

A CULTURAL PROFILE OF TOURISTS TO A JAZZ FESTIVAL IN SOUTH AFRICA

Tish Taylor

PhD student, Tourism Programme, North-West University, Potchefstroom Campus
tish.taylor2@gmail.com

Elmarie Slabbert

Associate Professor, Tourism Programme, North-West University, Potchefstroom Campus
elmarie.slabbert@nwu.ac.za

ABSTRACT

Tourism has experienced growing internationalisation and much closer attention is now paid to the cultural characteristics of tourists and visitors and the influence thereof on the tourism industry. Culture affects travel motivation and behaviour and a better understanding of the cultural composition of tourists will enable the tourism industry to better satisfy tourist expectations. Understanding target markets from a demographic, geographic and psychographic perspective has been done in many research studies. However an attempt to define and understand the cultural characteristics of target markets and the effect of these characteristics is essential for the success and sustainable growth of the tourism industry in South Africa. Therefore, the main objective of this research is to determine a cultural profile of visitors to a jazz festival in South Africa. An exploratory survey of visitors was conducted by means of a structured questionnaire, which was completed by 127 respondents at a Jazz Festival held in Vanderbijlpark. The statistical analysis entailed descriptive statistics and more specifically a factor analysis as well as inferential statistics and more specifically Spearman's correlations, t-tests and one-way ANOVA's. The factor analysis with varimax rotation was performed on values (8 items), rules of behaviour (17 items), and perceptions of tourism service workers (25 items). The results revealed a demographic profile of visitors and identified specific cultural characteristics. Correlations were revealed between the identified factors and age as well as length of stay.

KEYWORDS

Culture, Tourists, Perceptions, Rules of Behaviour, Market Segmentation.

1. INTRODUCTION

Tourism has been branded the economic driver of the 21st century due to the multiplier effect of tourist spending and the linkage of this industry to almost all other industries (Saayman & Saayman, 2006). Tourism is regarded as one of the most important forces that shape the modern world (Cohen & Kennedy, 2000). South Africa has the aspiration of becoming a leading tourism destination in the global tourism market. Although there is a lot of emphasis on international tourism, domestic tourism provides the base for demand for many tourism economies, and domestic tourism is therefore more resilient than

international tourism (SA Tourism, 2005). The past few years have been witness to a dramatic change in the nature and composition of domestic tourism in South Africa. Domestic tourism is increasing in South Africa with more than half the adult population (14.7 million people) taking an average of 2.5 domestic tourist trips per year. There is, however, little evidence as to who these tourists are, and what their cultural profile is. Tourists, in general, are becoming more demanding and sophisticated, insisting on only the best services and standards. For this reason, from a South African context, it is important to determine a cultural profile of a tourist segment, which will permit the tourism industry to segment the domestic visitor market and eventually better identify motivations, needs and determinants of customers, enabling better satisfaction to tourists (Bennet, 2000:23). Successful marketing also depends on the understanding of the cultural background of tourists whom marketers attempt to target (Reisinger & Turner, 2003). Marketers need to address potential tourist markets from a cultural point of view, prior to marketing their products

Profiling tourists according to their cultural characteristics will enable the tourism industry to segment the tourism market and to customise service, products and delivery in order to satisfy these niche markets. Market segmentation can add clarity to the process of marketing planning by highlighting the marketing programme requirements of particular tourist groups (Dibb, 1998). By focusing marketing efforts on target groups, the impact of limited resources can be increased. British companies are only now segmenting markets on the basis of cultural and racial differences (Lindridge & Dibb, 2003).

2. LITERATURE REVIEW

Smith first introduced the concept of market segmentation in 1956. The topic has since been extensively researched with regard to: the different variables of segmentation (Mok & Iverson, 2000; Galloway, 2002; Teichert, Shedu & von Wartburg, 2008; Fuller & Matzler, 2008; González & Bello, 2002); the value of segmentation (Dibb, Stern & Wensley, 2002; Dibb, 1998; Hoek, Gendell & Esslemont, 1996) and the appropriateness of market segmentation (Boone & Roehm, 2002). The outcome of market segmentation research is that it is part of the corporate culture, providing discrete labels for groupings, which organize managerial thinking and facilitate communication by providing concrete characteristics of consumer wants within a market (Allenby *et al.*, 2002).

