

UNIVERSITY OF KWAZULU-NATAL

**THE CHALLENGES OF PROMOTING DOMESTIC
TOURISM IN DURBAN**

By

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**A dissertation submitted in partial fulfillment of the requirements for the degree of
Master of Commerce in Leadership Studies**

**Graduate School of Business and Leadership
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2015

DECLARATION

I, Liako J. Makhaola, declare that:

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ACKNOWLEDGEMENTS

I wish to express my sincere appreciation and gratitude to the following individuals, without whose assistance this study would not have been possible:

- I want to thank the Almighty God for being with me from the beginning up to here. Lord all the impossible things became possible with you, there were times I could not see the way but you walked before me to show me the path.
- To my kind supervisor Dr Cecile Gerwel Proches, you are the reason I managed to complete this research journey. Your kind support, guidance and commitment gave me the courage to carry on.
- To my loving parents, Mr Theko and Mrs Mamofota Makhaola, my siblings, my Boy and my family at large, thank you for being my greatest supporters and source of inspiration throughout. I really appreciate all the sacrifices you made during my years of study.
- I wish to express my gratitude to Mr Phillip Sithole, the head of Business Support Tourism and Marketing at eThekweni Municipality, for allowing me to conduct my study at Durban Tourism.
- To all the staff at Durban Tourism, especially the research officers for providing me with all the statistics I needed and by taking part in the study. The marketing department and tourism services - my appreciation goes to you as well for participating in my study.
- Mahlaoli Thobo-Thobo - you made a sacrifice that no one else would have made because you wanted me to pursue this Master degree; I will always appreciate your kindness.
- To my MCLS classmates and friends, you gave me support and you always motivated me.

DEDICATION

To my late loving mum, 'Me`Mamokhachane Mokhachane, it is sad that you left before you could celebrate my achievement, because education was such a crucial thing to you; you always wanted me to be a better person, you encouraged me to pursue my studies against all odds. I deeply appreciate all the love and support you gave me. Mum, no one will ever take your place in my heart.

'Me` since you believed so much in me, I know this would have made you so proud. Therefore, I dedicate this research to you, as a token of appreciation.

ABSTRACT

Domestic tourism is the cornerstone of economic development processes in Durban, which is the centre of attraction in the province of KwaZulu-Natal, however there was a decline in domestic tourism between 2009 and 2014. This study was conducted to determine whether domestic marketing is effective enough to attract domestic tourists to travel to Durban, as well as to determine if there could be other factors that are contributing to the decline in domestic tourism. The literature shows that the government and tourism bodies are mostly focusing on developing and promoting international tourism instead of domestic tourism due to their high spending patterns. The purpose of the study was to identify challenges of promoting domestic tourism in Durban and establish the role of Durban Tourism and their contribution to domestic tourism development and marketing. Tourism promotion is the key strategy for the success of a destination, which can result in community development, economic empowerment and poverty alleviation. Durban Tourism, as the marketing body for Durban, has a responsibility to develop and promote Durban locally and internationally. The aim of the study was to determine the challenges of promoting domestic tourism in Durban. This was a qualitative study where purposive sampling was used. In-depth semi-structured interviews were conducted with 15 Durban Tourism employees in the marketing, tourism services and research departments, and the data were analysed using thematic analysis. The key findings of the study indicate that the perception of a high crime rate in Durban, inadequate domestic tourism promotion within provinces, and the high rate of unemployment in South Africa, are the major challenges that hinder the growth of domestic tourism. The implication is that Durban Tourism needs to invest more effort into marketing the city more efficiently to domestic tourists, because they are reliable throughout the year.

ABBREVIATIONS AND ACRONYMS

- ANC - African National Congress
- DT - Durban Tourism
- DEDT - Department of Economic Development and Tourism
- GDP - Gross Domestic product
- ICC - International Convention Centre
- KZN - KwaZulu-Natal
- ETM - eThekweni Municipality
- MICE - Meetings Incentives Conferencing and Exhibitions
- RDP - Reconstruction and Development Programme
- SAS - South Africa Statistics
- SATS - South Africa Tourism Statistics
- TKZN - Tourism KwaZulu-Natal
- TCLT - Travel Career Ladder Theory
- UNWTO - United Nations World Tourism Organisation

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CHAPTER ONE: INTRODUCTION

1.1 Introduction

Tourism around the world is booming, the travel sector is among the largest industries creating indirect and direct employment, mostly for the local people who live in the communities around a tourism destination, and it creates business opportunities for other industries (Singh, 2007; Moodley, 2003; Maharaj, Sucheran & Pillay, 2006). In most developing countries, domestic tourism constitutes a large and growing proportion of the industry at approximately 80% (Mazimhaka, 2007). However, the government and tourism bodies are mostly focusing on developing, increasing and promoting international tourism instead of domestic tourism (Elliott, 1997; Mazimhaka, 2007).

This study examined the challenges of promoting domestic tourism in Durban and looked at the issues that Durban Tourism (DT), as the city's marketing body, faces in domestic tourism promotion, tourism motivation to travel theories, and the factors that hindered domestic tourism growth in Durban from 2009 to 2014. This chapter presents an overview of tourism in Durban, the motivation for the study, the aims and objectives of the study, the preliminary literature, the research questions, the limitations of the study and outlines each chapter.

1.2 Background of the study

Domestic tourism is the foundation of the tourism industry in Durban. In 2008, 71% of the city's tourists were domestic, while international tourism was 29%. Yet in a survey conducted in August 2009, domestic tourism had decreased but still dominated international tourism at 58% against 42%. Since that time, domestic tourism has not grown much (Tourism KwaZulu-Natal, 2009; DT, 2013).

According to 2013, statistics from DT there was an increase of just 1% in domestic tourism compared to an increase of 16% in international tourism (DT, 2013). As the tourism local body, DT has a responsibility to develop and promote Durban both locally and international.

Figure 1.1: Map of Durban metropolitan areas



Source: Climate change COP17/CMP7 (2011)

1.2.1 Durban tourism industry

According to DT (2013), Durban is within the KwaZulu-Natal province, is the centre of the Durban metropolitan area, and is made up of all the places that appear in Figure 1.1 above. It is the largest port city on the continent of Africa and is said to be a ‘world in one city’, with many social groups with different cultures and traditions (Maharaj et al., 2008). The mix of cultures within the city ensures that Durban is a shopper’s paradise, where everyone is catered for, from expensive shopping malls to cheap flea markets in the streets. Durban is a home to all of Africa’s most popular sports and events, including the Dusi canoe marathon, the Durban July,

Comrades Marathon, the Tourism Indaba, Aliwal shoal, the Durban boat show and Moses Mabhida stadium with its daily activities (Maharaj et al., 2006; 2010; Moodley, 2003). With all that Durban offers, this research asks why the level of domestic tourism is not increasing at a faster rate?

According to the research undertaken by DT (2014), Durban's domestic tourism market is Gauteng province, followed by KwaZulu-Natal and all the other provinces with small percentages. The biggest international markets are the United Kingdom, the United States of America and Germany, followed by other African countries including Namibia, Zimbabwe, Swaziland, Lesotho and Botswana (DT, 2013). In 2012, Durban had 61% of domestic tourism with a total spend of 11%, compared to 16% of international tourism with a total spend of 63%, which reflects the inequality of number of tourists versus spending patterns (DT, 2014).

