

# **A Conceptual Framework to Investigate the Relation Between Socio-Cultural, Geographical and Financial Factors on Tourist's Overall Satisfaction of Township Tours in the Western Cape, South Africa**

*The experience economy allows memorable experiences to be created for consumers. This is apparent in the tourism industry as unique offerings are required for the various market segments. In the Western Cape, South Africa, township tours are offered as unique and authentic experience for tourists. The aim of this paper is to introduce a conceptual framework to investigate the relation between socio cultural, geographical and financial factors and overall tourist satisfaction of township tours in the Western Cape, South Africa. The conceptual framework is underpinned by the experience model of Pine and Gilmore, as well as the expectancy value and disconfirmation theories. The sub-variables of the independent variable socio-economic factors were identified as authenticity, memorabilia and entertaining experience. Within geographical factors as the second independent variable, safety of the tour and the tour conditions were identified as sub-factors. The monetary value, relating to the tourist budget for the tour as well as the generation of income for the host community, constituted the sub-variables of the third independent variable namely financial factors. The dependent variable used in the proposed theoretical framework is the overall satisfaction of the tourists of township tours in the Western Cape, SA. Hypotheses were formulated to identify and test the relationship between the dependent and independent variables. The paper aims to make various contributions to the field of township tourism. The paper adds to the current body of literature regarding townships tours and the results of the proposed study can assist tour operators to better prepare and plan for the expectations of the township tourist.*

**Keywords:** financial factors, geographical factors, proposed conceptual model, socio-cultural factors, township tours

## **Introduction**

Consumers are no longer satisfied with just the physical attributes of a service or product, they are placing greater value on the memorable experience attached to an offering (Loureiro 2018). Creating these memorable experiences is known as the experience economy (Song et al. 2014). The tourism industry relies on the experience economy to develop unique offerings for a heterogeneous market (Maria & Loureiro 2014). Statistics indicate that the travel and tourism industry contributed over 7.6 trillion U.S dollars to the global economy in 2016, making it one of the largest industries in the world (Statista, 2018).

The South African (SA) tourism industry has grown at three times the average rate over the past years and contributes significantly to the Gross Domestic Product (GDP) of the country, making it a key sector in SA's economy (World Travel and Tourism Council, 2017; Stats SA, 2018). In the Western Cape specifically, 1.5 million international tourists visited in 2016 and

contributed to the positive economic growth of the local communities (Statista 2018).

Research on township tours in South Africa has been conducted by numerous authors (Perry & Potgieter 2013, George & Booyens 2014, Majoko 2016, Black & Weiler 2015, Vos 2017, Emmanuel 2017), regarding tourists' perceptions towards township tours in South Africa in general. However, as far as could be determined, no research has been done on township tours, with specific reference to the Western Cape, SA, indicating a gap in the literature. It is therefore important that this current study investigates the relation between socio-cultural, geographical and financial factors overall tourist satisfaction of township tours in the Western Cape, SA.

For the purpose of this study, the research problem relates to the limited information on the relation between socio-cultural, geographical and financial factors; and the tourists' overall satisfaction of township tours in the Western Cape, SA (Rijal & Ghimire 2016, Frenzel & Koens 2012, Cárdenas-García et al. 2016). From the research problem, the research question has been formulated as; is there a relation between socio-cultural, geographical and financial factors and a tourist overall satisfaction of township tours in the Western Cape, SA.

The aim of this paper is to provide a theoretical framework that can be utilised to investigate the relation of socio-cultural, geographical and financial factors and the tourist's overall satisfaction of township tours in the Western Cape, SA.

## Literature Review

Township tourism arose after South Africa became a democracy in 1994, and although this concept is still relatively new in South Africa, it has a lot of growth potential as it is promoted as an authentic South African experience to tourist (Watson 2017, Vos 2016, George & Booyens 2014). A township, also known as a location, is described as an underdeveloped area that has been shaped by the historical events of South Africa (McGaffi, et al. 2015). Although apartheid has ended, many of the residents of townships are not employed and face challenges of crime and overpopulation (Contribution to Opportunities, 2017). McGaffi, et al (2015) state that townships can be grouped into various geographical locations, however, the creation of townships is not based on their location, but rather from a housing policy or because of political reasons. Due to historical aspects, some townships excel more than others at creating an authentic experience for tourists that satisfy their social and psychological needs. Township tours initiatives provide opportunities of job creation and the enhancement of the lives of the residents (Contribution to Opportunities, 2017).