The process of segmentation begins with the aggregation of customers into groups, to maximize homogeneity within and heterogeneity between segments. Research into culture as a segment variable is limited to two broad theoretical discussions (Saegert *et al.*, 1992). The first discussion looks at whether cultural differences exist between ethnic minority groups and the dominant majority group. The second discussion examines whether these cultural differences manifest themselves through products purchased, justifying a separate market (Lindridge & Dibb, 2002). Lindridge and Dibb (2002) further state that consumers perceptions of product attributes are based on its abilities to satisfy cultural values with people from different cultures.

Culture is a complex multidimensional phenomenon and there are various definitions in literature. As early as 1985, Kroeber and Kluckhohn documented over 160 definitions for culture. According to Reisinger and Turner (2002) culture refers to a stable and dominant cultural character of a society, shared by most of its individuals and remaining constant over long periods of time. Spencer-Oatey (2000) states that culture is a set of attitudes, beliefs, behavioural norms and basic assumptions and values that are shared by a group of people, and that influence each members behaviour. Culture consists of a set of

measurable variables that enable researchers to differentiate between cultures. For the purposes of this research values, perceptions, rules of behaviour and satisfaction were considered as the variables of culture.

Values are culturally determined standards of socially desirable behaviour, which influence rules of social behaviour and perceptions. They are shared amongst people within the same culture and distinguish them from other cultures (Truong & King, 2006). Values play an important role in behaviour and perceptions and will therefore have an influence on tourism preferences and experiences.

Perceptions are also considered as an important element of culture. Perceptions are based on physiology (the five senses) and have characteristics related to demography, behaviour, society, culture, economics and psychology (Truong & King, 2006). Culture is important as a cause of perceptions and has an influence on how experiences are perceived and the meanings interpreted. Perception has been shown to be especially sensitive to cultural differences (Overby, Gardinal & Woodruff, 2004). For tourism it is therefore vitally important to understand culture in order to better understand perceptions of tourists and to satisfy their needs.

Rules of social behaviour guide and direct behaviour and indicate how people should or should not behave. These rules govern verbal and nonverbal behaviour and are important components of relationships (Reisinger & Turner, 2002). Members of different cultures may misunderstand and misinterpret the behaviour of other cultures, which can cause confusion, create tension and even conflict. Understanding rules of behaviour as part of the culture of a tourist will lessen the risk of misunderstanding

Various international research studies have been conducted (Reisinger & Turner, 1998; 2002; 2003; Dahl, 2004; Truong & King, 2006; Enoch, 1996; Li, 1999; Tan & Goh, 1999; Laing & Crouch, 2005; Pizam & Jeong, 1996; Chen, 2000) regarding cross-cultural interaction as it relates to tourism. There are however no recent studies done within a South African context. It is therefore imperative that information specifically relating to visitors and their cultural characteristics is gathered. This may give tourism marketers and product owners the competitive edge in providing for the needs of tourists in this specific market segment.

3. METHODOLOGY

The study population consisted of 127 black domestic visitors in the Vanderbijlpark area (Gauteng Province, South Africa) who were attending a jazz festival held during September. The total number of visitors attending the jazz festival was 517. Although various tourism activities take place in the Vaal Triangle region (Gauteng), the jazz festival was selected due to the size of the population attending thereby facilitating sampling. Respondents were over 18 years of age and included both males and females. Respondents attending the festival were selected randomly and asked to complete the questionnaire under the supervision of fieldworkers.

In order to partake in the study respondents had to be from the black/African race group and non-residents/tourists/excursionists to the Vaal Triangle region. The exclusion criteria included other race groups, international tourists and residents of the Vaal Triangle region. The questionnaire consisted of four sections, namely demographic particulars, values, rules of behaviour and perceptions of tourism service workers. The data was processed and analysed using Microsoft Excel and SPSS. Descriptive statistics were used to analyse the data by means of tables and graphs. A factor analysis was conducted in order to

determine the most important cultural factors of the emerging market, thereby creating a profile for the tourism industry. The statistical analysis also included inferential statistics with specific reference to ANOVA's and t-tests to explore the differences between certain socio-demographic groups and identified cultural factors. Spearman rank order correlations were calculated between the identified factors and ordinal socio-demographic variables.

