

ECO-TOURISM IN EMERGING ECONOMIES: THE CASE OF PRICE SENSITIVITY OF CONSUMERS TOWARDS ACCOMMODATION IN A SOUTH AFRICAN GAME PARK

**Flip du Plessis
Ernest North
University of Pretoria
South Africa**

ABSTRACT

The Kruger National Park is considered to be one of the most popular tourism attractions in South Africa. A decline in the demand for accommodation from local visitors dictated that management had to investigate the issue, and it was hypothesized that pricing factors may be one of the reasons for the decline. Four hundred and twenty eight respondents participated in a pair-wise trade-off conjoint analysis in which a real purchase situation was simulated.

The findings indicated that respondents were satisfied with the quality of accommodation in the Park. They were highly price sensitive, not satisfied with the general price level for accommodation and amenities, and specifically the prices of meals in restaurants and goods sold in the shops.

INTRODUCTION

In developing countries the demand for land and natural resources is high. Protected areas are under increasing pressure to provide economic justification for their existence, and eco-tourism offers a mechanism to generate substantial benefits from protected areas for central and local governments.

The Kruger National Park (KNP) in South Africa celebrated its centenary in 1998 and is the 14th largest protected area in the world and also enjoys the reputation to be known as one of the best-known and biggest national parks world-wide. Tourism and more specifically eco-tourism is one of the strategies of protected areas which has become a service product which can provide a means to offset the often substantial costs of protected areas in developing countries (Boo, 1992; Giannecchini, 1993; Goodwin, 1996 in Walpole et al., 2001). Developing countries turned to eco-tourism

as a foreign exchange earner better than cash crops, commercial fishing or logging (Lindberg et al 1998).

It is generally perceived, however, that due to a widespread adherence to consistently low entrance fees, protected-area tourism under-performs financially and does not provide substantial enough revenues to offset costs (Learman and Gregerson, 1996 in Walpole et al., 2001).

The KNP is positioned as a tourist destination estimated to constitute 16% of the total eco-tourism market in South Africa. It is a very popular and sought after wildlife attraction and unique nature experience to thousands of local and overseas visitors.

The effective management and control of an eco-tourism industry over the last 105 years contributed towards making the KNP the flagship of the Parks Board and also one of the most renowned sanctuaries for wild animals in the world. The Park is known for its large variety of game species, conserves 2 million hectares of wilderness area, hosts approximately 1 million visitors per year, is 100% self funded from its tourism operations, generates US\$ 25 million on accommodation only and a further US\$ 6 million from associated commercial businesses (shops, restaurants and petrol stations) in revenue earnings.

No other form of economic activity involves so many sectors, levels and interests as tourism. The significance of the KNP to the overall tourism expenditure of US\$ 4 billion spent by inbound tourists is that, without the KNP, it is surmised that more than 50% of visitors would stay away from South Africa.

As a brand, the KNP is one of the strongest South African brands (Grant Thornton Kessel Feinstein, 2001) and a deliberate effort is constantly being made to maintain a delicate balance between the needs of tourists and that of nature itself. One of the main objectives of the Park management is to maintain the ecosystem in its natural state for the enjoyment and enrichment of visitors.

PROBLEM STATEMENT

Tourism is a two-way relationship between demand and supply based on the dynamics of people's perceptions, expectations, attitudes and personal values. Participation in tourism is subject to cultural features, which may change over time. After 1997 KNP management became aware of the fact that there was a noticeable decline from local visitors in the demand for accommodation in the Park. Prior to this period the demand for accommodation exceeded the supply. This was especially true for the December, April, July and October school holidays. During the July holiday period, for example, the demand was 5 times more than the supply.

Table 1 reflects the total number of guests visiting the KNP from 1997 to 2001.

TABLE 1 TOTAL NUMBER OF GUESTS FOR THE PERIOD 1997 -2001

FINANCIAL YEAR	TOTAL NUMBER OF GUESTS	% CHANGE
1997/1998	954398	5.2%
1998/1999	948732	-0.6%
1999/2000	898191	-5.3%
2000/2001	804060	-10.5%

Source: Adapted from Grant Thornton Kessel Feinstein, 2001.