According to Norah (2018) township tourism is similar to slum tourism in places like India, Brazil, Kenya and Indonesia. Slum tourism takes place when tourists visit underdeveloped communities in poor rural areas and attempt to comprehend the lifestyle of the local community by observing their daily lives. In a study done by Zietsman (2018) 23% of the respondents indicated that slum

1 tourism could have a positive economic impact on the underdeveloped  
2 community, whereas 28% of respondents highlighted that they viewed slum  
3 tourism as an attraction.

4 Research conducted by Horner and Swarbrooke (2016) indicates that  
5 township tours can offer tourists both an educational and entertaining  
6 experience. Vos (2017) supports this notion and indicates that township tours  
7 can help raise awareness and boost the economy of the townships. Tourists  
8 visit townships to experience the 'township culture', as they want to gain  
9 insight into South Africa's history. The characteristics of a township tour  
10 include a visit to cultural and political sites, shebeens (which are mostly found  
11 in traditional townships as alternatives to pubs) and craft markets (McGaffi et  
12 al, 2015; Mkezi, 2012).

13 Research by Perry and Potgieter (2013) and Frenzel (2013) reveal that  
14 many tourists tend to avoid township tours as they feel uncomfortable using  
15 "poverty" as entertainment as well as having a concern about their safety and  
16 security while on the tour. Township tours do not only focus on the tourists,  
17 but also include the residents and the tour providers. Township tourism can be  
18 influenced by various socio-cultural, financial and geographical factors. The  
19 following section provides a discussion on the socio-cultural factor of township  
20 tourism.

### 21 22 *Socio-Cultural Factors*

23  
24 A society is defined by the norms, cultures and patterns that guide the  
25 interaction of a community (Samson, 2015). According to Mdusm (2017) the  
26 socio-cultural element of tourism is created when there is an interaction  
27 between the host community, and the tourists visiting the community, also  
28 known as social exchange. There are many positive influences of socio-cultural  
29 factors in a community. Large investments into townships assists in the  
30 perseverance of local heritage, whilst improved infrastructure improve leisure  
31 and local facilities in the community (Mdusm, 2017). In most local  
32 communities these factors have improved the education rate and enhanced the  
33 lifestyle of the residents.

34 Socio-cultural factors of a township tour include the authenticity of the  
35 tour; the availability of memorabilia and entertaining experiences, as defined in  
36 Pine and Gilmores (2011) realms of experience. According to Reinstein  
37 (2014), there is an increase in demand for authentic experiences in South  
38 Africa, as the interest in cultural tourism is growing. Tourists want to be  
39 exposed to cultures, customs, food, traditions and dance of the various cultural  
40 groups. Reinstein (2014) highlights that a visit to a township can create an  
41 authentic experience for the tourist if the tour guide grew up in the local  
42 community and can provide the tourists with important knowledge of the local  
43 history. For the purpose of this study, authenticity forms part of the socio-  
44 cultural factors.

45 Authenticity is experienced differently from one tourist to another, as the  
46 tourist will evaluate the destination against their expectations (Jain, 2014). An  
47 important feature in townships, are traditional healers who are referred to as a  
48 "sangoma" in South Africa, who uses only natural herbs (Festa, 2013). For

many tourists a visit to a "sangoma" is seen as a unique and authentic experience. Memorabilia contributes to the authenticity of an experience (Festa, 2013).

Memorabilia, also known as souvenirs help tourists to remember the experiences and places they have visited. These include t-shirts, postcards, key chains and handmade crafts (National Center for Families Learning, 2018). Watson (2017) states that the souvenirs can be grouped into three categories, namely; pictorial image souvenirs; local product souvenirs and symbolic shorthand souvenirs. According to ET Bureau (2016), women enjoy the shopping experience that involves purchasing of memorabilia more than men, and shop for longer periods of time compared to men. The authenticity of an experience can be influenced by a language barrier between the host community and the tourists of township tours.

Moushumi (2014) states that a language barrier can exist between the host community and tourists, as tourists are often not aware of the cultural aspects of the host community. This barrier can be overcome by intercultural awareness. Moushumi (2014) suggest that training and education in cultural diversity could help to address this problem.