1.2.2 Durban Tourism History

DT, according to the Durban Tourism Trade Guide (2014), is the department within the Business Support, Tourism and Markets Unit in the Economic Development and Planning Cluster of the eThekweni Municipality (EM). DT was established specifically to promote the city of Durban nationally and internationally; it is meant to provide tourists with all the assistance they need in regard to the development or planning of travel itineraries, tour bookings, assistance with accommodation, and to provide detailed and accurate travel information (EM, 2014). EM (2014) confirmed that DT has a responsibility to contribute to the economic growth of eThekweni through tourism growth by developing, sustaining and marketing tourism locally and internationally throughout the year.

DT has nine branches within Durban metropolitan area:

- Durban Tourism Florida Road Morningside (central)
- Ushaka Marine Information Office
- King Shaka Airport Office
- North Beach Tourism Office
- Umhlanga Tourism Office (North)
- Inanda Tourism Office
- 1000 Hills Tourism Office
- Durban West Tourism (Westville)
- Sapphire Coast Tourism (Alwis)

Durban tourism looks like an independent organisation but EM manages it, and this brings problems at times because there are many people to approve whatever initiative Durban

1.2.3 International tourism versus Domestic tourism

According to Rogerson & Lisa (2005), research have been conducted several times on domestic tourism, but the focus was mostly on the economic impacts of domestic tourism in developing countries like South Africa. Government policies and marketing strategies in developing countries examine the foreign exchange arising from the influx of international tourism, which shows the lack of knowledge about the importance of sustainable domestic tourism (Mazimhaka, 2007; Baum & Szivas, 2008). The sustainability of tourism relies heavily on domestic tourism, but there is nothing much done to promote domestic tourism (Mazimhaka, 2007; Qin, 2011). While the South African government has revised its tourism policies to accommodate domestic tourism, the question is, do these initiatives have a quantifiable impact on domestic tourism countrywide, and more specifically in Durban (Rogerson & Lisa, 2005)?

1.2.3.1 Advantages of Domestic tourism

The use of domestic tourism for social integration is a new concept in South Africa, which came about after the 1994 democratic election when the ‘rainbow nation’ of South Africa could interact in sports events and attractions without any restrictions (Cardoso & Ferreira, 2000; Mazimhaka, 2006). In recession time, which affect mostly international tourism, attention could be paid to domestic tourism, as this can sustain the tourism industry during difficult times because it is less affected (Turco, Swart, Bob & Moodley, 2003). In South Africa, domestic tourists travel free in their own country without any documentation, except when travelling by a plane where children under 18 years need to have unabridged birth certificate and an affidavit from a parent not travelling with the child. However, when using other means of transport they are travelling freely. Whereas the international tourists strictly need visa to travel to other countries.

Chandralal (2010) asserted that domestic tourism is preferable due to its reliability at all times, domestic tourists travel around their country at all times for different reasons, such as conferences, sports, business, medical reasons, holiday and visiting family and friends. Domestic tourism creates employment for small businesses, because international tourists would normally stay in five star hotels and bed and breakfast locations. Domestic tourists,

however, would go as low as one star depending on the affordability. Full hotel occupancy means that many people find employment (Mazimhaka, 2007).

1.2.4 Tourism Marketing

Tourism marketing is a process whereby a company anticipates the needs of its customers, then manages and satisfies them to achieve a high turnover. According to George (2008), marketing is the way a company identifies a customer's wants and needs, and ensures that the company meets those requirements in profitable manner, while introducing new activities that will attract more customers. The aim of tourism marketing is to take tourists to local attractions that are unique to a community, such as natural attractions, culture and heritage attractions. Tourists are regarded as the starting point for marketing activities as the process involves the research and analysis of tourism needs and expectations about the tourism destination, and the development of products that will satisfy them (George, 2008).

As mentioned above, tourists' needs and wants are critical to the tourism industry and it is the responsibility of the tourism industry as a whole to analyse its image to the public, since it is required to transform the negative image before marketing the destination. It is crucial for tourism marketers to address issues that cause a destination to have a negative image (Kolb, 2006). The negative image must be changed before the destination can have emotional appeal. High crime rates, political instability are among the triggers of a negative image. In this case, it is the responsibility of DT and all tourism stakeholders to address the challenges and engage in tourism research and development, before they could suggest marketing techniques that are suitable for attracting more domestic tourists to Durban (Govers, Go & Kumar, 2007).

1.2.5 Importance of tourism

Employment generation - Tourism is the hub of many economic activities, it plays a major role in a country's economy, and tourism's major impact is on the local people through the creation of employment in tourism destinations (Mazimhaka, 2007).

Contributions to government revenues - Tourism increases the number of people travelling for leisure, which causes growth in a country's economy due to the money spent on tourism activities (Maharaj et al., 2006; Moodley, 2003).

Infrastructure development – This includes roads, electricity, water supply, clinics and police stations, which aid in the success of the destinations (Kachniewska, 2015).

Contribution to local economy - Tourism improves the standard of living of the host communities, as they establish businesses such as tour operations, bed and breakfasts, tour agencies, restaurants, and clothing stores. Tourism gathers all different types of businesses together and contribute to job creation (Bel, Lacroix, Lyser, Rambonilaza & Turpin, 2013).

Culture preservation – Tourism helps to preserve local cultures and communities, as they become tourism attractions (Boopen, 2007).

1.3 Problem Statement

Domestic tourism grew rapidly in Durban after 1994, but according to South Africa Tourism (2014), there was a decline in domestic tourism from 2009 to 2014. This study was conducted mainly to discover the challenges of promoting domestic tourism in Durban, and to find out if domestic tourism marketing is effective enough to attract more domestic tourists to travel to Durban. This complex situation calls for a major and urgent intervention, because domestic tourism is critical for sustainable tourism, especially in Durban that is leading city in domestic tourism in South Africa. The purpose of the study is to find out what challenges could have been the trigger for this decline in domestic tourism and to come up with a valuable strategy to address the challenges.

1.4 Focus of the study

The city of Durban has worked hard to achieve a position of being the host city for major events in South Africa, such as Tourism Indaba, the Durban July and Comrades Marathon (DT, 2013). Durban is also ‘a must see’ family tourism destination, since its activities cater for everyone in a family. Yet the city has been facing the challenge of a decline in domestic tourism, which has resulted in a negative impact on revenue generating opportunities, financial returns, employment and private sector capital investment (eThekweni Municipality, 2014). The focus of this study was to find the challenges that all tourism stakeholders and DT face in promoting domestic tourism in Durban, to explore the factors that have contributed to the decline of domestic tourism in Durban. In addition, to discover a means of increase the flow of domestic tourists into Durban.

1.5 Motivation for the study

Domestic tourism is the cornerstone of the economic development process in Durban, it is regarded as the sector offering the best growth opportunities, but it not given enough attention compared to international tourism (Ndlovu, Nyakunu & Heath, 2010). There is a great potential for domestic tourism in Durban because it is a year round tourism destination; Durban has the advantage of warm weather throughout the year, which makes its beaches warm year round. There is a need to identify which challenges influence the domestic tourism market in Durban, and to develop a participative and integrated domestic tourism strategy that will enable the industry to tap this potential market in a sustainable manner (Maharaj, Pillay & Sucheran, 2010). The research that was previously conducted has not addressed these issues, which are crucial for the growth of domestic tourism. They relate to the satisfaction of domestic tourists' expectations, which will result in attracting more tourists to Durban and having a positive impact on the future of the destination.

1.6 Aim and Objectives of the study

The aim of the study was to determine the challenges of promoting domestic tourism in Durban.

The objectives of the study were:

- To identify the factors that hinder domestic tourists from travelling to Durban
- To identify the factors that have an influence on the expansion of domestic tourism
- To provide recommendations to Durban Tourism on domestic tourism promotion and sustainability.

