

Appendix A2: Descriptive statistics – Robben Island Museum

4.2. Profile of respondents - Robben Island Museum

Table A2.1

Profile of respondents by place of origin – Robben Island Museum

Origin	Frequency	Percent
USA	44	14.7
UK	39	13.0
France	10	3.3
Netherlands	28	9.3
Germany	5	1.7
Canada	12	4.0
Norway	17	5.7
Australia	11	3.7
Mexico	2	0.7
China	1	0.3
Brazil	2	0.7
India	2	0.7
Argentina	1	0.3
Spain	1	0.3
Belgium	3	1.0
Denmark	4	1.3
New Zealand	2	0.7
South Africa	74	24.7
Kenya	5	1.7
Zimbabwe	8	2.7
Zambia	1	0.3
Namibia	1	0.3
Angola	1	0.3
Other	26	8.7
Total	300	100.0

The respondents to the survey of the present study comprised 600 visitors to the two WHS (300 from each WHS). The respondents comprised local (South Africans) and international (within and outside the African continent) visitors. Their ages ranged from 18 to 80+ years.

Table A2.1. shows the profile of the respondents at the Robben Island Museum by place of origin. The USA (14.7%), the UK 13%), the Netherlands (28%), Norway (17%) and Canada (12%) represent the top 5 regions which generated visitors who participated in the Robben Island Museum survey. Unfortunately, it was not possible to establish whether these trends are consistent with annual visits to Robben Island Museum. Whilst the Robben Island Museum was able to provide annual visitor number over the past ten years (Table A2.2.), they were not able to provide records of visitor numbers by place of origin. Whilst previous statistics when the Researcher was employed at this WHS several years ago showed UK and the USA as the main

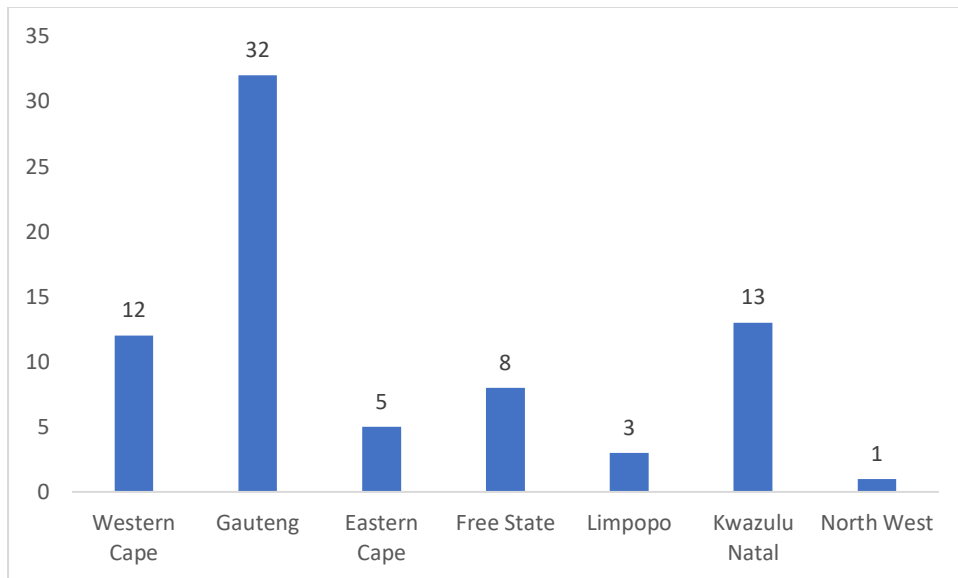
general pool, these trends might have changed. The impact of the COVID-19 is clearly visible from the low numbers in 2021 and 2022 respectively.

Table A2.2:

Robben Island Museum visitors number (2011 -2023)

M vs PY M	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Total
2011	21 629	10 702	20 308	23 733	21 102	22 728	20 814	21 969	42 877	35 494	27 396	31 069	299 821
2012	27 699	12 881	11 100	22 243	21 408	24 521	28 236	22 623	39 211	36 729	29 510	31 129	307 290
2013	29 413	13 924	10 110	10 520	11 297	21 436	30 201	28 814	38 576	33 377	26 608	28 593	282 869
2014	20 933	12 341	12 903	19 330	17 481	22 072	30 136	32 130	36 893	36 794	27 868	32 845	301 726
2015	36 742	16 416	11 099	17 252	22 868	27 455	34 891	31 222	33 447	34 964	28 399	31 061	325 816
2016	28 356	16 699	12 461	20 418	23 880	24 462	39 306	35 846	47 945	40 590	35 998	38 060	364 021
2017	34 786	23 038	17 128	20 958	24 275	25 232	34 768	30 560	49 571	39 071	33 255	37 238	369 880
2018	38 429	25 033	12 871	24 820	24 360	26 932	25 979	26 311	34 850	35 506	31 899	19 641	326 631
2019	22 499	17 790	12 342	22 559	18 469	20 340	31 426	34 791	44 589	31 111	31 248	31 250	318 414
2020	28 530	16 976	12 239	8 980	22 910	26 183	34 140	34 574	37 680	38 926	31 964	15 197	308 299
2021	-	-	-	-	-	635	2 143	1 994	6 437	3 110	1 631	2 842	18 792
2022	5 790	2 379	1692	236	1241	3602	9245	7201	17225	13295	8735	12186	82 827
2023	14 077	8 018	7786	11245	12869	17423	25973	22737	33778	28620	18895	22 397	223 818

Less than a third (74 respondents) were local South Africans. Figure 4.1. shows a breakdown of local visitors by Province of origin. The highest number of local visitors to the respondents at the Robben Island Museum came from Gauteng (32), followed by Kwazulu-Natal (13) and the Western Cape (12). The remaining provinces were represented by less than ten respondents, with Limpopo and the North West represented by only three and one respondent, respectively. The low numbers at the Robben Island Museum could suggest a potential challenge of local residents not visiting World Heritage Sites in their own country. This is not a uniquely South African challenge. According to studies by Mustafa (2021) and Mahgoub (2022) in Egypt, similar challenges regarding locals' interest, participation, and involvement in cultural and heritage tourism have been observed. Similarly, research by Angeloni (2013) and Massida & Etzo (2012) in Italy (a country with the highest number of WHS), as well as studies conducted by Chandan & Kumar (2019) and Kala & Bagri (2018) in India, have reported comparable issues. Additionally, seasonal factors could contribute to the low local visitation at Robben Island Museum. However, considering the balanced local and international visitor numbers at Table Mountain and the proximity of data collection periods, this explanation seems unlikely.



$N=74$

Figure A2.1. A breakdown of local respondents at Robben Island Museum by Province of origin

4.3. Trends and nature of responses to the survey (quantitative data collection)

4.3.1. WHS Awareness

Out of the 300 Robben Island Museum respondents, less than a third were familiar with the WHS symbol below.



As Table A2.3 shows, 85 (28.3%) of visitors to Robben Island Museum were familiar with the WHS symbol, whilst 215 (71.7%) were not. 210 (70%) knew what a WHS meant; 90 (30%) did not know what a WHS meant. 200 (66.7%) had visited a WHS before, whilst 100 (33.3%) had never visited a WHS before. More than a third of visitors to Robben Island Museum (44.7%) knew that the site was designated WHS status before their visit.

Table A2.3.
Level of WHS Awareness

	Are you familiar with the symbol below?		Do you have knowledge regarding what a WHS mean?		Have you visited a WHS before?		Did you know that Robben Island Museum was designated WHS status before you came to visit?	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Yes	85	28.3	210	70.0	200	66.7	134	44.7
No	215	71.7	90	30.0	100	33.3	166	56.3
Total	300	100	300	100	300	100	300	100

King and Halpeny (2018) investigated WHS awareness by measuring recognition and recall of the WHS symbol. The recognition and recall of the WHS symbol were further tested against various variables. The variables included frequency of WHS visits, knowledge about WHS, observation of WHS signage at the site, awareness that WHS designation was the highest honour a protected area can achieve, education, level of international and domestic travel experience, and whether they were a domestic or international tourist. The study participants were 1827 visitors to five WHS in Queensland, Australia and 712 visitors to the WHS section of the Hawaii Volcanoes National Park in the USA. 62% (1067) of the 1827 Queensland respondents knew that the site they were visiting was a WHS, and 56% (1031) were aware before their visit. In comparison, only 19% of the 704 visitors to Hawaii Volcanoes National Park were aware they were visiting a WHS site, and only 13% were aware the park was a WHS before their visit.

Based on the above variables, statistically significant differences were observed between those who recognised the WHS symbol or remembered its meaning and those who did not. Higher education levels and international and travel experiences in Australia were found among those who recognised and remembered the WHS symbol. The WHS symbol was recognised and remembered by more Australians than foreign visitors. Frequent local visitors were more likely than returning visitors to recognise and recall the WHS symbol; both groups were more likely to remember and recall it than first-time visitors. This repeat visitation relationship could explain why visitors were aware of the WHS status before visiting the park.

The descriptive statistics of King and Halpeny's (2018) study concerning those aware and those not familiar with WHS status, those who recall or recognise the WHS symbol, and associated variables that make up their study make for some insightful findings relevant to the present study. Whilst the present study does not include some of the variables in King and Halpeny's (2018) study, it does seek to ascertain the following: the visitors' level of WHS awareness before the visit, whether the awareness influenced the decision to visit, understanding of the

WHS status of both the two WHS subject of the present study, whether they have already visited or will also be visiting the other of the two WHS subject of the present study, and their place of origin (whether local or international).

Furthermore, the statistical differences observed between those who recognised the WHS symbol and those who did not, as well as the notable differences between the respondents of Queensland against those of Hawaii Volcanoes National Park, raise curiosity as to what observations could be expected in the present study. In other words, could there be any statistical significance in the present study between those who know the meaning of the WHS symbol and those who do not, and could there be significant differences between the respondents of Robben Island Museum and those of Table Mountain?

To the author's knowledge, no such study as described above was ever conducted among the two iconic WHS subjects of the present study, Robben Island Museum and Table Mountain, which represent WHS from sub-Saharan Africa.

4.3.2. Degree of influence of WHS designation prior knowledge

Figure A2.2. indicates that out of the 134 (44.7%) who knew that Robben Island Museum was designated WHS status before they went to visit it, 48 (16.0%) maintained that the prior knowledge of the WHS designation did not at all influence their decision to visit. 60 (20.0%) who said they knew beforehand that Robben Island Museum was a designated WHS, believed that prior knowledge significantly influenced their decision to visit. 27 (9.0%) contended that prior knowledge of the status of WHS designation somewhat influenced their decision to visit Robben Island Museum. More than half of the respondents (55.3%) did not know the WHS designation before their visit.

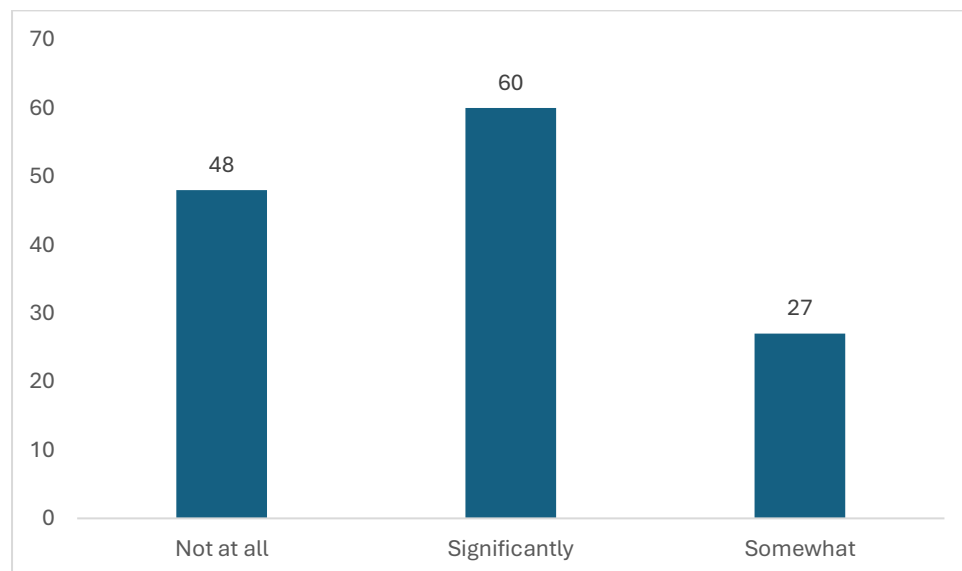


Figure A2.2. *The degree of influence of WHS designation prior knowledge on decision to visit.*

A Chi Square Test of Independence was conducted to see whether there was a significance between those who were influenced (somewhat, significantly) and those who were not influenced (not at all) by prior knowledge of the WHS designation. The findings showed that there was a significant difference between those who were influenced and those who were not

influenced (Chi-square = 135.000, df = 2, $p < .001$). The chi-square test was necessary to assess the relationship between the influence of prior knowledge of the WHS designation (somewhat, significantly) and the lack of influence (not at all) on visitors' decision to visit Robben Island Museum. By analysing the data using the chi-square test of independence, we could determine whether there was a significant association between these variables. The test revealed a statistically significant difference, indicating that the influence of prior knowledge of the WHS designation impacts visitors' decision-making processes.