Arulappan (2016) reports that the negative socio-cultural factors of tourism arise from both indirect and direct interaction between the host community and tourists. The negative socio-cultural factors of tourism comprise of unfair distribution of income; unfavorable employment conditions (pertaining to extended working hours and low or unfair remuneration). In many cases the residents lose their cultural and traditional values and identity as the host community modifies their ethnicity to accommodate the overcrowding of tourists (Arulappan 2016). The next section examines the geographical factors of township tourism.

### *Geographical Factors*

For the purpose of this study, the geographical factors of township tours are defined as the location relating to the natural environment, where an activity takes place (Mojoko 2016). The geographical factors of tourism include the safety, tour conditions, knowledge and interaction of the tour guide.

Safety plays a role in the decision making of a tourist, whether to participate in a township tour Emmanuel (2017), states that the safety of township tours is dependent on the tour operator rather than specific security standards. Emmanuel (2017) adds that there are factors that can improve the safety of township tours, including the hospitality of residents in township tours and the knowledge and interaction of the tour guide. Tourists should abide by the signposting provided in townships and refrain from doing individual walk throughs (Laura's township tours, 2018).

The features that describe the preconditions of a tour is defined as the tour conditions. Tour conditions include how well the tour operator organises the tour; the knowledge and interaction of the tour guide with the tourists; the promptness of the tour and the logistics of the tour (Laura's Township Tours, 2018).

A tour operator is a service provider that creates packages or assembles the components of a tour or a trip (Knowles & Westcott 2015). These tour operators work in conjunction with hotels and transportation providers. Knowles and Westcott (2015) adds that tour operators structure packages in such a way that it is more affordable for the tourist than purchasing the components individually. Aggarwal (2013) reports that one of the core purposes of a tour operator is logistics. Efficient management of logistics can enhance the customer satisfaction of the tourist. Examples of logistics on a tour operator level, includes planning and management activities (Aggarwal, 2013; Cobral, Costa & Frias, 2015). Jenkin (2018) states that punctuality is an important aspect to consider regarding township tours, as it can influence the satisfaction of the tourist, which encompasses time management. Tour operators should ensure that the tours start according to schedule. Although there are internal factors such as the logistics of the tour that influence the tourists' overall satisfaction, tour operators should also be aware of the external factors of the tourism industry such as seasonality, economic conditions of the host country and exchange rate fluctuations (Nkanjeni 2017).

Tours guides are also referred to as tour leaders, tour managers, tour escorts, local guides and interpreters (Chilembwe & Mweiwa 2014). The tour guide paths the way of the tour and leads the tourists in the community. The tour guide has the correct information pertaining to facilities, activities and the history of the township. Therefore, the role of the tour guide can be described as leading, interpretive, inspiring and entertaining. Chilembwe and Mweiwa (2014), adds that tour guiding is part of the tourism value chain. The interaction of the tour guide can enhance the experience of tourists through continuous communication as it results in constant interaction between the tour guide and the tourists (Black & Weiler 2015).

### *Financial Factors*

Generally, a country's interest and inflation rates, unemployment rates and disposable income of residents are used as some indicators when considering the economic impact of a country (Ay 2017). The economic impact of tourism plays a pivotal role in South Africa's economy. Diphoko (2017) states that although township tours have a financial impact on the township economy, it is difficult to establish the exact monetary value it generates. In 2014, the Gauteng Provincial Government announced that it would measure the social and economic importance of townships by introducing innovative ways to measure it. However, in 2017 there has been no report highlighting the accurate information pertaining to the township economy.

Through township tours many employment opportunities are created for the residents which allows residents to stay in their community, without having to migrate to urban areas to seek employment. Mdusm (2017), Diphoko (2017) and Arulappan (2016) state that the increase in tourism has resulted in a financial benefit for the host community as many residents are becoming more entrepreneurial oriented by opening small shops and craft markets to gain from tourists visiting the areas.

The financial factors of tourism for this study, include the monetary value that tourists are willing to pay for a township tour and the flow of income the township tours create for the host community (Akrani 2011).

While there is an abundance of literature available on township tours in South Africa, there is however limited information available on what influences tourists' overall satisfaction of township tours in the Western Cape, SA, specifically on the relation between tourist experience and overall satisfaction (Rijal & Ghimire 2016, Cárdenas-García et al. 2016). To address this gap in the literature, a proposed theoretical framework was constructed. The paragraphs below discuss the proposed theoretical framework for this study.