Several reasons can contribute to the decrease in the number of guests. It can be that park tourism is seasonal, the product offering is inadequate and tourism facilities are aging, it can be an inappropriate pricing strategy or that management lacked expertise in the field of marketing their services to potential and current consumers.

The extent to which increased revenue generation can be achieved and the wider implications of price increases have received little attention (Mc Neely, 1993 in Walpole et al., 2001).

It was hypothesized that costs or pricing factors may be one of the reasons for the decline in the demand for accommodation and the need to do research became apparent to conduct a price sensitivity study.

LITERATURE BACKGROUND

Several variables form part of a marketing strategy of which the so called four Ps (product, place, price and promotion) are the most well known. Other writers have added to this “marketing mix” and included processes, people and physical evidence/image to the existing set of strategy variables. This was done to encompass the intangibility element of a service offering.

It is contended that all tourism and hospitality organizations conduct marketing activities. Marketing also fits into the field of tourism and hospitality on a destination level (George, 2003:11) and the view is held that marketing and destinations constitute important elements of the tourism system.

It was mentioned previously that the management consensus of the KNP was that pricing might be one of the reasons for the decrease in accommodation in the Park and the pricing aspect will be further alluded to.

According to McIntosh and Goeldner (1995: 433-434), marketing managers must take the following factors into account when pricing strategies are devised: product quality and distinctiveness, extent of competition, method of distribution, character of

the market, cost of the product and service, cost of distribution, margin of profit desired, seasonality, special promotion prices, and psychological considerations. It is assumed that consumers' sensitivity towards prices is implied in the psychological considerations mentioned above.

It can be postulated that "moneymaking behavior" (or huge profit-driven strategies) is not part of the usual administrative culture for public authorities in charge of parks and wildlife. However, the capital outlay and the maintenance cost of the KNP for example, and the administrative and normal running costs thereof, require effective pricing strategies to obtain the necessary income to ensure the effective management of the Park. The tourism pricing decision, therefore, is very challenging and price is an important variable in the tourism marketing mix.

Meidan (1989: 305) and Mill and Morrison (1992: 440-441) list the following reasons to emphasize the complex nature of tourism pricing:

- ⇒ the variability of the product and the expected length of the product life cycle;
- ⇒ the high degree of competition in certain tourism markets;
- ⇒ difficulties in accurately forecasting the level of demand and the elasticity of demand; and
- ⇒ the needs of the selected target market(s).

For tourists visiting the KNP, price is often considered an indication of quality (Meidan, 1989: 307). The "right" price must satisfy both the tourists' needs and meet the organizational profit objectives. All marketing mix decisions contain costs for an organization, and have implications for sales volume and profits (McIntosh and Goeldner, 1986: 378-379). It is, therefore, important to develop a sound price structure, and define specific objectives and strategies to establish the strategic role of price in the marketing mix. Enough flexibility must also be retained to respond to changing conditions (Heath and Wall, 1992: 160).

Nagle and Holden (2002: xix) state that tourists' perceptions of price is: "...the moment of truth – all of marketing comes to focus in the pricing decision."

In the light of the changes that have been taking place after 1994 with the election of a new democratic government and the transitional nature of the market (new market segments that visit the Park), this aspect is vitally important when the pricing strategy for the Park is evaluated and adjusted. Meidan (1989:307) describes the importance of price for both the Park and its customers, as follows: "Tourism customers rate the product at a price and without a price there is no indication of value. Pricing decisions are therefore essential for the profitability of the tourist establishment, as it has a tremendous impact on demand and sales volume."

The real meaning of price to tourists can be overlooked by tourism organisations such as the KNP. Heath and Wall (1992: 141-142) emphasize the fact that consumers use the price of a product as an indicator of its quality. Price and quality interact to produce the value for the money concept. In this regard Nagle and Holden (2002:164) refer to value-based pricing, and suggests the following steps to indicate the "Five Cs of Value-based Marketing":

- ⇒ Comprehend what drives sustainable value for customers
- ⇒ Create value for customers
- ⇒ Communicate the value

- ⇒ Convince customers that they must pay for value received
- ⇒ Capture value with appropriate price metrics and fences.