Yan and Morrison's (2008) study sought to establish the influence of WHS awareness on international visitors. The study was conducted in Huangshan, Xidi and Hongcun in southern Anhui (China) among 879 respondents in 41 countries. The visitors were placed into two categories – WHS aware and WHS unaware – based on the degree of awareness of the WHS status of the destination. These categories of visitors were compared based on the purpose of the visit and demographics (socioeconomic and other characteristics).

Their study had the following objectives, which are of particular interest to the present study:

1. To assess the WHS awareness of international visitors to Huangshan, Xidi, and Hongcun. They divided them into two groups: those who were aware and those who were unaware.
2. To look into the relationship between WHS awareness and decisions to visit the area.
3. To investigate the relationship between World Heritage status knowledge and tourist visit purposes.
4. To profile and compare these two visitor groups regarding sociodemographics and trip characteristics.
5. To investigate the relationship between WHS awareness levels and activity patterns among two groups of international visitors.

Their findings revealed that WHS awareness affected visit decisions, visit purposes, activity patterns, and sociodemographic characteristics. Visitors (independent tourists) were more aware of the destinations' World Heritage status. WHS-aware visitors were likelier than WHS-unaware visitors to participate in Huizhou culture and heritage activities. On the other hand, people unaware of the World Heritage designation were more likely to climb Mount Huangshan. These findings of Yan and Morrison (2008) are particularly significant to the present study concerning the quest to establish the relationship between WHS and experience. The results further inspire the present study's curiosity regarding the nature of the experience sought and whether such experience can be described along the lines of the four realms of the experience economy theory. In this regard, the quest for the WHS-aware visitor to participate in culture and heritage activities might seem to infer the *education* dimension of Pine and Gilmore's (1998) experience economy theory. The experience economy theory is discussed in section 3.5 below.

4.3.3. Interest in and knowledge of Table Mountain

When asked if they had also visited Table Mountain, 160 (53.3%) visitors to Robben Island Museum reported that they had already visited Table Mountain (see Table A2.4.). Of the 300

respondents at the Robben Island Museum, 146 (48.7%) knew that Table Mountain was also a WHS, whereas just more than half (51.3%) did not that Table Mountain was also a WHS.

Table A2.4.

Interest in and tourists' knowledge of Table Mountain

	Have you also visited Table Mountain?		If NO, will you also be visiting Table Mountain?		Are you aware that Table Mountain is a WHS?	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Yes	160	53.3%	131	43.7	146	48.7
No	140	46.7	9	3.0	154	51.3
Total	300	100	140	46.7	300	100

4.3.4. COVID-19 risks perceptions

The Robben Island Museum visitors were asked about their gut feeling concerning their likelihood of being infected with COVID-19. The responses ranged from 'Extremely likely' to 'Extremely unlikely'. More than half of the respondents (54.7%) felt they were unlikely to be infected by COVID-19, with 108 (36%) feeling they were unlikely to be infected and 56 (18.7%) feeling they were extremely unlikely to get infected with COVID-19. 83 (27.7%) respondents were uncertain about the likelihood of being infected. 37 (12.3%) felt they were likely to be infected, whilst 16 (5.3%) felt they were highly likely to be infected with COVID-19. See Figure A2.3.

A Chi-Square Test of Independence was used to determine whether the difference between those who believed they were likely to get COVID-19 and those who believed they were unlikely to be infected was significant. The test revealed that one cell had an expected count of less than 5, thus violating a condition for the Chi Test. The likelihood ratio test was thus performed. Following the likelihood ratio test, the result revealed a significant difference between those who felt likely to be infected and those who felt they were unlikely to get infected (Chi-square = 217, $df = 3$ $p < .001$), with a likelihood ratio of 241. The likelihood ratio represents the ratio of the likelihood of the data under the null hypothesis (no association between variables) to the likelihood of the data under the alternative hypothesis (association between variables). In this case, a likelihood ratio of 241 indicates that the data is 241 times more likely to have occurred under the alternative hypothesis (significant difference between the likelihood of being infected and unlikeliness of being infected) than under the null hypothesis (no significant difference). Therefore, based on the likelihood ratio test, there was a significant association between respondents' perceptions of their likelihood of being infected with COVID-19 and their feeling of being unlikely to get infected. The findings suggest that individuals who believed they were likely to be infected differed significantly from those who felt they were unlikely to be infected with COVID-19.

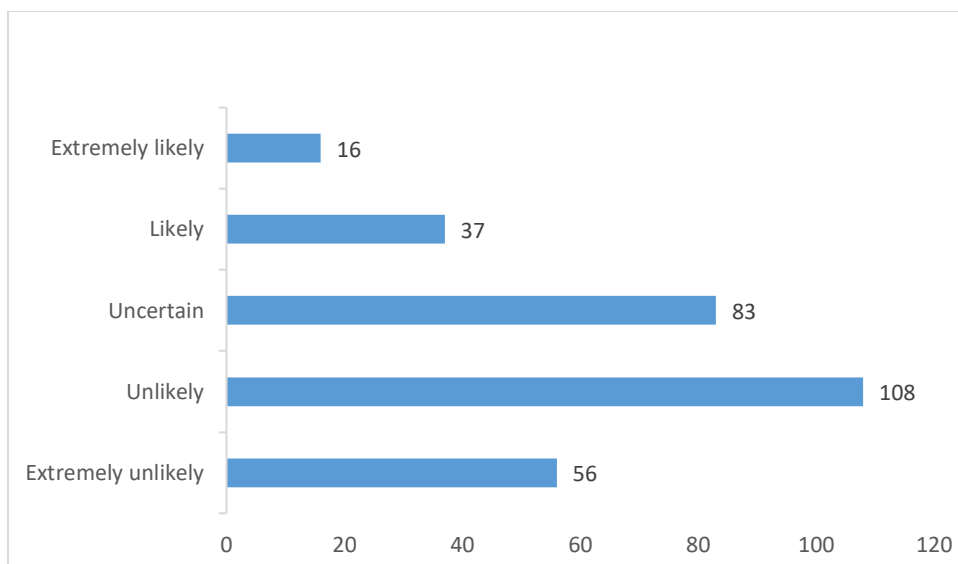


Figure A2.3. Gut feeling about the likelihood of being infected with COVID-19.

Visitors were also asked about the ease or difficulty they had of picturing themselves getting COVID-19, with responses ranging from ‘extremely easy to do’ to ‘very hard to do’. 59 (19.7%) found picturing themselves getting COVID-19 hard to do; this comprised 39 (13%) who found it hard to do whilst 20 (6.7%) found it extremely hard to do. 91 respondents found it easy to do, comprising 18 (6%) who found it extremely easy to do and 73 (24.3%) finding it easy to do. See Figure 4.4.

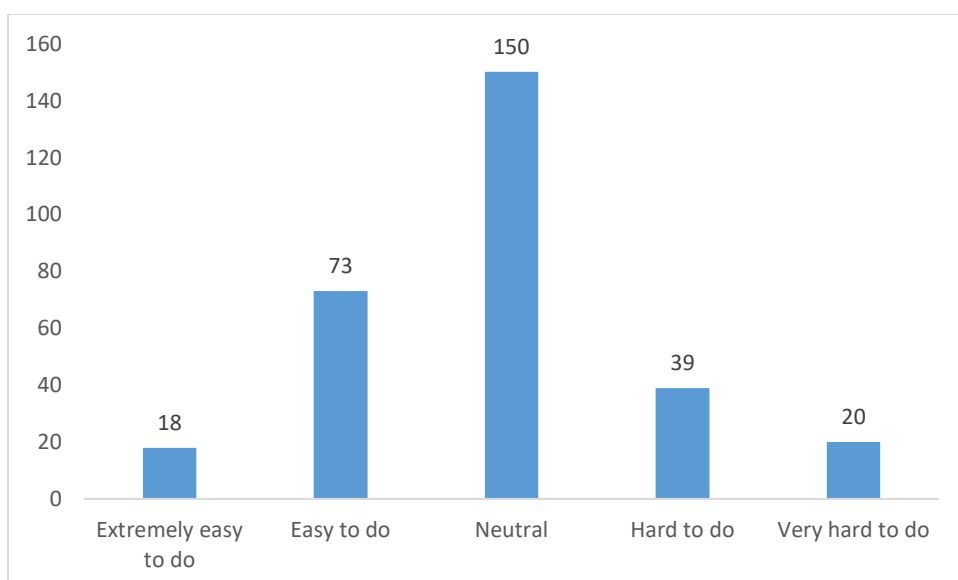


Figure A2.4. The ease or difficulty of picturing being infected with COVID-19.

Concerning their perception of their likelihood to be infected with COVID-19, visitors were further requested to respond to the following two statements on a 5-point Likert scale of Strongly Agree to Strongly Disagree: I am sure I will not get infected with COVID-19; I feel I am unlikely to get infected with COVID-19.

Table A2.5.

Perceptions on likelihood of getting infected with COVID-19

	I am sure I will not get infected with COVID-19		I feel I am unlikely to get infected with COVID-19	
	Frequency	Percentage	Frequency	Percentage
Strongly Agree	27	9.0	24	8.0
Agree	50	16.7	78	26.0
Neutral	94	31.3	105	35.0
Disagree	79	26.3	62	20.7
Strongly disagree	50	16.7	31	10.3.
Total	300	100,0	300	100,0

Regarding the statement ‘I am sure I will not get infected with COVID-19’ 25.7% either agree or strongly agreed being sure that they would not be infected with COVID-19, whilst on the other hand only 43% either disagreed or strongly disagreed to being sure that they would not be infected with COVID-19. 31.3% neither agreed nor disagreed. With regard to the statement ‘I feel I am unlikely to get infected with COVID-19’ 34.0% % either agreed or strongly agreed that they were unlikely to get infected with COVID-19, whilst on the other hand only 31.0% either disagreed or strongly disagreed with the statement. 35% were neutral.

A look at Figure A2.5. shows how the two questions are closely linked given the synchronicity in the trends of the responses. This is further confirmed in Table A2.6. which indicates to the closeness in the variance, standard deviation and skewness in respect of responses to the two questions.

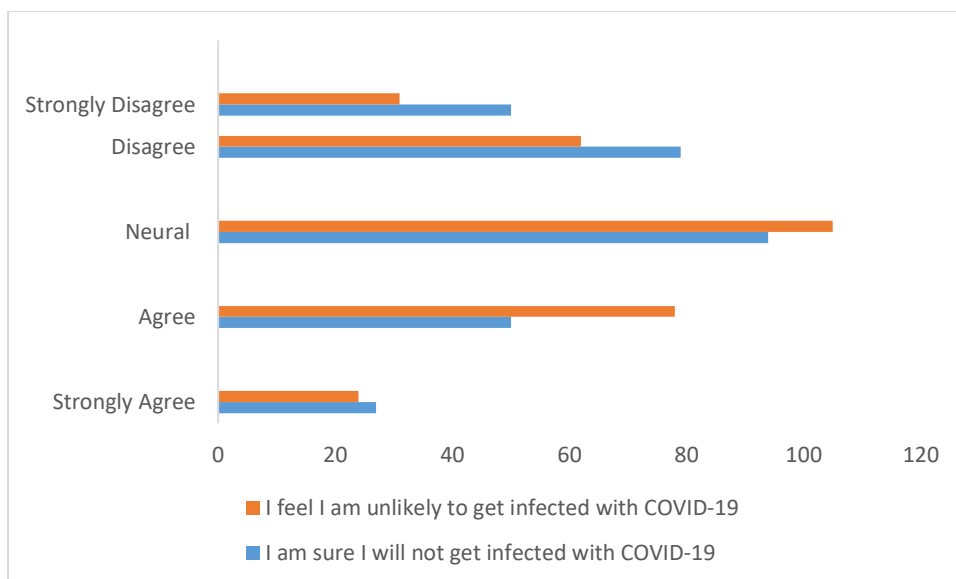


Figure A2.5. Comparison of the trends in responses relating to likelihood of getting infected with COVID-19.

Table A2.6.*Descriptive statistics on likelihood of getting infected with COVID-19*

	I am sure I will not get infected with COVID-19	I feel I am unlikely to get infected with COVID-19
Mean	3.25	2.99
Median	3.00	3.00
Std. Deviation	1.183	1.097
Variance	1.399	1.204
Skewness	-.214	.120
Std. Error of Skewness	.141	.141
Kurtosis	-.749	-.626
Std. Error of Kurtosis	.281	.281

Concerning vulnerability to being infected by COVID-19, 50 (16.7%) felt vulnerable. The number comprised 12 respondents who strongly agreed and 38 who agreed to the statement 'I feel vulnerable to COVID-19 infection'. 143 (47.7%) disagreed with feeling vulnerable to COVID-19 infection, comprising 99 respondents who disagreed and 44 who strongly disagreed with feeling vulnerable to covid-19 infection. 107 (35.7%) neither agreed nor disagreed (they provided a 'Neutral' response). See Figure 4.6.