### **Proposed Framework for the Study**

Dickson, Adu and Emads (2018) highlight that there are distinct differences between a theoretical framework and a conceptual framework. A theoretical framework analyses the research problem by creating hypotheses and develop a framework for observations and interpretations (Metha 2013). Dickson et al (2018) state that a theoretical framework is a 'blueprint' for research and that it is established on an existing theory in a field.

A conceptual framework can be constructed based on an existing theory, which the researcher alters to suit the research purpose (Metha 2013). Within a theoretical framework, there are variables, namely; independent and dependant variables (Gehlot 2012). Helmenstine (2018) and Regoniel (2015) declare that independent variables can be controlled and are manipulated to measure the variation of the dependant variable in contrast to the dependent variable that is not controlled and does not change in relation to the independent variable. For the purpose of this study, the independent variables have been grouped into three categories, namely; socio-cultural; geographical, and; financial factors. Overall tourist satisfaction was identified as the dependent variable if this framework.

The proposed theoretical framework of this study was based on Pine and Gilmores (2011) as well as the disconfirmation and expectancy value theories. The experience model explains the relation between socio-cultural, geographical and financial factors on the creation of experience, and the satisfaction theories to describe the relation between experience and overall tourist satisfaction. In South Africa the experience economy that is attached to services is important to the country's economy, therefore they rely on the tourism industry to contribute to the economy. The rapidly expanding tourism industry in South Africa relies on the ability to sell an experience.

The experience model, designed by Pine and Gilmore (2011), is a model that offers a way to market experiences. The experience model consists of four realms that provide an explanation to the different experiences that people have when consuming a service. The first realm relates to entertaining experiences, which creates enjoyment or fulfilment (Mastery 2017). The second realm is educational experiences, where the customer learns something (Cassel 2015). The third realm is an escapist experience, which somehow breaks the normal

pattern of an individual's reality (Mastery 2017, Cassel 2015). Lastly, the fourth realm consists of aesthetic experiences, which is comfortable, relaxing or pleasing to the senses and has an element of beauty (Mastery 2017, Cassel 2015). The four realms of experience are sub-divided into two dimensions, namely; customer participation (further divided into active and passive participation), and customer connection (divided into immersion and absorption), (Pine & Gilmore 2011).

The first dimension of experience is customer participation, which is what the customer does to pre-empt the experience (Cassel 2015). In the case of active participation there is more physical effort involved, whereas with passive participation, it is a want the buyer has but doesn't assign a lot of physical effort in getting (Cassel 2015). An example would be a customer, that has a want for a product/service, going to a store and enquiring about it (active participation), whereas, the same customer, that has the want for the product/service, staying at home and thinking about it without making an effort to take the process any further displays passive participation (Cassel 2015, Pine & Gilmore 2011).

The second dimension of customer participation is customer connection, which explains how the customer is linked to the experience (Cassel 2015). At the one end of this dimension is absorption, which is the process of bringing the experience into the minds of the potential customers, and on the other end, immersion, which is where the customer becomes part of the experience itself either physically or virtually (Mastery 2017).

The experiences created in the experience model are dependent on various indicators. Corte, Sciarrelli & Gaudio (2015) identified several indicators which a destination is characterised by, these include entertainment; price and worth; local transport; perceived safety and security; hospitality of local people; cultural events; and activities. These factors all have an influence on overall tourist satisfaction.

### *Satisfaction Theories*

A positive experience (where a service provider surpasses the expectations of the tourist) will lead to tourist satisfaction, whereas a poor experience (where a service provider does not surpass a tourists' expectations) will result in dissatisfaction (Bhatt, 2015). A tourist's level of satisfaction in relation to the experiences is essential for tour operators in improving their products and services. Pinto, Gurerreiro and Silva (2010), add that satisfied tourists are more likely to communicate and recommend their positive experience by means of word of mouth, to friends, family and relatives. Cárdenas-García et al, (2016) supports the work of Pinto et al. (2010), by indicating that the higher the satisfaction level of the tourists, the higher the level of expenditure during their visit and vice versa. This provides a major advantage for tour operators in terms of the advertising the tourism offering. Two theories explain the relation between tourist experience and overall satisfaction, namely; the expectancy value theory and the disconfirmation theory.

