sunshine in South Africa and also is steeped in history (Sunshine Coast Tourism, 2018) ;
- The Sunshine Coast has established itself as a tourism destination among its current market of mainly domestic and international tourists.

Figure 1 below shows the map of Port Alfred, showing the full location of the study area.



**Source:** Map of Port Alfred. Alfred (SA Maps, 2018)

#### Research design

Creswell (2009) defines research design as a process that is comprised of plans and procedures for research that influence the taking of decisions on the basis of the ensuring the research is credible and ultimately answers the research questions. Quantitative research

designs emphasise objectivity in measuring and describing phenomena (McMillan & Schumacher, 2010). As such, the research design maximises objectivity by using numbers, statistics, structure and control. An important subclassification of quantitative design is experimental and non-experimental. The difference between the two have significant implications for the nature of the design, and the types of conclusions that can be drawn. The research was conducted in Port Alfred because it has sizeable B&Bs. The research instrument used in the study were questionnaires. Primary and secondary data sources were utilised in order to gain better understanding of the research method. The method selected met the objectives of the study especially with regards to the present and future findings. These methods assisted in pointing out the demographics, psychographics, geographic and socio-economic segments and distinguish the type of tourists visiting B&Bs.

#### Reliability and validity

Shuttleworth (2008) contends that validity is foremost on the mind of those developing measures and that genuine scientific measurement is foremost in the minds of those who seek valid outcomes from assessment. Reliability reflects consistency and replicability over time. Furthermore, reliability is seen as the degree to which a test is free from measurement errors, since the more measurement errors occur the less reliable the test (Fraenkel & Wallen, 2003; McMillan & Schumacher, 2006).

#### Reliability

Barbie and Mouton (2011) assert that the extent to which results are consistent over and an accurate representation of, the total population under study is referred to as reliability. The researcher, in the current study, used a questionnaire survey consisting of series of open and closed ended questions that were asked in respondents. To ensure the reliability of the study through administration of the questionnaire survey, the researcher covered the following areas prior to the survey. The researcher formulated the questionnaire in consultation with her supervisor and colleagues, who had expertise knowledge regarding the topic of the study. The following applied:

- The study was focused on profiling tourists particularly in B&Bs in Port Alfred, with the survey targeting 70 respondents. The limited number, made the study viable due to financial constraints.
- The questionnaire was conducted on different days and times, making it possible for the results to convey the varying strategies of the owners/respondents involved

The fieldworkers were effectively trained in the administration of the questionnaire prior to being in the field.

#### Research instruments

Descombe (2007) states that research allows for a variety of methods to be used in data collection. In this study, only the questionnaires were used. The use of the questionnaire allows the researcher to collect a high proportion of usable answers from a large sample. The questionnaire comprised 20 questions and consisted of both closed and open-ended questions. This enabled the researcher gather factual information, and gave insight into the respondents' frame of reference and possibly their reasons for their responses

#### Ethical considerations

In the study, the researcher ensured that the respondents were informed that their participation in the survey was completely voluntary, and they were free to opt out of it at any stage if they felt uncomfortable. The respondents' answers were kept confidential and presented anonymously. The fieldworkers introduced themselves as researchers at the beginning of the survey.

### **4. RESEARCH RESULTS AND ANALYSIS OF FINDINGS**

The purpose of the study was to profile tourists visiting B&Bs in Port Alfred. This coastal town was found to be the best choice for budget conscious travellers in 2015 (Discover Hospitality, 2015). Accommodation with simple physical structures and affordable prices are an attractive option for travellers (Discover Hospitality, 2015). The discussion is supported by means of tables, bar graphs and pie charts that are used to illustrate and to present the results.

#### Responses

As was previously stated in Chapter Three, the targeted sample were 70 respondents, although the actual response rate was 51 respondents. The response rate, which was 73% was deemed sufficient for the analyses. The fieldwork was conducted over three days from 02 October to 04 October 2018.

#### Results

The segmentation model was used in profiling tourists in the B&Bs according to:

- Geographic information, for example where tourists come from;
- Demographic information, for example age, gender, occupation, marital status, education and population;
- Socio-economic information, for example spending patterns and



- Psychographic information, for example reasons for using the B&Bs based on their interest and activities.

The following Table 1 shows the geographic profile of tourists.

Geographic profile

Table 1 showing the geographic profile of tourists.