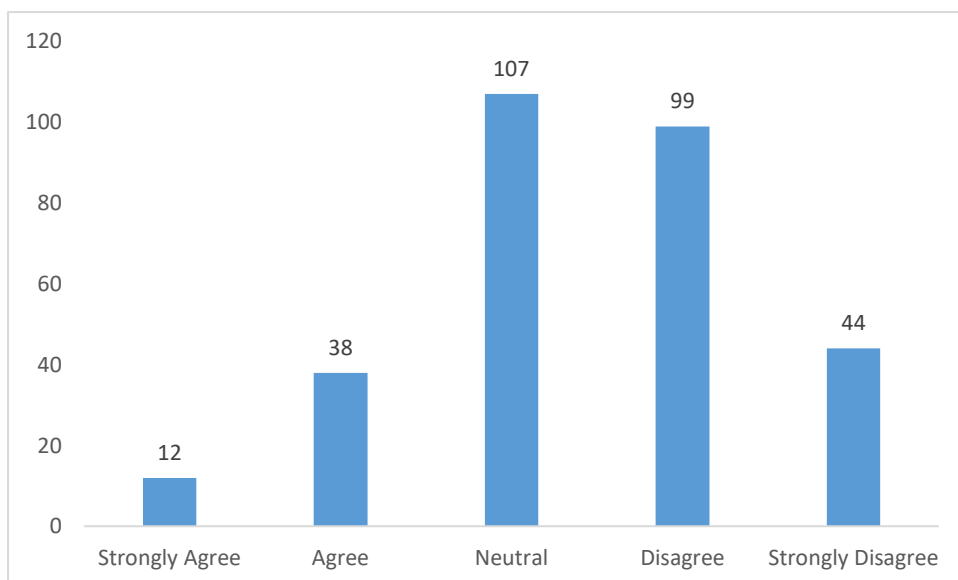


Figure A2.6. *Perception of feelings of vulnerability to COVID-19.*

Respondents were also asked about their perceptions of the chances of being infected with COVID-19. Responses ranged from 'Zero' to 'Very high' chance of getting infected. 111 (37.0%) felt their chances of being infected with COVID-19 were 'minimal', whilst 22 (7.3%) felt their chances were zero. Only 25 (8.3%) perceived high chances of getting infected with COVID-19, with 21 (7.0%) reporting high chances, whilst only 4 (1.3%) perceived a very high chance. 142 (47.3%) felt their chance of getting infected was moderate. See Figure A2.7.

The above findings need to be appreciated against the changing pandemic situation. At their fifteenth meeting in May 2023, the WHO's International Health Regulations (IHR) Emergency Committee on COVID-19 announced that COVID-19 was an established ongoing health issue but no longer qualified as a public health emergency of international concern (PHEIC). The decline in COVID-19-related deaths, hospitalizations, and ICU admissions globally were attributed to population-level immunity, vaccination, consistent SARS-CoV-2 Omicron sub-lineage virulence, and improved clinical case management. According to the WHO COVID-19 Weekly Epidemiological Update, as at 02 July 2023 over 885,000 new cases and over 4,900 deaths had been reported globally in the previous 28 days, with decreases reported in most regions except for the African Region, where deaths had increased.

Regarding tourism, the COVID-19 situation and travel requirements vary from country to country. While some countries relaxed their entry requirements due to declining cases or higher vaccination rates, others maintained strict measures to curb the virus's spread. The perception of COVID-19 risk among individuals can differ significantly, influenced by factors such as vaccination rates, local infection rates, government communication, and personal experiences.

Thus, the responses from the Robben Island Museum visitors above suggest that a segment of the population may have a reduced perception of the risk of COVID-19 infection. However, it is essential to note that individual perceptions and attitudes towards COVID-19 can vary widely. While some individuals may feel that they are "over" COVID-19 or that the risk is minimal, it does not necessarily imply that everyone shares this sentiment.

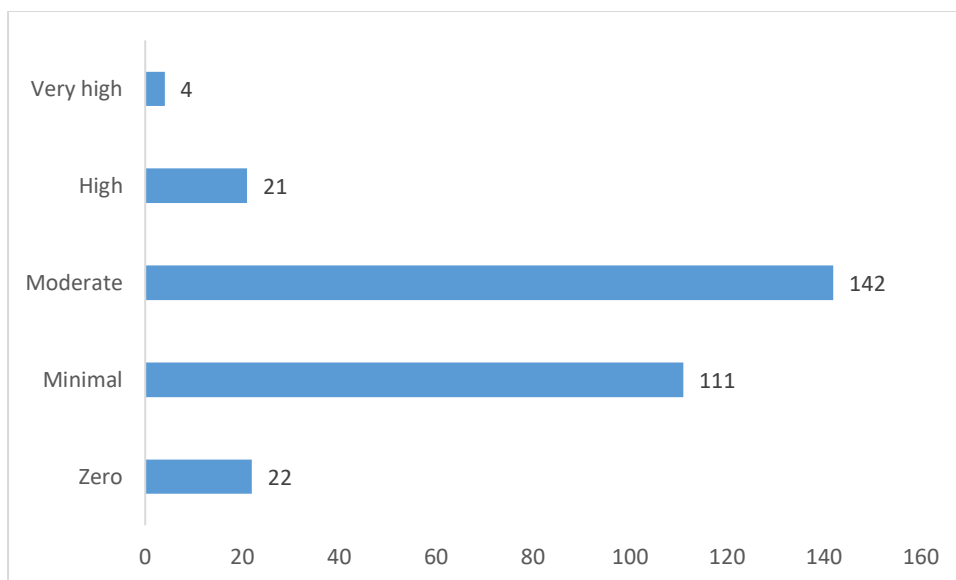


Figure A2.7. *Perception of chances of being infected with COVID-19.*

A comparison between perception concerning vulnerability and the chances of infection shows a relatively high number of people who did not feel vulnerable (143) and a high number of people who perceived minimal or no chances of infection (133), on the other hand. However, there is no such synchronicity between vulnerability and the chances of infection as observed in the case of comparison between the responses to the statements ‘I am sure I will not get infected with COVID-19’ and ‘I feel I am unlikely to get infected with COVID-19’, where the shapes of the graphs mirrored one another. Table A2.7 shows descriptive statistics of the two variable (vulnerability and the chances of infection) account for the lack of synchronicity between the two graphs, as noted in both skewness (-.291 and .133) and kurtosis (-.302 and .398) respectively. The lack of synchronicity may indicate that individuals have different perceptions of vulnerability and the chances of infection. It suggests that some people may feel vulnerable despite perceiving minimal chances of infection, while others may feel less vulnerable despite perceiving higher chances of infection. This discrepancy could be influenced by personal beliefs, risk perception, previous experiences, or the nature of information at their disposal.

Table A2.7.

Descriptive statistics for vulnerability chances of getting infected with COVID-19

	I feel vulnerable to COVID-19 infection	I think my chances of getting COVID-19 are....
Mean	3.42	2.58
Median	3.00	3.00
Std. Deviation	1.016	.783
Variance	1.033	.612
Skewness	-.291	.133
Std. Error of Skewness	.141	.141
Kurtosis	-.302	.398
Std. Error of Kurtosis	.281	.281

4.3.5. The four realms of the experience

This section focuses on the findings concerning the four realms of the Experience (Education; Entertainment; Escapism; Esthetics) at the Robben Island Museum.

4.3.5.1. Education

Table A2.8.

Level of agreement on the educational value of the experience

	The visit to Robben Island stimulates my curiosity		The visit to this WHS increases my knowledge		The visit to this WHS enhances my philosophy of living		I will share my experience of the visit to Robben Island Museum with family and friends	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Strongly Agree	139	46,3	156	52,0	118	39,3	176	58,7
Agree	138	46,0	134	44,7	121	40,3	116	38,7
Neutral	17	5,7	10	3,3	53	17,7	5	1,7
Disagree	4	1,3	0	0,0	7	2,3	3	1,0
Strongly disagree	2	0,7	0	0,0	1	0,3	0	0,0
Total	300	100,0	300	100,0	300	100,0	300	100,0

Table A2.8. illustrates the level of agreement on the educational value of the Robben Island Museum experience. There is a very high level of consensus regarding the educational value of the Robben Island Museum experience. All four questions for measuring the educational value of the experience recorded high percentages (the lowest being 79.7% and the highest being 97.3%). The table focuses explicitly on ‘agree’ and ‘strongly agree’ responses. 277 (92.3%) either agree or strongly agree that the Robben Island Museum experience stimulates their curiosity. 96.7% agree or strongly agree that the Robben Island Museum experience increases their knowledge, whilst 79.7% reckon it enhances their philosophy of living. A very high number (97.3%) are prepared to share their experience of the Robben Island Museum visit.

Concerning the statement ‘The visit to this WHS increases my knowledge’, no respondent disagreed; 3.3% remained neutral.

Those who disagreed that the Robben Island Museum experience stimulated their curiosity represented only 2% of the respondents; the remaining 17 (5.7%) were neutral. No respondents disagreed that the Robben Island Museum experience increased their knowledge, although 3.3% (10) remained neutral. 2.6% (8) disagreed that the Robben Island Museum experience enhances their philosophy of living; 17.7% (53) were neutral. Only 1.7% (5) were neutral concerning sharing their experience of Robben Island Museum; 1% (3) disagreed with sharing their experience.

Given the relatively very high levels of agreement above, the number of neutral responses was proportionately low, the highest being 17.7% to the statement ‘The visit to this WHS enhances

my philosophy of living’, and the lowest being 1.7%, to the statement ‘I will share my experience of the visit to Robben Island Museum with family and friends’.

4.3.5.2. Entertainment

Table A2.9 depicts the responses to the five statements which measured the entertainment value of the Robben Island Museum experience. As evident in Figure 4.9, 185 (61.70%) either agreed or strongly agreed that the Robben Island Museum experience provided an opportunity to interact with others. 35.7% (107) agreed or strongly agreed that the Robben Island Museum experience relaxed them physically. A relatively higher number (77%) than the two previous responses reckoned that the Robben Island Museum stimulated them emotionally. 191 (63.6%) believed that visiting Robben Island Museum was fun, and 90.3%, the highest number of respondents concerning the entertainment realm of the experience, believed Robben Island Museum provided an unusual experience. Some level of disagreement was noted in some of the questions concerning the entertainment value of the experience. 9% (27) disagreed that the Robben Island Museum experience provided an opportunity to interact with others. 23.3% (70) disagreed that the Robben Island Museum experience relaxed them physically. Only 5.4% (16) disagreed that Robben Island Museum stimulated them emotionally. 12.3% (37) disagreed that Robben Island Museum was a fun place to visit. Only 4% (12) disagreed that Robben Island Museum provided an unusual experience.

There was a notable amount of neutral responses. The statement ‘This WHS relaxes me physically’ had 41%, whilst the other two statements (‘This WHS provides me an opportunity to interact with others’ and ‘Visiting this WHS is fun’) received more than 20% neutral responses. The lowest neutral responses (5.7%) related to the statement ‘Robben Island Museum provides an unusual experience’.

Table A2.9.

Level of agreement on the entertainment value of the experience.

	This WHS provides me an opportunity to interact with others		This WHS relaxes me physically		This WHS makes me emotionally stimulated		Visiting this WHS is fun		Robben Island Museum provides an unusual experience
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency
Strongly Agree	68	22,7	47	15,7	96	32,0	58	19,3	124
Agree	117	39,0	60	20,0	135	45,0	133	44,3	147
Neutral	88	29,3	123	41,0	53	17,7	72	24,0	17
Disagree	24	8,0	60	20,0	11	3,7	25	8,3	8
Strongly disagree	3	1,0	10	3,3	5	1,7	12	4,0	4
Total	300	100,0	300	100,0	300	100,0	300	100,0	300

Chi-Square Tests of Independence found significant differences between 1) those who agreed that the Robben Island Museum experience relaxed them physically and those who did not agree, 2) those who agreed that the Robben Island Museum experience stimulated them emotionally, and those who did not agree, and 3) those who agreed that Robben Island Museum was a fun place to visit and those who did not agree. Although the tests revealed that the differences were significant in the above three instances, the tests revealed that some cells had expected counts less than 5 in each case.

Thus using the likelihood ratio, the significance can be reported as follows: There was a significant difference between those who agreed that the Robben Island Museum experience relaxed them physically and those who did not agree (Chi-square = 600, df = 8, $p < .001$, likelihood ratio of 643), those who agreed that the Robben Island Museum experience stimulated them emotionally and those who did not agree (Chi-square = 277, df = 3, $p < .001$, with a likelihood ratio of 398), and those who agreed that Robben Island Museum was a fun place to visit and those who did not agree (Chi-square = 291, df = 3, $p < .001$, with a likelihood ratio of 202).

