

TOURISM PROPERTY ACQUISITION IN SOUTH AFRICA: A DESTINATION MARKETING ANALYSIS

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In the highly competitive environment of the tourism industry it has become increasingly important to attract different market segments. This is probably a more challenging task for South Africa (SA) which is becoming a globally emerging destination. The aim of this paper is to report on a study which explored the main supply-side factors influencing households and individuals in purchasing tourism property in SA. The research findings indicated that the five pull factors are, in order of importance, natural resources, government policy, country's perception and infrastructure, competitiveness, and economy. The current study allows for a better understanding of the factors that influence the decision of foreigners to invest in tourism properties in SA and indicates the close relationship between tourism property acquisition by foreigners and tourism destination marketing. The findings also suggest that destination marketers should seriously consider this market segment to be incorporated into destination marketing planning and activities.

Keywords: *Tourism property, investment, supply-side/pull factors, destination marketing, South Africa.*

JEL Classification: L83, M1, O1

INTRODUCTION

An increasing number of individuals, worldwide, who visit places as tourists, seem to be willing to buy property in their favourite destinations as second homes or to move or retire to in the future (Hall & Müller, 2004). However, this phenomenon has not received much attention in terms of research or by destination marketing organizations. The literature suggests that second-home tourism is an out-of-the-ordinary type of



tourism (see, for example Gallent et al., 2005). It differs due to the economic and physical investment tourists make in the destination. Demand for tourism property is not a type of consumption, but might be considered as an investment. The literature review relating to the phenomenon of second-home ownership and tourism property acquisition indicates that scholars are interested in some specific topics. Research on second homes has been performed from various disciplinary perspectives and has addressed themes such as tourism, retirement and seasonal migration (Williams & Hall, 2000a) and patterns of second-home ownership (Oxley et al., 2008; Norris & Winston, 2010).

Tourism property acquisition may be considered as a foreign direct investment (FDI) made by a household or an individual. According to Dwyer et al. (2010) and Varvaressos (2008), tourism FDI can be defined as when an investor based in one country acquires a tourism asset in another country with the intent to manage the asset. Most mainstream property purchases by foreigners have been by western Europeans or Americans, although buyers from Asia, the Middle East, and Russia have also made their mark (Horner & Swarbrooke, 2004). The literature indicates that there is a lack of knowledge about the factors that influence the tourism property acquisition. Despite the increasingly important economic activity of land development projects and tourism property in South Africa (SA) have to date not been researched to any large extent (Visser, 2004). It is believed that SA is an ideal destination for tourism property acquisition because it offers value for money, good infrastructure and political and economic stability (Mohammed, 2006; SA Department of Trade and Industry, 2012a). Furthermore, it is estimated that FDI remains paramount for the SA tourism industry in order to sustain inbound tourism growth. Growth in inbound tourism arrivals has led to SA's rising popularity as a tourism destination, from being ranked 52nd by the World Tourism Organisation (WTO) in the early 1990s to 34 in 2010 (SA Tourism, 2010). Inbound tourist arrivals are 8.1 million per annum (SA Tourism, 2010).

This article aims to address one issue unexplored by related research on tourism property. It considers the determining factors, i.e. the supply-side factors, influencing property acquisition in foreign countries. The paper's aim is to report on a study that investigated the crucial pull factors influencing households/individuals investing in tourism property in SA. From a destination perspective, this marketing analysis is very important in order to successfully attract property investors and to obtain stable visitation influx. The paper commences with a literature review in order to identify knowledge gaps and determine factors that influence the

tourism property investment. Thereafter an overview of the context will be presented focusing on the offering in SA. In the next section the research methodology is outlined, followed by a presentation of the findings and the related discussion. The paper concludes by setting out the marketing implications and making recommendations for destination marketers.

