

TRAVEL MOTIVES OF PARTICIPANTS IN THE CAPE ARGUS PICK N PAY CYCLE TOUR

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ABSTRACT

The Cape Argus Pick n Pay Cycle Tour is the largest cycling events in South Africa. The event attracts approximately 32 000 cyclists from around the world and is hosted in the city of Cape Town. The question underlying this research is, what are the motives for cyclists participating in this event. Therefore the purpose of this article is to determine the reasons (the travel/participation motives) that cyclists participate. The literature review recorded that little research has been done on travel motives of participants in sport events and this was the first of its kind in South Africa. The research was conducted by means of a questionnaire survey and 583 questionnaires were administered. A factor analysis was conducted to determine the travel motives. Five factors were identified socialisation, event attractiveness, personal motivation, escape & relaxation and event attributes. The motives for cyclists are primarily intrinsic. Some of these motives were confirmed by similar research in the field of leisure travel, but new motives were also noted.

Key words: Travel motives; Cape Argus Cycle Tour; Cycling, South Africa; Marketing; Factor analysis.

INTRODUCTION

In 1977, Bill Mylrea and John Stegmann organised the Big-Ride-In cycling event in the city of Cape Town. The reason behind the sport event was to draw attention to the need for cycle paths in Cape Town thereby improving the public infrastructure for the benefit of cyclists in Cape Town. As the event grew, Cape Town's largest newspaper, *The Cape Argus* became the main sponsor. Thereafter, Pick n Pay (a major retailer) became a sponsor hence the name Cape Argus Pick n Pay Cycle Tour (hereafter referred to as ACT). Cycling in South Africa has grown significantly, and this sport event currently attracts in excess of 32 000 participants (Saayman *et al.*, 2008). These range from amateur to professional cyclists. The number of foreign cyclists is also on the increase.

The term *sport event* refers to the organisation, marketing, implementation and evaluation of any type of event related to sport. Examples are local school and community sport events, not-for-profit and corporate events (Graham *et al.*, 2001).

According to Crockett (1994:1) and Masterman (2005), sport events such as ACT that get significant television coverage will be the best for promoting one's country, region or city. This televised marketing is claimed to be good for attracting future tourists after the event has been telecast. In highlighting the importance of sport events McIntosh *et al.* (1995) stated that

the profession of sport tourism became a growing reality and gave impetus to the pursuit of business entrepreneurship, economic impact and profitability within the tourism industry. To support this, Saayman and Roussouw (2008) indicated that the economic value of an event such as the 2010 FIFA World Cup in South Africa is estimated at approximately R7.6 billion.

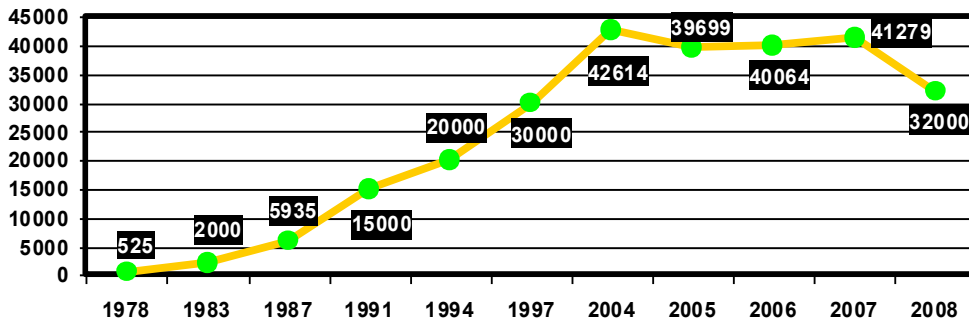


FIGURE 1. NUMBER OF ENTRIES

(Source: compiled by the authors)

However, according to figure 1, the number of entries in the ACT from 2007 to 2008 dropped significantly by 9 279 cyclists. Possible reasons for this drop could be due to an increase in similar events as well as a rise in the cost of attending the event. Events are run, participated in, and attended by people and it is therefore important to consider the personal interactions that take place in the nature of the product (Masterman, 2005) Therefore, the purpose of this study is to determine the reasons (the travel motives) that cyclists participate in the ACT in order to market the event effectively. To achieve this purpose, the article is organised as follows: the literature review follows the introduction, then the method of research, which is followed by the results of the research, after which certain implications and conclusions are drawn.