The expectancy value theory, states that an individual will form an opinion prior to the purchase of an offering on the benefits and outcomes they stand to

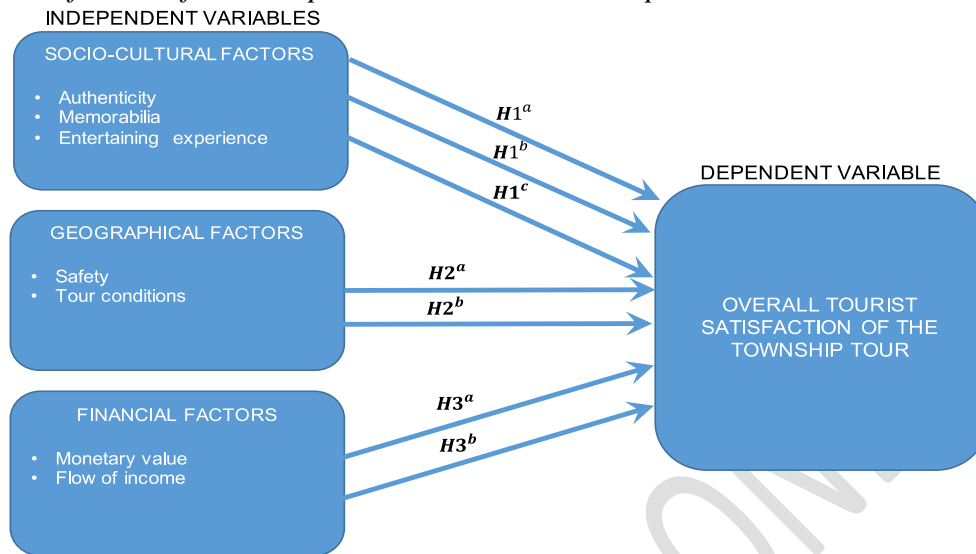
1 achieve from it (Plante et al. 2012). Plante et al. (2012) add that consumers will  
2 then select the option that they perceive to have the highest benefits. This  
3 theory is therefore based on subjective measures and will vary between  
4 individuals as they have different attitudes.

5 The disconfirmation theory is based on tourist expectations and perceived  
6 value. A tourists expectations, according to the theory, can be influenced by  
7 inputs, which can be grouped into three categories (Fripp 2018). The first  
8 category includes, advertising and the service providers brand image, which  
9 can be controlled by the service provider and they will therefore try to create  
10 realistic and positive expectations for the tourists (Fripp 2018). The second  
11 category consists of word-of-mouth and external media sources, which are less  
12 controllable (Fripp 2018). The last category relates to a tourists previous  
13 experiences with the service provider (Fripp 2018). These inputs determine  
14 what the tourist will expect from the service, and will vary between  
15 individuals. A tourists' perceived value received is influenced by; the offerings  
16 quality; the interaction with personnel; the service encounters; the value for  
17 money, and the brand image of the service provider (Fripp 2018). The tourist  
18 then measures whether the experience met their expectations. If the  
19 expectations are exceeded they are positively disconfirmed however if they are  
20 not met then they will be negatively disconfirmed (Fripp 2018). Both these  
21 theories describe the relation between tourist experience and overall tourist  
22 satisfaction.

23 For the purpose of this study a theoretical framework is proposed, offering  
24 a solution to the research question pertaining to; is there a relation between  
25 socio-cultural, geographical and financial factors and a tourist's overall  
26 satisfaction of township tours in the Western Cape, SA. Following this,  
27 hypotheses were created to identify relationships between the independent and  
28 dependent variables of this study. Figure.1 exhibits the proposed theoretical  
29 framework for the relation between socio-cultural, geographical and financial  
30 factors and the tourists' overall satisfaction of township tours in the Western  
31 Cape, SA.  
32



**Figure 1.** A Proposed Theoretical Framework on the Relation Between Socio-Cultural, Geographical and Financial Factors and the Tourist's Overall Satisfaction of Township Tours in the Western Cape, S.A



Source: Author.

The following section expands on the independent variables used in the proposed theoretical framework.

### *Independent Variables*

The independent variables that were selected for this study, were based on previous academic literature. There are seven independent variables that were identified which were grouped into three categories. Firstly, socio-cultural factors, comprising of the variables authenticity, memorabilia and entertaining experience. Secondly, geographical factors, comprising of the variables safety and tour conditions. Lastly, financial factors, comprising of the variables of monetary value and flow of income

### *Socio- Cultural Factors*

According to Samson (2015) a society refers to the social norms and patterns of a community and how they interact with one another. The socio-cultural factors for the respondents refer to the effects they and the tourism industry have on the host community, through their interaction with the residents (Samson 2015). Tourism is the main source of intercultural exchange; therefore, the socio-cultural factors of tourism has been chosen as an independent variable for this study (Doğan 2017). The sub-variables of the socio-cultural factors of this study include authenticity, memorabilia and entertaining experience.