4. MAIN RESULTS

The results will consist of two sections - a demographic profile of visitors to the jazz festival and factor analyses of values, perceptions and rules of behaviour.

4.1. DEMOGRAPHIC PROFILE

The demographic profile of tourists indicated that the black tourist sample were predominantly male (56%), from Gauteng (42%) and were between the ages of 26 and 35 (49%). The result of this young age group could account for the fact that the majority of the sample population earned less than R2000-00 a month (33%). Due to the fact that data was collected at a jazz festival, majority of respondents had travelled for the purpose of entertainment (71%). The sample population had visited the Vaal Triangle region more than 10 times in the past (10%) and had never spent a night at the destination (13%), this could be as a result of the majority of the sample living within the province.

4.2. CULTURAL PROFILE: FACTOR ANALYSES

This section focuses on exploring the values, rules of behaviour and perceptions of tourism service workers of respondents by means of a factor analysis. To determine the appropriateness of principal components analysis (data reduction procedure) for the collected data, a correlation matrix for the cultural characteristics, Kaiser-Meyer-Olkin measure of sampling adequacy and the Barlett test of sphericity were examined. The Kaiser-Meyer-Olkin measure of sampling adequacy aims to examine whether the strength of the relationship between variables is large enough to proceed to a factor analysis. The measure was over .6 for all tables, which is acceptable. The Barlett test was found to be significant in all cases ($p < .00001$). Therefore, the data reduction by principal components would be legitimate. A factor analysis with varimax rotation was performed on values (8 items), rules of behaviour (17 items), and perceptions of tourism service workers (25 items). The varimax rotation method was chosen due to very little correlation between factors per cultural characteristic. The factor analysis was performed to identify the underlying dimensions of the cultural characteristics. An eigenvalue of 1.0 was used for factor extraction criterion and loadings of .40 were used for item inclusion. Eigenvalues for these factors ranged from 1.11 to 10.579. Cronbach's coefficients were also examined for each factor to check the reliability of the data and to serve as a measure of internal consistency among the items.

4.2.1. PERSONAL VALUES

Two factors were derived from the eight perceived personal-value items. Based on the loadings and content of the factors, the factors derived are labelled: Social values (Factor 1) and Personal values (Factor 2). The two factors accounted for 54% of the total variance. The Cronbach alpha coefficient of the eight perceived personal values were $=.755$. These factors are identified in Table 2.

Table 1: Results of the factor analysis for personal values

Factors	Factor loading	Eigenvalue	Explained variance	Mean value
Factor 1: Social values		2.959	36.987%	4.74
Freedom	.785			
Wisdom	.760			
National security	.654			
Social recognition	.583			
Equality	.485			
Factor 2: Personal values		1.369	17.112%	4.62
A comfortable life	.822			
An exciting life	.809			
Pleasure	.697			

Note: Total variance explained = 54.099 per cent

KMO measure of sampling adequacy = .685

Values consisted of variables that describe the cues associated with the types of ideals that black tourists find important as part of their lives, such as wisdom, pleasure and social recognition. Black tourists, who are members of a low power distance culture valuing equality, should not be segmented on a basis of social stratification. Power distance refers to the tolerance for class differentials in a society, therefore low power distance cultures respond to promotional messages, which address all social groups within a culture. The personal values, which were deemed important, identify an opportunity for the tourism industry as this tourist group regarded pleasure and an exciting life as important.

4.2.2. RULES OF BEHAVIOUR

Five factors were derived from the 17 perceived rules of behaviour during social interaction. Based on the loadings and content of the factors, the factors derived are labelled: Well-mannered (Factor 1), Polite (Factor 2), Controlled (Factor 3), Feeling Display (Factor 4) and Pacifist (Factor 5). The five factors accounted for 63% of the total variance. The Cronbach alpha coefficient of 17 perceived rules of behaviour were = .802. The five factors are identified in Table 3.