LITERATURE REVIEW

This event, like any other event, consists of a set of role players as illustrated in figure 2. The relationship, the motivation and complexity between these role players eventually determines the success of an event. In this article the focus is primarily on the cyclists.

Traditionally, event marketing refers to the actual marketing of events by event organisers involves marketing to: (1) athletes (cyclists) to secure their participation in the event, (2) the media to cover the event, (3) the general public to attend the event and/or follow the event via print and electronic media, (4) corporations to sponsor and support the event, (5) government officials to provide public support, and (6) private vendors to provide efficient and reasonable services (Graham *et al.*, 2001). The aim of marketing, according to Saayman (2006), is the effective and efficient use of resources in the changing environment of today to ensure a profit, survival, and growth of the tourism organisation or destination.

Masterman (2005) states that the common practice of marketing to mass audiences is not an approach that will bear rewards in such operating domains, and so the need for marketing planning in the industry, where customers can be more finely targeted, is becoming more critical. From the literature review it is clear that researchers have experimented with a wide range of variables in order to determine specific target markets (Hsu & Crofts, 2006). The most frequently used variables include demographic (gender, age, income, education), geographic (town, city, country), and psychographic (travel motives, visitor expenditure, behavioural characteristics) (Halan *et al.*, 2006). Fodness (1994) and Masterman (2005) stated that effective tourism marketing is impossible without the knowledge and understanding of the consumers' (cyclists') behaviour and motives or, to put it differently, what motivates people to travel or in this case to participate in the event? Motivation refers to the psychological process that gives behaviour purpose and direction whilst the motive is the main objective in order to satisfy a need (Kreitner, 1989). Rachael and Douglas (2001) add that travel motives also differ from one attraction or event to the next. Therefore Boo and Jones (2009) emphasize that travel motives should be seen as a prerequisite to an effective marketing strategy.

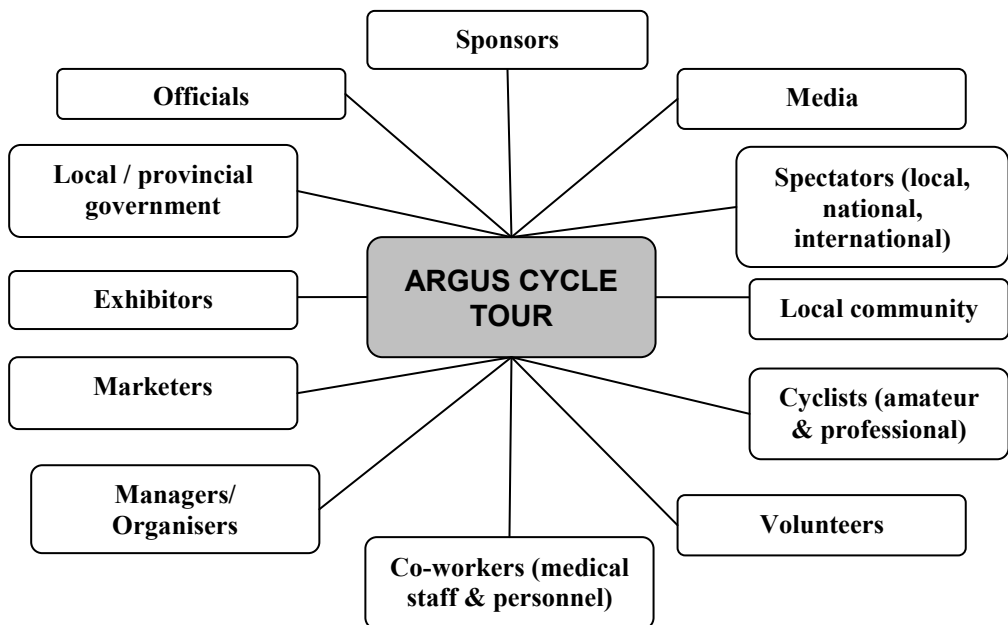


FIGURE 2: ROLE PLAYERS IN THE ACT

Mill and Morison (1985) support the notion that motives play a very important role in the process of travelling, vacation, and when visiting friends and relatives. Motives comes into play when a person wants to satisfy a need and must take action to do so. These motives can be intrinsic, extrinsic or a combination.