Authenticity as the first sub-variable of socio-cultural factors that was identified. For the purpose of this study, authenticity refers to the tourists' desire to obtain a deeper understanding of their travel destination and are

driven by a want to experience what is classified as 'normal' at this destination (Dennett & Song, 2016). Authenticity has been selected as a sub-variable of socio-cultural factors as it is recognised by Reinstein (2014) as a driving factor for attracting tourists to township tours.

The second sub-variable of socio-cultural factors is memorabilia. Memorabilia, also referred to as souvenirs, are items bought by tourists during township tours that have memories attached to them (National Center for Families Learning, 2018). Memorabilia was selected as a variable of socio-cultural factors as it was determined by Botha (2016), McGaffi, et al (2015) and Mkezi (2012) as a key characteristic of township tours.

An entertaining experience is the third socio-cultural sub-variable and is defined as an experience which creates enjoyment of fulfilment (Mastery, 2017). As stated by Horner and Swarbrooke (2016), township tours offer tourists an entertaining experience through activities such as learning traditional dances or taking part in other cultural activities. An entertaining experience has been selected as a sub-variable as it is identified in the experience economy as a key factor when building an experience (Pine & Gilmore, 2011). The following section expands upon the sub-variables that fall under the geographical factors as independent variable of the proposed conceptual framework.

### *Geographical Factors*

In similar academic research pertaining to township tourism, environmental impacts are defined as the expected impacts of the project on the environment in which it is conducted (Anderson, 2015). For the purpose of this study the geographical factors of tourism refer to a location in terms of the natural environment as well as the conditions in which an activity takes place (Ridgley 2008). The sub-variables included in geographical factors for this study include the safety of tours and the tour conditions of the tours.

Collins (2017) defines safety as a mechanism of preventing the cause of harm, risk or injury, by avoiding accidents and taking care of one's actions. Safety was chosen as a sub-variable of geographical factors as it was identified as a key influencer in the decision of tourists on whether to participate in township tours by Perry and Potgieter (2013) and Frenzel (2013). Emmanuel (2017) reports that the tour operator has an influence on the safety of township tours.

Tour conditions include the circumstances of a tour, which includes how well the tour was organised; the tour guides knowledge and interaction with the tourists; punctuality of the tour and the standard of the logistics of the tour (Laura's Township Tours, 2018). According to Black and Weiler (2015) and Chilembwe and Mweiwa (2014) the interaction and knowledge of the guide enhances the tourists experience of a township tour.

Adding to this, Jenkin (2018) states that punctuality and organisation of the tour is an influential factor on the tourist's overall satisfaction, Aggarwal (2013:) proclaims that the logistics, relating to the planning, procedures and management of the tour, is the most important influencer of tourist experience for the duration of the township tour. Tour conditions, including punctuality

and the organisation of the tour were selected as a sub-variable for this study, as they have been identified in previous academic literature as top influencers of a tourists' satisfaction of a township tour by Jenkin (2018). The following section expands on the financial factors as an independent variable.

#### *Economic Factors*

Economic factors of a country include disposable income, unemployment levels, interest rates and inflation rates (Ay, 2017). For the purpose of this study, financial factors refer to the monetary value tourist were willing to pay for the duration of the township tour as well as the flow of income into the host community that a township tour creates. The sub-variables of the financial factors of this study includes monetary value and flow of income into the host community.

For the purpose of this study, it is important to establish the amount tourists are willing to spend on a township tour in the Western Cape, SA in comparison to other provinces that provide township tours. Monetary value relates to the amount that tourists are willing to pay for a township tour (Akrani 2011). The monetary value for a township tour was selected as a sub-variable as research found that the price range of township tours is very broad, ranging from R80 at the lowest to R1200 at the highest.

The flow of income into the host community generated by township tours is the second sub0-variable of the financial factors. This perspective of monetary value is selected as a variable of financial factors as it was found to boost the economy of the host community by Zietsman (2018), McGaffi et al. (2015) and Mkezi (2012). The following section elaborates on the dependent variable used in the proposed theoretical framework.

#### *Dependable Variable*

The dependent variable for this study is identified as the tourists' overall satisfaction of the township tour as it has been identified as a main indicator of tourism destination competitiveness as well as having an influence on the success or failure of a tourist destination.