4.3.5.3. Escapism

The pattern of responses concerning the feeling of Escapism on the part of the Robben Island Museum experience departs from that observed in the other realms of the experience (Education, Entertainment, and Esthetics). As opposed to the levels of positive experience marked by the relatively high levels of agree and strongly agree responses witnessed in the case of Education and Entertainment in sections 4.3.5.1 and 4.3.5.2 above and Esthetics in 4.3.5.4 below, some significant levels of disagreement can be seen about Escapism. Figure A2.8 shows responses to one of the measures of Escapism – ‘I feel like someone else in this WHS’. More than a third of the respondents (36.7%) of respondents disagree with this statement, comprising 81 who disagreed and 29 who strongly disagreed. 25 (8.3%), and 60 (20.0%) strongly agreed with this statement; there rest 105 (35%), remained neutral.

With one cell having an expected count less than 5, the significant difference between those who agreed and those who disagreed with this statement was explored using the likelihood ratio (Chi-square = 213, df = 3, $p < .001$, with likelihood ratio of 288).

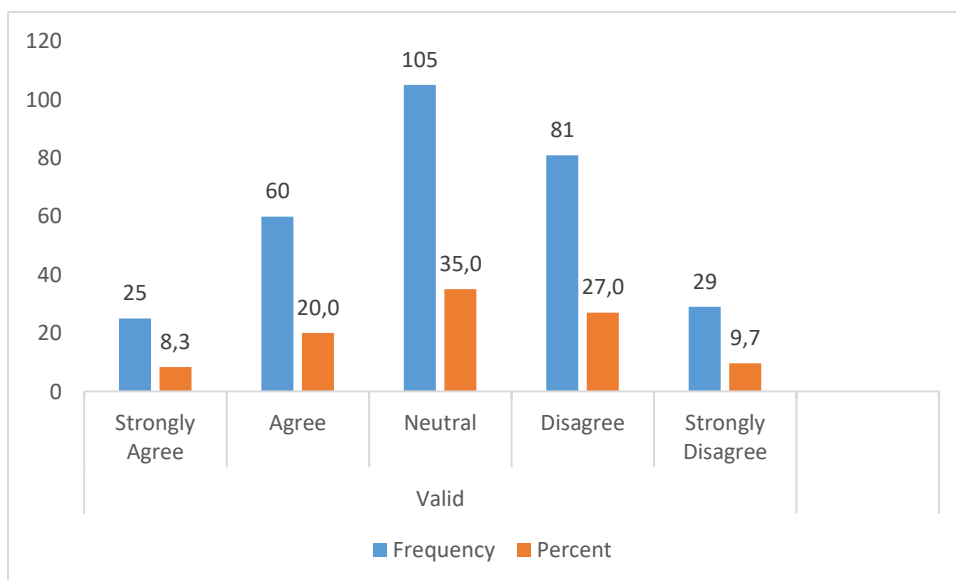


Figure A2.8 Responses to a measure of escapism – ‘Feeling like someone else’.

Notable disagreement was also observed in other measures of Escapism; these included 53% to the statement ‘This WHS provides an opportunity to get away from crowds of people’ and 39% to the statement ‘This WHS provides me space to avoid interaction with others’. Other levels of disagreement included 8.3% to the statement ‘This WHS makes me imagine living in a different time and place’, 36.7% to the statement ‘This WHS makes me escape from reality’, and 26.7 % to the statement ‘This WHS provides an opportunity to get away from a stressful social environment’.

The unique phenomenon of Escapism can be observed closely from the differences in the distribution of the graph of this variable, compared to that of the other three realms of the experience (i.e. Education, Entertainment and Esthetics). See Table 4.10 (Descriptive statistics for the four realms of the experience) and Figure 4.9. (Boxplot comparison of the four realms of the experience). Notably, the boxplot for Escapism has too many outliers compared to those of the other three realms. As evident in Table A2.10, a comparison of Escapism's central tendency, variability and skewness and the other three realms show the uniqueness of Escapism (Mean = 2.97; Median = 3.00; $SD = 0.725$; Variance = 0.526; Skewness = $-.372$; and Kurtosis = $.259$).

4.3.5.4. Esthetics

As with the two realms of experience (Education and Entertainment), the perceptions of the Esthetics value of the Robben Island Museum experience are relatively positive. The responses among the four questions for measuring the Esthetics value of the experience ranged from moderate to high (the lowest being 42.3% and the highest being 85.0%). 162 (54.0%) either agree or strongly agree that the Robben Island Museum experience provided them a sense of harmony with their environment. 49.0% (147) agree or strongly agree that the Robben Island Museum experience offered a pleasing physical environment. 58.7% agreed or strongly agreed that Robben Island Museum showcased pleasing exhibitions. 85.0% agreed or strongly agreed

that Robben Island Museum provided an opportunity to appreciate diverse cultures. 42.3% perceived that Robben Island Museum had pleasing interior ambience.

16.7% (50) disagreed that the Robben Island Museum experience provided them a sense of harmony with their environment; 29.3% were neutral. Those that disagreed that the Robben Island Museum offered a pleasing physical environment represented 18.3% (55) of the respondents; 32.7% were neutral. 14.7% (44) disagreed that the Robben Island Museum showcased pleasing exhibitions; 26.7% were neutral. Only 5.3% (16) disagreed that Robben Island Museum provided an opportunity to appreciate diverse cultures; 9.7% were neutral. 20.3% (61) disagreed that Robben Island Museum had a pleasing interior ambience; 37.3% were neutral on this perception.

Table A2.10.

Descriptive statistics of the four realms: Robben Island Museum experience

	Education	Entertainment	Escapism	Esthetics
Mean	1.6108	2.2120	2.9661	2.4293
Median	1.5000	2.2000	3.0000	2.4000
Mode	1.00	2.20	3.00	2.00
Std. Deviation	0.55958	0.63887	0.72505	0.75239
Variance	0.313	0.408	0.526	0.566
Skewness	0.670	0.140	-0.372	0.308
Std. Error of Skewness	0.141	0.141	0.141	0.141
Kurtosis	0.434	0.685	0.259	0.094
Std. Error of Kurtosis	0.281	0.281	0.281	0.281

Overall, all the experience realms indicate a relatively favourable disposition regarding perceptions of the Robben Island Museum experience. However, Table A2.10 and Figure A2.9 clearly show that sentiments on escapism differ from the other three experience realms. This peculiar finding concerning escapism is unique to the present study. In a study by Mehmetoglu and Engen (2010), which, like the present, focused on two destinations, they found that escapism has a positive relationship with satisfaction at one destination (the Ice Music Festival) and does not have an influence on satisfaction in the other (Maihugen Museum). Other studies on the four realms (Hosany & Witham; 2010; Oh, Fiore & Jeoung; 2007; Radder & Han, 2015; Song et al., 2015) had no peculiar observations specifically concerning escapism. The variation in the distribution of escapism, as shown by the excessive number of outliers in the box plot below, indicates the uniqueness of the escapism realm of the experience. This particular observation regarding escapism is vital because it deviates from the overall favourable disposition towards the experience and stands out as a unique finding compared to previous

studies, indicating that the role of escapism in shaping visitor satisfaction and perceptions may vary across different destinations and experience realms.

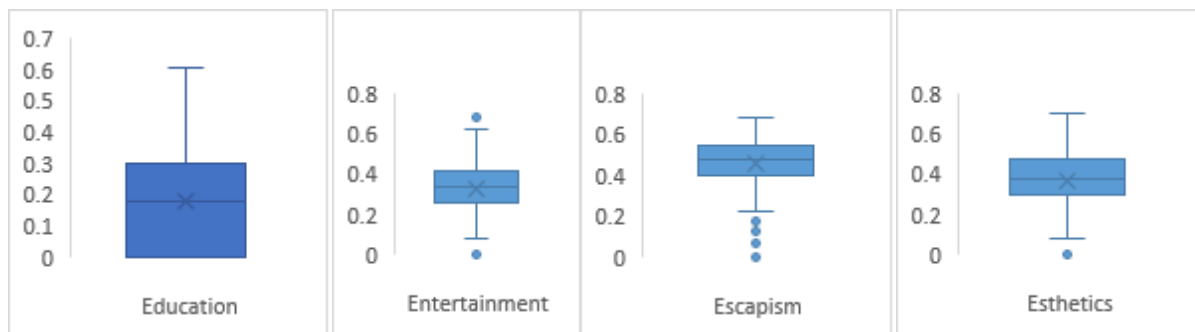


Figure A2.9. Box-plots of comparison on the four realms of experience: Robben Island Museum.

The distribution of the boxplot above was further testimony to the uniqueness of the escapism realm, which has an unusual presence of outliers compared to the other realms. The importance of this observation was noted above.

4.3.6. Self-brand concept

Table A2.11.

Perception of connection with the WHS

	To what extent is this WHS part of you and who you are?		To what extent do you feel personally connected to Robben Island Museum?		To what extent do you feel personally bonded to this WHS?	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Very small extent	82	27.3	80	26.7	62	20.7
Some extent	90	30.0	97	32.3	101	33.7
Uncertain	69	23.0	50	16.7	49	16.3
Strong extent	42	14.0	55	18.3	60	20.0
Extremely high extent	17	5.7	18	6.0	28	9.3
Total	300	100,0	300	100,0	300	100,0

Table A2.11 illustrates the perceptions of connection with the WHS as indicated by the responses to the three questions: ‘To what extent is this WHS part of you and who you are?’, ‘To what extent do you feel personally connected to Robben Island Museum?’, and, ‘To what extent do you feel personally bonded to this WHS?’ Concerning all three questions, the response “Some extent” scored significantly higher than all other responses. In each instant,

approximately a third of the respondents felt to some extent that the WHS was part of them and who they were (30.0%), that they there personally connected (32.3%) or personally bonded to the WHS (33.7%). Between 14% and 20% felt to a strong extent that the WHS was part of them and who they were (14.0%), personally connected (18.3%) or personally bonded to the WHS (20.0%). Less than 10% felt to an extremely high extent that the WHS was part of them and who they were (5.7%), and that they there personally connected (6.0%) or personally bonded to the WHS (9.3%). Approximately 20% or more, felt to a very small extent that the WHS was part of them and who they were (27.3%), that they there personally connected (26.7%) or personally bonded to the WHS (20.7%). 23% were uncertain if the WHS was part of them and who they were, 16.7% were uncertain if they there personally connected, and 16.3% were uncertain if they were personally bonded to the WHS.

There was a significant difference between those strongly connected (strong extent, extremely high extent, some extent) and those not strongly connected (very small extent) (Chi-square = 282, df = 3, $p < .001$).

4.3.7. Customer engagement

Figure A2.10. illustrates the perceptions of customer engagement, measured by the responses to the four questions ('My interaction with this WHS makes me feel valuable', 'I feel I have a special bond with Robben Island Museum', 'I feel I have a close personal connection with this WHS', and 'I feel I have a special relationship with this WHS') on a 'strongly agree to strongly disagree' 5-point Likert scale. Judging from the 'agree' and 'strongly agree' responses across all four questions, approximately one-third of the respondents attested to high levels of customer engagement. Over one-third of respondents were neutral on all four questions measuring customer engagement. The level of disagreement (disagree and strongly disagree) about customer engagement ranged between 13% and 29% across all questions.

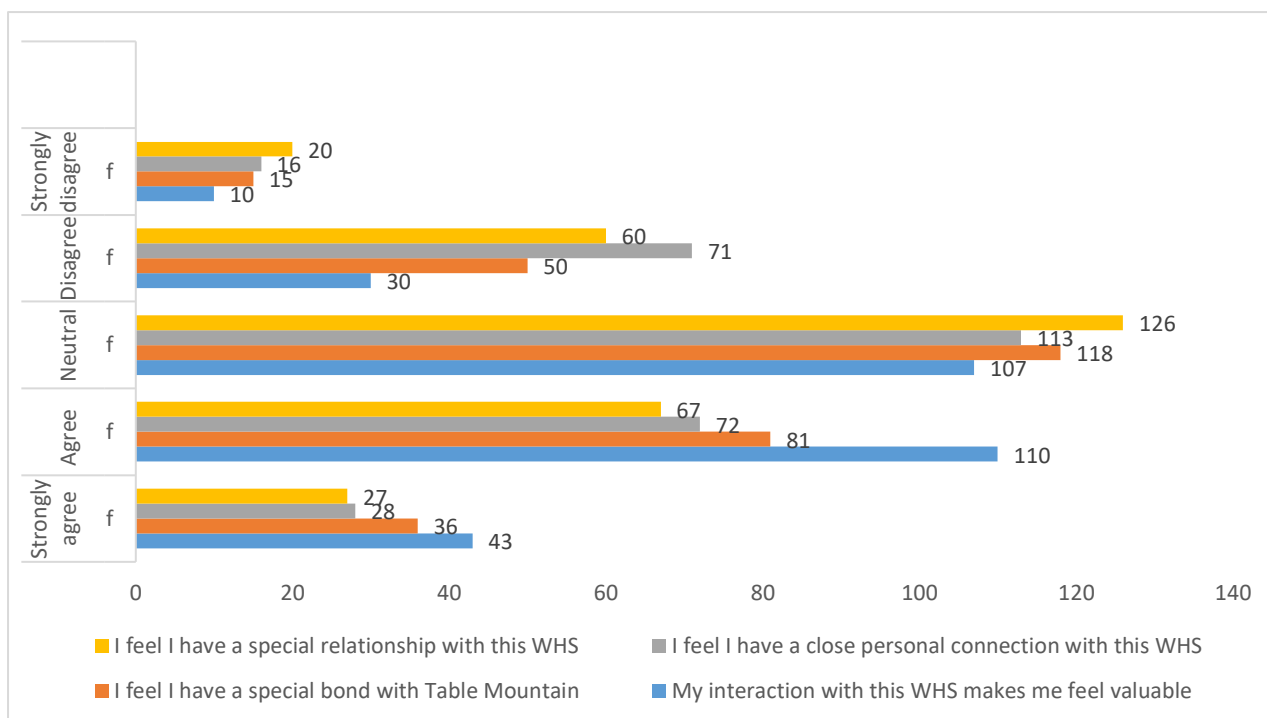


Figure A2.10. *Perception of customer engagement.*

4.3.8. Loyalty

Table A2.12.