The study focused on answering the critical research questions below:

- What are the factors that cause domestic tourists not to travel to Durban?
- What are the factors that have an influence on the expansion of domestic tourism?
- What recommendations can be made for domestic tourism promotion and its sustainability?

1.7 Methodology

This was a qualitative study, where semi-structured interviews were targeted at the departments in DT that deal directly with the development, promotion and marketing of Durban as a tourism destination. 15 participants were interviewed face-to-face to allow for a flow of communication between the respondents and the interviewer. The interviews were conducted after the Ethical

Clearance letter was given. The choice of using interviews was influenced by the nature of the study and the kind of information that was needed (Qhauri & Gronhaug, 2002). A tape recorder was used in all interviews, with the permission of the participants, and the interviews were later transcribed. Thematic analysis was used to analyse the data gathered, after it has been transcribed from the tape recorder and divided into themes. Ryan & Bernard (2003) state that thematic analysis can be used by researchers who are not knowledgeable about complex qualitative analysis methods, and it allows flexibility that results in rich, detailed and complex descriptions of data.

1.8 Limitations of the study

The nature of tourism is such that traders in the tourism industry and tourism authorities are the two parties contribute towards increasing domestic tourism in Durban. Hence, they know the challenges of promoting domestic tourism in Durban. However, due to time constraints, the study was done with the tourism authority, i.e. Durban Tourism.

It was not easy to find the exact numbers of domestic tourists coming to Durban, unlike the numbers of international tourists that can be collected at border gates and airports. The domestic tourism statistics that are reliable are of the people who come for big events and conferences. Again, tourism statistics are not released on time by the responsible authorities however, it a challenge to get recent statistics.

1.9 Structure of the Dissertation

1.9.1 Chapter 1: Introduction

This is the introduction chapter of the study, which highlights the background to the research. It provides an overview of the research problem, the purpose of conducting the study, the motivation for the study, the research aims, the research objectives and the research questions that need to be answered by the study.

1.9.2 Chapter 2: Literature review

This chapter presents the literature review for the study, focusing on literature regarding how to increase domestic tourism, factors that hinder domestic tourism growth, and challenges of promoting domestic tourism within South Africa. The literature review was guided by the objectives and key questions of the study. The theories underpinning the study will be examined

in this chapter, focusing mostly on tourism development, tourism marketing, factors that motivate tourists to travel, motivation theories, domestic tourism promotion.

1.9.3 Chapter 3: Research methodology

This chapter outlines the research methodology used, as well as the design of the research, the sampling method used, the data collection method, the instrument used to collect data and the method of analysing the data collected. The ethical issues to be considered in the study will be outlined and the reliability and validity of the study will be taken into consideration.

1.9.4 Chapter 4: Results

This chapter presents the results of the interviews conducted with the participants from Durban Tourism regarding the challenges of promoting Durban as a domestic tourism destination.

1.9.5 Chapter 5: Discussion

This chapter presents the discussion of the results of the study that was conducted as well as the literature review, to assess if there is any relationship between the findings of this study and the studies that were previously conducted.

1.9.6 Chapter 6: Conclusions and recommendations

This is the last chapter of the study, which summarises the study based on the results obtained, the key findings and recommendations for the future management and promotion of domestic tourism.

1.10 Conclusion

This was the first chapter of the research, which introduced the background to the study, its objectives and key questions. The motivation of the study was to determine the factors that hinder domestic tourism growth in Durban and to identify the challenges faced by Durban Tourism in promoting domestic tourism. It was crucial to conduct this study to provide the involved parties with valuable information to overcome the challenge of declining domestic tourism in Durban. Domestic tourism is the cornerstone of the tourism industry in Durban; however, this study is the first of its kind in the city. The following chapter will focus on a literature review on domestic tourism, the challenges of tourism promotion, motivation theories and marketing strategies.

CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction

Tourism is among the biggest industries in the world, it is the dynamic and major component of the world's economy (Mthethwa, 2003). It has a high possibility of being the largest sector in world trade in the coming century, if it is well planned, developed, managed and promoted (Boopen, 2007). Tourism has benefits that are widely acknowledged, including economic growth, employment and the development of basic infrastructure such as roads, electricity, water supply and primary health care (Mthethwa, 2003; Durbarry, 2004; Boopen, 2007).

Tourism is one of the vital components of economic development policies in developed and developing countries like South Africa, especially in the city of Durban, with policy makers being inspired to develop tourism facilities due to their high expectations of foreign exchange, which results in economic growth and job creation (Chang & Huang, 2004; Allen & Brennan, 2004; Rogerson & Visser, 2006). However Maharaj et al. (2006); Diagne (2004) disagreed with the supposed positive economic impacts of tourism; they stated that most tourism projects are implemented for political convenience, and that tourism jobs are low paying, seasonal and unreliable.

2.2. Tourism

Tourism has different meanings based on particular activities. According to Mthethwa (2003) tourism is an activity that is undertaken by a person and that particular person should be travelling for at least one night for either business or leisure. The United Nations World Tourism Organization (UNWTO) (2007) described tourism as travelling for any purpose that will end in one or more nights spent away from home. The most appropriate definition of tourism for the purpose of this study is all activities that arise when people travel from their usual places to other places for leisure, recreation and business purposes, within their country or to other countries. These include all the activities from the preparation of the trip to the process of travelling, the accommodation, entertainment and the food. All the activities should contribute extensively to the economic system of the location of the host (UNWTO, 2007; Elliott, 1991; Domestic Tourism Strategy, 2010).

2.2.1 Tourist

A tourist is a person who travels to a different location from his/her usual place, for more than a day (24 hours) and for less than 12 consecutive months. The person should travel to visit friends and family, or for recreation, leisure or other purposes not related to employment. A tourist can travel within their country or travel to other countries (Dieke, 2000; Ndlovu, Nyakunu & Heath, 2010).

2.2.2 Domestic tourism

Domestic tourism occurs when the residents of a country travel within their own country. They can travel locally, provincially or nationally, with the intention to visit tourism destinations or friends and family. The visit should have an economic impact on the place visited (Elliott, 1997). Marshall (2006) describes domestic tourism as a situation whereby a person residing in a country, travels to a place within the country outside his/ her usual environment for a period not exceeding 12 months. In addition, the main purpose of visit is other than the exercise of an activity remunerated from within the place visited (Marshall, 2006).

2.2.3 International Tourism

International tourism occurs when the residents of one country travel to another country or countries. They travel across borders to visit the tourism destination for conferences, big events, leisure, family and friends (Elliott, 1997). International tourism according to the UNWTO (2014), is when a person travels to a country other than that in which she/he has his/her usual residence but outside his/her usual environment for a period not exceeding 12 months. Moreover, such a person should stay at least one night in a collective or private accommodation in the country visited and the purpose of a visit should be other than the job. (UNWTO, 2014).

2.2.4 Tourism destination environment

Tourism destination environment is a place where tourists spend time to enjoy the activities offered, which is inclusive of tourism products such as attractions and tourism services. The activities could incorporate nature, culture, heritage, shopping, nightlife and wildlife experiences (Marshall, 2006).

Figure 2.1: Tourism destination environment



Source: UNWTO (2002; 2012)

Figure 2.1 shows a tourism destination network, which consists of administration, management, stakeholders, visitors, regional authorities and the host community. These are the parties involved in the daily operations of a tourism destination, to ensure the sustainable development of a destination (UNWTO, 2014; Ndlovu et al., 2010).