LITERATURE REVIEW

The second-home ownership is now recognized as “an integral part of contemporary tourism and mobility” (Hall & Müller, 2004:3). The topic of migration has been examined from a tourism perspective, mainly in studies devoted to second homes, combining the analysis of mobility forms with an assessment of the tourist background. Williams & Hall (2000b) have examined a number of specific forms of tourism-related migration in the context of social and economic trajectories. O'Reilly (2003) used the category of time spent in the destination together with the way of life to classify the international foreign community in Fuengirola, Spain. She distinguished migrants from tourists in terms of orientation to home, and identified four main groups, namely: full residents, returning residents, seasonal visitors and peripatetic visitors. Illés & Michalkó (2008) investigated the interrelationship between tourism and migration in Hungary by examining the seasonality of tourism flows and property acquisition by foreigners. They used a macro-perspective by considering spatial patterns and social characteristics.

According to Snyman (2007), there is a growing interest in investing in tourism property in SA, including game reserves, holiday homes and wine farms. These products are used both for private/leisure and business purposes. However, there is not much literature or empirical studies with regard to tourism property acquisition by individuals. It seems that researchers have mainly been interested in the motivating factors of demand for second homes. The literature relating to second-home ownership indicates that there are three crucial push/motivating factors in the purchasing of second homes/tourism property, namely: Compensation, life cycle and affluence. These factors are briefly presented below. The individuals/households purchase second homes for the following reasons. Firstly, compensation (i.e. escape from everyday stresses) in order to compensate for deficiencies in their primary residence. Secondly, life cycle, the purchase is linked to retirement or future retirement plans - these purchases are associated with life cycle

factors, in particular retirement. The research evidence indicates that purchases are particularly strongly associated with retirement planning (Hall & Müller, 2004; Gallent, et al., 2005). Thirdly, affluence which links the purchase of a holiday home to growing wealth, the availability of mortgage credit and investment concerns (Norris & Winston, 2010). The research suggests that investment considerations motivate a substantial part of second-home purchase decisions (Oxley et al., 2008). According to Norris & Winston (2010), there is widespread agreement about the importance of affluence. Their study explored the characteristics of second-home ownership in the Republic of Ireland by applying the above factors to the case of Ireland. They found that the growth in second-home ownership was driven primarily by affluence and that compensation and lifestyle were less relevant drivers in the Irish case. It is worth noting that other demand drivers are inheritance and place attachment.

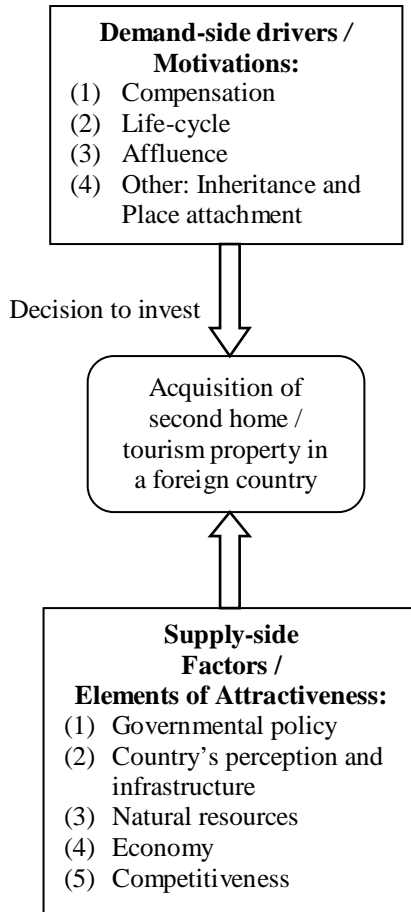
The issue of tourism property/second home must also be considered from a supply side, examining the pull factors, in other words those factors that influence the choice of the property's area. The literature review indicates that very few studies have explored these supply factors. Related literature (see, for instance, Norris & Winston, 2010) suggests that the main pull factors are: (i) Institutional framework: including the housing regulatory regime and fiscal regime for the building and purchasing second or investment properties; and (ii) real estate development projects providing second-homes production at reasonable prices. This article focuses principally on the supply-side factors of tourism property acquisition, a topic which is mostly underresearched. In our approach we considered tourism property as being a form of direct investment. Because of the lack of literature in this field and scarce empirical studies, this study took into consideration the push factors mentioned in the literature related to foreign direct corporate/business investments. Research on this type of investments in the tourism industry focuses on the fundamental determinants of international investment decisions. Some scholars have stressed factors influencing the attraction of FDI in various countries. These factors include: political situation and various development barriers (Henderson, 2011) and macroeconomic variables (Pranic, Ketkar & Roehl, 2011). Furthermore, related literature indicates some factors influencing tourism development and destination attractiveness, such as transport infrastructure and networks (Boopen, 2006); location, quality and quantity of natural resources, infrastructure and accessibility (Marzuki, et al., 2011); the role of government in tourism development and national image (Chheang, 2009). According to