**Table 1.** Geographic Profile of Tourists

<b>Location</b>	<b>Frequenct</b>	<b>Percent</b>
Eastern Cape	35	68.6
Western Cape	3	5.9
Northern Cape	1	2.0
Nort West	1	2.0
Limpopo	1	2.0
Gauteng	5	9.7
Kwazulu Natal	2	3.9
Free State	2	3.9
Mpumalanga	1	2.0
Total	51	100

Gartner (2009) refers to geographic segmentation as segmenting tourists based on their place of residence. Figure 4.1 shows that tourists who used B&Bs were mainly South Africans who reside in the Eastern Cape (69%). A large portion of the respondents who use B&Bs were permanent residents of the Eastern Cape province and hence it was easier for tourists to travel within the province. The other reason could be that generally most people preferred to have their holidays inside their own provinces and hence the tourists were from the Eastern Cape Province. The least number of domestic tourists were from Gauteng (10%), followed by the Western Cape (6%).

Demographic profile and Socioeconomic profile

Demographic segmentation consists of using variables such as age, gender, family, income, occupation, education, race and nationality to split the market (Sikarwar & Verma, 2012; Esu, 2016). According to Moutinho (2000), demographic and socioeconomic characteristics highlights the basic differences which are elements of tourists’ behaviour, but they do not provide understanding of why customer respond to product the way they do. Therefore, the psychographic is shown to be beneficial in describing and understanding the tourists and also allow to deeper knowledge of tourists’ characteristics.

Age

Table 2 illustrate the age of tourists. Although the data indicated in the figure below is based on a survey of tourists conducted in Port Alfred B&Bs, this could be indication that the most participants were aged between 18-30 (31%) which is the core travel market, whereas the age group 55 and above (6%) are likely to use the B&Bs in Port Alfred. The second



dominant demographic profile was tourists aged 31-44 (27%), 45-54 (20%) and was followed by age group of 55-64 (16%). These findings may imply that these tourists were young married couples who still want to enjoy each other before they start to have children. It can be suggested that they take these trips as part of continuation of their honeymoon.

**Table 2.** Age Profile of Tourists

Age	Frequency	Percent
18-30	16	31.4
31-44	14	27.5
45-54	10	19.5
55-64	8	15.7
65 and above	3	5.9
Total	51	100

### Gender

Table 3 illustrate the gender of tourists.

**Table 3.** Gender Profile of Tourists

Gender	Frequency	Percent
Male	16	31.4
Female	35	68.6
Total	51	100

In terms of gender, Table 3 above illustrates the results that were obtained. The respondents were asked in a closed ended question to indicate their gender. The results revealed that 69% of the respondents were female and 31% were males. The higher percentage of female participation may be influenced by the improvement of women’s rights and the recognition of women as a potential market within the local context.

### Marital status

Table 4 illustrate the marital status of the tourists.

**Table 4.** Marital Status Profile of Tourists

Marial Status	Frequency	Percent
Single	22	43.1
Married	23	45.2
Widow	2	3.9
Divorced	4	7.8
Total	51	100

In terms of the marital status, Table 4 depicts the marital status of tourists using the B&Bs. The survey indicated that 45% of the respondents were married, followed by 43% of the respondents that were single. The other category consisted of divorced respondents (8%) and widow’s respondents (4%). Despite the low representation in count, a notable differences was observed in the survey. The finding may imply that married tourists mostly visited the B&Bs and B&B management should segment B&Bs based on attracting families to use the B&Bs.

Occupation

Table 5 illustrate the occupation of tourists.

**Table 5.** Occupation Profile of Tourists

<b>Occupation</b>	<b>Frequency</b>	<b>Percent</b>
Self Employed	13	25.5
Employed	31	60.8
Not Employed	3	5.9
Retired	4	7.8
Total	51	100

Table 5 shows the employment status of the tourists that were interviewed in the study. The results shows that 61% of the respondents were employed, followed by the 26% of the respondents who were self-employed. This means that the tourists that were travelling mostly and use the B&Bs were working class tourists. The remaining of the results indicated that 9% of the respondents were retired, while 6% of the respondents were not working.

Population

Table 6 illustrate the population of respondents.