2.3 Tourism industry

Tourism is among the most growing industries worldwide, and is experiencing constant changes due to its nature. There is a constant change in tourism attractions and tourism activities; it has a huge impact on the environment, society, economics and cultures. Even infrastructure such as buildings and landscapes change as a way to promote tourism nationally and internationally (Marshall, 2006; Rule, Struwig, Langa, Viljoen & Bouare 2004; Mazimhaka, 2007). In 2013, the flow of international tourism grew by 5% worldwide, and the African continent was in the first position with Asia and Pacific, they achieved 6% growth, they exceeded the expectations of UNWTO (2014).

2.3.1 South Africa tourism Industry

In South Africa, there has been a significant tourism growth since 1994, and the sector is now the country's key economic component. Among all the industries, tourism has the most potential, either directly or indirectly, to achieve the country's major objectives of job creation, economic growth and poverty alleviation in all provinces (IFP executive policy summary). South Africa's current government is working hard to promote tourism amongst black people, who were disadvantaged and excluded from tourist facilities prior to 1994, such as beaches and hotels (Rogerson & Lisa, 2005). In South Africa, the growth of domestic tourism took place in

the early 20th century, with South African Railways being used as a way to encourage local people to travel to coastal destinations. This was one of the promotion initiatives that focused on leisure tourism in Durban (South Coast), Cape Town and Port Elizabeth (Rogerson & Visser, 2004). The domestic tourism industry in South Africa plays a crucial role in the local economy in places like East London and Durban, which is a leading domestic tourism attraction in South Africa (Rogerson & Visser, 2004; Rogerson & Lisa, 2005; Department of Tourism, 2014).

According to a statement made by the former Minister of Tourism, Marthinus van Schalkwyk (2013), tourism has greatly contributed to the South African economy. It was indeed the leading sector in employment in 2013 between January and June; it brought R35.3 billion into the country's economy and contributed more than any other sector, including gold exports that were valued at R32.6 billion. South Africa as a country is working well in tourism globally; it is approaching its goal of South Africa being among the top 20 destinations in the world by 2020. In 2012, the growth of international tourism was 10.2%, whereas the global tourism estimation was 4% growth. The national Department of Tourism is putting all its effort into increasing domestic tourism nationally. They have engaged in campaigns like the "shot' left" campaign, and have divided domestic and international tourism into two departments to make sure the attention is equally divided over both domestic and international tourism (Van Schalkwyk, 2013).

2.3.2 KwaZulu-Natal Tourism Industry

TKZN (2013) indicated that KZN is known as the Zulu Kingdom - a place where a person learns about Zulu culture - and has a variety of experiences to offer both domestic and international tourists. TKZN is the provincial tourism authority under the provincial government of Kwazulu-Natal. It has the same types of responsibilities as DT, the distinction being that TKZN is responsible for planning, managing, developing, marketing and promoting Kwazulu-Natal tourism (TKZN, 2013). KZN is a unique destination where one can experience a traditional and modern lifestyle, including the big five, a marine paradise, the Indian ocean, history, culture, Phezulu safari park, the battlefields of the Anglo-Zulu war and the Drakensberg mountains (Maharaj et al., 2006; TKZN, 2013; Economic Development and Growth eThekweni, 2014; DT, 2013). Most importantly, KZN has two World Heritage Sites:

- The Isimangaliso Wetlands Park, which has a wildness area, lakes, an ancient marine reserve and a coastal dune forest.

- The Ukhahlamba Drakensberg Park, which has a mountain range and caves with Khoisan paintings (TKZN, 2013).

2.3.3 Durban Tourism Industry

Durban is among the biggest cities in South Africa and has a high influx of tourists, especially domestic tourists. There are normally factors that influence people to make a decision to visit a certain place, which in Durban's case are often the warm weather or to experience the Zulu culture (TKZN, 2014; DT, 2015). Durban has the dominant share of the domestic tourist market in South Africa, with millions of tourists from outside or within the province traveling to one or more destinations within Durban. The core external source market is tourists from Gauteng, who normally spend most of their holidays in the coastal resorts (TKZN, 2014).

In 2014, the eThekweni Municipality announced the achievements of KwaZulu-Natal, which included Durban winning the 2012 business tourism destination of the year due to its high standard of MICE facilities, its infrastructure and the unique experiences it offers. Durban has held several big events, including the United Nations Climate Congress (COP17) at the International Convention Centre (ICC) and other places around town, which can accommodate 50 to 100 delegates (EThekweni municipality, 2014). According to Moodley (2006) KZN is a multi-cultural province, which includes a large population of Indian people as seen by the many Indian restaurants, and there are markets that sell a variety of Indian goods such as food, spices, accessories and clothes. Moodley (2006) stated that Durban does not really use its resources to develop and market the strong Zulu and Indian cultures, heritage and sports, which are its unique tourism strengths that could sustain domestic tourism.

TKZN (2013) argued that the economic success of tourism is the responsibility of all involved stakeholders. The tourism authorities alone cannot achieve the tourism objectives; all parties must be involved. Teamwork is essential because the tourism industry is a system made up of many parts, which means the tourism authorities cannot work effectively in the absence of private and public stakeholders (TKZN, 2013).

2.4 International tourism versus Domestic tourism

Mazimhaka (2007) stated that governments and tourism bodies in most developing countries focus more on promoting international tourism, because it brings huge amounts of money into the economy compared to domestic tourism, which seems to have little impact. According to Mazimhaka (2007), the reality is that domestic tourism is the foundation of tourism, and unlike

international tourism, which has peak and off peak seasons, domestic tourism takes place throughout the year. Maharaj, Pillay and Sucheran (2008) witnessed the weakness of most developing countries in policy-making; they are pursuing the expansion of tourism facilities with the anticipation of increasing international tourism and diversifying the economy. International tourism is strongly affected by many factors, such as crime, health issues, safety, and traveling documents but to some degree, these are not major factors that domestic tourists take in to account before they travel within their own country (Rogerson & Lisa, 2005).

UNWTO (2014) pointed out that international tourism is affected by the issues of the host country; whatever is happening in the country of interest, such as political instability, poor exchange rates, health concerns and safety issues, influence their decision to visit the place or not. The West African countries were faced with the disaster of Ebola from March 2014 to 2015 before the disease outbreaks became under control. Therefore, the number of international tourists booking decreased to those countries, but the domestic tourism market was still standing (UNWTO, 2014). It is wise to invest in domestic tourism, thus Durban Tourism has to reconsider the importance of growing domestic tourism market. In the coming years the competition for domestic tourists will be very tight, thus it is a good idea to maintain and grow what they have which is domestic tourism market. When it comes to international tourists, Durban lags behind Johannesburg, Cape Town and Port Elizabeth (DT, 2013).