Nagle and Holden (2002: 73) further state that pricing is not a decision that can be driven solely by numbers. The key to developing an effective pricing strategy is one that will reflect value to customers. This value, or the so-called “economic value”, is the “...price of the customer’s best alternative value plus the value of whatever differentiates the offering from the alternative.” (Nagle and Holden, 2002: 75). Economic value then, according to these authors, is the maximum price that a “smart shopper” (an informed shopper seeking the best value), would pay. The essence of value-based pricing involves a strategy to manage customer perceptions proactively to influence the gap between price paid and value received.

An extensive discussion by Nagle and Holden (2002: 84-104) offer nine so-called “price sensitivity effects” that influence willingness to pay and cause buyers to be more or less sensitive to the difference between price and value when making purchase decisions. For the purpose of this paper these factors or effects will only be listed and not discussed in detail. The effects are: reference price effect; unique value (price-quality) effect; switching cost effect; difficult comparison effect; expenditure effect, end-benefit effect, shared cost effect, fairness effect, and framing effect.

OBJECTIVES

It was mentioned earlier that marketing and destinations are among the parts that constitute the tourism system. Pricing is part of the marketing strategy and the destination mix consists of four components: attractions, amenities, accessibility and ambience (George, 2003: 292).

The main objective of the study was to determine the role of price sensitivity in the demand for accommodation of local visitors to the KNP. It included some of the dimensions of price and amenities.

Another objective of the study was to measure consumer preferences of tourists by making trade-offs between attributes at various levels, enabling them to make complex decisions not only on one factor, but on several factors “jointly”.

METHOD

STATISTICAL ANALYSIS

In the literature discussion and the problem statement it was intimated that this research focuses on pricing aspects and more specifically about consumers’ sensitivity to pricing strategies as well as parts of the destination mix.

Conjoint analysis is generally regarded as the most used category of price sensitivity measurement methods and is described by Hair et al. (1998:392) as: “...a multivariate technique used specifically to understand how respondents develop preferences for

products or services. It is based on the simple premise that consumers evaluate the value of a product or service by combining the separate amounts of value provided by each attribute.” Sudman and Blair (1998:229-230) warn that it is not a data analysis procedure such as factor analysis or cluster analysis. It must be considered as a type of “thought experiment” designed to show how various elements of products or services (price, brand, style) predict customer preferences for a product or service. Kotler (2000:339) define conjoint analysis as”...a method for deriving the utility values that consumers attach to varying levels of a product’s attributes.” Churchill and Iacobucci (2002:748) refer to conjoint analysis as “...conjoint measurement, which relies on the ability of respondents to make judgments about stimuli.” These stimuli represent some predetermined combinations of attributes, and during a laboratory experiment, respondents are asked to make judgments about their preferences for various attribute combinations. The basic aim, therefore, is to determine the features consumers most prefer.

From the definitions given above it is clear that conjoint studies centers around certain attributes of products or services and also various levels within each attribute. The value of conjoint analysis lies in the fact that it estimates how much each of these attributes is valued, and as Churchill and Iacobucci (2002:748) state: “...the word *conjoint* has to do with the notion that the relative values of things considered jointly can be measured when they might not be measurable if taken one at a time.”

In conjoint analysis respondents indicate their preference for a series of hypothetical multi-attribute alternatives, which are typically displayed as profiles of attributes. The responses to these profiles are analysed to yield estimates of the relative importance of the attributes and to build predictive models of consumer choice for new alternatives (Oppewal & Vriens, 2000:154). Conjoint analysis is a dependence technique that has brought new sophistication to the evaluation of objects, such as new products, services or ideas (Hair et al., 1998:15). The theory and methods of conjoint analysis deal with complex decision-making, or the process of assessment, comparison, and/or evaluation. In this process consumers decide which aspects of products or services are important, compare the products or services on each of the important aspects, and decide which one to choose (Louviere, 1988:9).