A literature review revealed that a large amount of research regarding travel motives for leisure travel was conducted by researchers such as Crompton (1977); Loker and Perdue (1992); Fodness (1994); Backman *et al.* (1995); Oh *et al.* (1995); Weaver and Opperman (2000); Goeldner *et al.* (2000); Kozak (2002); Bansal and Eiselt (2004); Tao *et al.* (2004); Awaritefe (2004); Yoon and Uysal (2005); Jang and Wu (2006) and Swanson and Horridge (2006); Correia *et al.* (2007). Research was also conducted by Molera and Albaldejo (2007); Saayman and Van der Merwe (2007) and Saayman and Saayman (2008) regarding travel motives for nature-based tourism. Table 1 shows the research specifically conducted at events.

TABLE 1: ANALYSIS OF RESEARCH ON TRAVEL MOTIVES

Researcher/s	Travel motives
Schneider & Backman (1996) – visitors at a festival	Family togetherness Socialisation Social/leisure Festival attributes Escape Event excitement
Lee <i>et al.</i> (2004) – visitors at a festival	Cultural exploration Family togetherness Novelty Escape Event attractions Socialisation
Kim <i>et al.</i> (2006) – visitors at a festival	Family togetherness Socialisation Site attraction Festival attraction Escape from routine
LaChausse (2006) – cyclists at a sport event	Health orientation Weight concern Goal Achievement Competition Recognition Affiliation Coping Life-meaning Self-esteem

The literature review above clearly shows that very little research has been done on the travel motives of tourists attending sport events and only one study was conducted regarding the motives of participants of a sport event. The travel motives also differ from event to event. Important to note that the study conducted at the sport event showed that the motives of cyclists are primarily intrinsic, while visitors to the festival have a combination of both extrinsic and intrinsic although their motives lean stronger toward extrinsic. The question

remains to what extent will research at the ACT differ in this regard. Oh *et al.* (1995) stated that if sport events strive to increase their share of participants, it becomes essential to understand why people travel and why they choose a specific event. Fodness (1994) adds that further insights into tourists' travel motives can benefit tourism marketing specifically with regard to product development, service quality evaluation, image development, and promotional activities. This knowledge allows an organisation to identify groups of customers with similar and generic attributes that make it possible for the organisation to then be more efficient and effective in reaching them with its communications (Masterman, 2005).

METHODOLOGY

The questionnaire was developed by means of a comprehensive literature review and based on the research by the authors listed in table 1. The questionnaire consisted of three sections. In Section A, demographic details were surveyed while Section B focused on spending behaviour and Section C determined the motivational factors. For the purpose of this article Sections A and C were used.

The survey took place in the city of Cape Town at the Good Hope Centre in the registration hall from the 5 to 8 March 2008. A total of 600 questionnaires were distributed by fieldworkers in the registration hall before participants entered into the expo area. Five hundred and eighty three (583) questionnaires were completed and were received for data analysis. Random sampling was based on the willingness and availability of cyclists to complete the questionnaires.

The data was captured in Microsoft Excel and the statistical analyses were performed using the Statistical Programme for Social Sciences (SPSS 14.0). The statistical analyses included descriptive analysis and a factor analysis. The purpose of a factor analysis is to describe the covariance relationships among many variables in terms of a few underlying, but unobservable, random quantities called factors. The factor model can be motivated by the following argument: Suppose that variables can be grouped according to their correlations. That is, all variables in a particular group are highly correlated among themselves, but have small correlations with variables in a different group. If this is the case, it is conceivable that each group of variables represents a single underlying factor that is responsible for the observed correlations. It is this type of structure that a factor analysis seeks to confirm (Johnson & Wichern, 2002:477-478).

RESULTS

The results will consist of two sections. Firstly, an overview of the profile of cyclists participating in the ACT and, secondly, the results of the factor analysis will be discussed.

The profile of cyclists participating in the ACT

Based on the results captured in table 2, cyclists have participated at least 1-4 times in the Cycle Tour. The cyclists are bilingual and are approximately 35 years old, coming mainly from Gauteng and the Western Cape Provinces. Cyclists participating in the Cycle Tour travelled in groups of 4.8 persons. The latter include cyclists, family and/or friends.