Loyalty towards Robben Island Museum WHS

	My overall attitude towards this WHS is positive		Given the opportunity I would revisit this WHS in future		I would recommend Robben Island Museum to my friends and relatives	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Strongly Agree	140	46.7	104	34.7	186	62.0
Agree	135	45.0	94	31.3	89	29.7
Neutral	18	6.0	54	18.0	18	6.0
Disagree	5	1.7	32	10.7	6	2.0
Strongly Disagree	2	0.6	16	5.3	1	0.3
Total	300	100,0	300	100,0	300	100,0

Table A2.12 points to the degree of loyalty towards the Robben Island Museum WHS as indicated by the responses to the three statements: 'My overall attitude towards this WHS is positive'; 'Given the opportunity, I would revisit this WHS in future', and 'I would recommend Robben Island Museum to my friends and relatives'. The level of agreement with the three questions was relatively high, ranging from 66.0% to 91.7%; the lowest percentage (66.0%) related to intention to revisit (with 66.0% agreeing that given an opportunity, they would revisit in future). 91.7% would recommend Robben Island Museum to their friends and relatives, whilst the same percentage of respondents (91.7%) believed their overall attitude towards Robben Island Museum was positive.

There was a relatively low level of disagreement across all three questions, with scores ranging from 2.4% to 16%. Only 2.4% disagreed that their overall attitude towards Robben Island Museum was positive, whilst the highest level of disagreement (16.0%) related to intention to revisit. A relatively lower number of respondents remained neutral across all three questions, with neutral responses ranging from 6% to 18%. Once again, the highest response among those who remained neutral (18%) related to the intention to revisit.

4.3.9. Satisfaction

Figure A2.11 depicts the extent of satisfaction of the respondents with the Robben Island Museum experience. The satisfaction was gauged through the responses provided to the three statements: 'I am satisfied with my decision to visit Robben Island Museum', 'If I had to do it all over again, I would change my decision to visit this WHS', and 'My choice to visit Robben Island Museum was a wise one'. The levels of satisfaction with the Robben Island Museum experience are very high. The highest satisfaction levels were reflected in the satisfaction with the decision to visit Robben Island Museum (95.3%) and the belief that the choice of Robben Island Museum was wise (94.7%). The disagreement with the statement, 'If I had to do it all over again, I would change my decision to visit this WHS' (70.7%), does affirm the level of satisfaction. Few respondents remained neutral on the satisfaction levels, with neutral responses ranging from 2.0% (6) to 8.7% (26).

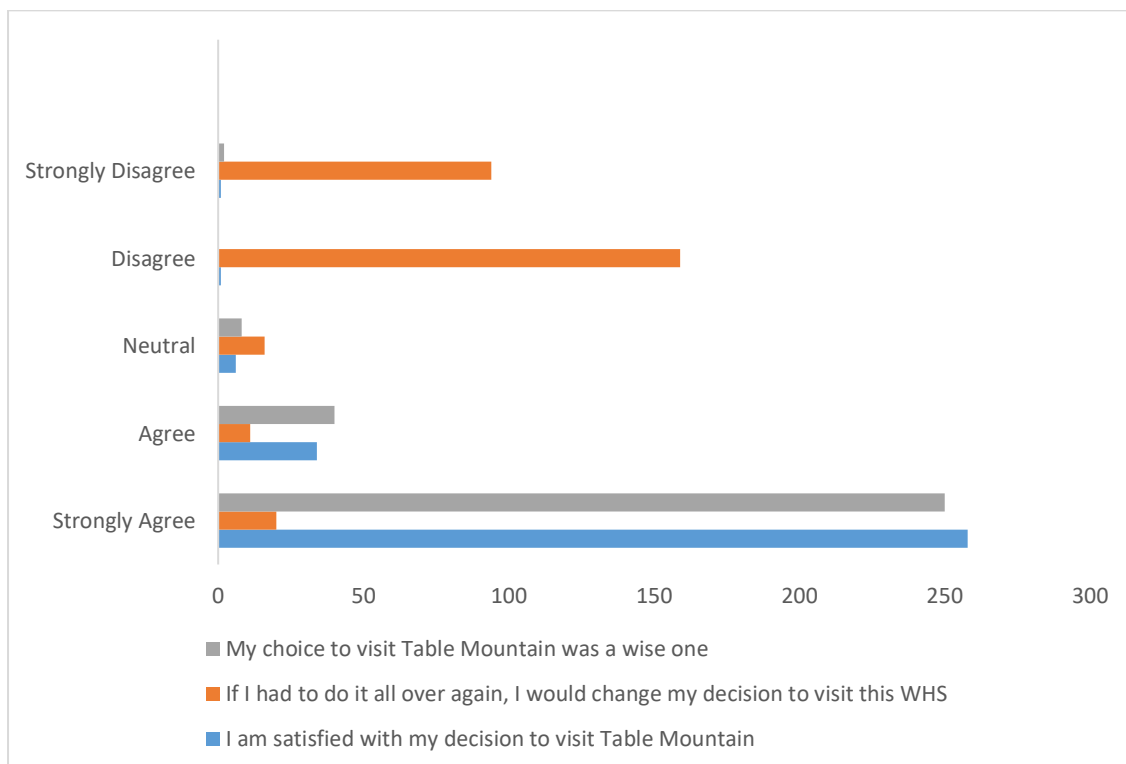


Figure A2.11. *Level of satisfaction with the Robben Island Museum experience*

Appendix B2: Descriptive statistics – Table Mountain

4.7. Profile of respondents - Table Mountain

Table B2.1

Profile of respondents by place of origin

Origin	Frequency	Percent
USA	12	4.0
UK	22	7.3
France	9	3.0
Netherlands	8	2.7
Germany	9	3.0
Italy	4	1.3
Canada	4	1.3
Australia	3	1.0
Mexico	1	0.3
China	10	3.3
Russia	2	0.7
Brazil	4	1.3
India	4	1.3
Argentina	1	0.3
Spain	2	0.7
Belgium	6	2.0
Denmark	5	1.7
South Africa	145	48.3
Kenya	3	1.0
Zimbabwe	3	1.0
Zambia	1	0.3
Malawi	1	0.3
Botswana	4	1.3
Namibia	1	0.3
Swaziland	1	0.3
Lesotho	1	0.3
Angola	3	1.0
Nigeria	4	1.3
New Zealand	1	0.3
Other	26	8.7
Total	300	100.0

The 300 respondents of the Table Mountain survey comprised 145 local South Africans) and 155 international (within and outside the African continent) visitors. The ages ranged from 18 to 80+ years. Table B2.1. shows the profile of the respondents by place of origin. The UK (7.3%), the USA (4.0%), China (3.3%), France (3.0%) and Germany (3%) represent the top 5 regions which generated visitors who participated in the Table Mountain survey. Table Mountain provided the reports of tourists per place of origin; these were consistent with the above numbers reported during the present study's data collection period, which confirmed the UK and the USA as the most common source destinations. Almost half (145) were local South Africans, probably an indication of Table Mountain's universal appeal of natural and scenic beauty. Figure B2.1. shows a breakdown of local visitors by Province of origin. The highest number of local visitors to the respondents at Table Mountain came from Gauteng (44), followed by the Western Cape (30), Kwazulu-Natal (22) and the Eastern Cape (20). The remaining provinces (North West, Mpumalanga, Limpopo and the Free State) were represented by less than ten respondents.

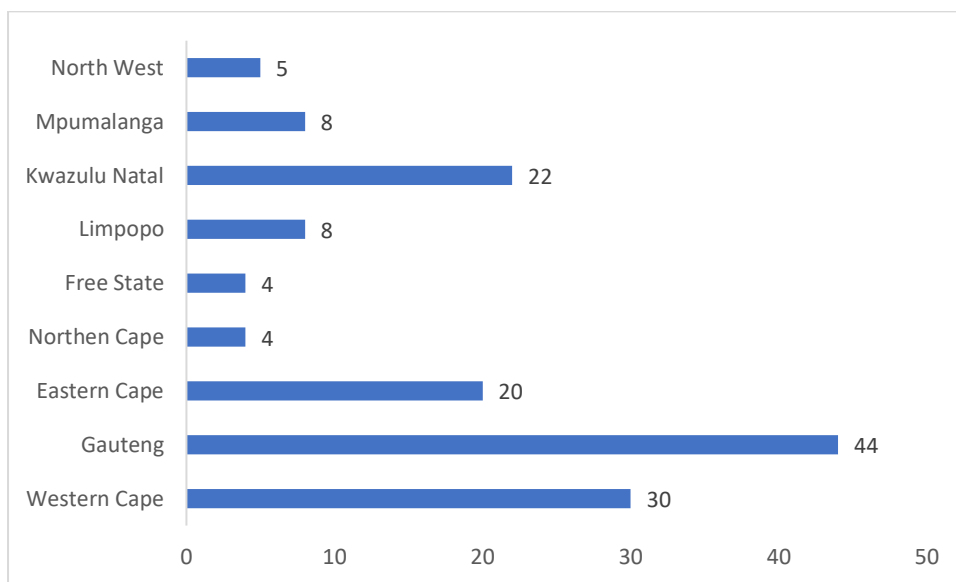


Figure B2.1. *A breakdown of local respondents at Table Mountain by Province of origin*

4.8. Trends and nature of responses to the survey

4.8.1. WHS Awareness

Out of the 300 Table Mountain respondents, just over half were familiar with the WHS symbol below.



153 (51.0%) of visitors to Table Mountain were familiar with the WHS symbol, whilst 147 (49%) were not. 186 (62%) knew the meaning of a WHS; 114 (38%) did not know what a WHS meant. 191 (63.7%) had visited a WHS before, whilst 109 (36.3%) had never visited a WHS before. Many visitors to Table Mountain (64.7%) knew that the site was designated WHS status before their visit. See Table B2.2.

Table B2.2:

Level of WHS Awareness

	Are you familiar with the symbol below?		Do you have knowledge regarding what a WHS mean?		Have you visited a WHS before?		Did you know that Table Mountain was designated WHS status before you came to visit?	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Yes	153	51.0	186	62.0	191	63.7	194	64.7
No	147	49.0	114	38.0	109	36.3	106	35.3
Total	300	100	300	100	300	100	300	100

4.8.2. Degree of influence of WHS designation

Out of the 194 (64.7%) who knew that Table Mountain was designated WHS status before they went to visit it, 119 (61.3%) reckoned that the prior knowledge of the WHS designation did not at all influence their decision to visit; this in contrast to 47 (24.2%) who said knowing beforehand that Table Mountain was a designated WHS significantly influenced their decision to visit. 28 (14.4%) contended that prior knowledge of its status of WHS designation somewhat influenced their decision to visit Table Mountain. See Figure B2.2. It is worth noting that more than third (106 out of the 300) respondents did not know the WHS designation before their visit.

