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THE IMPACT OF POLITICAL INSTABILITY ON INTERNATIONAL TOURISM IN THE GARDEN ROUTE

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RESEARCH METHODOLOGY

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I, Matthew-John McKenzie Hunter hereby declare that the Research Report submitted for the IIE Bachelor of Commerce Honours in Management degree to The Independent Institute of Education is my own work and has not previously been submitted to another University or Higher Education Institution for degree purposes.

ABSTRACT

Tourism is one of the key drivers of South Africa's (SA's) economy. SA has endured a political transformation from an apartheid government to a democratic one, opening its tourism to the rest of the world. Political certainty is salient in attracting international tourists. SA has experienced an increase in political instability, the concern for the safety of tourists, and public turmoil. Which is showcased through a 4.6% lower average increase in tourism in comparison to global averages in 2017. This study attempts to understand the implications political instability, tourism safety, and public turmoil have on SA's tourism industry. A quantitative research design was applied, through sampling 24 international tourists in the Garden Route. Primary research has been implemented through a cross-sectional survey design. A questionnaire was distributed electronically and physically, making use of closed-ended questions. Data was analysed and interpreted through descriptive statistics. The main finding of the study was that political instability, the lack of safety for tourists, and public turmoil have a negative effect on SA's tourism sector as they deter international tourists from travelling to the country. Furthermore, this study contributes by confirming the findings mentioned by Ferreira & Perks (2016), in their publications called "*Theoretical Overview of the Political Climate Variables Influencing Tourism in South Africa*".

Keywords: Political instability, Public turmoil, Safety of tourists, Tourism, International tourists.

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1. INTRODUCTION

Tourism is of significant importance to the economy as it is believed to have a positive effect on the economic growth of a country. In South Africa (SA) tourism plays an important role in stimulating economic investments particularly in infrastructure, labour, and induces competition (Brida, Cortes-Jimenez & Pulina, 2014; Ferreira & Perks, 2016). In order for a country to benefit from tourism, political stability is paramount in attracting tourists to a destination (Ferreira & Perks, 2016). Political instability affects all sectors within the economy (households, businesses, and financial markets) and it is possible that political instability has an impact on SA's tourism industry (Temkin, 2018). This paper aims to gain a better understanding of the implications of political instability on tourism in SA, as tourism is regarded as one of the key drivers for SA's economy (Ferreira & Perks, 2016).

According to The General Model of Traveller Destination Choice (Figure 1, page 9), which forms the theoretical foundation of this study, tourists primarily make an assessment on a country's political stability when determining whether or not to travel to that particular country (Keshavarzian & Wu, 2017). A tourists decision incorporates various motivational aspects of where to travel. As a result of the nature of SA's political environment and its potential impact on tourism, three main elements being: political instability, safety of tourists, and public turmoil will be investigated. These three elements build the foundation of SA's political environment (Ferreira & Perks, 2016).

To understand the implications political instability has on tourism a positivistic research tradition has been followed, as positivism ensures the reliability of a study. Additionally, reliability and validity of data are considered to be important and are the two most commonly used approaches in quantitative studies. Therefore, a quantitative research methodology is most suitable for this study (Maree, 2016). Reliability, requires consistency and refers to the credibility of the study, while validity determines whether the research measured what it was meant to measure. In order to increase the validity and reliability of this study, the researcher implemented a pilot study on five international tourists. The pilot study reflected all the procedures of the main study and

validated the feasibility of the study by assessing participants, instruments used for measurements and data collection. For a pilot study to ensure high-quality outcomes it needs to be conducted on a smaller scale sample than the full-scale study and concluded in an ethical manner. Ethics refers to the professional code of conduct, which set the standards, attitudes and behaviours of the study. Ethics is important to implement to ensure all stakeholders aren't negatively affected by their participation in the study. The ethics that formed part of this study included concerns regarding the participants and the researcher (Du Plooy-Cilliers, Davis & Bezuidenhout, 2014).

In order to have a better understanding of this research study some information is contextualised.

1.1 CONTEXTUALISATION

In 1994, SA successfully transformed from an apartheid government to a democratic government, which opened up the country's tourism potential to the rest of the world. Since the country's re-admittance into the international tourism community, however, SA has received negative media as a tourist destination. SA's negative media has been associated with crime against tourists, social and labour unrest, and political tension. Such negative media exposure is possibly due to SA having a flawed democracy with a weak democratic tradition, which leads the country to being perceived as politically instable (Ferreira & Perks, 2016). Political instability can be seen as a weakness to SA's tourism industry. Although the flow of tourists to SA has increased to 5.3% in 2018 from 2.9% in 2017, this was below the global average increase of 7% (Smith, 2018). The global average increase implies that the flow of international tourists to SA should have increased to 9.9%. SA's minimal increase in tourism could potentially be linked to political instability, as identified by Ferreira & Perks (2016). Therefore, there is a need to investigate the impact political instability has on SA's tourism industry.

1.2 RATIONALE

SA is a developing country meaning it needs to develop and grow economically (Davis, 2011). One way of developing the country economically is through tourism. According

to Independent Online (2019), in 2018 tourism contributed 1.5 million jobs and R425.8 billion to the country's economy. These statistics illustrate that tourism in SA contributed 8.6% toward all economic activity in 2018. Furthermore, SA was the top travel destination on the African continent in 2018. The concern, however, is that even though SA was the top travel destination in Africa in 2018, its tourism was 4.6% lower than the global average (Smith, 2018). This demonstrates that tourism was underperforming on the tourism industries expectations. Tourism is SA's most valuable resource and has the greatest potential for expansion, as it has the capacity to promote social development and job creation through economic growth (IOL, 2019). This was evident in 2018, where tourism growth rates grew greater than the GDP (gross domestic product) growth rates of SA's economy, even though the growth rates of tourism performed well below global averages and industry expectations (Henama, 2018).

There appears to be great opportunity for tourism to further contribute to sustainable economic development if one considers the global averages of tourism in 2018. According to Statssa (2019), tourism is of significant importance to SA's economy as it contributes 9% towards the GDP and in terms of job creation it outperforms key industries, for example: electricity, gas, water, utilities, and trade.

The missed opportunity of tourism can be the result of political instability and public turmoil (Ferreira & Perks, 2016; Saunders, 2017; Temkin, 2018 & Omarjee, 2019). Furthermore, tourist's safety and security may all add to the underperformance of tourism (Omarjee, 2019 & Temkin, 2018). However, this study recognises that nonpolitical factors (e.g. economic factors) may also contribute to the underperformance of tourism in SA, but this is not the focus of this study.

It is necessary to understand the consequences political instability, safety of tourists, and public turmoil has on tourism in SA, as the country's tourism is currently underperforming global standards.

1.3 PROBLEM STATEMENT

SA's political instability, safety of tourists and public turmoil cuts across and impacts all sectors within its economy, particularly tourism (Temkin, 2018). The stagnating growth of SA's tourism compared to global averages is concerning and is currently not sustainable in the tourism sector, as tourism accounts for a 9% of SA's total GDP, and 9.5% of its total employment (Smith, 2018). Political instability, safety of tourists and public turmoil most likely affects the tourism industry's ability to develop and grow.

1.4 PURPOSE STATEMENT

SA experiences political instability as a result of its current political climate, where attempts are made by government to rectify the outcomes and discrepancies of the apartheid era (Smith, 2018 & Temkin, 2018). The purpose of this study is to understand whether political instability, tourism safety, and public turmoil have an impact on the international tourism sector within SA's tourism industry, specifically in the Garden Route. The aim is to conduct an in-depth analysis through the use of primary and secondary research. The in-depth analysis considers the current views and opinions of international tourists in the Garden Route towards SA's current political climate.

1.5 RESEARCH QUESTION

Table 1 identifies the main research question, secondary questions and objectives of the study.

Main Research Question (RQ _M)	
Is SA's international tourism impacted by political instability, public turmoil and the lack of safety for tourists?	
Secondary Research Questions (RQ)	Research Objectives (RO)

RQ₁: Do the views of international political instability impact the political instability amongst international tourism industry in SA? tourists in the Garden Route.

RQ₂: Are international tourists concerned about their safety when travelling to SA? **RO₂:** To investigate the awareness of safety amongst international tourists in SA.

RQ₃: Are international tourists aware or affected by public turmoil in SA? **RO₃:** To investigate the awareness of public turmoil in SA, and whether protest action has occurred or affected international tourists.

Table 1: Research questions and objectives

2. LITERATURE REVIEW

In order to understand concepts within the research question, sub-questions and objectives, a literature review is provided. According to Du Plooy-Cilliers, Davis & Bezuidenhout (2014), the purpose of the literature review is to put the research study in to perspective and identify relevant models and theories which are relevant to the study.

Table 2 identifies and conceptualises key terms.

2.1 CONCEPTUALISATION

Tourism Safety	Tourism safety is seen as a factor that restricts and confines people's movements, options, and participation in opportunities and activities (Ferreira & Perks, 2016).
Political Instability	According to Walker et al (2003), instability is described as a situation of inadequate knowledge, which can be the result of ignorance, unreliability and inexactness. For the purpose of this study, political instability is viewed as uncertainties associated with government unity, policies, national leadership, and the behaviour of politicians and firms in SA (Julio & Yook, 2012).
Public Turmoil	According to Ferreira & Perks (2016) public turmoil refers to racism, xenophobia and social and labour unrest, which arises from a state of confusion, disorder or uncertainty.

Tourism	According to Westcott (2012), tourism is an economic, social and cultural phenomenon, involving individuals who travel to countries or places outside their usual environment for personal, business or other purposes, such as health and sport.
Gross Domestic Product (GDP)	Leamer (2009), states that “GDP is the market value of goods and services produced within a selected geographic area (usually a country) in a selected interval of time (often a year).
National Tourism Sector Strategy (NTSS)	According to Marthinus van Schalkwyk, the minister of tourism in SA between 2004 – 2009, the NTSS is a governmental strategy aimed at improving tourism’s economic contribution to SA (Gcis.gov, 2017).

Table 2: Conceptualisation of key terms

2.2 THEORETICAL FOUNDATION

There is evidence, which supports the idea that the perceptions and preferences of consumers form the origin for tourism policy (Woodside & Lysonski, 1989). Tourism destination choices are selected based on “the collection of related travel thoughts by a discretionary tourist prior to, during, and following a trip” (Woodside & Dubelaar, 2002). These thoughts of tourists are often impacted by the perceived stability and security of a country’s political environment.