2.5 Socio-Economic Impacts of Tourism

Tourism serves as an engine for other sectors that contribute to the country's economy; it strengthens and rejuvenates them and brings about substantial social and economic benefits. The local community must have a positive attitude towards tourism, as this will enable the environmental resources protection for a sustainable tourism (Sharpley & Telfer, 2002; Mthethwa, 2003). Possibly tourism has more potential than other sectors to achieve the Reconstruction and Development Programme's (RDP) objectives. It is through tourism that opportunities are created for small and medium-sized entrepreneurs, it promotes awareness among different cultures, it assists in environmental preservation, and it creates economic linkages within other sectors. Job creation is the most obvious and immediate benefit that people enjoy. Tourism has a wide supply of jobs in hotels, restaurants, transportation, construction and arts and crafts (Mthethwa, 2003; Chandralal, 2010; Mazimhaka, 2006). The main positive impacts are as follows:

- Gross Domestic Product - domestic and international tourism contribute to the world's economy as well as to the country. It has a huge contribution to the nations however the success rests on well planned and managed tourism in Durban, which will benefit the city of Durban, KwaZulu-Natal and the country as a whole (Moodley, 2003; Ekanayake, & Long, 2012).
- The tax revenue - gained every year, which is provided by the tourism industry through restaurant and accommodation taxes, park entrance fees, airport users' fees, employees' income tax, sales taxes and many others, boosts tax revenue – the government's economy. This shows how crucial the tourism industry is to the country, especially domestic tourism that takes place throughout the year (Elliott, 1997; Moodley, 2003; Turco, 2003).
- Employment – the tourism industry is the most important job creator, offering direct and indirect jobs. Indirect jobs could be in tourism authorities, as tour guides and in the accommodation industry, while direct jobs could be in transportation, shopping malls, banks and many more. Local people also benefit by selling arts and crafts, as well as performing at cultural attractions. Tourism creates small to medium-sized businesses and family-owned businesses (Moodley, 2003; Turco, 2003; Ekanayake & Long, 2012).
- Infrastructure development – the tourism industry must be connected with other industries/sectors for its successful development. It attracts much investment to build new infrastructure or to refurbish old infrastructure to make it more appealing (Cardoso, 2000; Nguyen Ho Minh, 2013; Mazimhaka, 2006). In this way, the living conditions of the local people are improved, as is tourists' satisfaction. The development projects in tourism could include new sewage systems, improved water supply, road construction, revamped airports and the reestablishment of cultural and heritage monuments (Cardoso, 2000; Nguyen Ho Minh, 2013). In the case of Durban a new airport (King Shaka International Airport) has been built, which has resulted in many developments and businesses within that area being created
- Rural development – tourism not only happens in towns or developed areas - it also takes place in rural areas where there are limited services. This helps the country to bridge the economic gap between residents who live in rural and urban areas. Due to

the developments, rural tourism destinations' local residents get jobs either in construction or in tourism amenities (Turco et al., 2003). Looking at Durban tourism, there is a heritage development project in Inanda, as well as a development of township tourism, which will be done in all the townships around and in Durban, which will result in facilities development and people getting jobs (DT, 2014).

2.6 Negative Impacts of Tourism

Singh (2007) affirmed that tourism is an important industry to a country's economy, if it is well planned, taken care of and well managed, but if all the involved parties fail to do their part, there could be negative impacts yield. The following are negative impacts of tourism:

- Exploitation of local cultures - local people use their culture for an economic gain and as a result, its symbolism degenerates. Many local cultural enterprises are owned and controlled by white people, such as Phezulu cultural village and Shakaland. This kills the authenticity of the culture due, to cultural differences in different regions of the world, the culture is presented in a way that will be appealing to international tourists. Each group has its unique culture and ways of living so tourists must understand and respect that (Popa et al., 2010).
- Pricing for social amenities and accommodation is very high, which creates an economic disparity between poor and rich people so much that the poor people cannot access the attractions. This is particularly true in the peak seasons when accommodation prices rise because full occupancy is assured, which has a negative impact on domestic tourists with low income (Binns & Nel, 2002).
- International tourists come with egocentrism ideals to a foreign country, especially developing African countries. They conceive their ways of living as being elite and they disrespect local communities in behaviour, dress code, and attitudes. For example, in African culture, a young girl has to leave her breasts uncovered, but in western culture, they must be covered. This means that in cultural performances girls are forced to cover their breasts in order to satisfy international tourists (Binns & Nel, 2002; Singh, 2007).
- Maharaj et al. (2006) stated that crime rises in social amenities such as clubs and bars, as well as tourist attractions, especially in the festive season when places are crowded.

This has a very negative impact on the destination's image nationally and internationally, tourism will decline in that particular place hence the economic growth will decrease and the unemployment rate will rise.

- Tourism damages fragile ecosystems in areas chosen for development such as uplands and coastal regions. Tourism also competes for lower skilled employees with the agricultural economy, which disrupts the employment structure and the society relationship (Singh, 2007).
- Mass tourism has a negative impact on the environment because it involves big numbers of tourists, therefore the destination experiences degradation, soil erosion, pollution and littering (Popa et al., 2010; Singh, 2007; Binns & Nel, 2007).
- In most countries foreign investors, which results in profit repatriation and the employment of many foreigners, own tourism destinations. Yet the cost of incentives and infrastructure are borne by the government. Unlike other countries, ownership of tourism destinations and facilities belongs to South Africans (Singh, 2007).

2.7 Importance of Domestic Tourism

Domestic tourism has the potential to integrate people and bring peace at a national level through interactions in travelling. The use of domestic tourism for social integration is a new concept in South Africa, which came about after the 1994 democratic election, when the 'rainbow nation' became able to interact at sports events and attractions without any restrictions (Hall, 2000; Mazimhaka, 2003). In times of recession, which mostly affects international tourism, attention should be fully paid to domestic tourism, as it can sustain the tourism industry during difficult times because it is less affected. Domestic tourists do not need any documentation such as visas before they travel within their own country. Since 1st June 2015, domestic travellers are affected by a new travelling rule, which requires an unabridged birth certificate and an affidavit from a parent or parents if a child is under 18 years, when travelling by aeroplane, without their parents or with one parent (Department of Home Affairs, 2015). Even with the new travelling rule, domestic visitors can still travel easier than international tourists, who might not be granted visas to travel to a place of interest in another country. In this regard, domestic tourism is preferable because of its reliability at all times.

Damant (2014) warned South Africans to invest in domestic tourism promotion and sustainability; domestic tourism currently contributes 52% to total tourism. Damant confirmed that there has been a growth in tourism countrywide, but more effort is needed to sustain domestic tourism that is believed to be the country's treasure. Domestic tourism has long-term economic sustainability. Durban's tourism industry has to focus on domestic tourism development and promotion to sustain the industry and boost the economy of the country (Damant, 2014).

Mazimhaka (2007) indicated in his study on Rwanda on the role of domestic tourism, that tour operators are focusing on tourism promotion internationally because their focus is on their buying power. They see no need to promote local tourism, which is exactly what is happening in Durban Tourism; they would rather invest in international tourism promotion because they are bigger spenders (DT, 2014; Mazimhaka, 2007). Durban Tourism's role is to develop and promote tourism nationally, yet there is still a lack of information concerning tourism. It needs to be packaged in an interesting way to domestic tourists; at a national level much has been done on the domestic tourism side and there are many initiatives to develop, grow and promote domestic tourism (Domestic tourism growth, 2012).

Domestic tourism has the potential to contribute to the tourism industry and the national economy in the following ways:

- The growth of domestic tourism in the country will give people a sense of national pride, which will influence them to realise their responsibility to provide friendly service to ensure that international tourists enjoy visiting.
- In the tourism industry, like any other industry, the standards of businesses are different, i.e. domestic tourism assists businesses with low to middle standards to get their share of the market. International tourists would normally stay in five star hotels and bed and breakfasts, while domestic tourists would go as low as one star, depending on the affordability. Full hotel occupancy means that many people are employed (Mazimhaka, 2007).
- Baltaci (2010) stated that tourism is a vehicle for a sustainable economy; it creates opportunities for businesses and provides employment. Domestic tourism has the capacity to inflate tourism numbers and persuade big companies to invest in tourism

and create more jobs, because the flow of domestic tourists is constant. Domestic tourists will ensure the sustainability of culture and heritage assets for future use.