Tourist satisfaction, as stated by Corte et al (2015), is a result of experiences. Tourist experience is defined as the impression that a tourist is left with after completing the tour encounter, resulting in how they position the tour operator in their minds (Bordeaux 2018:1).

The hypotheses relating to the proposed theoretical framework of the relation between socio-cultural, geographical and financial factors and the tourists' overall satisfaction of township tours in the Western Cape, SA is discussed in the following section.

#### *Hypotheses of the Study*

For this study the following sets of hypotheses are developed to test the proposed influence of the independent variables of this study on the dependent variable, the overall tourist satisfaction of the township tour:

The first set of hypotheses deals with the relation between socio-cultural factors and the tourists overall satisfaction.

H<sub>1</sub>: There is a relation between authenticity during township tours and the tourists' overall satisfaction of the township tour.

H<sub>2</sub>: There is a relation between the availability of memorabilia during township tours and the tourists' overall satisfaction of the township tour.

H<sub>3</sub>: There is a relation between entertainment activities during township tours and the tourists' overall satisfaction of the township tour.

The second set of hypotheses relate to the relation between geographical factors and the tourists' overall satisfaction of the township tour.

H<sub>4</sub>: There is a relation between the tour conditions of the township tours and the tourists' overall satisfaction of the township tour.

H<sub>5</sub>: There is a relation between the safety of the tour and the tourists' overall satisfaction of the township tour.

The final set of hypotheses relate to the financial factors of a township tour and the tourists' overall satisfaction of the township tour.

H<sub>6</sub>: There is a relation between monetary value of the township tours and the tourists' overall satisfaction of the township tour.

H<sub>7</sub>: There is a relation between the flow of income created by township tours and the tourists' overall satisfaction of the township tour.

## Methodology

In order to explore the relation between the independent variables (socio-economical, geographical and financial factors) and the dependent variable (overall tourists satisfaction), the following research methodology is proposed.

The author proposes that quantitative research, based on positivistic methodologies be undertaken, since questions regarding the relation between variables, for the purpose of explaining, controlling or predicting the phenomena, needs to be answered.

For the purpose of this study, surveys will be used as a data collection method as respondents need to answer specific questions relating to the topic. The data collection tool proposed is a self-administered questionnaire, as this technique is affordable and allows the feedback to be easily interpreted. Respondents need to be able to complete it just after the township tour, as no records of tourists are kept by the tour guides.

The questionnaire will be divided into different sections, namely; demographics; socio-cultural factors; geographical factors; financial factors; overall tourist satisfaction of the township tour, and; feedback from the tourists. Each participant will be asked to complete a questionnaire, which will contain multiple choice, Likert scale and dichotomous questions to obtain the necessary information.

Probability sampling is proposed for the purpose of this study where the sample population consisted of tourists, both international and local, that participate in township tours in the Western Cape, SA during the time of the study. A total of 150 respondents, including local and international tourists that visit the township tours, at the time of the study, could constitute the sample of this study.

The latest version of STATISTICA will be used to process and analyse the data. Data will be interpreted by making use of descriptive and inferential statistics, and conclusions and managerial recommendations will be made based on the findings.

## Conclusions

The paper proposes a conceptual framework to investigate the relation between socio-cultural, geographical and financial factors on tourist's overall satisfaction of township tours in the Western Cape, South Africa. This study has merit as a study as it is supported through current research and supporting methodology. The results of the study could provide managerial recommendations to tour operators of the township tours in South Africa in various ways.

Tour operators will know whether social media, travel agencies or positive word of mouth is the best media to advertise tourism tours in South Africa. They will also be able to ascertain the different price ranges that local and international tourists are willing to pay for a township tour. In addition, tour operators will know how tourists experience the tours and whether the authenticity of the tour and availability of memorabilia have an impact on the ultimate satisfaction of their customers. Tourists will also have the opportunity to provide comments on what additional amenities are needed to enhance their overall satisfaction.

Through the identifying and development of a conceptual framework to investigate influence of socio-cultural, geographical and financial factors on overall customer satisfaction of tourism tours, the study aims to contribute to the attractiveness of township tours as a tourism attraction in South Africa.

In conclusion, the findings from employing the proposed framework in an empirical investigation have the potential to add valuable knowledge to the field of rural tourism, township tourism and the influence of various factors on customer satisfaction.

## Acknowledgements

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