The theoretical foundation of this study is founded on The General Model of Traveller Destination Choice (Figure 1, page 9) as it is perceived that destination choice occurs

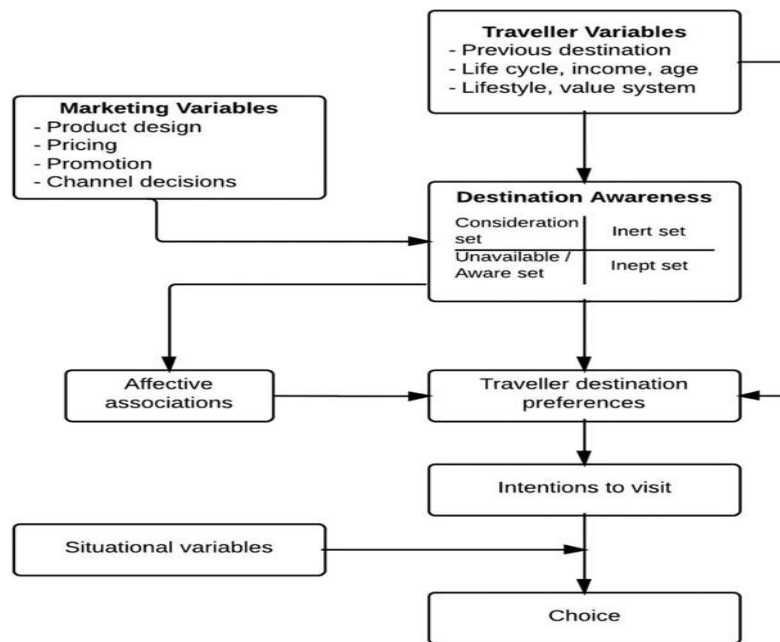
in a multi-stage manner (Keshavarzian & Wu, 2017). The General Model of Traveller Destination Choice was developed by Woodside and Lysonski in 1989, who recognised the central role of perceptions and preference in destination choice, and is discussed in more detail in the following section (Nuraeni, Arru & Novani, 2015).

2.2.1 THE GENERAL MODEL OF TRAVELLER DESTINATION CHOICE

Tourists initially make a decision regarding whether or not to travel based on the individual's motivational aspects of where to travel. The travel decision-making process is believed to happen in a multi-stage manner, of which one is political stability (Keshavarzian & Wu, 2017). SA's tourism industry may be impacted by the views, thoughts and decisions of tourists as they might perceive SA's political climate as unstable and dangerous to travel to (Ferreira & Perks, 2016).

According to Nuraeni, Arru & Novani (2015), The General Model of Traveller Destination Choice, suggests that the destination chosen is the outcome of a series of implicit and explicit decisions. Previous studies by Hong, Kim, Jang & Lee (2006) have demonstrated that individuals make decisions based on their perceptions of reality, rather than reality itself. With this in mind, tourist's exposure to the instability of SA's political environment would be dependent to a large degree on tourists own perceptions and opinions of the destination based on their exposure to events (Keshavarzian & Wu, 2017). These perceptions and opinions progress from the knowledge gained about a destination and their awareness of the destination. For example, whether a tourist is aware of the current political climate within SA. Through knowledge gained about a destination, particular destination preferences arise, and a travel destination is selected.

Figure 1: The General Model of Traveller Destination Choice



Source adopted by Keshavarzian & Wu (2017).

The General Model of Traveller Destination Choice illustrates eight variables and nine relationships. Two variables: traveller variables and marketing variables, influence tourist destination choice. Destination awareness consists of the consideration set, the inert set, the inept set, and the unavailable or aware set (Keshavarzian & Wu, 2017). The consideration set represents destinations that the tourist considers visiting among all the other leisure destinations available, in this case SA.

The destinations which the tourist has rejected from their purchase considerations is referred to as the inept set, and the inert set is the group of destinations from which the tourist has not made a positive or negative evaluation (Woodside & Lyonski, 1989 and Keshavarzian & Wu, 2017). The unavailable and aware sets refer to destinations that are currently unavailable because of particular situational constraints considered by the tourists. This was the case with SA in April of 2017, when South African Airways (SAA) flights were affected by industrial strike action by cabin crew, this caused flight delays and cancellations. This industrial strike action affected both international and domestic flights (Traveller24, 2017).

Affective associations in the model (Figure 1) are the specific associations tourists link with a specific destination (Woodside & Lyonski, 1989). For example, foreigners may associate a corrupt government with SA (Myburgh, 2017). According to Woodside &

Lysonski (1989), actual destination choice (Figure 1), is affected by both situational variables and intention to visit. Situational variables could include evaluation judgements made by a tourist concerning the current state of instability with SA's political environment, the concern for their safety, and the threat of social and labour unrest.

Instability in the political environment includes the safety of tourists (e.g. crime and violence), political instability (e.g. corruption), and public turmoil (e.g. social and labour unrest and racism). Situational variables will either result in a destination choice being chosen or tourists will opt for alternative destinations. With regards to forming a destination choice, tourists interpret an array of complex factors regarding SA's political environment by simplifying them into facilitators and inhibitors (Keshavarzian & Wu, 2017).

In order to have a better understanding of this theory, the importance of tourism to SA's economy is provided, as sustainable growth is one of the major objectives of macroeconomic policies in SA, which has been trying to achieve this through tourism (Akinboade & Braimoh, 2010).

2.2.2 THE IMPORTANCE OF TOURISM TO SA'S ECONOMY

According to the CEO (Chief Executive Officer) of SA's tourism, Mr Ntshona, at the 2018 International Travel Trade Show hosted in Germany, tourism is indispensable to SA's economy and should be cultivated to ensure sustained growth (Statssa, 2019). Additionally, Davis (2011), states that because SA is a developing country, it needs to cultivate sustained growth in order to develop. There is historical evidence which can support Ntshona's claim. In 2012, Malaysia's tourism industry played a significant role in increasing the country's GDP. Malaysia experienced an influx of 2.4 million tourists in 2012, which generated 56.5 billion Malaysian Ringgit (RM), equating to roughly R191.5 billion. This demonstrates the influential nature tourism has on benefiting the sustainable economic growth of a developing country.

According to Bac (2018), the flow of foreign tourists to SA increased by 2.4% in 2018 to 5.3% from 2.9% in 2017, which was below the global average increase of 7%. This

growth is not adequate enough in sustaining economic growth as tourism accounts for 9% of SA's economic activity. If one considers the improved global averages of tourism in 2018, there appears to be great opportunity for tourism in SA to further contribute to sustained economic development (Smith, 2018). One way that tourism benefits is through job creation. As of the fourth quarter of 2018, SA's unemployment rate was at 27.5%, while the youth (15-24 years old) unemployment rate is resting at a staggering 52.8% (Fin24, 2018). These high levels of unemployment in SA support the notion of SA being a political unstable country.

Even though SA's tourism industry performed below global averages in 2018, it still continues to show improvement regarding economic activity within SA each year (Smith, 2018). Tourism has the potential as an industry in SA to outperform other sectors in terms of job creation, and Mr Ntshona urges the youth to consider the tourism industry when looking at career opportunities (Statssa, 2019). SA's tourism industry has been noticed as an opportunity for government and the private sector to improve employment levels within SA even though it is under performing on a global scale. If increased tourism is achieved it will improve employment statistics which makes SA an attractive tourist destination, as this demonstrates political stability (Fin24, 2018).

The importance of tourism to SA's economy is acknowledged by the National Tourism Sector Strategy (NTSS), which seeks to increase the sectors total direct and indirect contribution to the economy from R318.2 billion in 2015 to R499 billion in 2020. The NTSS aims to achieve this through driving the tourism industry, enhancing visitor experience, and ensuring sustainability through good governance (Gcis.gov, 2017). Political instability, however, affects the tourism industry's ability to attract tourists and ensure an enhanced experience through the safety of tourists and public turmoil (Ferreira & Perks, 2016).

It has been made evident that tourism is one of SA's greatest resources and has potential for expansion, sustained economic growth, job creation, and the ability to promote the social development of the country (IOL, 2019).

The next section explains the impact political instability has on tourism in SA.

2.2.3 THE IMPACT OF POLITICAL INSTABILITY ON TOURISM IN SA

SA's democratic society has opened the country's tourism to the rest of the world, through re-integrating the tourism industry from a domestic market to a diverse international market (Ferreira & Perks, 2016). It is necessary to understand the impact political instability has on SA's tourism industry, as SA was considered the top travel destination on the African continent in 2018 (Smith, 2018).

According to Ferreira & Perks (2016), the "political climate can be described as the views and opinions generated by the public's feelings towards a variety of political and social issues present within a country". It is essential to incorporate public turmoil and the safety of tourists with political instability due to the unique nature and characteristics of SA's political environment and historical background. In 2017, 96.6% of tourists who visited SA came here for the purpose of leisure, 2.5% for the purpose of business, and 0.8% came for study purposes (Gcis.gov, 2017). These statistics demonstrate the importance of SA being viewed positively by the media and international market, as the majority of tourists visit SA for leisure in their private capacity. Across the globe, SA has found itself as being the centre of attention for various reasons caused by political tension, corruption, social and labour unrest, and increasing crime rates. These negative attributes can have a profound impact on the tourism industry, to the extent that tourism-related organisations within SA have voiced their concerns regarding the long-term impact of repeated negative exposure (Ferreira & Perks, 2016). SA President Cyril Ramaphosa, at the African Travel Indaba in 2019, claimed that SA had to overcome many challenges (i.e. crime, corruption, and social and labour unrest) in order to boost the tourism industry. One of which included the bureaucratic red tape (visa and unabridged birth certificate requirements) which some tourists who would like to visit the country face (Govender, 2019). If these issues are not managed and addressed it will continue to deter the growth of tourism within the country, as the political climate in SA affects the tourism industry (Ferreira & Perks, 2016).

The next section incorporates three political variables: safety of tourists, political instability, and public turmoil which impact tourism.

2.2.3.1 TOURIST SAFETY

The safety of tourists refers to elements of visual policing, effective crime prevention units and low crime rates (Ferreira & Perks, 2016). SA currently experiences high levels of crime (i.e. white-collar and blue-collar crime) and corruption, which threatens the tourism industry, as destinations with an unsafe tourist reputation can be easily substituted for destinations that are perceived as safer (Chauhan & Khanna, 2015; Ferreira & Perks, 2016). The country has received negative publicity, being described as the most violent society in the world by British media, following the rape and murder of two British citizens in 2015. Furthermore, in 2013, the Norwegian press described SA as having the highest rape incidents in the world, following an incident with a Norwegian teenager at gunpoint in Cape Town. The safety of tourists is imperative to developing sustainable growth in the tourism industry of SA, as it is evident that negative publicity can damage SA as a tourist destination (Ferreira & Perks, 2016).

2.2.3.2 POLITICAL INSTABILITY

According to Aisen & José Veiga (2006), political instability has negative effects on the physical and human capital accumulation of SA, GDP growth, total productivity, private investments, and inflation. In other words, how government is institutionalised, structured and governed, has an effect on tourism (Ferreira & Perks, 2016).

According to Hyslop (2005) and Ferreira & Perks (2016), government corruption in SA includes dishonesty in public administration, bribery, falsification of qualifications, abuse of position, tribalism, nepotism, and the re-emergence of securocrats, as these all impact political stability. Securocrats refer to military and police officials who hold an influential position in government and advocate the securitization of political information. An example of this occurred in Cape Town on the 18/07/2019, where the South African National Defence Force (SANDF) was deployed by the government to assist police in their duties (Isaacs, 2019).