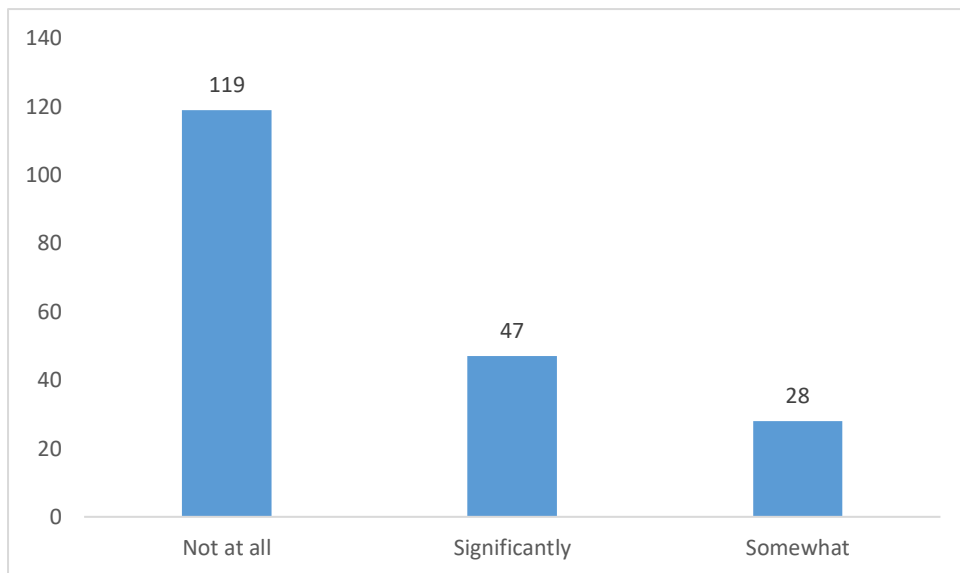


Figure B2.2. *The degree of influence of WHS designation on decision to visit.*

A Chi Square Test of Independence was conducted to see whether there was a significance between those who were influenced (somewhat, significantly) and those who were not influenced (not at all) by prior knowledge of the WHS designation. The findings show that there was a significant difference between those who were influenced and those who were not influenced (Chi-square = 194, df = 2, $p < .001$).

4.8.3. Interest in and knowledge of Robben Island Museum

As per above where visitor Robben Island were visitors asked about Table Mountain, visitors to Table Mountain were also asked about Robben Island. When asked if they had also visited Robben Island Museum, 131 (43.7%) visitors to Table Mountain reported that they had already visited Robben Island Museum. 169 (56.3%) had not visited Robben Island Museum. Of those who had not visited Robben Island Museum, 123 (41.0%) were still intending to visit Robben Island Museum, whereas 47 (15.7%) did not intend to visit Robben Island Museum. Of the 300 respondents who visited Table Mountain, 179 (59.7%) knew that Robben Island Museum was also a WHS, whereas 121 (40.3%) did not. See Table B2.3.

Table B2.3:*Interest in and tourists' knowledge of Robben Island Museum*

	Have you also visited Robben Island Museum?		If NO, will you also be visiting Robben Island Museum?		Are you aware that Robben Island Museum is a WHS?	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Yes	131	43.7	123	41.0	179	59.7
No	169	56.3	74	15.7	121	40.3
Total	300	100	197	56.7	300	100

4.8.4. COVID-19 risks perceptions

Table Mountain visitors were asked about their gut feeling about their likelihood of being infected with COVID-19. The responses ranged from 'Extremely likely' to 'Extremely unlikely'. The number of those who felt they were unlikely to be infected was noticeably high, with 169 (56.3%) feeling they were unlikely to be infected and 72 (24%) feeling they were highly unlikely to get infected with COVID-19. 37 (12.3%) respondents were uncertain about the likelihood of being infected. 22 (7.4%) felt they were likely to be infected, with only 5 (1.7%) feeling they were highly likely to be infected with COVID-19. See Figure B2.3.

A Chi-Square Test of Independence was conducted to see whether there was a significance between those who felt they were likely to be infected with COVID-19 and those who felt they were unlikely to get infected. The findings revealed a significant difference between those who felt likely to be infected and those who felt unlikely to get infected (Chi-square = 263, $df = 3$ $p < .001$). The above finding means that the observed distinction in their perceptions about the likelihood of contracting the virus is not merely a result of chance or random variation. The Chi-Square result provides strong evidence to suggest a genuine and meaningful difference between these two groups, indicating that factors beyond randomness influence their beliefs and perceptions about COVID-19 infection. Several factors might account for the significant difference, e.g., individual previous experience with the illness, individual protective behaviour (e.g., vaccinated vs unvaccinated) or individual level of health awareness.

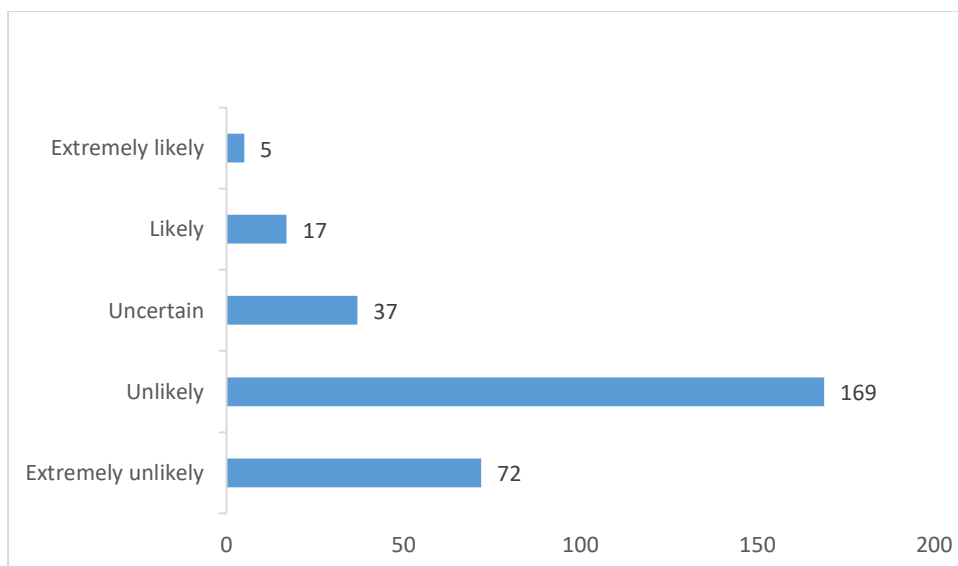


Figure B2.3. Gut feeling about the likelihood of being infected with COVID-19.

Visitors were also asked about the ease or difficulty they had of picturing themselves getting COVID-19, with responses ranging from ‘extremely easy to do’ to ‘very hard to do’. 193 (64.3%) found picturing themselves getting COVID-19 hard to do; this comprised of 156 (52%) who found it hard to do whilst 37 (12.3%) found it extremely hard to do. 33 respondents found it easy to do, with 9 (3%) finding it extremely easy to do and 24 (8%) finding it easy to do. See Figure B2.4.

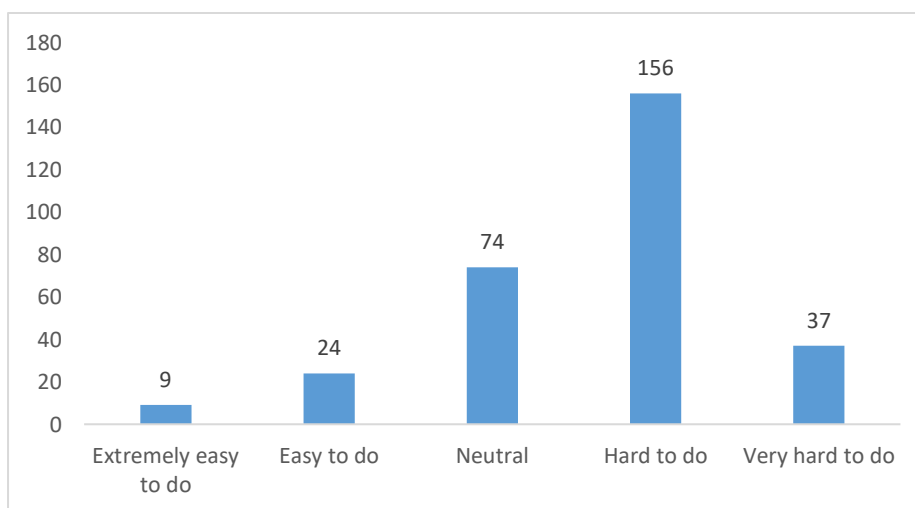


Figure B2.4. The ease or difficulty of picturing being infected with COVID-19.

Concerning their perception of their likelihood to be infected with COVID-19, visitors were further requested to respond to the following two statements on a 5-point Likert scale of Strongly Agree to Strongly Disagree: ‘I am sure I will not get infected with COVID-19’ and ‘I feel I am unlikely to get infected with COVID-19’.

Table B2.4:*Perceptions on likelihood of getting infected with COVID-19*

	I am sure I will not get infected with COVID-19		I feel I am unlikely to get infected with COVID-19	
	Frequency	Percentage	Frequency	Percentage
Strongly Agree	41	13.7	56	18.7
Agree	167	55.7	162	54.0
Neutral	44	14.6	53	17.7
Disagree	26	8.7	16	5.3
Strongly disagree	22	7.3	13	4.3.
Total	300	100,0	300	100,0

Regarding the statement ‘I am sure I will not get infected with COVID-19’ 69.4% either agree or strongly agreed being sure that they would not be infected with COVID-19, whilst on the other hand only 16% either disagreed or strongly disagreed to being sure that they would not be infected with COVID-19. 14.7% neither agreed nor disagreed.

With regard to the statement ‘I feel I am unlikely to get infected with COVID-19’ 72.2% % either agree or strongly agreed that they were unlikely to get infected with COVID-19, whilst on the other hand only 9.6% either disagreed or strongly disagreed with the statement. 17.7% were neutral.

A look at Figure B2.5. shows how the two questions are closely linked given the synchronicity in the trends of the responses. This is further confirmed in Table B2.5. which indicates to the closeness in the variance, standard deviation and skewness in respect of responses to the two questions.

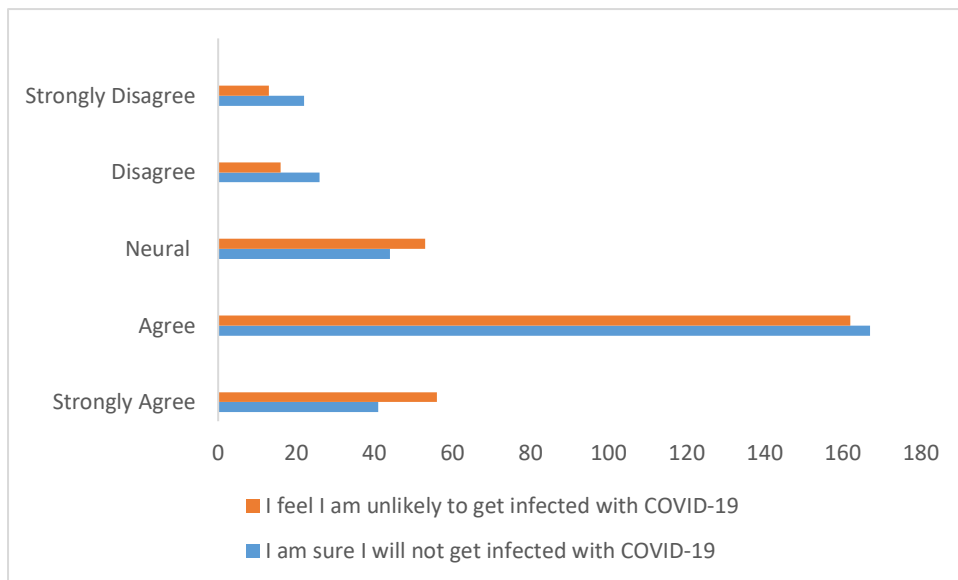


Figure B2.5. Comparison of responses relating to likelihood of getting infected with COVID-19.

Table B2.5:

Descriptive statistics on likelihood of getting infected with COVID-19

	I am sure I will not get infected with COVID-19	I feel I am unlikely to get infected with COVID-19
Mean	2.4	2.23
Median	2	2
Std. Deviation	1.064	0.958
Variance	1.131	0.918
Skewness	1.053	1.093
Std. Error of Skewness	0.141	0.141
Kurtosis	0.539	1.313
Std. Error of Kurtosis	0.281	0.281

Concerning vulnerability to being infected by COVID-19, 26 (8.7%) felt vulnerable. The number comprised eight respondents who strongly agreed and 18 who agreed to the statement 'I feel vulnerable to COVID-19 infection. 242 (80.7%) disagreed with feeling vulnerable to COVID-19 infection, comprising 183 respondents who disagreed and 59 who strongly

disagreed with feeling vulnerable to covid-19 infection. 32 (10.7%) neither agreed nor disagreed (provided a 'Neutral' response). See Figure B2.6.