TABLE 2: BRIEF PROFILE OF CYCLISTS PARTICIPATING IN THE ACT

CATEGORY	CYCLISTS – 2008
PROFILE	
Gender	Male (68%)
Age	35 years
Marital status	Married
Language	Afrikaans / English
Province of residence	Gauteng (39%), Western Cape (32%)
Average number of people in travelling group	4.8 persons
Times participated in the Argus	1-4 times

Motives for participating in the ACT

This section focuses on exploring the underlying patterns of the reported travel motives by means of a factor analysis. To determine the appropriateness of principal components analysis (data reduction procedure) for the collected data, a correlation matrix for the motivational data, Kaiser-Meyer-Olkin measure of sampling adequacy and the Barlett test of sphericity were examined. The Kaiser-Meyer-Olkin measure of sampling adequacy aims to examine whether the strength of the relationship between variables is large enough to proceed to a factor analysis. The measure was 0.893 which is acceptable. The Barlett test was found to be significant ($p < .0001$). Therefore the data reduction by principal components would be legitimate. A factor analysis with varimax rotation was performed on the 22 motivational statements for the Argus Cycle Tour. The varimax rotation method was chosen because there was very little correlation between factors. The factor analysis was performed to identify the underlying dimensions of the respondents' motives to participate in the Argus Cycle Tour. An eigenvalue of 1.0 was used as a factor extraction criterion and loadings of 0.40 were used for item inclusion. This resulted in five factors. The five factors accounted for 62.4% of the total variance. The factors were labelled according to similar characteristics. They were labelled as Socialisation (Factor 1), Event attractiveness (Factor 2), Personal motivation (Factor 3), Escape and relaxation (Factor 4), Event attributes (Factor 5). Eigenvalues for these factors ranged from 1.00 to 7.98. Cronbach's coefficients were also examined for each factor to check the reliability of the data and to serve as a measure of internal consistency among the items. Table 3 shows that the Cronbach coefficients are all > 0.720 , which shows high levels of internal consistency.

TABLE 3: FACTOR ANALYSIS OF MOTIVES FOR PARTICIPATING IN THE ACT

Motives for participation	Factors				
	Socialisation	Event attractiveness	Personal motivation	Escape & relaxation	Event attributes
Family can participate	.815				
Family recreation	.598				

Had to participate	.434				
Reason to visit Cape Town	.428				
Enjoy cycling		-.829			
Well organised		-.823			
Atmosphere		-.758			
Annually		-.530			
Type of events		-.521			
Self-confidence			-.836		
Discover and evaluate myself			-.792		
Major challenge			-.762		
Level of fitness			-.703		
Level of difficulty			-.422		
New area				-.820	
Get away				-.738	
Do something with friends				-.734	
Scenic route				-.396	
Live in Cape Town					.855
International event					.686
Major event					.422
After event tours					.397
Cronbach's Alpha	.723	.804	.861	.759	.730

- Factor 1: Socialisation**

Socialisation included aspects such as the family can participate, for family recreation, had to participate, and reason to visit Cape Town. This factor is confirmed by Backman *et al.* (1995), Schneider and Backman (1996), Lee *et al.* (2004), Jang and Wu (2006), Kim *et al.* (2006), Swanson and Horridge (2006) and Correia *et al.* (2007) as an important motive. It should be noted, however, that none of these studies were conducted at a sport event. Socialisation as a factor has a mean value of 3.2689, which is the second lowest of the five factors.
- Factor 2: Event attractiveness**

Event attractiveness includes sub-categories such as enjoy cycling, atmosphere, well-organised, annually, and type of events. The main reason that cyclists participated in the ACT, is because they enjoy cycling. Saayman *et al.* (2009) conducted a study on travel motives to two marine destinations in South Africa and found destination attractiveness

to be one of the main motivators for tourists visiting the destination. Of the five factors, this one received the highest mean value of 3.9280.

- **Factor 3: Personal motivation**

Personal motivation (intrinsic) includes aspects such as self-confidence, discover and evaluate myself, major challenge, level of fitness, and level of difficulty. In a study conducted by LaChausse (2006) regarding motives of competitive and non-competitive cyclists, the motives identified show a strong resemblance to personal motivation. This factor achieved the second highest mean value of 3.4666.