Moreover, according to Ferreira & Perks (2016), as a result of political instability, local municipalities are failing to deliver on their directives as they are inflicted by corruption, lack of accountability, and mismanagement. A concern affecting SA's current

government is the state capture report, as the report exposes areas of government, which have been found guilty of corruption. According to Ralph Mathekga, corruption tears societies apart and threatens the legitimacy of institutions (News24, 2019).

Public turmoil can be indirectly worsened by a corrupt nation through political instability when conflict occurs between corrupt politicians and its citizens, or when tension between opposition political parties become more intense.

2.2.3.3 PUBLIC TURMOIL

The visitation of tourists to a country will decline over time if countries are experiencing public turmoil. Labour and social unrest, xenophobia, and racism are all acts that fall under the umbrella of public turmoil (Ferreira & Perks, 2016).

A key challenge in SA is xenophobia, as it is not limited uniquely to different racial groups but encompasses international tourists. The main threat is that tourists who have been victims of xenophobia while travelling to SA would probably not visit again. Furthermore, they are likely to share their experience, through word of mouth, with people who intend on travelling to the country, which supports the concerns voiced by tourism-related organisations on the long-term effects of negative exposure (Ferreira & Perks, 2016). According to Thomson (2019), history in SA has shown that xenophobic violence is subsidised by politically-connected youth groups to victimise foreigners for the failures of greedy politicians. Xenophobic violence was particularly bad in May of 2008, where a series of attacks left 60 foreigners deceased and more than 100 000 homeless.

Another key challenge facing SA, is labour and social unrest, which has been increasing in SA. Strike or industrial action taken by labour unions and employees are considered to be acts of social and labour unrest (Ferreira & Perks, 2016). The increase of labour and social unrest is concerning as it can lead to a fund's deficit for the maintenance of SA's infrastructure as foreign investors become wary of their investments, as it demonstrates political instability in SA (Wakefield, 2015).

As of 2016, SA, along with volatile countries like Pakistan, Mexico, Tunisia, and Iran, have been classified as high-risk countries for social and labour unrest (Ferreira & Perks, 2016). SA has experienced prevalent protests, ranging from communities voicing their opinion with the dissatisfaction of service delivery to students protesting for access to free tertiary education (Lancaster, 2016 and The South African, 2019). This was the case in Plettenberg Bay, where according to News24, the national road (N2) was blocked from the 01/07/2019 – 07/07/2019 due to violent protests. These protests had an impact on the Garden Route as it slowed down the delivery of services and ability of individuals to get to work. The event further led to the arresting of 59 people for alleged criminal acts, ranging from 13 – 57 years of age (Van Deimen, 2019). In a telephonic interview with a Director of a hotel in the Garden Route, he confirmed that hotel operations and guests were negatively affected by the protest action that took place.

It is evident that political instability in SA can have a less than favourable influence on the tourism industry of the country through the safety of tourists, political instability and public turmoil. As according to Ferreira & Perks (2016), “tourists are very susceptible to news of violence and political unrest in tourist destinations”.

In the following section, the methodology of research is discussed.

3. RESEARCH METHODOLOGY

This research study focused on the impact political instability has on international tourists in the Garden Route, SA. International tourists voluntarily agreed to be a part of the study and were physically present in SA upon answering a survey. In order to be more convenient to both the participants and the researcher, surveys were distributed both physically and electronically. The following section will discuss the research paradigm, design, and data collection methods.

3.1 RESEARCH PARADIGM

According to Du Plooy-Cilliers, Davis & Bezuidenhout (2014) and Maree (2016), a paradigm defines a cluster of beliefs and directs scientists within a particular discipline about what should be studied, how research should be done, and how results should be interpreted. Therefore, a paradigm is seen as a set of beliefs or assumptions regarding certain aspects of reality, which then give rise to a particular world view.

Research in the field of politics and its association with tourism tends to be positivistic in nature (Ferreira & Perks, 2016). Tourism within SA is empirical and technical in nature, therefore, empirical-analytical sciences are most suited for the current study which investigates the impact that political instability has on tourism in SA. The aim of the study is to find a causal relationship between political instability and tourism. According to Du Plooy-Cilliers, Davis & Bezuidenhout (2014), correlational studies discover whether there is an association, relationship or interdependence between variable(s). To understand the relationship between political instability and tourism a positivism research tradition was implemented. The methodological position of positivism was followed, as positivists attempt to discover causal relationships of phenomena through empirical data.

This research paradigm is most suited to this study as the quantitative approach allows the researcher to measure a construct precisely by analysing the responses to closedended questions in the survey, which related to the impact political instability in SA has on its tourism industry.

3.2 RESEARCH DESIGN

According to Du Plooy-Cilliers, Davis & Bezuidenhout (2014), “a research design is a procedural plan that is adopted by the researcher to answer questions validly, accurately, and economically”. It refers to the complete plan adopted for this research study into political instability and tourism.

This research study has distinguished between two types of research, pure and basic research. As this study has not attempted to find a solution to a specific problem, it has followed pure research. This kind of research is used to develop fundamental knowledge by developing theories to explain specific problems through investigating phenomena (Du Plooy-Cilliers, Davis & Bezuidenhout, 2014).

There are two different types of research approaches, deductive and inductive. A deductive approach allows the testing of an existing theory, where an inductive approach generates a new theory (Du Plooy-Cilliers, Davis & Bezuidenhout, 2014). According to Newman (2000), quantitative research from a positivistic approach assumes that questions are derived from theories, which are deductive in nature. It is for this purpose that this study adopted a deductive research approach.

A research plan refers to how the researcher intends on carrying out the research (Maree, 2016). This study makes use of a survey through a non-experimental research design, as the aim is to describe the relationship between political instability and tourism (Salkind, 2010). Implementing surveys as a research method is often used to provide quantitative descriptions of the attitudes, trends or opinions of the population by asking a sample a set of questions which could potentially be generalised to a larger population. The research method followed a cross-sectional survey design as data was collected at a single point in time (Du Plooy-Cilliers, Davis & Bezuidenhout, 2014). It was envisaged that this method provided the relevant information required regarding the impact political instability has on international tourists in the Garden Route, SA. Data collection and analysis was dependent on the methodological position of positivism. Structured questionnaires were compiled through incorporating closed-ended questions which were then distributed to international tourists to complete. The questionnaire consisted of multiple choice and multiple choice grid questions

pertaining to the influence the current political climate in SA had on their travel arrangements, and current experiences in the country.

This study has followed a quantitative research methodology in assessing the impact political instability has on SA's tourism industry. The use of a quantitative research method enhanced the accuracy of results through the use of measurable descriptive statistics which are systematic and objective in nature (Maree, 2016). The data collection instrument has been designed based on evidence accumulated through research on politics and tourism (Ferreira & Perks, 2016).

Table 3 identifies the methodological plan of the study.

Unit of analysis	International tourists in the Garden Route, SA.
Population	According to Du Plooy-Cilliers, Davis & Bezuidenhout (2014), a population is defined as the total group of people from whom information is required. For the purpose of this study, the population includes international tourists in SA. This group has been chosen as they are most relevant to studying the impacts political instability has on international tourism.
Sample	According to Independent Institute of Education (IIE) Varsity College a sample size of 20 respondents was required. However, due to the ease of access, a sample size of 24 participants was implemented. The researcher was able to gain access to 40 potential participants, however there was a 75% response rate and 15% of the questionnaires were answered incorrectly, which resulted in a final sample of 24 participants.

Sampling method	A non-probability sampling method was implemented through convenience sampling. According to Du Plooy-Cilliers, Davis & Bezuidenhout (2014), convenience sampling consists of elements we know or are able to gain quick and easy access to.
	The convenience sampling method was selected by the researcher as the elements were known and the researcher was able to gain easy access to an accessible population. Furthermore, convenience sampling is a quantitative nonprobability sampling method. The accessible population was accessed through the Hunter Hotel Group, as the company is ideally imbedded in tourism. The Hunter Hotel Group targets tourists in the international market who fit the parameters of this study (Hunter Hotels, 2019).

Data collection method(s)	A cross-sectional survey is used as the primary data collection tool, as the data collected from the questionnaire was collected at a single point in time. The questionnaire made use of ordinal scales to interpret data supplied through closed-ended and direct questions (Maree, 2016). Quantitative data collection methods are structured, relatively inexpensive and less time consuming than qualitative data collection methods in terms of this study (Du Plooy-Cilliers, Davis & Bezuidenhout, 2014). It is envisaged that this approach provided information regarding the impact political instability has on tourism when considering the growth performance of tourism in SA. International tourists residing at the Hunter Hotel Group were asked to complete a cross-sectional questionnaire electronically through Google Forms, or alternatively a hardcopy was supplied for their convenience. The online responses were archived in an online drive and the physical copies were requested to be submitted to the duty manager for collection on the 28/06/2019. Participants were informed of the purpose of the study and were requested to voluntarily participate in the study by answering the supplied questionnaire. Those who participated in the study were informed that the questionnaire would take roughly 5 minutes to complete and their responses were confidential and anonymous.
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Data analysis	Data interpretation in the study follows descriptive statistics, as this summarises the data and allows some basic questions to be answered. Applying statistical analysis to a set of data removes the guesswork from the interpretation of data and allows for objective and defensible conclusions to be drawn. A data set is a collection of data, which consists of separate units that make up the entire set (Du Plooy-Cilliers, Davis & Bezuidenhout, 2014). For the purpose of the study, mathematical techniques through descriptive statistics were used to interpret data. Numerical quantities were incorporated in to the questionnaire, this allowed the researcher to interpret the central point and percentiles in the data sets. The researcher was then able to understand the influence political instability has on tourists through developing/constructing, pie charts, bar graphs and semantic summaries based on the data provided through the questionnaire (Maree, 2016 & Du Plooy-Cilliers, Davis & Bezuidenhout, 2014).
Pilot study	In order to determine whether the various research instruments were appropriate, a pilot study was conducted prior, as this enhanced the validity and reliability of the study (Van Teijlingen & Hundley, 2002). The pilot study tested a small segment of the actual population which was drawn from the sample and consisted of 5 international tourists. These respondents were not used in the actual sample, instead they aided in identifying minor errors and difficulties in the measurement instrument. Furthermore, the pilot study was used to ensure that the respondents understood all the questions correctly as they are international tourists and there may be cultural differences in interpretation (Du Plooy-Cilliers, Davis & Bezuidenhout, 2014).

Table 3: Methodology plan

It is anticipated that the research methodological approach revealed the implications between tourism and political instability (Brida, Cortes-Jimenez & Pulina, 2014). The interpretation of the findings is presented in the next section.