researchers (e.g. Biswas, 2002; Saayman & Snyman, 2005; Dwyer et al., 2010; Pranic et al., 2011), the influencing pull factors include: market size and growth, host government policies; openness and exports, exchange rates, public finances, investment and infrastructure and political stability. In addition to these economic factors there are two additional social factors that play a role in SA, namely HIV/AIDS (Naudé & Krugell, 2007) and crime and security (Holloway et al., 2006).

From a tourism destination perspective, a recent study conducted by Perles Ribes et al. (2011) focused on an analysis of the tourism competitiveness of residential destinations on the Spanish coast, applying Porter's competitive advantage theory. With regard to competitiveness, a conceptual and methodological tool has been suggested by international organizations - the Travel and Tourism Competitiveness Index (TTCI) which indicates the drivers of travel and tourism competitiveness (Dwyer et al., 2011). The structure of the overall index encompasses fourteen component pillars which are allocated to three subindexes, i.e. regulatory framework, business environment and infrastructure, and human, cultural and natural resources. Finally, Ramabodu et al. (2007) demonstrated the diversity of property investment opportunities but also emphasized the challenges that are faced in SA. Their study addressed how diversity and such factors as the country's history, government, different cultures, black empowerment and international interests, influence property potential.

Based on the above literature review, it is possible to identify the main pull factors/elements of attractiveness for tourism property investment in a destination. These factors may be classified into five main categories, namely: (i) Government policy: the regulatory framework including policy regulations, foreign ownership restrictions, property rights, rules governing FDI, bilateral agreements; (ii) country's perception and infrastructure: political stability, safety, transports networks, tourism, and information and communication technologies infrastructures; (iii) natural resources: environment, climate, nature, and tourism attractions; (iv) economy: elements of the general business environment, i.e. inflation, economic outlook, market size and growth, human capital, etc.; (v) competitiveness: access, purchasing power parity, extent and effect of taxation, cost of living, and health services. These factors are included in the suggested conceptual framework that is illustrated in Figure 1

Figure 1. Investment in tourism property / second home:
motivating drivers and supply-side factors



The integrated approach to the topic of tourism property acquisition requires the consideration of both demand and supply. On the one hand (demand) are the motivating factors for tourism property ownership. On the other hand is the supply side, the pull factors that influence people to invest in a certain destination. The two sides are illustrated in Figure 1 which provides a conceptual framework that highlights the crucial factors involved in the decision-making of households/individuals interested in acquiring a tourism property. On the demand side are the factors that motivate individuals to purchase a tourism property. Once the decision to invest in a tourism property has been taken, the next issue to consider is the place/location, i.e. the hosting destination. The choice of this location will be determined by the pull factors, i.e. the elements of attractiveness. These determining factors are on the supply side; they constitute the elements that attract potential investors of tourism property to a particular destination.

The above literature review clearly indicates that there is a lack of research in the field of the supply/pull factors for tourism property acquisition. None of the above studies address this topic. Before moving on to the presentation of the study, an outline of the context is necessary. The following section will examine current trends in tourism property.