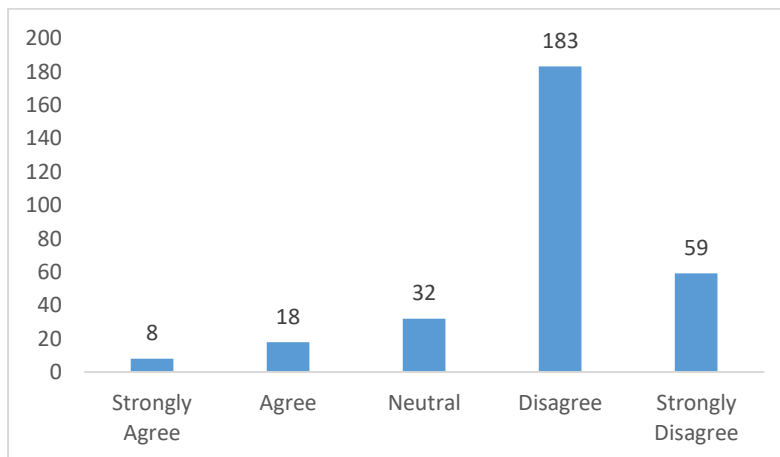


Figure B2.6. *Perceptions of feelings of vulnerability to COVID-19*

Respondents were also asked about their perceptions of the chances of being infected with COVID-19. Responses ranged from 'Zero' to 'Very high' chance of getting infected. 151 (50.3%) felt their chances of being infected with COVID-19 were 'minimal', whilst 65 (21.7%) felt their chances were zero. Only 13 (4.3%) perceived high chances of getting infected with COVID-19, with 9 (3.0%) reporting high chances, whilst only 4 (1.3%) perceived a very high chance. 71 (23.7%) felt their chance of getting infected was moderate. The result of the Chi Test of Independents showed that there was a significant difference between those who felt their chances of being infected with COVID-19 were minimal and those who felt their chances were high (Chi-square = 229, df = 3 $p < .001$). The above findings indicates that the observed disparity in how individuals perceive their risk of contracting COVID-19 is not simply due to chance or random variation. The Chi-Square result presents compelling evidence suggesting a genuine and meaningful distinction between those who believe the chances of infection are minimal and those who believe the chances are high. Therefore, factors other than randomness shape their beliefs and perceptions regarding the risk of infection. As mentioned earlier, several factors could contribute to this significant difference, such as an individual's previous experience with the illness, protective behaviours (e.g., vaccinated versus unvaccinated), or health awareness.

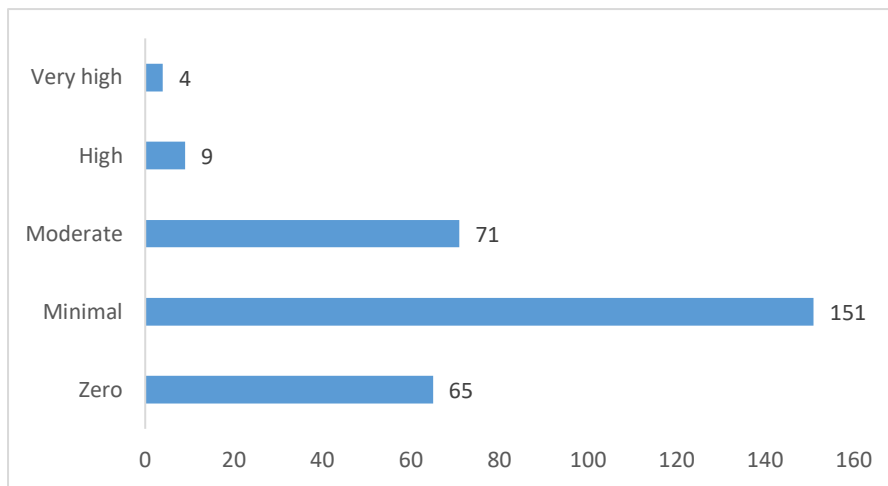


Figure B2.7. *Perceptions of chances of being infected with COVID-19.*

A comparison between perception concerning vulnerability and the chances of infection shows a relatively high number of people who did not feel vulnerable (242) and a high number of people who perceived minimal or no chances of infection (216), on the other hand. See Figure B2.7. However, unlike in the case of comparison between the responses to the statements ‘I am sure I will not get infected with COVID-19’ and ‘I feel I am unlikely to get infected with COVID-19’, where the shapes of the graphs mirrored one another, there is no such synchronicity between the graphs of perception of vulnerability and the chances of infection. Table B2.6. shows descriptive statistics of the two variables, which, despite the reported high numbers in both vulnerabilities and the chances of infection, account for the lack of synchronization between the two graphs as noted in both skewness (-1.267 and .672) and kurtosis (2.084 and .885) respectively.

Table B2.6:

Descriptive statistics for vulnerability and chances of getting infected with COVID-19

	I feel vulnerable to COVID-19 infection	I think my chances of getting COVID-19 are....
Mean	3.89	2.12
Median	4.00	2.00
Std. Deviation	.880	.825
Variance	.774	.681
Skewness	-1.267	.672
Std. Error of Skewness	.141	.141

Kurtosis	2.084	.885
Std. Error of Kurtosis	.281	.281

4.8.5. Education

Table B2.7:

Level of agreement on the educational value of the experience

	The visit to Table Mountain stimulates my curiosity		The visit to this WHS increases my knowledge		The visit to this WHS enhances my philosophy of living		I will share my experience of the visit to Table Mountain with family and friends	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Strongly Agree	217	72,3	205	68,3	204	68,0	246	82,0
Agree	63	21,0	64	21,3	54	18,0	47	15,7
Neutral	17	5,7	26	8,7	34	11,3	7	2,3
Disagree	2	0,7	5	1,7	8	2,7	0	0,0
Strongly disagree	1	0,3	0	0,0	0	0,0	0	0,0
Total	300	100,0	300	100,0	300	100,0	300	100,0

Table B2.7. above indicates a very high level of consensus regarding the educational value of the Table Mountain experience. All four questions for measuring the educational value of the experience recorded high percentages (the lowest being 86% and the highest being 97.7%). 280 (93.3%) either agree or strongly agree that the Table Mountain experience stimulates their curiosity. 89.7% agree or strongly agree that the Table Mountain experience increases their knowledge, whilst 86% reckon it enhances their philosophy of living. A very high number (97.7%) are prepared to share their experience of the Table Mountain visit.

The Chi Test of Independents showed that there was a significant difference between those who agreed that the Table Mountain experience increases their knowledge and those who disagreed (Chi-square = 274, df = 2, $p < .001$).

Those who disagreed that the Table Mountain experience stimulates their curiosity represent only 1% of the respondents (3); the remaining 17 (5.7%) were neutral. Those that disagreed that the Table Mountain experience increases their knowledge represent only 1.7% (5) of the respondents; the rest, 8.7% (26), were neutral. 2.7% (8) disagreed that the Table Mountain experience enhances their philosophy of living; 11.3% (34) were neutral. Only 2.7% (7) were neutral concerning sharing their experience of Table Mountain; no one disagreed with sharing their experience.

4.8.6. Entertainment

As evident in Table B2.8., 276 (92.0%) either agreed or strongly agreed that the Table Mountain experience provided an opportunity to interact with others. 90.7% (272) agreed or strongly agreed that the Table Mountain experience relaxed them physically, while 91.0% (273) reckoned it stimulated them emotionally. A very high number, 95.7% (287), believed that visiting Table Mountain was fun, and an equally high number 94.7% (284) believed Table Mountain provided an unusual experience.

Table B2.8:

Level of agreement on the entertainment value of the experience.

	This WHS provides me an opportunity to interact with others		This WHS relaxes me physically		This WHS makes me emotionally stimulated		Visiting this WHS is fun		Table Mountain provides an unusual experience	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Strongly Agree	202	67,3	209	69,7	213	71,0	228	76,0	224	74,7
Agree	74	24,7	63	21,0	60	20,0	59	19,7	60	20,0
Neutral	15	5,0	16	5,3	23	7,7	9	3,0	14	4,7
Disagree	8	2,7	11	3,7	3	1,0	3	1,0	1	0,3
Strongly disagree	1	0,3	1	0,3	1	0,3	1	0,3	1	0,3
Total	300	100,0	300	100,0	300	100,0	300	100,0	300	100,0

Despite the high number of agreements above, there were a few exceptions. Only 2.7% (8) disagreed that the Table Mountain experience provided an opportunity to interact with others. 0.3% (1) strongly disagreed, whilst the remaining 5% (15) were neutral. Those that disagreed that the Table Mountain experience relaxed them physically represented 4% of the respondent; 5.3% remained neutral. 1.3% (4) disagreed that Table Mountain stimulated them emotionally; 7.7% (23) remained neutral. 1.3% (4) disagreed that Table Mountain was a fun place to visit; 3% (9) remained neutral. Only 0.6% (2) disagreed that Table Mountain provided an unusual experience; 4.7% (14) remained neutral.

The Chi Test of Independents revealed that there was a significant difference between those who agreed that the Table Mountain experience relaxed them physically and those who did not agree (Chi-square = 284, df = 3, $p < .001$), those who agreed that the Table Mountain experience stimulated them emotionally and those who did not agree (Chi-square = 277, df = 3, $p < .001$), and those who agreed that Table Mountain was a fun place to visit and those who did not agree (Chi-square = 291, df = 3, $p < .001$).

4.8.7. Escapism

The pattern of responses concerning the feeling of Escapism on the part of the Table Mountain experience departs from that observed in the other realms of the experience (Education, Entertainment, and Esthetics). As opposed to the levels of positive experience marked by the

high levels of agree and strongly agree responses witnessed in the case of Education and Entertainment above, some significant levels of disagreement can be seen about Escapism. Figure B2.8. shows responses to one of the measures of Escapism – ‘I feel like someone else in this WHS’. 75 (25%) of respondents disagree with this statement, and 12 (4%) strongly disagree. 76 (25.3%) agreed, and 50 (16.7%) strongly agreed with this statement; there rest, 87 (29%), remained neutral. There was a significant difference between those who agreed and those who disagreed with this statement (Chi-square = 213, df = 3, $p < .001$).

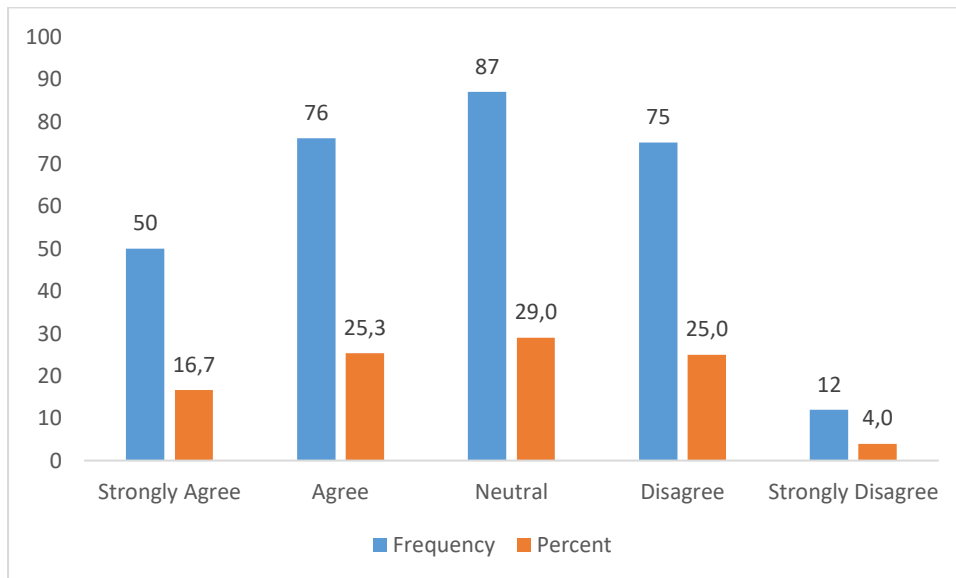


Figure B2.8. Responses to measure of escapism – ‘Feeling like someone else’.

Notable disagreement was also observed in other measures of Escapism; these included 67.7% to the statement ‘This WHS provides an opportunity to get away from crowds of people’ and 57.3% to the statement ‘This WHS provides me space to avoid interaction with others’. Other moderate levels of disagreement included 10.7% to the statement ‘This WHS makes me imagine living in a different time and place’, 9.7% to the statement ‘This WHS makes me escape from reality’, and 9 % to the statement ‘This WHS provides an opportunity to get away from a stressful social environment’.

The unique phenomenon of Escapism can be observed closely from the differences in the distribution of the graph of this variable, compared to that of the other three realms of the experience (i.e. Education, Entertainment and Esthetics). See Table B2.9. (Descriptive statistics for the four realms of the experience) and Figure B2.9. (Boxplot comparison of the four realms of the experience). In contrast to the other three realms, the boxplot for Escapism show tendencies of a normal distribution. As evident in Table B2.9., a comparison of Escapism's central tendency, variability and skewness and the other three realms show the uniqueness of Escapism (Mean=2.83; Median=2.83; $SD=0.71$; Variance=0.5; Skewness= 0.23; and Kurtosis=0.07). All these numbers point to the differences between Escapism and the other three realms, whose numbers concerning the same indicators are closely linked.