4. FINDINGS AND INTERPRETATION OF FINDINGS

The findings of the study incorporated descriptive statistics to analyse and interpret the data from the questionnaire. This study makes use of pie charts, bar graphs and semantic summaries to understand the impact political instability has on international tourism in SA. It is anticipated through secondary research that political instability negatively effects tourism in SA, which is further confirmed through this research study (Ferreira & Perks, 2016).

4.1 PRESENTATION AND DISCUSSION OF RESULTS

Since SA successfully transformed to a democracy and opened its tourism to the international market in 1994, it has received negative media as a tourist destination. Various critics have stated that SA has a flawed democracy, as the country continuously struggles with political tension and crime (Ferreira & Perks, 2016). Figure 2 and 2.1, refer to the exposure of negative media relating to political instability and crime in SA.

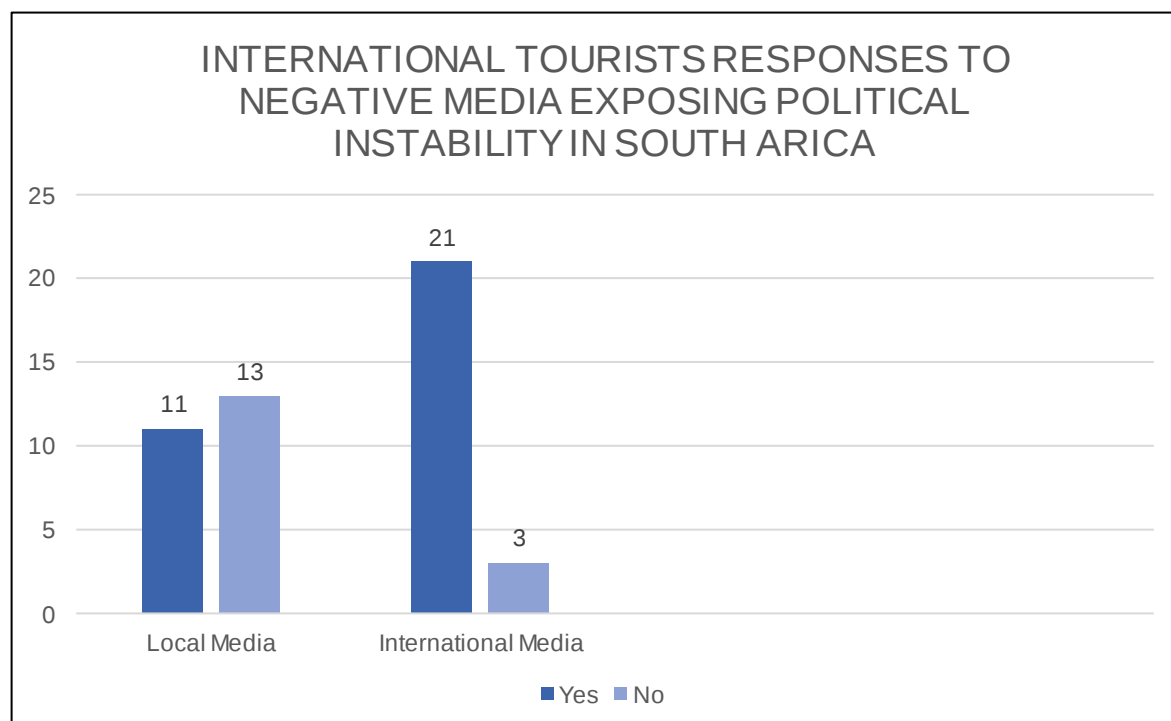


Figure 2: International Tourists Responses to Negative Media Exposing Political Instability in South Africa.

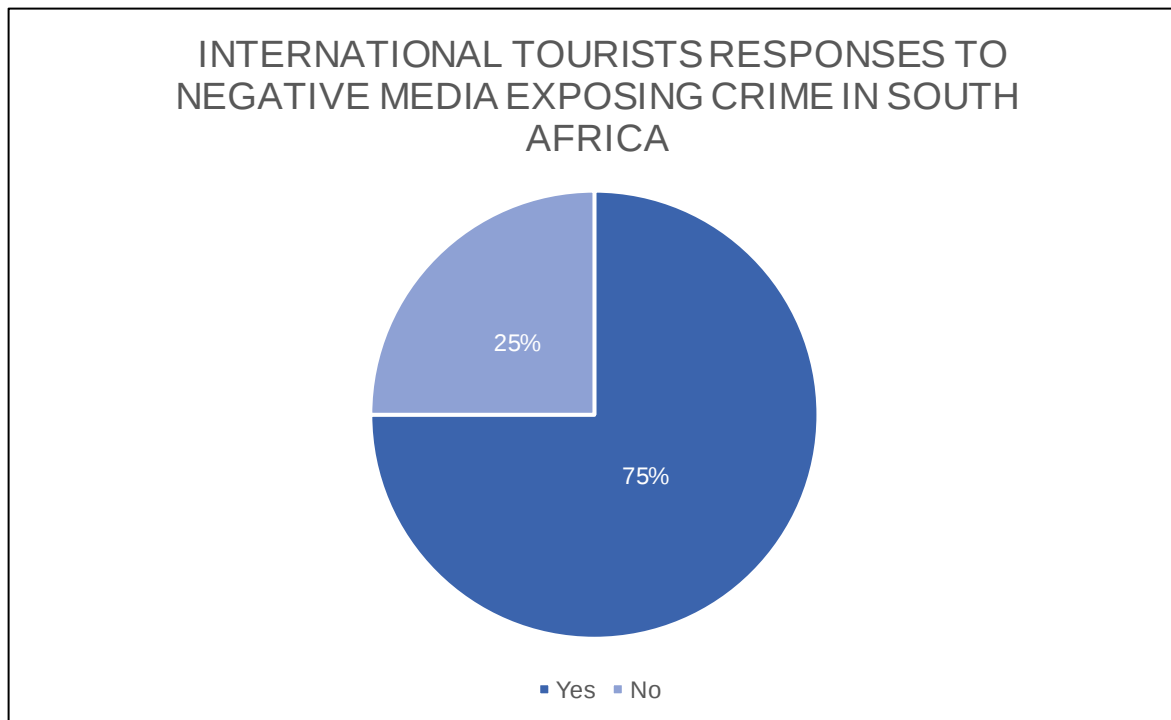


Figure 2.1: International Tourists Responses to Negative Media Exposing Crime in South Africa.

Figure 2, states that 87.5% of international tourists were exposed to negative international media relating to political instability prior to their arrival in the country. However, what is not surprising is that only 45.83% were exposed to negative media relating to political instability once in the country, through local media. This brings in to question whether or not media outlets are truly stating the current affairs within the country.

Figure 2.1 states that 75% of the sample have been exposed to negative media relating to crime in SA. This is alarming as it portrays a negative image on the country which damages SA as a tourist destination, as the country is perceived as unsafe. It supports the claims made by British media and Norwegian press regarding SA being the most violent country in the world (Ferreira & Perks, 2016).

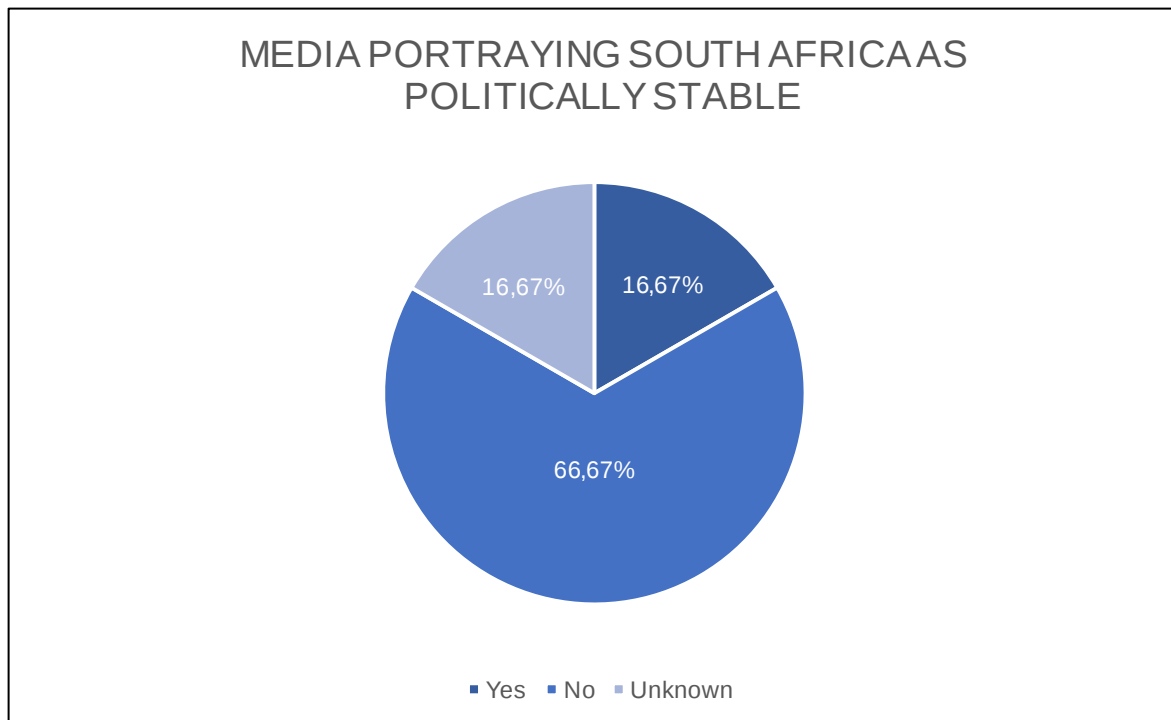


Figure 3: Media Portraying South Africa as Politically Stable.