Table 2: Results of the factor analysis for rules of behaviour

Factors	Factor loading	Eigenvalue	Explained variance	Mean value
Factor 1: Well-mannered		4.767	28.042%	4.35
Acknowledging other person's birthday	.799			
Being appropriately dressed when with another person	.641			
Complimenting the other person	.615			
Feel free to take up another person's time	.560			
Factor 2: Polite		2.349	13.818%	4.24
Shaking hands when meeting	.808			
Having eye contact during conversation	.706			
Offering compensation when at fault	.590			
Factor 3: Controlled		1.319	7.760%	4.27
Always expressing personal opinions	.822			
Always thinking about your own needs first	.709			
Indicating your intentions clearly	.683			
Obedying instructions of the other person	.503			
Factor 4: Feeling Display		1.233	7.253%	3.02
Criticising the other person in public	.843			
Intentionally touching the other person	.778			

Addressing the other person by their name	.698			
Factor 5: Pacifist		1.147	6.744%	4.10
Repaying favours	.753			
Taking time to develop relationships	.563			
Apologising even if not at fault	.463			

Note: Total explained variance = 63.618 per cent

KMO measure of sampling adequacy = .766

The most important rules of behaviour for black tourists during social interaction emphasises politeness and being well mannered. The rules of politeness are designed to prevent conflict, damage of reputation and to preserve social harmony. By complying with rules of social behaviour and keeping in control of emotions, black tourists maintain social harmony. Promotional messages should therefore not be emotional but should rather give all necessary information for this cultural group. Being a high-context culture the promotional message words are not as important as the context (Beer, 2003). The rules of behaviour of black tourists indicate that they are collectivist, which refers to societies in which people are integrated into strong cohesive in-groups, which throughout people’s lifetime continues to protect them in exchange for unquestioning loyalty. As a collectivist society, which stresses group loyalty, tourism marketers should promote group-orientated activities.

4.2.3. PERCEPTIONS OF TOURISM SERVICE EMPLOYEES

Four factors were derived from the 25 perceptions of tourism service employees. Based on the loadings and content of the factors, the factors derived are labelled: Efficient (Factor 1), Courteous (Factor 2), Proficient (Factor 3), Knowledgeable (Factor 4). The four factors accounted for 65% of the total variance. The Cronbach alpha coefficient of 15 perceived personality characteristics were = .940. Table 4 indicates the perceptions of tourism service employees.

Table 3: Results of the factor analysis for perceptions of tourism service workers

Factors	Factor loading	Eigenvalue	Explained variance	Mean value
Factor 1: Efficient		10.579	42.317%	4.59
Perform services on time	.823			
Offer prompt service	.774			
Answer all questions	.662			

Solve problems quickly	.627			
Are helpful	.612			
Offer individualised attention to tourists	.589			
Are trustworthy	.558			
Treat tourists as guests	.557			
Factor 2: Courteous		2.278	9.110%	4.63
Are respectful and considerate	.748			
Are responsive to tourists' needs	.722			
Are neatly dressed	.669			
Are friendly and polite	.604			
Are easy to talk to	.560			
Provide accurate information	.533			
Factor 3: Proficient		1.927	7.706%	4.63
Keep tourists informed	.832			
Listen to tourists	.792			
Are easy to find	.711			
Are concerned with the welfare of tourists	.678			
Give adequate explanations	.582			
Capable of performing the service	.506			
Factor 4: Knowledgeable		1.478	5.913%	4.58
Speak different South African languages	.767			
Anticipate needs of tourists from different cultures	.697			
Know South African history and culture	.640			
Know aspects of different cultures in South Africa	.585			

Understand that different cultures have different needs	.538			
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Note: Total explained variance = 65.046 per cent

KMO measure of sampling adequacy = .823

Efficiency of tourism service workers is extremely important to black tourists. Skills, knowledge and prompt service are regarded as essential components in the delivery of the overall tourism product. As members of a polychronic time culture, black tourists deal with time holistically and focus on multitasking being handled at one time. Being able to solve problems also seems to be an important element of polite and responsive service as seen by black tourists. Acquiring some basic language phrases of black tourists would be important to these tourists.