- Domestic tourism can encourage the production of new tourism products and tourism experiences, which contribute to development. Tourists can give local tourism bodies ideas on what motivates them to travel and what kinds of experiences they would love to venture in as domestic tourists, and this will assist the product owners to package experiences appropriately (Wang, 2010).

2.8 Tourism Motivation

Motivation is something that drives a person to fulfil their wants and needs - both psychological and physiological – through both services and products. In order for a tourist to travel to a destination there should be a push and pull motivation; push motivations are internal while pull motivations are external. The push motivation creates a desire to travel whereas the pull motivation encourages a person to go to a specific destination once the decision to travel has been made (Swanson & Horridge, 2006).

Table 2.1: Push and Pull Factors

Push factors	Pull factors
Experiencing new and different lifestyles	Extremely beautiful scenario
Meeting with people from other places	Personal safety
Relaxing from a busy job	Standards of hygiene and cleanliness
Having fun and excitement	Public transport availability
Visiting family and friends	Activities for the whole family
Shopping	Reliable weather
Escape from daily routine	Travelling to a cosmopolitan city
Fulfilling dream of travel	Amusement or theme parks
Going to places that a person has not visited before	Variety of short guided excursions/tours
Enjoying a holiday	Convenience of getting visa
Seeking novelty	Outdoors activities

Source: Adopted from Hsu & Huang (2008: 18-21)

Travel motivation is defined as the reason that influences behaviour; it is the reason why people would travel to take part in professional or business activities or take a study tour, while the other person would travel for entertainment or to visit family and friends. Motivation is the main reason that makes a tourist travel to a certain destination; it plays a key role in travel and tourism (Solomon, 2009; Swanson & Horridge, 2006). Table 2.1 shows the different factors that push a person to travel and the pull factors that motivate a person to make a selection of a destination to fulfil the desire to travel.

2.8.1 Motivation theories

In this study, the focus is on developing and increasing domestic tourism to Durban. The potential theories in this case are the Travel Career Ladder Theory (TCLT), which builds on Maslow's Hierarchy of Needs. According to TCLT, each person has a travelling career, and people reach this career at different levels. The travel motivation comes with a person's progress in life, as everyone has to afford his or her basic needs first (Chon, 1989; Pearce, 2005). While the Optimal Arousal Theory (OAT) says a person is stimulated by the kind of life he/she lives, if a person's life is busy, they will be motivated to seek a quiet destination. It is important for DT to have an understanding of motivation factors and psychological forces in order to meet travellers' expectations (Iso-Aholas & Mannel, 1987).

2.8.2 Tourism motivation factors

It is important for DT and product owners to know what really motivates tourists to make the decision to travel, as well as the motive behind choosing a destination. It is necessary for these stakeholders to focus on attributes that are considered very important by travellers. These will assist them to adjust according to tourists' needs, i.e. the destination should portray an interesting image to the tourists (Kinley, 2012; Hsu, 2009).

2.8.2.1 Push motivation factors

According to Pierret (2011) there are four main motivations behind tourist travel - resting, experiencing something unique, encountering others, and discovery. These are push motivation factors for both domestic and international tourists:

Resting – most tourists travel to another place with an intention to rest far from home, where they will take a break from work or home, daily activities, and routine. The tourist will then choose the best place for this (Huang & Hsu, 2009).

Experiencing something unique – a tourist may want to travel to fulfil a desire to experience something unfamiliar, which means they will look for a destination that can offer a unique experience (Mohnsin, 2005; Huany & Hsu, 2009).

Discovery – a tourist here is eager to discover new things, for example an academic tourist who is interested in history would want to go to a heritage destination where new information can be discovered (Huany & Hsu, 2009).

Encountering others – it can be very effective to visit a certain destination to meet other people, especially family and friends or other important people. Pierret (2011) argued that the most common motivations in domestic tourism are resting and experiencing something unique, but when looking at South Africa, generally the most popular motivation is visiting family and friends, which is also true of Durban. This is because domestic tourists have families and friends in almost all provinces of South Africa, so they are motivated to travel to all provinces (South Africa Tourism, 2014; DT, 2014).

2.8.2.2 Pull motivation factors

Motivation for travel is a broad concept with different meanings. The UNWTO (2006) and Ekonde (2007) indicated that tourists look deep into a destination's offerings and services, such as hospitality services in hotels and restaurants, entertainment places, shopping centres and transportation. If the destination has excellent services people are likely to visit; when people are on holiday they need perfection in everything to consider the place worth repeat a visit, i.e. a destination has to offer an enjoyable experience.

Transport

Wang (2014) & Wang (2010) concurred that transport, especially road transport, plays an important part in motivating tourists to travel to a certain destination, because most destinations are accessible by means of road transport, i.e. the roads should be well constructed and maintained for easy access.

Income

Income is said to be one of the motivations to travel; if the living standard of a person improves and generally if there is economic sustainability in a country, the rate at which people travel will increase. This was verified in a study conducted in China on factors that influence the

growth of Chinese domestic tourists, where it was found that transportation, income and leave policies were the most influential factors (Liu, 2003; Wang, 2004).

Shopping

Shopping is also a motivational factor that makes people want to travel. Tourists want a shopping experience in a mall that has good publicity; a shopping mall or centre shapes an image of the destination (Yuksel, 2004; Kinley et al., 2010). Durban has a very famous shopping mall by the name of Gateway. It attracts tourists with its architectural beauty and its record of being the biggest mall in the southern hemisphere, however tourists also engage in other activities in Durban, which is known to be the cheapest city in South Africa (Maharaj et al., 2006; DT, 2013). Shopping is among the major Durban tourism experiences, so it is crucial for managers to recognise the most wanted shopping attributes that make a positive shopping environment in order to attract more tourists, particularly domestic tourists (Kinley, 2010).

2.8.3 Types of tourists

Marshall (2006) indicated that there are two types of tourists who need different experiences based on a combination of novelty and familiarity; they are institutionalised and non-institutionalised tourists:

Institutionalised tourists are not much into adventure; they like to be in their own environmental bubble, for example, they need comfort similar to their own environment such as a bus that has air conditioning. The trip must be made in advance and all the preparations are made by the tourist's establishments - tour operator, hotels and tourism destinations, dealt with in a routine (Marshall, 2006).

Non-institutionalised tourists seek adventure in their tours; they are open to experiencing new things, they organise tours by themselves, they are willing to learn the culture and the language of a particular place, and they need different experiences (Marshall, 2006; Uriely, YoNay & Simchai, 2002). The Durban tourism industry needs to understand the type of tourists they are dealing with because they have different expectations on the experiences offered.

2.9. Tourism and Government

Tourism is a broad industry, which involves other sectors daily; it is a sustainable industry and it benefits South Africa as a whole. The industry needs government intervention with good

policies for future sustainability (Moodley, 2003). It is the responsibility of the government to develop an effective tourism development policy, which will facilitate the development of previously disadvantaged communities (IFP, 2012). According to Qin, Wall & Liu (2011) the government has noticed the multiple roles that are played by tourism – apart from generating revenue, it promotes peace internationally. This is one of the most significant roles of tourism as it creates a relationship between countries that will open up opportunities for other investments. However, as a way to attract international tourists, governments invest many funds in tourism policies, tourism planning and promotion.

Ndlovu et al. (2011) stated that the countries that are aiming for high numbers of tourists invest in the development of important tourism facilities such as roads, visitor attractions, effective communication systems, hotels and transportation to motivate tourists to come to the country. The most critical measures taken by the government to maintain its standards nationally and internationally are to support quality police protection and to maintain good health and sanitation.