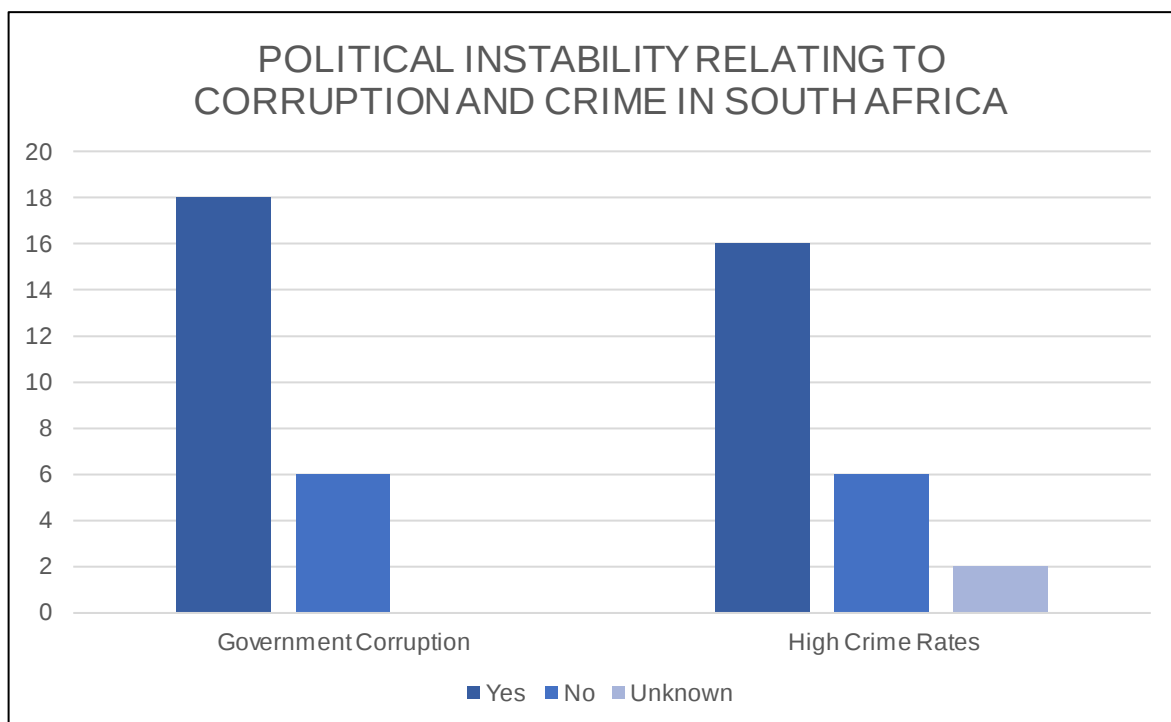


Figure 4: Political Instability Relating to Corruption and Crime in South Africa.

Figure 3 illustrates whether or not media has portrayed SA as a politically stable country. 66.67% of the sample stated that media has not portrayed SA as politically stable; 16.67% stated that media has portrayed SA as politically stable; and 16.67% were unknown. Figure 3 supports the findings of Figures 2 and 2.1 (page 22 and 23),

as it is evident that political instability and negative media relating to SA dominates media outlets in the international market.

The opinion of international tourists, as demonstrated in Figure 4 (page 24) through their experience and exposures of SA's political environment, state that 75% of them feel that SA is unstable through government corruption, and 66.67% feel that SA is unstable through high crimes rates. There is a link between corruption and an increase in crime rates. For example, the protest action that occurred in Plettenberg Bay in July 2019, started as a result of societies dissatisfaction with service delivery as there were concerns relating to municipal budget allocations. This protest action became more aggravated which led to acts of criminality.

Figure 3 and Figure 4 coincide with Ferreira & Perks (2016), in their publication on a 'Theoretical Overview of the Political Climate Variables Influencing Tourism in South Africa', as they explain that political indecisiveness in the SA government made international news in December 2015, which resulted from a cabinet reshuffle of ministers. The result was a lack of confidence in the SA government by the international market, demonstrated through a plummet in the ZAR (South African Rand). This led to a national outcry with the discontent in the infamous SA president, Jacob Zuma at the time.

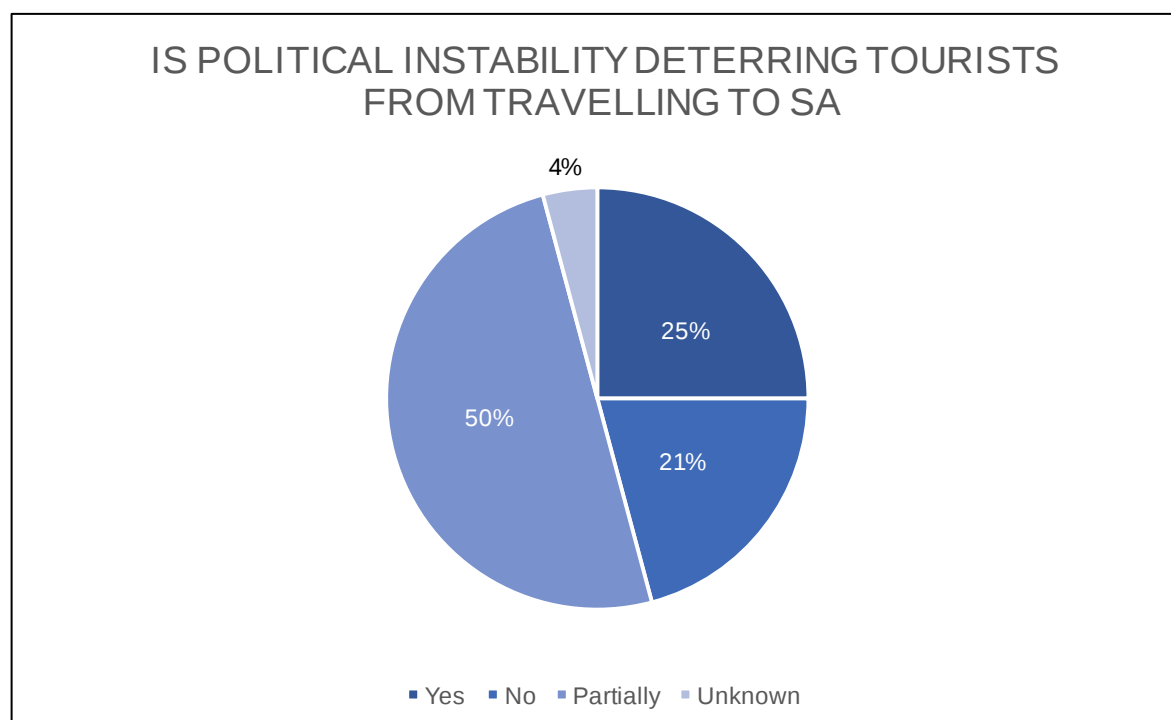


Figure 5.1: Is Political Instability Deterring Tourists from Travelling to SA.

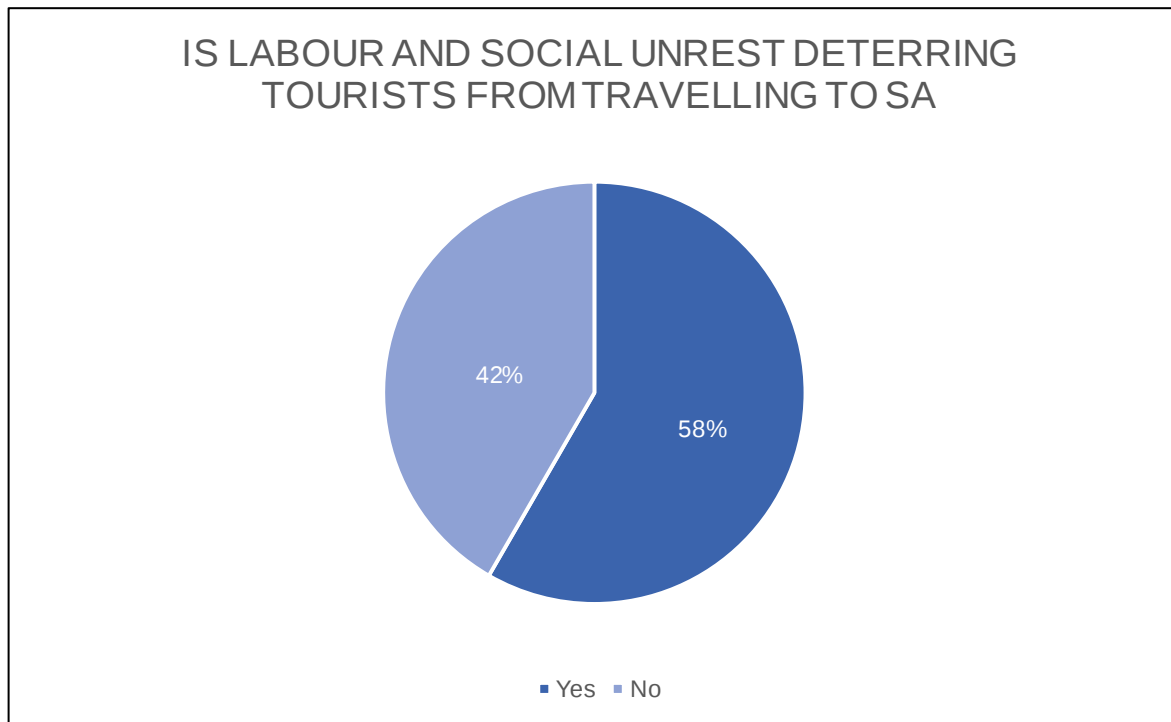


Figure 5.2: Is Labour and Social Unrest Deterring Tourists from Travelling to SA.

Figures 5.1 and 5.2 refer to whether political instability or public turmoil would deter international tourists from travelling to SA. It is evident that political instability may deter international tourists from travelling to the country, as 50% state that it may partially deter them. However, 54% state public turmoil would deter them from travelling to SA. This supports Temkin (2018), who states that public turmoil impacts all sectors of the economy. Furthermore, according to Van Diemen (2019), the Garden Route was impacted by violent protests regarding service delivery in Plettenberg Bay. These protests resulted in the N2 being closed for 5 days with 59 individuals arrested for alleged criminal activity. It is acts like these that deter international tourists from travelling to the Garden Route, impacting tourism.

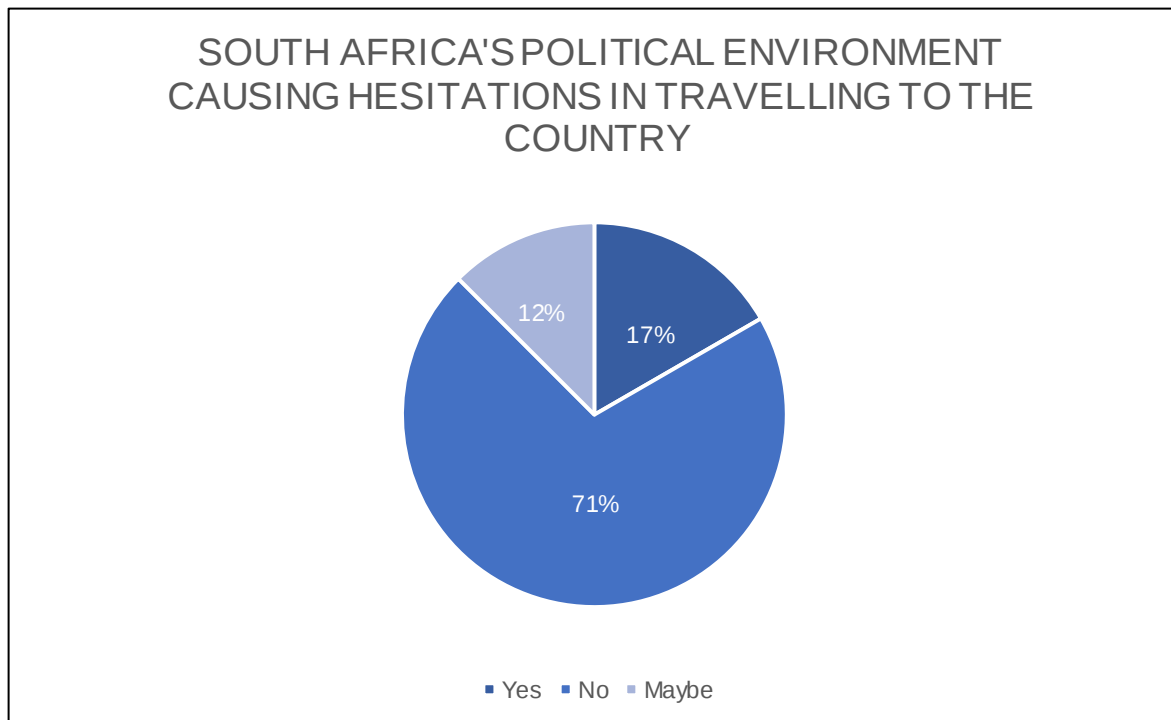


Figure 5.3: South Africa's Political Environment Causing Hesitations in Travelling to the Country.