TRENDS IN TOURISM PROPERTY ACQUISITION AND SA OFFERING

The investment by foreigners in tourism property is a phenomenon that has been occurring mainly during the last three decades. The reasons for property buying include (Truly, 2002; Horner & Swarbrooke, 2004; Illés & Michalkó, 2008; Norris & Winston, 2010) holiday home, permanent home after retirement, permanent residence when they immigrate, source of income through the use of the property for accommodation purposes. This phenomenon of tourists buying properties in their favourite destinations, for whatever purpose, has been observed particularly in Europe, probably for the following reasons (Horner & Swarbrooke, 2004; Mazn, 2006): high standards of living, developed outbound tourism, experienced tourists, and the European Union and the single market. Typically the most important factors in the purchasing decision for foreign buyers are the climate, nature and lifestyle. Other factors include access, communications, attractions and outdoor activities, the cost of

living, and health services (Truly, 2002). Spain is by far the number one destination for “residential tourists” from Europe, with the coastal areas between the Costa del Sol and the Costa Blanca being very popular because of the excellent year-round climate and good infrastructure (O’Reilly, 2003; Perles Ribes et al., 2011). A recent trend is the search for new, less expensive countries (including the Caribbean, and SA) in which to buy property (Horner & Swarbrooke, 2004). The purchase of second homes by foreigners means they are likely to visit the destination quite often which is beneficial to local businesses (Illés & Michalkó, 2008). However, it is worth stressing that the growth of property buying by foreigners has impacts on the host community, both positive and negative (see for instance Hall & Müller, 2004). Brida, Osti & Santifaller (2011) tried to provide a comprehensive overview of opinions and attitudes of second home owners, local residents, politicians, real estate agents. The outcome of this study is a holistic picture of the phenomenon, which examines the positive and negative impacts and shows the need for public regulation.

So-called retirement/residential tourism in which tourists become residents looks set to increase, encouraged by the easing of restrictions on foreign property ownership in many parts of the world. Countries interested in developing plans and private projects in the field of tourism property must seriously consider all determining factors. Within the above outlined framework of a very competitive environment, it seems that SA, as a hosting country of tourism property investment, has some competitive advantages. The country has valuable natural resources and offers excellent facilities. Outstanding shopping, good banking facilities and a strong infrastructure combine to make SA an extremely popular destination for second homebuyers (SA Department of Trade and Industry, 2012a). The main reasons why SA tourism property is considered a good investment include the following (SA Tourism, 2010): Economic stability; a politically stable country with a government dedicated to encouraging foreign investment; a warm temperate climate with the advantage of reverse seasons in the southern hemisphere; stunning scenery and a relaxed outdoor lifestyle; superb opportunities for viewing wildlife; good infrastructure with excellent transport facilities; transparent and well regulated property purchase process; and an increase in tourism partly stimulated by the 2010 World Cup. Other significant economic factors positively influencing investment interest in SA include (i) the favourable exchange rate between the Rand and other major currencies; (ii) the cost of living in SA is generally lower than in most

countries in Western Europe (SA Tourism, 2010; SA Department of Trade and Industry, 2012b).

STUDY: METHODOLOGY, FINDINGS AND DISCUSSION

This section presents the methodology applied and the study's findings. The study used data to test the importance of the five supply-side factors of tourism property acquisition/investment. The variables for our analysis were selected on the basis of their relevance to the issues highlighted in the literature and because of their established reliability

Methodology: Technique and sample

The research method used was a field survey using quantitative research. A structured questionnaire was thus sent to real estate agencies in SA. These agents are active in the field of foreign property acquisition mainly by individuals and households. Agencies were contacted to determine those specializing in tourism property and a total of 350 estate agencies were identified. These agencies formed the sample population for the study. All 350 were then contacted and asked to participate in the research. From the 350 agencies, 78 were willing to participate in this survey and had sufficient information on tourism property investments. These agencies were situated in the following provinces: Western Cape, Eastern Cape, KwaZulu-Natal, Limpopo, Gauteng, and Mpumalanga. Each of these agencies was visited and 78 questionnaires were completed in the presence of the interviewers, between May 2010 and October 2010.

The questionnaire consisted of factors identified in the literature review and a pilot study of five questionnaires was conducted to ensure the clarity of questions. The data gathered from the questionnaires was entered in Microsoft Excel and the descriptive statistical analyses were performed by using the Statistical Programme for Social Sciences (SPSS 15.0). The analyses included descriptive analyses and a factor analysis. A principal axis exploratory factor analysis with *Promax* rotation was performed on 42 statements where five factors were retained explaining 54% of the variance. These statements are the outcome of literature review and based on related suggestions. The original factors, as indicated by literature, were grouped into four categories, namely: political, economic, strategic and labour.