4.8.8. Esthetics

As with the two realms of experience (Education and Entertainment), the perceptions of the Esthetics value of the Table Mountain experience are extremely positive. All the four questions for measuring the esthetics value of the experience recorded high percentages (the lowest being 84.3% and the highest being 97.0%). 286 (95.3%) either agree or strongly agree that the Table Mountain experience provided them a sense of harmony with their environment. 97% (291) agree or strongly agree that the Table Mountain experience offered a pleasing physical environment. 89.7% agreed or strongly agreed that Table Mountain showcased pleasing exhibitions. 91.7% agreed or strongly agreed that Table Mountain provided an opportunity to appreciate diverse cultures. 84.3% perceived that Table Mountain had a pleasing interior ambience.

Those who disagreed that the Table Mountain experience provided them with a sense of harmony with their environment represent only 1.3 % of the respondents; the remaining 3.3% were neutral. Those that disagreed the Table Mountain offered a pleasing physical environment represent only 0.3% of the respondents; only 2.7% (8) were neutral. 1.4% disagreed that the Table Mountain showcased pleasing exhibitions; 9% (27) were neutral. Only 3% disagreed that Table Mountain provided an opportunity to appreciate diverse cultures; 5.3% were neutral. 4.3% disagreed that Table Mountain had pleasing interior ambience; 11.3% (34) were neutral on this perception.

The Chi Test of Independents revealed that there was a significant difference between those who agreed that the Table Mountain experience provided them a sense of harmony with their environment and those who disagreed (Chi-square = 290, df = 3, $p < .001$). There was also a significant difference between those who agreed that the Table Mountain offered a pleasing physical environment and those disagreed (Chi-square = 292, df = 2, $p < .001$).

Table B2.9:*Descriptive statistics of the four realms: Table Mountain experience*

	Education	Entertainment	Escapism	Esthetics
Mean	1.3708	1.3787	2.8283	1.3800
Median	1.0000	1.0000	2.8333	1.0000
Mode	1.00	1.00	2.67	1.00
Std. Deviation	0.56827	0.58711	0.71226	0.62383
Variance	0.323	0.345	0.507	0.389
Skewness	1.345	1.812	-0.238	1.734
Std. Error of Skewness	0.141	0.141	0.141	0.141
Kurtosis	0.874	4.696	0.069	3.586
Std. Error of Kurtosis	0.281	0.281	0.281	0.281

Whilst in overall, all the four experience realms indicate to a relatively favourable disposition regarding perceptions of the Table Mountain experience, it is clear from Table B2.9 and Figure B2.9. that sentiments on escapism differ when compared to the other three experience realms. This observation is similar to the one made in respect of Robben Island Museum above.

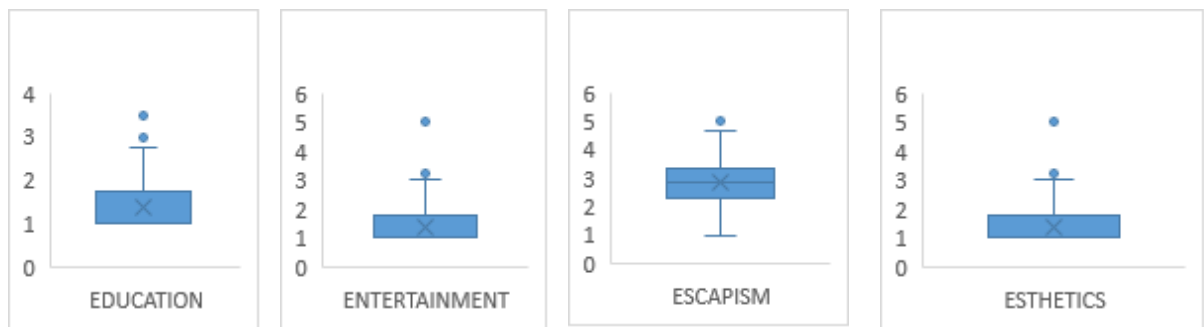


Figure B2.9. Box plots of comparison on the four realms of experience: Table Mountain.

4.8.9. Self-brand concept

Table B2.10:

Perception of connection with the WHS

	To what extent is this WHS part of you and who you are?		To what extent do you feel personally connected to Table Mountain?		To what extent do you feel personally bonded to this WHS?	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Very small extent	72	24,0	74	24,7	80	26,7
Some extent	129	43,0	128	42,7	123	41,0
Uncertain	56	18,7	57	19,0	59	19,7
Strong extent	39	13,0	33	11,0	34	11,3
Extremely high extent	4	1,3	8	2,7	4	1,3
Total	300	100,0	300	100,0	300	100,0

Table B2.10. illuminates the perceptions of connection with the WHS as indicated by the responses to the three questions: ‘To what extent is this WHS part of you and who you are?’; ‘To what extent do you feel personally connected to Table Mountain?’, and, ‘To what extent do you feel personally bonded to this WHS?’ Concerning all three questions, the response “Some extent” scored significantly higher than all other responses. In each instant, more than 40% of the respondents felt to some extent that the WHS was part of them and who they were (43%), that they there personally connected (42.7%) or personally bonded to the WHS (41%). More than 10% felt to a strong extent that the WHS was part of them and who they were (13%), that they there personally connected (11.0%) or personally bonded to WHS (11.3%). Less than 3% felt to an extremely high extent that the WHS was part of them and who they were (1.3%), that they there personally connected (2.7%) or personally bonded to WHS (1.3%). Approximately 25% felt to a very small extent that the WHS was part of them and who they were (24%), that they there personally connected (24.7%) or personally bonded to WHS (26.7%). Almost 20% were uncertain if the WHS was part of them and who they were (18.7%), that they there personally connected (19%) or personally bonded to WHS (19.7%).

There was a significant difference between those strongly connected (strong extent, extremely high extent) and those not strongly connected (some extent, very small extent) (Chi-square = 243, df = 3, $p < .001$).

4.8.10. Customer engagement

Figure B2.10. illustrates the perceptions of customer engagement, measured by the responses to the four questions ('My interaction with this WHS makes me feel valuable', 'I feel I have a special bond with Table Mountain', 'I feel I have a close personal connection with this WHS', and 'I feel I have a special relationship with this WHS') on a 'strongly agree to strongly disagree' 5-point Likert scale. Judging from the 'agree' and 'strongly agree' responses across all four questions, more than one-third of the respondents attested to high levels of customer engagement. Over one-third of respondents were neutral on all four questions measuring customer engagement. This could be an indication of uncertainty on the part of the respondents regarding the extent customer engagement exists between them and Table Mountain. The level of disagreement (disagree and strongly disagree) about customer engagement ranged between 9% and 17% across all questions.

The result of the Chi Test of Independents showed that there was a significant difference between those agreed with the statement 'My interaction with this WHS makes me feel valuable' and those who did not agree (Chi-square = 182, df = 3 $p < .001$).

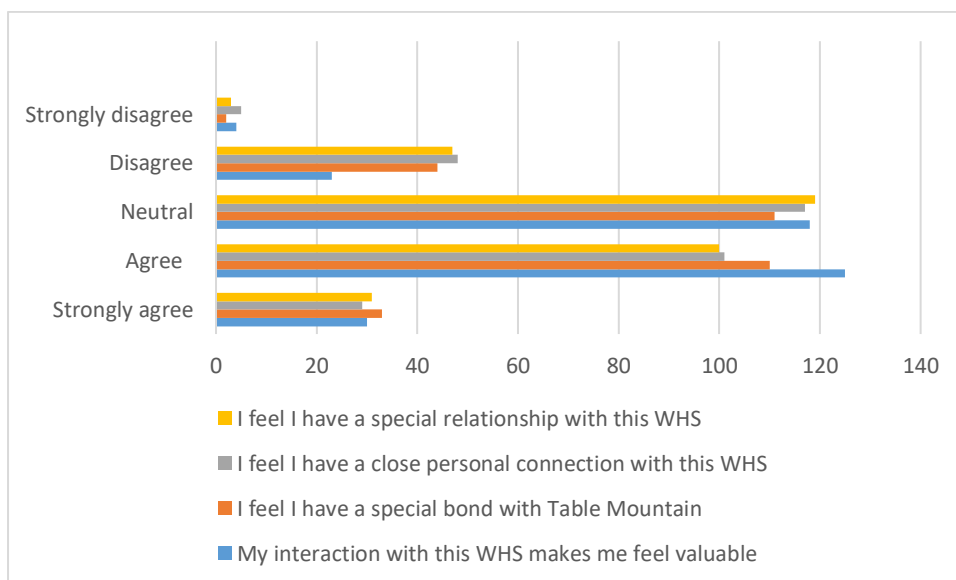


Figure B2.10. *Perceptions of customer engagement.*

4.8.11. Loyalty

Table B2.11:

Loyalty towards Robben Island Museum WHS

	My overall attitude towards this WHS is positive		Given the opportunity I would revisit this WHS in future		I would recommend Table Mountain to my friends and relatives	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Strongly Agree	229	76,3	179	59,7	253	84,3
Agree	58	19,3	64	21,3	39	13,0
Neutral	9	3,0	44	14,7	6	2,0
Disagree	2	0,7	11	3,7	1	0,3
Strongly Disagree	2	0,7	2	0,7	1	0,3
Total	300	100,0	300	100,0	300	100,0

Table B2.11. points to the degree of loyalty towards the Table Mountain WHS as indicated by the responses to the three statements: ‘My overall attitude towards this WHS is positive’; ‘Given the opportunity, I would revisit this WHS in future’, and ‘I would recommend Table Mountain to my friends and relatives’. The level of agreement with the three questions rated very high, ranging from 81% to 97.3%; the lowest percentage (81%) related to intention to revisit (with 81% agreeing that given an opportunity, they would revisit in future). 97.3% would recommend Table Mountain to their friends and relatives, whilst 95.6% believe their overall attitude towards Table Mountain was positive. There was a noticeably low level of disagreement across all three questions, with scores ranging from 0.6% to 4.4%. Only 1.4% disagreed that their overall attitude towards Table Mountain was positive, whilst the highest level of disagreement (4.4%) related to intention to revisit (with only 4.4% disagreeing given an opportunity they would revisit in future). A relatively lower number of respondents remained neutral across all three questions, with neutral responses ranging from 2% to 14.7%. Once again, the highest response among those who remained neutral related to the intention to revisit. There was a significant difference between those who agreed that they would recommend Table Mountain to their friends and relatives and those who disagreed (Chi-square = 294, df = 3, $p < .001$).

4.8.12. Satisfaction

Figure B2.11. depicts the extent of satisfaction of the respondents with the Table Mountain experience. The satisfaction was gauged through the responses provided to the three statements: 'I am satisfied with my decision to visit Table Mountain', 'If I had to do it all over again, I would change my decision to visit this WHS', and 'My choice to visit Table Mountain was a wise one'. The levels of satisfaction with the Table Mountain experience are very high. The highest satisfaction levels were reflected in the satisfaction with the decision to visit Table Mountain (97.3%) and the belief that the choice of Table Mountain was wise (96.6%). The disagreement with the statement, 'If I had to do it all over again, I would change my decision to visit this WHS' (84.3%), further echoes the level of satisfaction. Few respondents remained neutral on the satisfaction levels, with neutral responses ranging from 2.0% (6) to 5.3% (16). There was a significant difference between those who were satisfied with their decision to visit Table Mountain and those who were not satisfied (Chi-square = 294, df = 3, $p < .00$).

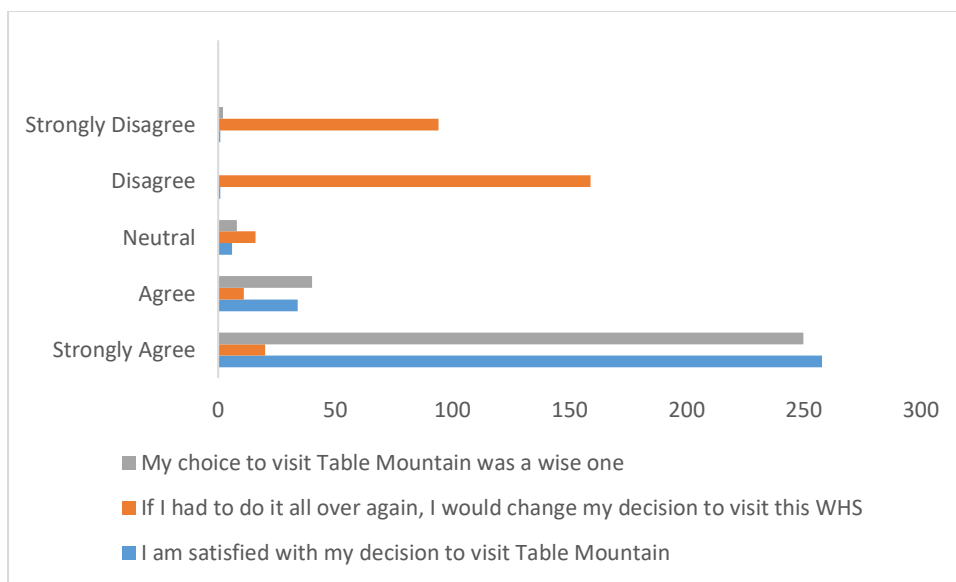


Figure B2.11. Level of satisfaction with the Table Mountain experience