It is interesting to note that in Figure 5.3, 71% of international tourists claim that SA's current political environment would not cause any hesitations in their decision to travel to the country. This behaviour goes against claims made by Temkin (2018), and Ferreira & Perks (2016). The only valid conclusion for Figure 5.3, is that all international tourists who participated in the study were currently in SA at the time of questioning and therefore answered favourably.

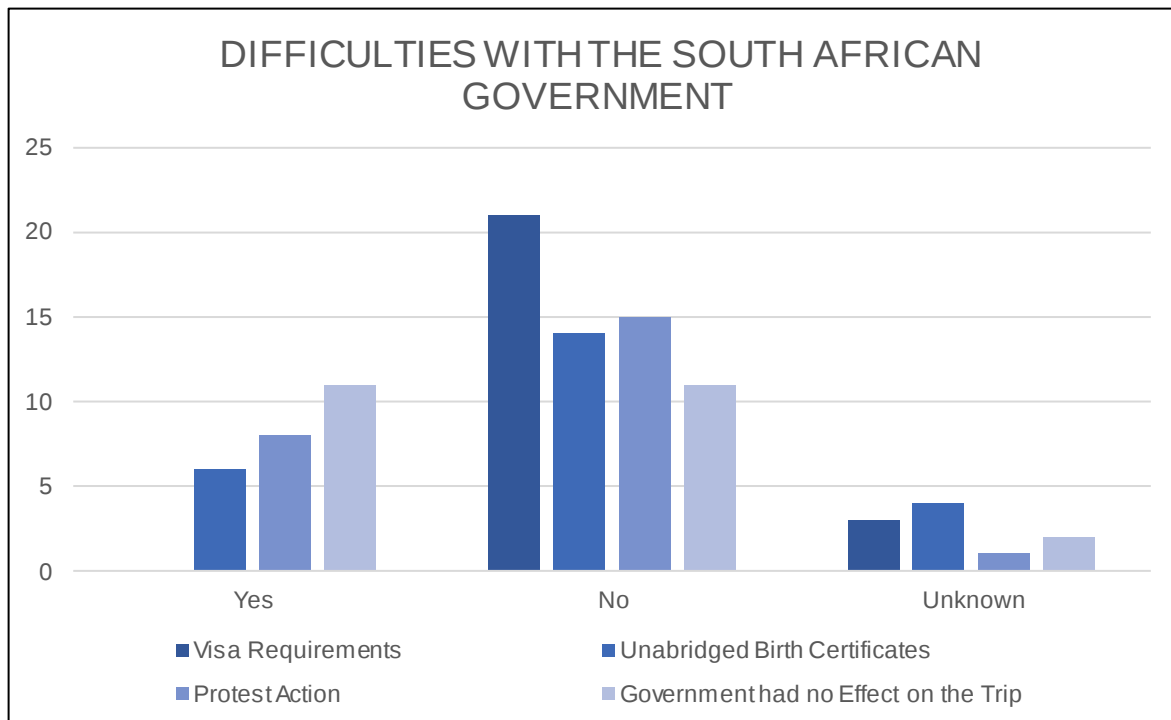


Figure 6: Difficulties with the South African Government.

Figure 6, refers to bureaucratic red tape which some international tourists encounter when travelling to SA. 33.3% stated that they encountered protest action which interfered with their travel arrangements, and 25% stated that they required unabridged birth certificates to enter the country. These are challenges that President Cyril Ramaphosa, at the African Travel Indaba 2019, states the country needs to overcome if the country wishes to improve tourism, as it is clear that it creates difficulties among travelling (Govender, 2019). This links to one of the goals of the NTSS, as they are trying to enhance visitor experience in their attempt to improve the direct and indirect contribution of tourism to the SA economy (Gcis.gov, 2017).

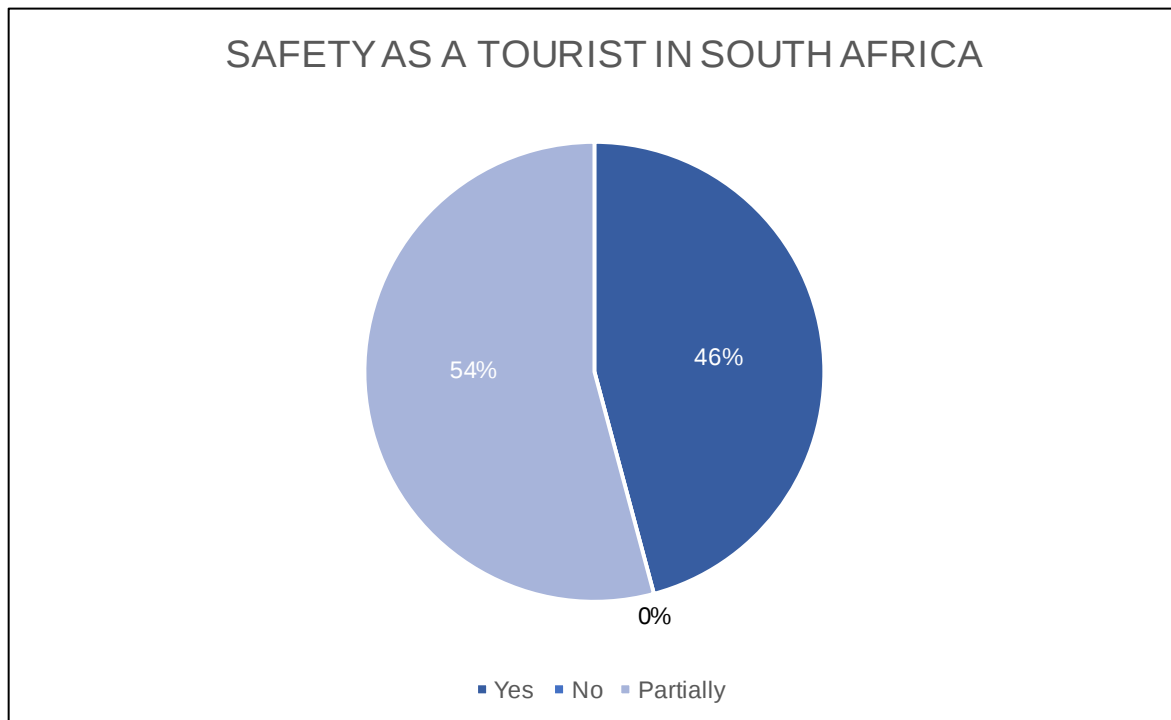


Figure 7: Safety as a Tourist in South Africa.

A concerning finding, in Figure 7, is that 54% of tourists partially feel safe while enjoying their time of leisure in the country. SA currently experiences high-levels of crime which threatens the tourism industry as it allows SA as a tourist destination to be substituted by destinations that are perceived safer. SA can improve the safety of tourists by implementing effective crime prevention units and visual policing (Chauhan & Khanna, 2015; Ferreira & Perks, 2016). The SA government is currently attempting visual policing, as they deployed the SANDF in Cape Town to combat gangsterism (Isaacs, 2019). Furthermore, the Nelson Mandela Bay municipality, in its attempt to implement effective crime prevention units, announced the implementation of an AntiGang Prevention Unit (Somdyala, 2019 and Wilson, 2019).

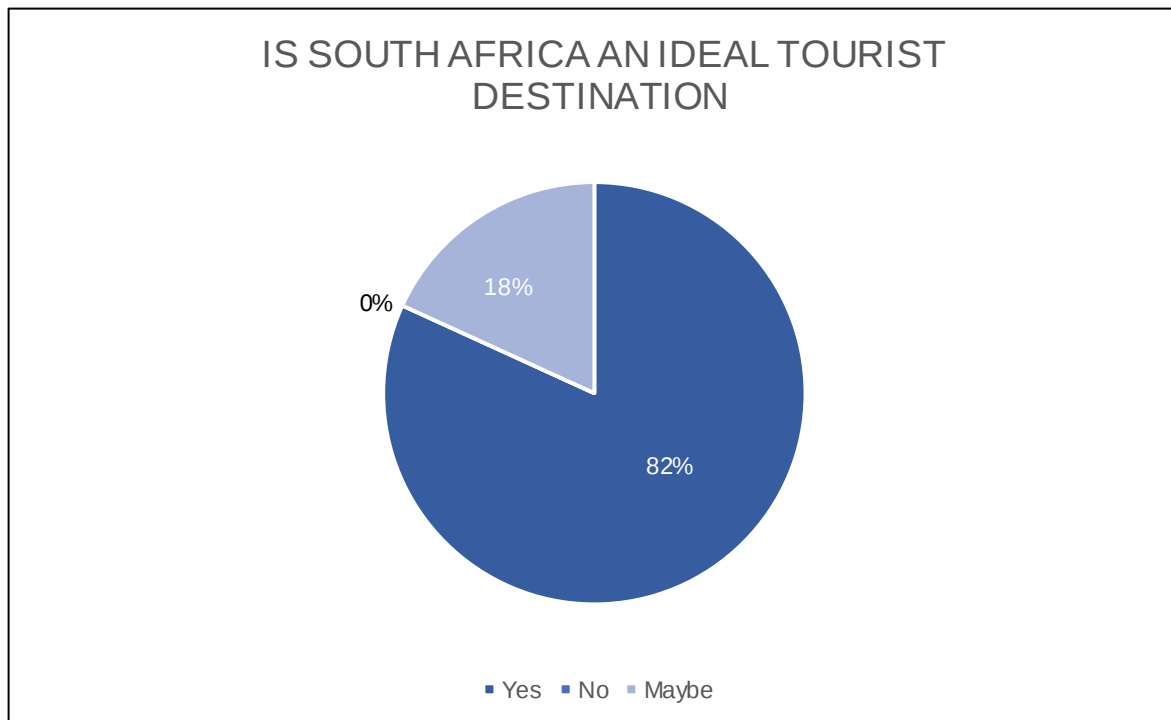


Figure 8: Is South Africa an Ideal Tourist Destination.