Wyner (1995: 43) lists the following to indicate the value of conjoint analysis to assist marketers in providing answers when strategic marketing and selling decisions have to be made:

- ▶ Understanding market preferences. When a product, has for instance, five key attributes: price, quality, style, brand and package, these attributes and their associated levels represent the factors that materially affect consumer preferences.
- ▶ Predicting market choices. Conjoint analysis offers the researcher opportunities to apply certain simulations. The simulation capability of conjoint analysis enables the analyst to explore alternative market scenarios.
- ▶ Developing market strategies: It can aid marketers to identify product concepts that are extremely attractive from the consumer's perspective. Concepts that are not technically or financially feasible can be eliminated. The best of the remaining products must be selected, and then the attributes of this product must be fine-tuned to achieve the stated objective.

► Segmenting the market: Conjoint results are very useful for segmentation purposes. Consumers may be segmented on the basis of utility values or attribute important scores.

Used as an experimental technique, conjoint analysis (also called trade-off analysis) became a popular method to measure price sensitivity.

SURVEY METHOD

Academic researchers and practitioners have different viewpoints with respect to the classification, value, and use of *experiments* as a source of primary data (Bearden, Ingram and LaForge, 2001; Cooper and Schindler, 1998; Dane, 1990; Peter and Donnelly, 2001). Experiments can be grouped as one of the three major sources of primary data: the other two being surveys, focus groups and depth interviews (Sudman and Blair, 1998:207).

According to Sudman and Blair (1998:207), no standard rules exist when a researcher decides to conduct an experiment. The experiment can take many different forms and can be conducted in a laboratory or the field. In a field study any phenomenon of interest or research topic is studied in a natural setting. The laboratory experiment, on the other hand, studies the phenomenon outside the natural setting. The term “laboratory” refers to any context other than the natural setting (such as supermarkets, malls and retail stores). In a laboratory experiment the researcher creates a desired condition where one or more causal variables are manipulated, and the effect of this manipulation on one or more dependent variables are measured. Considered by Sudman and Blair (1998:229) as a special type of experiment, *conjoint analysis* is mostly applied in a laboratory situation.

During the quantitative research phase of this study a questionnaire survey was conducted in which 428 respondents were requested to participate in a pair-wise trade-off conjoint analysis in which a real purchase situation was simulated. The Conjoint Value Analysis (CVA), Version 2.0 computer program was used for this research study.

The attributes and levels used in the empirical research are depicted in Table 2.

TABLE 2: ATTRIBUTES AND LEVELS

ATTRIBUTES	LEVELS
1 Brand	Kruger National Park Private Game Farm Private Game Lodge
2 Type of accommodation	Camping (Caravans and tents) (shared bath room facilities) Furnished tent (shared bath room facilities) Cottage (shared bath room facilities) Cottage (private bath room facilities)
3 Meals	Prepare own meals Eat in restaurant
4 Season	In season (peak) time Out of season time
5 Price	R75 (US\$ 11) per person per night R125 (US\$ 18) per person per night R175 (US\$ 25) per person per night R225 (US\$ 32) per person per night R275 (US\$ 39) per person per night R325 (US\$ 46) per person per night

The three methods of stimulus presentation most widely associated with conjoint analysis, are the trade-off, full-profile and pair-wise comparison methods. The pair-wise method was used and it is a combination of the first two methods. It is a comparison of two profiles where the respondents use a rating scale to indicate strength of preference for one profile versus the other. Only a few attributes are selected at a time in constructing the profiles. In the pair-wise comparison method the pairs are profiles with multiple attributes in each one (See Figure 1). Because of practical reasons, all the possible combinations of stimuli cannot be used in a full-profile (factorial design) method. It was therefore decided to use a *fractional* factorial design where a sample of the possible stimuli in a full-profile method was selected. For the pair-wise comparisons a computer-generated program was used to select the optimal sets of pairs for the paper-and-pencil questionnaire (Hair et al, 1998: 574-576). Conjoint Value Analysis provided the tools to design the thirty pair-wise comparisons of two of the profiles used in the study.