Means values were calculated for the various factors and it was found that *social values* obtained the highest mean value (4.74) followed by *courteous* (4.63) and *proficient* (4.63) and *personal values* (4.62). Values and perceptions therefore were considered as more important than rule of behaviour. The lowest mean was found for *feeling display* (3.02) including aspects such as criticising someone in public, intentionally touching another person and addressing another person by the name.

4.3. EXPLORING DIFFERENCES BETWEEN THE CULTURAL FACTORS AND SOCIO-DEMOGRAPHIC VARIABLES

4.3.1. DIFFERENCES BETWEEN IDENTIFIED FACTORS AND OCCUPATION, PROVINCE OF ORIGIN, AGE AND INCOME

A one-way analysis of variance (ANOVA) was conducted to explore the differences between the cultural factors as determined in the factor analysis and occupation, province, age and income. Post-hoc comparisons using the Tukey HSD test were used to indicate differences between the groups and the cultural factors. No statistical significant differences were found between occupation, age and income as all p-values were $p > 0.05$. However statistical significant differences were found between province of origin and the identified factors (See Table 5).

Statistically meaningful differences exist between the provinces in terms of *feeling display* ($p < .013$) and *efficiency* ($p < .011$). Respondents of North West indicated the strongest feelings of display (3.42) whereas respondents from Free State indicated the lowest feelings of display (2.48). North West respondents therefore are more prone to criticising people in public, touching other people and addressing them by their name. It was also found that efficiency of tourism service workers is more important to Free State respondents (4.77) than North West respondents (4.22). In general most of the highest scores can be reported for Free State respondents indicating the importance of cultural factors to this group.

Table 4: Comparing province and cultural factors

Factors	Province			F-ratio	Sig. level
	Gauteng	North West	Free State		

	(N = 54)	(N = 15)	(N = 38)		
Well mannered	4.36	4.19	4.47	.888	.415
Polite	4.29	4.20	4.13	.386	.681
Controlled	4.22	3.98	4.47	2.491	.088
Feeling display	3.16	3.42	2.48	4.549	.013*
Pacifist	4.01	4.24	4.06	.419	.659
Efficient	4.59	4.22	4.77	4.736	.011*
Courteous	4.60	4.47	4.80	2.973	.055
Proficient	4.58	4.57	4.77	1.605	.206
Knowledgeable	4.60	4.33	4.69	2.186	.117
Social values	4.66	4.60	4.85	2.538	.084
Personal values	4.58	4.62	4.60	.026	.974

4.3.2. ASSOCIATIONS BETWEEN IDENTIFIED FACTORS AND AGE, INCOME, EDUCATION LEVEL, LENGTH OF STAY AND NUMBER OF TIMES VISITED

Spearman correlations (See Table 6) were calculated to determine correlations between the identified cultural factors. Cohen (1988) indicated the following guidelines for interpreting the values: small $r = .10$, medium $r = .30$ and large $r = .50$. Small to medium correlations were found between age and rules of behaviour, the highest correlations between age and being polite ($r_s = 0.229$) as well as age and being well mannered ($r_s = 0.221$). This indicates that older participants tend to consider being polite and well mannered important rules of behaviour. Several small to medium correlations were also found between length of stay and rules of behaviour and perceptions of service employees. These correlations were mostly negative indicating that as the importance of the factors (including efficient, courteous and proficient) increase, length of stay tends to decrease. Therefore people that stay for shorter periods of time are more prone to expecting excellent service. Income, education level and number of visits showed no significant correlations with the identified factors.