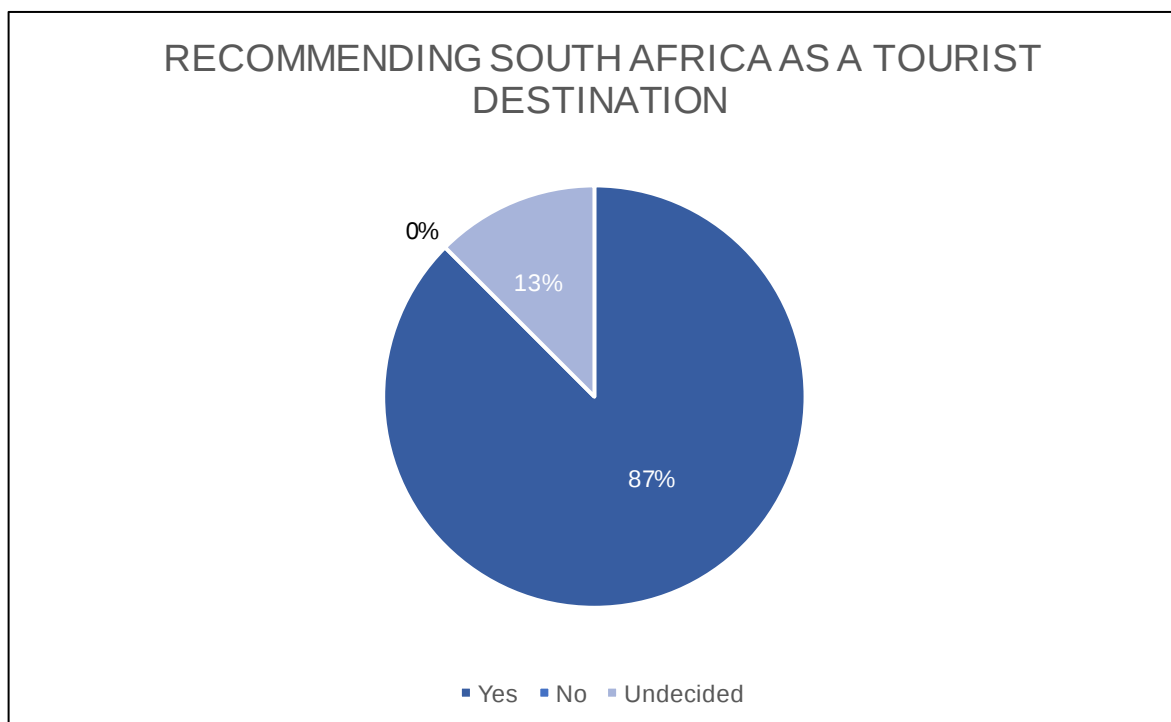


Figure 8.1: Recommending South Africa as a Tourist Destination

On a positive note in Figure 8, SA is perceived as an ideal tourist destination with 82% of international tourists in agreement. Furthermore, 87% claim that they would still recommend SA as a tourist destination based on their understanding of the country's political environment. This perceived positivity may be the effect of SA being

considered as the top travel destination on the African continent in 2018. Furthermore, the tourist sampled are already in the country and may have based their response on their current experiences within the country (Smith, 2018).

4.2 RELIABILITY AND VALIDITY

Validity and reliability are commonly used in quantitative studies. Validity determines whether the research measured what it was meant to measure. In other words, whether the questionnaire reflected the reality of the implications political instability has on tourism in SA. Internal validity refers to whether the research method answers the research question. In other words, whether or not the questionnaire was able to determine the impact political instability has on the tourism industry in SA (Du PlooyCilliers, Davis & Bezuidenhout, 2014 and Maree, 2016). Validity was ensured in this study through construct validity, as the measuring instrument measured the influence political instability has on tourism, and coincides with the findings of other research, which is evident through Ferreira & Perks publication on the influence political climate variables have on tourism (Ferreira & Perks, 2016).

Reliability requests consistency, and refers to the credibility of the study (Maree, 2016). It is viewed as the extent to which results can be generalized and similar results obtained if the research was conducted again. For the purpose of this study, reliability focuses on internal consistency, which is a measure of how consistently each item measures the same construct (Du Plooy-Cilliers, Davis & Bezuidenhout, 2014). Internal consistency was established and ensured through correlating the performance of each item with the responses across international tourists in a pilot study.

5. CONCLUSION

This study explored the influence that SA's political climate has on its international tourism sector, and how political instability can impact tourist's destination decision making. Tourism is one of SA's greatest resources, and has potential for expansion through promoting the social development of the country, job creation, and sustained economic growth, which forms the premise of a politically stable country that can prosper. The main aim of this study was to understand whether political instability, tourism safety, and public turmoil have an impact on the international tourism sector within SA's tourism industry, specifically in the Garden Route.

The literature review determined that there are three main variables which forms part of SA's political climate: tourist safety, political instability, and public turmoil. These variables were proven to deter tourists from visiting SA, based on The General Model of Traveller Destination Choice. According to Ferreira & Perks (2016), non-political variables may also have an influence on the tourism industry, but this was not the focus of the study. The aim of this study was to gain a better understanding on how politics in SA influences tourism. This study contributes by adding to the literature on the influence the political climate can have on tourism, which forms part of the wider body of knowledge. The study determined that political instability, lack of safety for tourist, and public turmoil has a negative impact on tourism in SA.

5.1 DISCUSSION OF RESEARCH QUESTIONS AND OBJECTIVES

- **RQ_M:** Is SA's international tourism impacted by political instability, public turmoil and the lack of safety for tourists?

This research study was conducted with 24 respondents, all of whom were international tourists in SA for the purpose of leisure. The international tourists were questioned on whether or not political instability, public turmoil or the lack of safety for tourists would deter them from travelling to the country. In terms of political instability 25% said it would deter them, and 50% said it would partially deter them. 58% state that the effects of public turmoil would deter them from travelling to the country, and 54% state they are concerned for their safety in SA.

In terms of this study it is evident that political instability, public turmoil and the lack of safety for tourists has a profound negative effect on SA's international tourism sector. This supports claims by Ferreira & Perks (2016), who provided a literature overview of political climate variables that can influence SA's tourism industry. It adds to the reasoning of why SA's tourism sector is underperforming in terms of global standards. However, it may be possible that other non-political variables may also influence SA's tourism sector.

- **RQ₁:** Do the views of international tourists on political instability impact the tourism industry in SA?

RO₁: To establish the perception of political instability amongst international tourists in the Garden Route.

Respondents were asked if they perceive SA as politically unstable through elements of government corruption and crime. 50% of the respondents feel that SA is politically unstable, 75% believe it is the result of corruption, and a further 66.67% believe that SA is unstable due to crime. It is evident that international tourists are aware of corruption and crime in SA, which is further supported by 71% stating media has portrayed SA as a politically unstable country. According to Ferreira & Perks (2016), these negative perceptions on SA's political climate should deter travel, however, when the respondents were questioned if they feel SA is an ideal tourist destination, 82% agreed. This claim is supported by 87% of respondents stating they would further recommend SA as a chosen destination of travel. From this information we can conclude that although SA is perceived and known to be politically unstable, tourists who have experienced what SA has to offer would still recommend SA as an ideal tourist destination.

- **RQ₂:** Are international tourists concerned about their safety when travelling to SA?

RO₂: To investigate the awareness of safety amongst international tourists in SA.

The lack of safety for tourists threatens a country's tourism industry, as destinations with an unsafe reputation are generally substituted for destinations which offer better security (Chauhan & Khanna, 2015). According to Ferreira & Perks (2016), SA currently experiences high levels of criminal activity. Evidence of this was the protest action in Plettenberg Bay, where disagreements with service delivery led to rampant crime, looting, violence, vandalism, and theft (Times Live, 2019). 75% of respondents are aware of negative media relating to crime in SA, which is coupled with 54% stating that they felt partially safe. The SA government could attempt to combat the issue of safety by improving the visual policing of officers in well-known tourist destinations and implementing effective crime prevention units (Chauhan & Khanna, 2015). As mentioned, attempts have been made by government through the deployment of the SANDF in Cape Town and the Anti-Gang Prevention Unit in Port Elizabeth (Isaacs, 2019; Somdyala, 2019 and Wilson, 2019).

- **RQ₃:** Are international tourists aware or affected by public turmoil in SA?

RO₃: To investigate the awareness of public turmoil in SA, and whether protest action has occurred or affected international tourists.

Public turmoil is a common feature in SA showcased through labour or social unrest as members of society protest against the lack of adequate service delivery in SA (Van Diemen, 2019). 58% of the respondents are aware of issues regarding public turmoil in SA, of which 8 respondents stated that they were affected by labour or social unrest through protest action. This is not surprising as the Garden Route has been impacted by protest action in recent times.

5.2 IMPLICATIONS FOR FUTURE RESEARCH

The findings of this study have implications on SA tourism industry through strategy deployment, society and the SA government. SA has recognised the importance of tourism and the benefit it can add to the economic development of the country. This importance has further been acknowledged by the NTSS who aim to drive tourism through sustaining good governance and enhancing visitor experience (Gcis.gov, 2017). President Ramaphosa further laid claim to how SA needs to overcome many

challenges (i.e. crime, corruption, and social and labour unrest) if it wishes to benefit from tourism.

The study further supports Ferreira & Perks (2016), by confirming that political instability, tourism safety, and public turmoil have a negative impact on tourism from the perspective of SA's political environment. This study acknowledges that it adds to the debate and literature on the influence the political climate in SA has on tourism. This study utilised current information from predominantly academic journals which was empirically tested by a quantitative study through surveying insights from international tourists.

5.3 RECOMMENDATIONS FOR FUTURE RESEARCH

Tourism is important to SA's economy as it promotes economic growth, through stimulating investments (Brida, Cortes-Jimenez & Pulina, 2014). According to Ferreira & Perks (2016), the majority of issues relating to how SA's political environment impacts tourism has not been explored extensively enough in academic journals. This study confirms that political instability, the lack of tourism safety, and public turmoil negatively impact the international tourism sector of SA's tourism industry.

Therefore, further research should be conducted on a larger sample which can be generalised to a larger population. Future research should further consider the views of both SA citizens and international tourists as it is envisaged that views would differ. Furthermore, research should make use of travel agents to acquire information from those tourists who showed interest in travelling to SA, but rejected to do so. It would be useful for future research to test hypothesized models through quantitative studies to determine the exact affects the political climate of SA may have on tourism. A useful measuring instrument would be to use longitudinal surveys, as information can then be collected over a period of time and can incorporate unforeseen political events (i.e. protest action which occurred in the Garden Route). The government and NTSS should encourage further research to be conducted on the influence SA's political climate has on tourism, as there is limited academic material and research available on the topic, especially considering that political climate variables have a negative impact on tourism (Ferreira & Perks, 2016).

5.4 ETHICAL CONSIDERATIONS

Ethics refers to the professional code of conduct which sets the standards, attitudes and behaviours of the study, and are crucial as they affect all stakeholders in the research. According to Du Plooy-Cilliers, Davis & Bezuidenhout (2014) and Maree (2016), ethical considerations fall on behalf of the participants and the researcher.