The respondents were requested to indicate their preferences by ranking a number of different combinations of attribute levels on a nine-point Likert scale. Figure 1 is an example of a computer-administered paired-comparison choice, which served as one of the 30 pair-wise questions in the questionnaire. The respondents were requested to indicate which profile (option A or B) they preferred, featuring price as an attribute.

FIGURE 1: PAIRWISE QUESTION

WHAT WOULD YOU PREFER?

A	B
<ul style="list-style-type: none"> - Kruger National Park - Cottage (shared bath room facilities) - Out-of-season time - Eat in restaurant - R175 per person per night (US\$ 25) 	<ul style="list-style-type: none"> - Private Game Lodge - Cottage (private bath room facilities) - In-season (peak) time - Prepare own meal - R225 per person per night (US\$ 32)

CHOOSE A NUMBER TO INDICATE YOUR PREFERENCE

Strongly prefer A		Indifferent			Strongly prefer B			
1	2	3	4	5	6	7	8	9

RESULTS

The Conjoint Value Analysis (Version 2.0) computer program makes provision for four market simulation choice models. The Share of Preference with Correction for Product Similarity model was chosen for this study (Huisman, 1992: 26). This option attempts to correct distortion that might occur if the same product were entered into a simulation many times, or if several products differed only in minor ways. The 'share of preference' is an option which does not assume that the respondent necessarily will choose the product with the highest 'utility value'. It determines the probability that the respondent will choose the product, which was simulated or changed, by indicating the so-called 'share of preference' for the distinct product. The product specifications (Table 2), average utility values (Table 3), share of preference simulation results (Table 4), and attribute importance (Table 5) are shown below.

TABLE 2: PRODUCT SPECIFICATIONS

Product	Attributes				
	1	2	3	4	5
1) KNP - Camping (Caravans & tents) (shared bath room facilities)	1.000	1.000	1.000	2.000	75.00
2) KNP - Furnished tent (shared bath room facilities)	1.000	2.000	1.000	2.000	125.00
3) KNP - Cottage (shared bath room facilities)	1.000	3.000	1.000	2.000	225.00
4) KNP – Cottage (private bath room facilities)	1.000	4.000	2.000	2.000	275.00
5) PGF – Cottage (private bath room facilities)	2.000	4.000	1.000	2.000	125.00
6) PGL – Cottage (private bath room facilities)	3.000	4.000	2.000	2.000	325.00

Legend: KNP = Kruger National Park; PGF = Private Game Farm; PGL = Private Game Lodge.

TABLE 3: AVERAGE UTILITY VALUES

Attribute	Level	Average utility
Brand	Kruger National Park	34
	Private Game Farm	11
	Private Game Lodge	17
Accommodation	Camping: Caravans and tents (shared bathroom facilities)	14
	Furnished tents (shared bathroom facilities)	19
	Cottage (shared bathroom facilities)	32
	Cottage (private bathroom facilities)	43
Meals	Prepare own meals	13
	Eat in restaurant	8
Season	In-season (peak time)	4
	Out-of-season	18
Price	R75 (US\$ 11) per person per night	98
	R125 (US\$ 18) per person per night	76
	R175 (US\$ 25) per person per night	59
	R225 (US\$ 32) per person per night	34
	R275 (US\$ 39) per person per night	19
	R325 (US\$ 46) per person per night	0

Table 3 inter alia indicates that the highest average utilities are scored by the KNP (34) as a brand, cottage private bath room facilities (43) for type of accommodation, and R75 (US\$ 11) per person per night (98) for price.