Balaguer & Cantavella-Jorda (2002) argued that in the case of Spain, international tourism was not given enough attention regarding its economic impacts. The government's tourism budget was small, the government was less involved in performance, and there was a lack of cooperation between the stakeholders and regional governments. yet tourism continued to grow until the government was attracted to invest in it.

A government's policies need to take into account the positive and the negative impacts of tourism, particularly on local communities (Popa, Petroman, Petroman, Lala, Paicu, Heber & Marin, 2010). The policy-making authorities need to take measures to develop the tourism industry and to promote tourism destinations, because some stakeholders have submitted sound proposals but they do not put into practice what they have written in their proposals (Elliott, 1997; Popa et al., 2010).

The government has to be very involved in assisting tourism industry growth. In Turkey, the government endorsed the Tourism Encouragement Law No 2634 to speed up tourism development, which has assisted many entrepreneurs, both private and public, to invest vast sums of money in the tourism sector. This has resulted in masses of tourists coming to Turkey (Popa et al., 2010; Qin et al., 2011; Yang & Wall, 2009). The KZN provincial government,

through TM, could also adopt Turkey's strategy to increase the opportunities for tourism businesses, by funding more stakeholders who want to bring something new into the industry to revive domestic tourism. It is through creativity and innovation that Durban can remain attractive at all times to domestic tourists, because they are repeat tourists.

The Department of Economic Development and Tourism KwaZulu-Natal (DEDT KZN) (2013) affirmed that South African tourism is guided by the South African white paper on tourism, and that KZN has its own white paper, which outlines the objectives, strategies and tourism policies to be used. The white paper outlines the role of the government at national, provincial, district and municipality levels. In countries like South Africa where the government still uses a top town approach to decision making, their contribution is critical for setting the context for tourism investments and entrepreneurship across all levels (DEDT KZN, 2013).

2.9.1 The Government's role in tourism

The roles of the local municipality (Durban Tourism) in tourism development are determined by the existing local conditions in the province, as well as the availability of funds and skills to perform the necessary duties (White Paper and Tourism Forums, 2010; Qin et al., 2011). According to the White Paper and Tourism Forums, the roles that the government has to play are:

- Regulatory Control – the government has control over the setting of regulations for licensing laws, vehicles, businesses, registration and taxation.
- Services – the government provides national services for visitors such as immigration and customs.
- Policy formulation – the government develops tourism, economic, sport and recreation, foreign affairs and transport policies.
- Infrastructure – the government has the responsibility to develop infrastructure, including airports, roads, ports, power, water and communications.
- Interests of the nation – the government must protect the environment and enact legislation for the protection, preservation and conservation of the fragile ecosystem.

The involvement of the government in tourism is not just for an economic benefit, but it is the government which paves the way for the tourism sector to be successful; it is important for the government at all levels to be fully committed. The government of South Africa, through the

Department of Home Affairs, developed new travelling rule, which applies to both international tourists and domestic tourists. According to the Department of Home Affairs (2015), the new regulation requires that children who are under 18 years old travel with their unabridged birth certificates and affidavits from both parents if the child is travelling with another person or one parent.

On the domestic side, it applies when travelling within the country by a plane. Looking at the international tourism the new travelling rule had a huge negative impact because it made it difficult for international tourists to get visas to travel to South Africa. According to Heinekom (2015), the law has negatively affected tourism, and thus the economy, since it was implemented on the 1st of June 2015. The market that the tourism industry can rely on is domestic tourism, because to travel within the county does not require documentation. It is the responsibility of the government to look at all angles before they implement new laws. The tourism industry voiced its concern about the negative impacts of the new regulations, thus the Department of Home Affairs have been amended to make it easier for tourists to travel in and out of South Africa (South African Government News Agency, 2015).

2.10 The roles of Durban Tourism

The development of sustainable tourism to Durban can be achieved by the formation of creative strategies by the key players in tourism - the tour operators and the tourism product owners - together with the assistance of DT in its capacity as the local tourism authority responsible for the development and marketing of tourism (Durban tourism trade guide, 2014). The DT, as the local tourism body, has the following responsibilities when it comes to the development of tourism:

- Maintaining a database of registered tourism products and service providers.
- Driving quality assurance.
- Providing local infrastructure.
- Enforcing health, safety, licensing and local by-law compliance.
- Offering local information services and disseminating tourism information to communities.
- Facilitating the participation of local communities in the tourism industry.

The city of Durban has achieved many things in 21 years of democracy, including being named a new 7th Wonder City of the World - the only African city to be awarded this status. The hard work for this was done by Durban Tourism through its marketing department (Ngcongco, 2014), however there are still some challenges in promoting Durban as the most loveable city in Africa, as its GDP growth has decreased in recent years which has resulted in high unemployment (EDGE, 2014).

Middleton (2009) stated that it is the responsibility of the local tourism authority to endorse strict planning and management conditions for better tourism facilities and strategies. DT is responsible for its own businesses, such as Ushaka Marine World, Moses Mabhida stadium and city tours, so it is not in competition with others (Middleton, 2009; Moodley, 2003; Hartl, 2003). Among the purposes of DT is to initiate partnership processes to influence tourism development, so the planning part is very important than the implementation at the local level, it has to integrate previously disadvantaged communities in tourism development projects, this are places that participated little in the past years yet had significant tourism resources.

To mention a few, the Inanda route, which has historical and cultural places like the Mahatma Ghandi settlement, the Uhlange institute which has the history of Langelibalele Dube, the place where Nelson Mandela casted his first democratic vote in 1994. It was after this election that tourism started to grow in South Africa, and in 2000, there was a noticeable increase in tourism (Rogerson & Lisa, 2005; Middleton, 2001; Hartl, 2003). Durban has so much to offer domestic tourists, but the focus is on international tourism despite the city leading in domestic tourism. This could be the pride for now because other provinces like Limpopo and Mpumalanga are developing and the numbers of domestic tourists are escalating, which could be a threat to Durban if Durban tourism industry does not do something (South Africa Statistics, 2013).

In other countries, the growth in domestic tourism has unlocked the role of government, and as a result, they have invested more in destinations that are appealing to the local market (Ndlovu et al., 2010). As a step to achieve constant growth in domestic tourism, tourism local bodies are investing in research and development on the domestic side (Ndlovu et al., 2010; Crouch & David, 2005). The roles of DT should be independent but coordinated; the major roles should always be given first preference and they should not be used as a reaction to address a problem when it arises (Qin et al., 2011).

DT has to develop a policy, which will specifically attract domestic tourists, and it has to invest in research and development as a way to understand what domestic tourists really want in destinations, as well as what makes them not travel to certain places. There is a need for a systematic approach to manage the tourism industry, because it is an open system to external factors. Tourism is involved naturally, socially, economically and culturally, and there are many sectors involved in its daily operations. All parties need to work together for the achievement of the common goal, with the assistance of DT, as its role is to integrate all the stakeholders.

2.11 Sustainable domestic tourism development

Africa as a whole experienced little growth in domestic tourism, however Kenya, Nigeria and South Africa are working towards an improvement in domestic tourism (Mazimhaka, 2006). South Africa's "shot left" campaign has yielded fruit by making tourism information accessible to the greater population of South Africa (Mazimhaka, 2006; Rogerson & Lisa, 2005). According to Tosun (2000), sustainable development has two parts - development and the necessary conditions for sustainability. Development explains an action to improve people's living conditions; it is changing the quality of a person's life. When undertaking development attention should be paid to social, political, cultural and economic realities, thus sustainable development is to engage in a development that will last in the future (Tosun, 2001; Dwyer, 2009; RukuiŹIenÉ, 2014).