The researcher ensured that consent was received from all international tourists and anonymity was guaranteed as the names of respondents were not recorded at any stage during the research process. The researcher never engaged with the respondents at any stage of the research process, which ensured that the responses were not able to be matched to respondents. In order to ensure results were not distorted in anyway, respondents participated through their own free will and were able to withdraw at any stage during the research process. Through confidentiality, the researcher ensured that information of respondents was known only to the researcher and to no one else (Du Plooy-Cilliers, Davis & Bezuidenhout, 2014). For the purpose of this study, anonymity and confidentiality was guaranteed through international tourists answering an anonymous questionnaire.

Apart from ethical considerations relating to respondents, there are several ways which a researcher's approach can be unethical relating to data reporting and analysis. The researcher did not use inappropriate research methods which may have caused harm to respondents (Du Plooy-Cilliers, Davis & Bezuidenhout, 2014).

In order to ensure the research is ethical, the researcher aims to learn from other ethical mistakes relating to the topic, constantly researching the topic to improve knowledge, and considers the harm unethical research might have on the rest of the research community.

The impact of political instability on tourism in SA formulates the scope of the research study and is not without various limitations.

5.5 LIMITATIONS

Limitations are referred to as constraints that are out of the control of the researcher but have an impact on the research and its findings. For the purpose of this study the limitations include time constraints, financial resources, access to information, and constraints regarding the reporting on findings.

Considering various time constraints, the research had to be completed within six months. The researcher was not issued with a budget to complete the study, bearing expenses at a personal capacity. In addition, there are limitations regarding access to information as the researcher needed to ensure the use of academically accredited sources, where this particular field of study has not been fully investigated by researchers (Du Plooy-Cilliers, Davis & Bezuidenhout, 2014; Ferreira & Perks, 2016). Furthermore, the scope of the study is a limitation as although quantitative researcher is aimed at generalizing findings to a larger population, the purpose of this study is not as the sample is too small and won't generate reliable results.

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7. APPENDIX

7.1 APPENDIX 1: QUESTIONNAIRE

The Impact of Political Instability on International Tourism in South Africa

2019/07/17, 14:20

The Impact of Political Instability on International Tourism in South Africa

Thank you for taking part in this questionnaire conducted by Matthew-John McKenzie Hunter, a post-graduate Honours student. By participating in this questionnaire it is envisaged that further knowledge on the political environment and how it affects tourism will be gained.

This questionnaire aims to understand your perception of South Africa's political environment and whether it affected your travel decision making process. The aim is to understand if political instability as exposed through the media or word of mouth.

It is hoped that the information gained will contribute towards a better understanding of the impacts South Africa's political environment may or may not have on its tourism industry.

This questionnaire should not take more than 5 minutes to complete. In answering the questionnaire please be as truthful as possible, and select the option most applicable to you.

This questionnaire is confidential and anonymous to respondents. Please note, your participation in this questionnaire is voluntary and you may withdraw from participating at any stage. Please complete the questionnaire by 28/06/2019.

* Required

1. Are you an international tourist? *

If the answer is no, please do not continue with the questionnaire.
Mark only one oval.

- ☐ Yes
☐ No

2. Have you experienced any negative media relating to political instability in South Africa?

Mark only one oval per row.

	Yes	No
Local media	☐	☐
International media	☐	☐

3. Did you experience any difficulties with the South African government during the planning phase of your holiday?

For example visa requirements.
Mark only one oval per row.

	Yes	No	Unknown
Visa requirements	☐	☐	☐
Unabridged birth certificates	☐	☐	☐
Protest action (e.g. Strike action at South African airports)	☐	☐	☐
Government had no affect on the trip	☐	☐	☐

4. Has media portrayed South Africa as a politically stable country?*Mark only one oval.*

- ☐ Yes
☐ No
☐ Unknown

5. In your opinion, is South Africa political unstable through government corruption?*Mark only one oval.*

- ☐ Yes
☐ No

6. In your opinion, is South Africa political unstable because of high crime rates?*Mark only one oval.*

- ☐ Yes
☐ No

7. Have you experienced any negative media relating to crime in South Africa?*Mark only one oval.*

- ☐ Yes
☐ No

8. Would an unstable political climate deter you from travelling to or within the country?*Mark only one oval.*

- ☐ Yes
☐ No
☐ Partially
☐ Unknown

9. Did South Africa's current political environment cause any hesitations in your plans to visit the country?*Mark only one oval.*

- ☐ Yes
☐ No
☐ Maybe

10. **Would any labour or social unrest in South Africa, deter you from travelling to or within the country?**

Labour and social unrest refers to strike action or industrial action taken by society or trade unions.

Mark only one oval.

- ☐ Yes
☐ No

11. **Do you feel safe as a tourist in South Africa?**

Mark only one oval.

- ☐ Yes
☐ No
☐ Partially

12. **Do you think of South Africa as an ideal tourist destination?**

Mark only one oval.

- ☐ Yes
☐ No
☐ Maybe

13. **Based on your understanding of South Africa's political environment, will you recommend South Africa as a tourist destination to other people?**

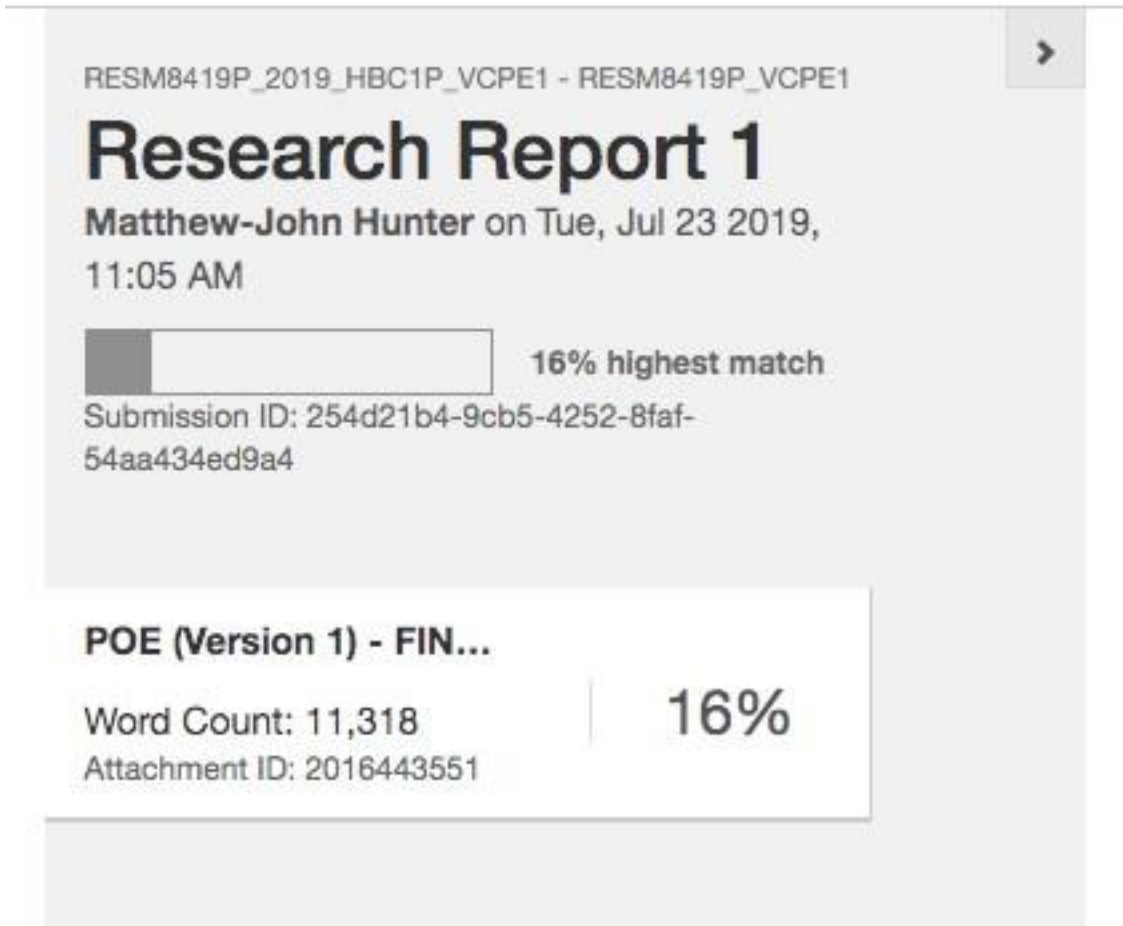
Mark only one oval.

- ☐ Yes
☐ No
☐ Undecided

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7.2 APPENDIX 2: ETHICS CLEARANCE LETTER

7.3 APPENDIX 3: ORIGINALITY REPORT



7.4 APPENDIX 4: RESEARCH REPORT SUMMARY

Concept Document Template PROVISIONAL TITLE: *The Impact of Political Instability on International Tourism in the Garden Route*

Research Purpose/ Objective	Primary Research Question	Research Rationale	Seminal Authors/ Sources	Literature Review – Conceptual Framework	Paradigm	Approach	Data Collection Method(s)	Ethics	Anticipated Findings	References
The purpose of this study is to understand whether political instability, tourism safety, and public turmoil have an impact on the international tourism sector within SA's tourism industry, specifically in the Garden Route.	Is SA's international tourism impacted by political instability, public turmoil and the lack of safety for tourists?	Tourism in SA contributes 9% to the country's GDP and is currently underperforming global averages by 4.6%. It is worth conducting as SA was the top tourist destination on the African continent.	Ferreira and Perks, Du Plooy-Cilliers, and Maree	Theme 1: The importance of tourism to SA's economy Theme 2: The impact of political instability on tourism Theme 3: Tourist safety Theme 4: Political Instability Theme 5: Public turmoil	Paradigm Positivism	Quantitative	Cross-sectional survey	Ethics: Participants Ethics: Researcher Pilot Study	A relationship between political instability and tourism	Ferreira and Perks Du Plooy-Cilliers Maree
						Population				
						Population Parameters International tourists in SA International tourists in the Garden Route, SA for the purpose of leisure.				
Political instability impacts all business sectors and SA's economy, and currently tourism is improving at 4.6% below global averages.	Do the views of international tourists on political instability impact the tourism industry in SA? Are international tourists concerned about their safety when travelling to SA? Are international tourists aware or affected by public turmoil in SA?	Tourism safety, Political Instability, Public turmoil, Tourism, Gross domestic product, National Tourism Sector Strategy.	The general model of traveller destination choice			Sampling	Data Analysis Method(s)	Limitations	Anticipated Contribution	
						Non- probability Convenience Sampling 24	Unit of Analysis International tourists	Validity and reliability Time, financial, access to information, resources, and reporting on findings	To gain a better understanding of how the political environment influences tourism, while adding to the wider body of knowledge	