TABLE 4: SIMULATION RESULTS

Product	Share of preference	Standard error
1) KNP - Camping (Caravans and tents) (shared bath room facilities)	34.43	1.16
2) KNP - Furnished tent (shared bathroom facilities)	19.28	0.65
3) KNP – Cottage (shared bathroom facilities)	9.34	0.46
4) KNP – Cottage (private bathroom facilities)	8.85	0.54
5) PGF – Cottage (private bathroom facilities)	21.58	0.85
6) PGL – Cottage (private bathroom facilities)	6.52	0.59
Total	100	

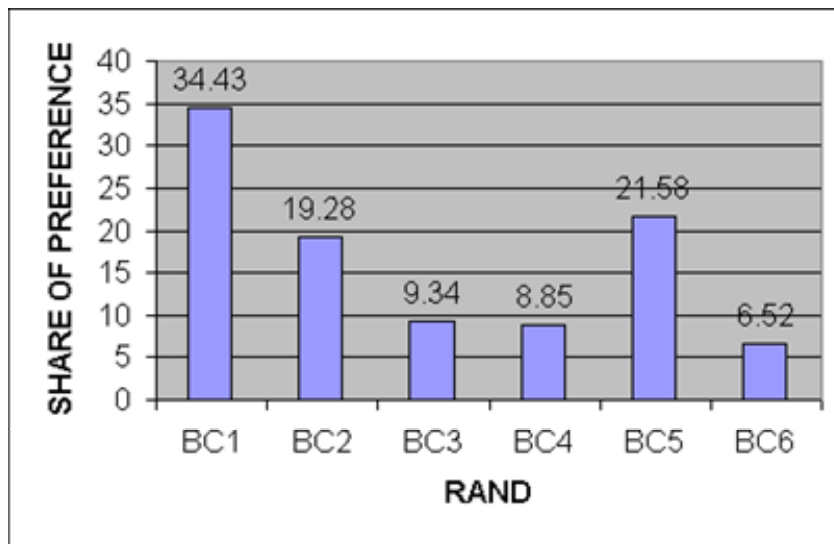
The above table indicates that the product with the highest share of preference value (34.43) is the KNP (Camping: caravans and tents, shared bathroom facilities), followed by the Private Game Farm (Cottage, private bathroom facilities) with a value of 21.58. The product with the lowest value of 6.52 is the Private Game Lodge (Cottage, private bathroom facilities).

Table 5 depicts that price is the attribute that scored the highest attribute importance score (43.65). The choice between eating out in the restaurant or preparing own meals had the lowest attribute score (7.95).

TABLE 5: ATTRIBUTE IMPORTANCE

Attribute	Average	Standard error
Brand	17.463	0.720
Accommodation	22.310	0.784
Meals	7.952	0.460
Season	8.620	0.460
Price	43.655	1.106
Total	100	

Figure 2 shows the base case (BC) share of preference values used in the study. The base case refers to the number of products and indicates the starting point from where comparisons can be made. In this study six products, each with five attributes were identified. Figure 2 further indicates that share of preferences are notably low for base cases 3, 4 and 6.

FIGURE 2: BASE-CASE - SHARE OF PREFERENCE VALUES**LEGEND:**

BC1 = KNP - Camping (caravan and tents) (shared bathroom facilities)

BC2 = KNP - Furnished tent (shared bathroom facilities)

BC3 = KNP – Cottage (shared bathroom facilities)

BC4 = KNP – Cottage (private bathroom facilities)

BC5 = Private Game Farm – Cottage (private bathroom facilities)

BC6 = Private Game Lodge – Cottage (private bathroom facilities)

Overall, the findings of the study indicated that the respondents were satisfied with the quality of accommodation in the Park. They were not satisfied with the general price level for accommodation, and specifically the prices of meals in restaurants and goods sold in the shops. As expected, the majority of the respondents prefer the more luxurious type of accommodation (cottage with private bathroom facilities) to the less luxurious type of accommodation.

CONCLUSION

Although conjoint analysis has been used in research for many years (Green and Sprinivasan, 1978), it appears to have only recently attracted the attention of local researchers. It is not clear why local academic researchers in particular, do not make more use of conjoint analysis. Based on the suggestions offered by De Vos (2002), marketers in the tourism industry could apply the information gained from a conjoint study to:

- ◆ gain a better understanding of tourists' selection criteria when traveling and holiday buying decisions must be made;
- ◆ plan their merchandise and product offering mixes more efficiently;
- ◆ plan their promotional messages and strategies more effectively; and
- ◆ refine their training strategies for employees.