Study Findings: Statistical Analyses and Discussion

As mentioned above, the statistical data was analysed using the software SPSS 15.0 and a factor analysis was performed. The main findings are outlined below.

Profile of main markets. According to the results presented in Tables 1 and 2, most of the foreign tourism property buyers come from the UK (38%), Germany (23%), the Netherlands (12%), USA (7%) and France (5%). It is interesting to note that these investors and the results correlate well with SA Tourism's annual report (2010). According to this report, these markets are the top five overseas markets for SA. The findings thus confirm a very strong relationship between tourism demand countries and tourists investing in tourism property. This element confirms the findings of Mueller (2003) who indicated a relationship between tourists visiting a country and the individuals investing in tourism property in this destination. Most of the property investments take place among the coastal and bushveld areas of SA (Table 1). Findings also indicated that different markets prefer different products even though there is a common theme (Table 2). The findings also confirmed that most of these buyers invest as individuals (more than 90%) and a smaller percentage as part of a consortium. All markets, with the exception of the Dutch, considered climate as the primary reason for property investment. Research performed by Snyman (2007) also indicated that climate and scenery positively influence foreigners to visit SA, thereby confirming the relationship between tourists visiting a destination and the individuals investing in an area.

This analysis grouped the 42 individual statements into five key factors influencing tourism property acquisition. To determine the appropriateness of principal components analysis (data reduction procedure) for the collected data, a correlation matrix for the motivational data, the Kaiser-Meyer-Olkin measure of sampling adequacy, was used to examine whether the strength of the relationship between variables was large enough to proceed to a factor analysis. The Barlett test was found to be significant ($p < 0.00001$). Therefore the data reduction by principal components would be legitimate. A factor analysis with *Promax* rotation was performed. An eigenvalue of 1.0 was used for the factor extraction criterion and loadings of 0.30 were used for item inclusion. 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 – all Cronbach's coefficients were above 0.7, indicating reliability (see Table 3).

Table 1. Profiles of main markets of tourism property investors – Motives (in %)

	Climate	Investment	Price	Value	Lifestyle	Holiday
United Kingdom	18.1	10.9	9.4	8.0	7.2	---
Germany	17.2	12.9	7.5	8.6	9.7	---
USA	14.3	10.7	7.1	7.1	7.1	---
The Netherlands	---	25.9	14.8	18.5	18.5	14.8
France	9.7	6.5	6.5	---	6.5	9.7

Table 2. Profile of main markets of tourism property investors - Popular products

Products Markets	Game reserve	Golf estate	Houses	Apartment / Guest house	Bed & breakfast	Wine farm
United Kingdom	11.1	10.7	9.4	8.8	8.8	8.8
Germany	10.4	10.1	10.7	9.4	9.4	---
USA	12.6	10.7	10.7	12.6	8.7	---
The Netherlands	10.0	11.6	8.4	9.5	8.4	---
France	13.4	10.5	8.2	10.5	---	11.9

Table 3. Factor analysis – Results

FACTORS	Mean Value	Cronbach's Alpha
1. Country's perception & infrastructure	1.96	0.924
2. Governmental policy	2.61	0.823
3. Economy	1.94	0.813
4. Competitiveness	2.40	0.704
5. Natural resources / Environment	2.88	0.869