- **Factor 4: Escape & relaxation**

Factor four consists of a new area, get away, do something with friends, and scenic route. This motive is found to be the most common motive in all research conducted in this research field (see table 1) and is therefore supported by a great number of researchers: Crompton (1977), Loker and Perdue (1992), Schneider and Backman (1996), Goeldner *et al.* (2000) to name but a few. Hence tourists, in general, want to “escape from their everyday routine. Swanson and Horridge (2006:677) also identified escape as an important travel motivator, and included aspects such as “seeing spectacular scenery”, “visiting places I’ve never seen before” and “visiting exciting places”. This factor got a mean value of 3.4563.

- **Factor 5: Event attributes**

Event attributes include living in Cape Town, international event, major event, and after event tours. This factor has the lowest mean value of 2.8850.

Based on the results of the component correlation matrix as captured in table 4, the low correlation between the different factors shows that the factors can be clearly distinguished. The motives why cyclist participate in the ACT are thus very specific and well defined. Stating that cyclists participate in the ACT for socialisation is not the same as those participating because of event attractiveness or personal motives (intrinsic), for example.

TABLE 4: COMPONENT CORRELATION MATRIX FOR THE ACT

Component	Socialisation	Event attractiveness	Personal motivation	Escape & relaxation	Event attributes
Socialisation	1.000	-.319	-.302	-.325	.241
Event attractiveness	-.319	1.000	.407	.247	-.095
Personal motivation	-.302	.407	1.000	.335	-.286
Escape & relaxation	-.325	.247	.335	1.000	-.278
Event attributes	.241	.095	-.286	-.278	1.000

Based on this research, the next section will discuss the findings and conclusions.

IMPLICATIONS AND CONCLUSIONS

The aim of this paper was to determine the travel motivations of cyclists participating in the ACT in Cape Town. This was the first time this type of research was conducted at a sport event in South Africa.

The research revealed five travel (participation) motives - socialisation, event attractiveness, personal motivation, escape and relaxation, and event attributes. From the results of the literature review, it became clear that different factors and destinations feed different motives to travel. The results of this research confirmed the latter by supporting current motives as well as adding new ones. Motives such as socialisation and escape and relaxation were confirmed by Schneider and Backman (1996), Lee *et al.* (2004) and Kim *et al.* (2006).

Travel motives of cyclists at the ACT differed in terms of event attractiveness and personal motivation. The reason being that these cyclists are primarily motivated by intrinsic motives. In fact the three motives with the highest mean value namely event attractiveness, personal motivation and escape and relaxation fall in the intrinsic category. Compared to visitors attending festivals there is a significant difference because the latter leans more towards extrinsic. Therefore the personal challenge offered by the ACT is very important. This finding somehow supports research by LaChausse (2006) although the latter did a comparison between competitive and non-competitive cyclists. Therefore it is difficult to compare these studies. Event attractiveness had the highest mean value implying that the event itself is the major drawcard since it offers cyclists an opportunity to enjoy cycling. The implication of these findings is that an event of this magnitude can be marketed as an attraction on its own. However, it would make sense to combine event attractiveness with achievement of personal (intrinsic) goals in the ACT marketing campaign. The importance of identifying travel (participation) motives for an event such as this, from a tourism point of view, is because cyclists as indicated in the table 2 travel in groups of approximately 4.8 people. Hence more cyclists would imply more visitors to Cape Town and an increase in all the benefits, especially economic benefits, deriving from an increase in participants. This is especially important since one of the benefactors of the event is a charity organisation.

The contribution of this research lies in the fact that it supports the notion that different events have different travel motives and this applies to participants as well. These motives could be intrinsic, extrinsic or a combination. It is therefore recommended that future research should be conducted amongst different role players as indicated in figure 2 to determine their motives to participate or become involved in an event of this nature. Research should also be conducted at different sport events. Aspects that need clarity include, for example, how do travel motives differ if one compares professional cyclists with amateur cyclists. This could also be applied to international versus national cyclists or spectators versus cyclists. Further insights into tourists' travel motivation can benefit tourism marketing especially with regard to product development, service quality evaluation, image development, and promotional activities as indicated by Fodness (1994) and Masterman (2005). This knowledge allows an organisation to identify groups of customers with similar and generic attributes that make it possible for the organisation to then be more efficient and effective in reaching them with its marketing communications. It also proves that, even though the literature shows that a sport event promotes a city or destination, this is not

necessarily the motive of the participant (cyclist) in the event. Therefore this research shows that research of this nature can be useful in making informed marketing and product development decisions.

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