This information could also be used for the development of a theoretical model towards understanding consumer tourist purchase decisions. Future studies could focus on the development of a tourist marketing mix for the Park, how to make some unknown areas more accessible for nature lovers, and a Customer Satisfaction Index study could be done to assist in the management of service quality levels. The results of this study suggest the need for local marketers and business leaders to assess the relevancy of current marketing practices. The transitional nature of the South African marketplace, and specifically the changing profile of the Park's customer base, emphasize the need for future studies of this nature.

REFERENCES

- Bearden, W., Ingram, T. & LaForge, R. 2001. *Marketing Principles and Perspectives*. 3rd Ed. Boston: McGraw Hill.
- Churchill, G. & Iacobucci, D. 2002. *Marketing Research, Methodological Foundations*. 8th Ed. London: Harcourt Publishing.
- Cooper, D. & Schindler, P. 1998. *Business Research Methods*. 6th Ed. Boston: McGraw Hill.
- Dane, F. 1990. *Research Methods*. Pacific Grove: Wadsworth.
- De Vos, R. 2002. *Research Paper*. University of Pretoria.
- George, R. 2003. *Marketing South African Tourism and Hospitality*. Cape Town, South Africa: Oxford University Press.
- Grant Thornton Kessel Feinstein, (2001), Tourism : A summary of the most important data and statistics relevant to the local tourism industry, *The Journal of Southern African Tourism*, Vol. 2(1), pp.50-55.
- Green, P. & Srinivasan, V. 1978. Conjoint Analysis in Consumer Research: Issues and Outlook. *Journal of Marketing*, 55 (September):103-123.
- Hair, J. F. (Jr.), Anderson, R. E., Tatham, R. L. and Black, W. C. 1998. *Multivariate data analysis with readings*. Fourth edition. Englewood Cliffs, New Jersey.
- Heath, E. and Wall, G. 1992. *Marketing tourism destinations. A strategic planning approach*. New Jersey: Prentice- Hall.

- Huisman, D. 1992. Ex-ante measurement of price-sensitivities in the case of multi-attribute products. *Marketing and Research Today*, March 1992, 20(1): 24-32.
- Kotler, P. 2000. *Marketing Management. The Millennium Edition*. London: Prentice-Hall.
- Lindberg, K., Wood, M.E. and Engeldrum, D., (1998), *Ecotourism : A Guide for Planners and Managers*, Volume 2, The Ecotourism Society, North Bennington, Vermont.
- Louviere J. 1988. *Analyzing Decision Making. Metric Conjoint Analysis*. London: Sage Publishers.
- McIntosh, R and Goeldner, C 1995. *Tourism. Principles. Practices and philosophies*. Fifth edition. New York: John Wiley and Sons.
- Meidan, A. 1989. *Pricing in Tourism*. New York: Prentice-Hall.
- Middleton, V.T. 1988. *Marketing in travel and tourism*. First edition. Oxford, London: Heinemann Professional Publishing.
- Mill, R and Morrison, A. 1992. *The tourism system. An introductory text*. Second edition. New Jersey: Prentice-Hall.
- Nagle, T. T. and Holden, R. K. 2002. *The strategy and tactics of pricing. A guide to profitable decision making*. Third edition. New York, Englewood Cliffs: Prentice Hall, Inc.
- Oppewal, H. & Vriens, M. 2000. Measuring perceived service quality using integrated conjoint experiments. *The International Journal of Bank Marketing*, 18(4):154-169.
- Peter, J. & Donnelly, J. 2001. *Marketing Management*. 6th Ed. Boston: McGraw Hill.
- Sudman, S. & Blair, E. 1998. *Marketing Research*. Boston: McGraw Hill.
- Walpole, M J, Goodwin, H J and Ward, K G R. 2001. Pricing Policy for Tourism in Protected Areas: Lessons from Komodo National Park, Indonesia. *Conservation Biology*, 15(1): 218.
- Wyner, G 1995. Trade-off techniques and marketing issues. *Marketing Research: A Magazine of Management and Applications*, 7(4): 32-43.