As already mentioned, the original factors were grouped into four categories: political, economic, strategic and labour. After the factor analysis similar statements were grouped together after which some of the factor names have been changed to accordingly incorporate all the statements. In other words, there was a modification, an improvement of factors grouping in order to provide a better and more comprehensive image of determining factors. That is the reason why the 42 statements have been categorised into five groups, as depicted in Table 3. The reason for undertaking a factor analysis is to correlate statements in the questionnaire and grouping them together as one factor. A principal axis exploratory factor analysis with *Promax* rotation was performed for determinant pull factors of tourism property investments by foreigners in SA. Five factors were retained. The commonalities varied between 0.28 for negotiations and 0.70 for unrest. The factors were labelled according to similar elements. The factors of climate, scenery, and location had significant loadings on more than one factor and were removed from the factor analysis. The five factors (see Table 3) were: Country's perception and infrastructure (Factor 1), government policy (Factor 2), economy (Factor 3), competitiveness (Factor 4), and natural resources and environment (Factor 5). Factor 1 "Country's perception and infrastructure" covers aspects such as political stability, security, hygiene, transports networks. Infrastructure as a determinant was also found to be crucial by other studies (e.g. UNESCAP, 2001; Van Zyl & Mahoney, 2002; Boopen, 2006, Dwyer et al., 2011; Marzuki et al., 2011). Factor 2 "Government policy" is related to the regulatory framework that plays an important role in attracting foreigner buyers. Studies undertaken by Vickers (2002), Chheang (2009), and Norris & Winston (2009) also support this finding. Factor 3 deals with the economy (inflation, economic outlook, etc.). Naudé and Krugell (2007), Dwyer et al. (2010), and Pranic et al. (2011) have highlighted the fact that a stable economy is a prerequisite for investments. Factor 4 "Competitiveness" dealing with issues such as access, transport costs, purchasing power parity, taxation, has high mean value. The crucial importance of this factor has been well documented by Dwyer et al. (2011) and the study of Perles Ribes et al. (2011). Factor 5 "Natural resources and environment" is related to climate, nature, tourist attractions, etc. It captured the country's main tourism thrust – wildlife and the big five (this refers to lion, elephant, rhino, cheetah and buffalo). According to the findings, this factor appears to be the most critical pull factor. This finding demonstrates the importance of SA's natural resources.

The correlations between the five factors are presented in Table 4. This table indicates correlations that have practical significance (Ellis & Steyn, 2003) between factor 1 (country's perception and infrastructure) and factors 2, 3 and 4 (government policy, economy and competitiveness). There is also a practically important correlation between governmental policy and economy, and between economy and competitiveness. The literature on economics indicates that political stability and governance are important factors for FDI (Naudé & Krugell, 2007; Dwyer et al., 2010; 2011). It can thus be stressed that all five factors are crucial from a marketing perspective, namely (in order of importance): natural resources/environment, government policy, competitiveness, country's perception and infrastructure, and economy. Furthermore, these factors are interrelated and constitute a whole, thus pointing to the fact that a hosting destination should adopt and implement a comprehensive approach in this field.

Table 4. Factor correlation matrix between key factors for the pulling factor

<i>Factor</i>	(1)	(2)	(3)	(4)	(5)
Country's perception & infrastructure (1)	1.000	0.512**	0.600**	0.419**	0.164*
Government policy (2)	0.512**	1.000	0.455**	0.313*	0.302*
Economy (3)	0.600**	0.455**	1.000	0.455**	0.292*
Competitiveness (4)	0.419**	0.313*	0.455**	1.000	0.311*
Natural resources/ Environment (5)	0.164*	0.302*	0.292*	0.311*	1.000

Notes: * Statistically significant on a 5 per cent level; ** statistically significant on a 10 per cent level.

CONCLUSIONS: MARKETING IMPLICATIONS AND RECOMMENDATIONS

The growth of international tourism has stimulated the rise of foreign property buying for second homes and retirement homes, a phenomenon called tourism property acquisition. This phenomenon has various aspects for the investor, as well as for hosting destination. Every country being involved or willing to develop this market segment must consider all related issues, mainly from a marketing perspective. According to

estimations this segment of tourism property acquisition by foreigners will grow worldwide (Snyman, 2007). Within this framework it is necessary, from hosting country perspective, to gain a better understanding of tourism property investor and the factors influencing his decision making. This knowledge contributes to successfully attract this type of investment, as well as to reach a stable visitation influx. The study's purpose was to examine the key pulling factors determining the choice of area of tourism property. It is estimated that the main and most important contribution of the study is to analyse the topic of tourism property investment from a supply-side. It has approached the issue as an investment made by individuals. Furthermore, the article explored the supply-side factors determining the choice of country as a location to make this investment. The main conclusions are as follows. Firstly, the literature review allowed us to identify the pulling factors for the investment decision making which are most prominent. These factors were classified into five main categories: natural resources, government policy, competitiveness, country's perception and infrastructure, and economy. Secondly, this article has explored the relevance of the above supply-side factors of tourism property acquisition as an investment by households/individuals. Study's findings allowed showing that all key pulling factors are relevant to South African case. Findings also suggested that natural resources / environment constitute the most crucial element of attractiveness for tourism property investment by foreigners in the case of SA.