Table 5: Spearman correlations between ordinal variables and identified factors

		RULES OF BEHAVIOUR: Well mannered	RULES OF BEHAVIOUR: Polite	RULES OF BEHAVIOUR: Controlled	RULES OF BEHAVIOUR: Feeling display	RULES OF BEHAVIOUR: Pacifist	PERCEPTIONS: Efficient	PERCEPTIONS: Courteous	PERCEPTIONS: Proficient	PERCEPTIONS: Knowledgeable	VALUES: Social values	VALUES: Personal values
AGE	Correlation Coefficient	.221*	.229**	.213*	.121	.187*	.140	.075	.138	.107	.168	.094
	Sig. (2-tailed)	.012	.010	.016	.177	.036	.117	.402	.123	.232	.061	.294
	N	127	127	127	127	127	127	127	127	127	126	126
INCOME	Correlation Coefficient	.112	.205*	.160	.046	.123	.189*	.151	.171	.043	.160	.136
	Sig. (2-tailed)	.214	.022	.076	.609	.175	.036	.094	.058	.637	.076	.134
	N	124	124	124	124	124	124	124	124	124	123	123
EDUCATION LEVEL	Correlation Coefficient	.064	.009	-.025	-.057	.045	.029	.085	.008	-.033	.056	.057
	Sig. (2-tailed)	.473	.921	.781	.527	.617	.743	.343	.926	.715	.534	.526
	N	127	127	127	127	127	127	127	127	127	126	126
LENGTH OF STAY	Correlation Coefficient	-.192*	-.162	-.263**	.335**	-.155	-.246**	-.262**	-.292**	-.189*	-.039	.017
	Sig. (2-tailed)	.031	.069	.003	.000	.083	.005	.003	.001	.034	.669	.848

	tailed)											
	N	126	126	126	126	126	126	126	126	126	126	126
NUMBER OF TIMES VISITED	Correlation Coefficient	-.116	-.208*	-.128	.027	-.113	-.059	-.069	-.070	.074	-.068	-.167
	Sig. (2- tailed)	.197	.020	.152	.760	.206	.509	.443	.439	.410	.449	.062
	N	126	126	126	126	126	126	126	126	126	126	126

*p<0.05;**p<0.001

4.3.3. DIFFERENCES BETWEEN IDENTIFIED FACTORS AND GENDER AND PURPOSE OF TRAVEL

T-tests were done to determine differences between the identified factors and gender as well as purpose of travel. No significant statistical differences were found as all the p-values were $p > 0.05$. Gender and purpose of travel therefore did not show any relationships with the cultural factors.

5. CONCLUSIONS

The main aim of this study was to determine a cultural profile of tourists at a jazz festival in Vanderbijlpark. This was based on the measurement of certain cultural variables: values, rules of behaviour and perceptions of tourism service workers.

Firstly, in terms of values it was found that black tourists are part of a low power distance culture, which favours equality, freedom and wisdom. This culture group emphasises the importance of a comfortable life, which leaves a larger amount of discretionary income available for tourism purchases. An exciting life and pleasure mean that this target segment is receptive to the possibilities that tourism can offer.

Secondly, rules of behaviour indicate that black tourists are collectivist. Group-activities should be the focus of travel itineraries, giving black tourists opportunities to socialise. Collectivist cultures are predominantly high-context cultures, which are relational, intuitive, and contemplative. People of these cultures emphasise interpersonal relationships. High-context cultures use less verbally explicit communication, less written/formal information and a more internalised understanding of what is being communicated. Tourism promotional messages should therefore be highly contextual and less emotional.

Thirdly, perceptions of tourism service workers, indicates that tourism enterprises should offer service tailored to black cultural characteristics. Focus should be on efficiency of tourism workers, respectfulness, proficiency and knowledge of tourism providers. High levels of service provision are expected by black tourists.

Fourthly, social values are important to respondents including freedom, wisdom, national security, social recognition and equality. These are important values that South Africa is currently improving. Province of origin and length of stay seem to influence rules of behaviour and perceptions of tourism service workers.

Fifthly, it can be concluded that older people place a higher premium on certain rules of behaviour such as being polite and well-mannered. It was also interesting to see that length of stay has an influence of perceptions of tourism service workers and that even if someone stay for a short period of time they demand a high level of service delivery.

Culture should be an important element in the provision of the tourism service. It is therefore important for tourism service providers to be aware of the difference between various culture groups within South Africa, as well as the difference between sub-cultures. Tailor-made travel itineraries and promotion messages will enable tourism providers to service target markets efficiently.

This paper revealed a cultural profile however it is recommended that comparative analysis is to be done in future enabling comparison between cultural groups. This can also be done in an international context. The sample size was small and should be increased in future, however this study is seen as

exploratory in the South African context. The profile shows that this cultural group has distinctive values, rules of behaviour and perceptions, which should be taken into consideration when developing tourism products and promotional messages.

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