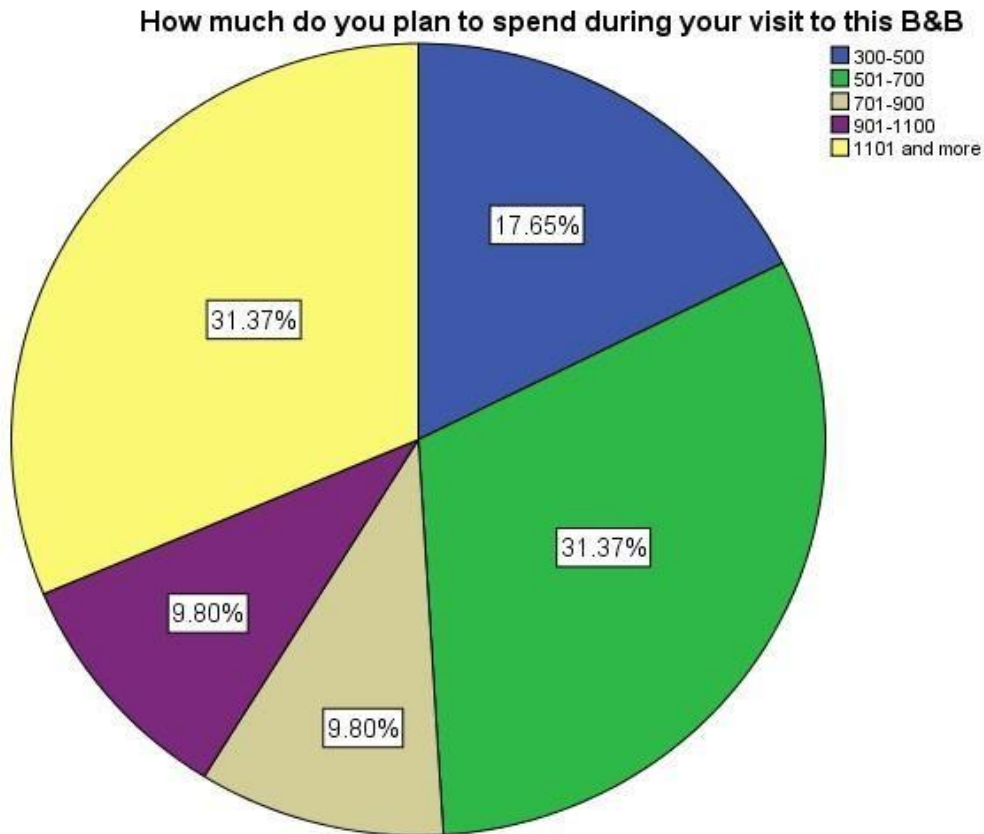
**Table 6.** Population Profile of Tourists

<b>Population</b>	<b>Frequency</b>	<b>Percent</b>
Black African	33	64.7
Coloured	4	7.8
Asian	3	5.9
White	10	19.6
Indian	1	2.0
Total	51	100

Table 6 illustrates the respondent’s population group. The results indicated the 65% of the respondents were black, followed by 20% being white. Furthermore, the 8% of the respondents were coloured, followed by 5% being Asian and the remaining 2% Indian population group. The findings showed that Port Alfred establishments are dominated by black tourists and this means that tourism planners could focus on this segment.

Spending patterns of the tourists in B&B establishments

Figure 2 illustrates spending pattern of the tourists in the B&Bs. Figure 2 depicts that the respondents spending pattern in the B&B establishments varies between R300 and R 1101 and more. The results illustrate that tourists were likely to spend R501-R700 (31.37%) and 1101 and more (31.37%). This was followed by those spending between R300 and R500 (17.65%). The least recorded spending were those tourists who spend between 701-900 and 901-1100 with recordings of (9.80%). These findings further show that tourists were well educated and well employed.



## 5. CONCLUSIONS AND RECOMMENDATIONS

The aims of this study was to identifying a profile of the typical tourist using B&Bs in Port Alfred. The finding implies the most prominent tourists are those visiting for leisure and recreation, as well as business and educational tourists visiting Port Alfred among the domestic tourists, as a new finding. Goeldner and Ritchie (2008) state leisure tourists visit a holiday destination with the expectation to be entertained. These tourists tend to participate in outdoor activities such as horse riding and sport events (Adeboye, 2012; Hosany & Witham, 2009). For leisure tourists, travelling is an important component of their lifestyle and wellbeing. In order to fulfil their expectations, they generally stay longer and spend more at a tourism destination. Leisure tourists usually like to interact with the local people, and learn about new cultures (Tourism Australia, 2015).

The second objective was to identify the type of segment in the B&Bs. Based on the results, the finding shows that the demographic segment should be focused on. As is evident, the youngest age group is the biggest group in this research. Furthermore, the older people's B&B experience is less common when considered in relation to the young people which can be influenced by the fact that students may have more leisure time in which to travel.

Furthermore, most B&Bs are not expensive, thereby adding the cost is likely to influence the choice of accommodation for young people.

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