One additional finding of the study was to determine the profile of the main demand markets (motives and products). It is worth pointing out that study enhance to: (i) identify a relationship between travel behaviour (visiting of destinations) and property acquisition. It has been demonstrated that once tourists have visited a destination there is a greater chance of buying a property; (ii) indicate that there is a differentiation in property preference between various demand markets. Despite the similarities in the preferred products by major markets such as game reserves and golf estates; one could distinguish, for example, the French who are more interested in wine farms, and the Germans who prefer holiday homes. Furthermore, this study showed that natural resources are a main motivator for investors in tourism property in SA. In general, it seems that the relationship is one where a person visits as a tourist and then acquires a property, which leads to repeat visitation. This finding confirms the suggestion formulated by Illés & Michalkó (2008).

Based on study's findings and conclusions, the following implications could be drawn. It is our conviction that tourism marketers

are directly involved in the field of tourism property investment. On the one hand, it is suggested that empowerment of tourism marketers on aspects of tourism property should have a positive impact on increasing investment. The various demand markets must be properly considered and approached accordingly. On the other hand, tourism communication dissemination should have information available of interest to potential investors. This has far-reaching implications, since the functions of tourism property and tourism promotion in SA are currently performed in separate organizations and as separate functions. A better coordination and management is an imperative in this field. All explored pulling factors have been identified as crucial for use by tourism marketers. However, it is important to highlight that the most important factor in the case of SA are natural resources including wildlife and the Big 5. This supply-factor should be used as a competitive advantage for differentiation and better positioning. The other most crucial supply-side factors, in order of importance, are the governmental policy and the competitiveness. These factors have policy and marketing implications in terms of focus on land development projects and tourism property within a destination marketing and integrated communications mix.

Obviously the present study provides a better understanding of determining factors in choosing a destination for tourism property investment. Therefore, tourism marketers should use this knowledge in their marketing strategy and plans. Any actions and initiatives to formulate a policy and management plans aiming at attracting and increasing tourism property investments to SA need to be based on the understanding of what initially motivates property buyers. Study's findings suggest that destination marketers have to focus on specific issues, consider this segment as a challenge and promising, and incorporate this component in destination marketing planning. It offers considerable tourism business opportunities, mainly creating a stable tourism flows regardless the economic circumstances. In other words, it contributes to increased inbound tourism creating income and jobs. For these reasons tourism property acquisition should be an integral part of SA tourism policy and management, as well as a strategic aim of its tourism destination marketing.

It is estimated that this article makes a contribution by acquiring a better understanding in this knowledge area where little research has been conducted. However, it encompasses some limitations; mainly from a contextual and spatial perspective. Firstly, there is a need for more robust quantitative research on tourism property acquisition, both from demand and supply-side to test the hypotheses generated by the largely qualitative

case study research on which much of the literature is based. The conclusions drawn upon study's findings couldn't be generalized to other countries; the SA constitutes a particular case and special country. Similar researches must be conducted in other countries in order to confirm or not the present study's findings. Secondly, the present study highlights the differences between tourism property investors in the main demand markets. The study was limited to the five main demand markets for SA tourism. These markets are all developed countries (Western Europe and USA). It would be very interesting to explore some other demand markets, mainly developing countries, for example from Asia (India) and South America (Brazil). Furthermore, a comparative analysis between the two set of demand markets (developed and developing countries) could be performed. Finally, a comparative study between tourism property acquisition in SA and in one or more European countries (e.g. Spain, France, or Greece) might be conducted aiming at testing and validating the five pulling factors and at identifying similarities and differences in the investigated field. Another interesting issue to be explored is a comparison in the field of vacation homes investment; i.e. the similarities and differences between the second home ownership in a particular country and the investment for tourism property abroad by the citizens of same country.

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