2.11.1 Sustainable tourism development

The development of tourism will contribute to the growth of better tourism now and in the future, which should not be compromised; it should be something acceptable that contributes to the economy (Tosun, 2000; Ramgulam et al., 2012). The local cultures, environment and heritage should be protected in order to develop sustainable Durban tourism, and the local tourism authority, in conjunction with all the product owners, should follow the principles of sustainable tourism.

2.11.2 Principles of sustainable tourism

- Sustainable tourism development must contribute to the satisfaction of the domestic tourists place basic needs that were previously excluded.
- Sustainable development must resolve the issues of inequality and poverty at local tourism destinations.

- Sustainable tourism should contribute to the economy at all levels - national, provincial and local. In addition, economic growth must be distributed equally.
- Sustainable tourism should attend to emergency of conditions in tourism development, which will contribute to the social welfare of the local community and boost their self-esteem.
- The principles of sustainable tourism should be achieved in a set period, there should not be any distraction that will compromise the future generations' ability to achieve their goals (Hsu, 2009; Tosun, 2001; Ramgulam et al., 2012).

The above-mentioned principles highlight the Sustainable Tourism Development (STD) responsibilities in tourism. STD is a multi-disciple, which touches on environmental issues, economic development policy, and social factors (Tosun, 2001; Dwyer, 2009; RukuiŽienĖ, 2014).

Kotuwegoda (2010); Southgate & Sharpley (2006) acknowledged the importance of sustainability in tourism planning and development, however it should be noted that sustainable development cannot be achieve without the involvement of the host communities and all stakeholders. Durban cannot achieve sustainable tourism development when the majority of stakeholders are not actively involved in tourism development, decision-making and planning (Moodley, 2003; Twinning-Ward & Butler, 2002).

2.12 Tourism marketing strategies

Tourism is among the top three industries in Durban when it comes to contributing to economic development. Durban also has a high number of domestic tourists compared to international tourists, which is a good sign for the sustainability of tourism (DT, 2013). It is through good marketing and promotion strategies that a destination can experience sustainable growth in tourism, however it is crucial for tourism authorities to formulate and implement good and relevant marketing strategies for a destination and its conditions, because the strategy must address a particular situation as well as achieve the objectives set (Hartl, 2004; George, 2008).

2.12.1 Durban tourism Strategy

The Durban local tourism strategy must be developed and formulated in line with the national sector strategy, the KZN provincial master strategy, the South African tourism visitor strategy, the South African brand strategy and the tourism white paper (Durban tourism strategy, 2012).

A strategy should be used to guide a destination's marketing initiatives and make it a tourism destination, both domestically and internationally.

2.12.2 Competitive strategy

A strategy is defined as a set of development principles created by an organisation or a company to direct and allow its continuous adaptation to the changing world around it (Rizzi & Dioli, 2010). This is to say that environmental changes influence an organisation to change frequently, to keep up with the rapid change a strategy needs to be revised often to check if it is still relevant, because strategy is not a 'one-size-fits-all' solution (Rizzi & Dioli, 2010). Strategies are formulated based on certain circumstances, for instance corporate strategy is needed for the survival of an organisation, enables it to remain competitive, ensures sustainable growth and maintains its competitiveness. A strategy could be explicit or implicit; the latter means the way an organisation operates, for example how a tourism destination runs its promotions, while explicit is what it does which is known as strategic planning (Mthethwa, 2003; KZN White Paper on Tourism, 2010; Rizzi & Dioli 2010).

2.12.3 Tourism development strategy

Tourism development has become the government's priority in the Department of Tourism, so strategies have been developed to provide a sustainable tourism vision for the coming years (Statistics South Africa, 2013). All the issues that will be addressed by the strategy should be clear and well explained, for example looking at the national tourism strategy, the important issues to be addressed are to:

- Establish tourism as a national priority.
- Generate economic growth and foreign exchange by developing and promoting tourism.
- Use tourism to aid the development in rural communities.
- Promote tourism to all South Africans.
- Create a conducive climate for tourism investment.
- Encourage tourism growth and cooperation in Southern Africa.
- Lengthen the tourism season in order to minimise the negative effects of seasonality on the industry.

A strategy should be a tool to overcome the problems that exist, thus Durban Tourism has to analyse its current state and engage in research and development in order to have an idea of

what kind of strategy will be most appropriate for the current situation. The proposed strategy in Durban tourism should address the following issues:

- To promote Durban as a major domestic tourist destination in South Africa;
- To create a travelling culture among South Africans.
- To integrate all tourism stakeholders in Durban.
- To address the issue of lack of transportation in tourism destinations.
- To promote nightlife in Durban.
- To create suitable packages for South Africans.
- To address the issue of bureaucracy to enable the fast approval of projects because tourism is a seasonal industry.
- To educate the communities about travel and tourism.

The strategy must be in line with the vision and objectives of Durban Tourism (DT) and should understand the dynamic changes in the marketplace, where fashion, tastes and values of tourists are changing due to technological, economic, social and psychological developments. The strategy should also be flexible to adapt to these changes (Dwyer et al., 2009; Williams, 2006; Tsiotsiou et al., 2010; KZN white paper on tourism, 2010).

2.13 Challenges of promoting domestic tourism

Domestic tourism is an essential industry for many countries (Hejri, 2006) as it keeps the currency of the country circulating within it, which assists with the prevention of inflation and the cost of goods increasing. Tourism has many impacts on a country's development, but it is not easy to measure them because tourism has an interconnection with other sectors (Malska et al., 2008; Tosun, 2001). Due to the high interaction among tourism sector and the domestic tourists and other sectors that are complimentary to tourism sector, it is clear that there are many challenges facing the domestic industry. The following are the major challenges that hinder the development and growth of sustainable domestic tourism (Yasarata et al., 2010; Anthanasopoulos et al., 2014; Hejri, 2006; Tosun, 2001).

- Bureaucracy
- Lack of investment
- Lack of policy and planning
- Low technological development

- Absence of a comprehensive plan for tourism development
- Lack of high quality infrastructure
- Lack of efficient land use and natural resources use
- Failure to create competitive tourism product
- Crime and grime

According to the EDGE (2014), Durban Tourism has identified the key challenges that are facing the tourism industry in Durban specifically:

- A lack of transportation that leads to the use of metered taxis that are very expensive.
- Underutilisation of some key tourism assets such as the beaches.
- Limited economic benefits are being derived from events.
- Constrained air access.
- Lack of marketing of Durban as a tourism destination.
- Low levels of both domestic and international awareness about Durban.
- Lack of public and private sector partnerships.

Many tourism destinations are experiencing a decline in domestic tourism. Domestic tourists are travelling abroad because they want to explore unknown parts of the world, which includes South Africans who can afford to travel internationally due to Black Economic Empowerment (Malska et al., 2008; Ritchie & Crouch, 2003).

As a domestic tourism destination, Durban is experiencing a decline or stagnant growth, as people prefer other places like Cape Town. The Durban tourism industry has to pay attention to the challenges that hinder their domestic tourism promotion and come up with an appropriate marketing strategy. Good planning is required to determine a prospective sustainable domestic tourism strategy that will sustain Durban as a leading tourism destination in South Africa (Scheyvens, 2002; Rogerson & Lisa, 2005).

2.14 Conclusion

Tourism is the big industry globally that have a huge impact in all countries. It is vital to have a better understanding of the industry, its development and its promotion, as well, as how other destinations have resolved their tourism challenges and other issues that affect tourism, with specific attention on domestic tourism. Durban is rich with cultural and heritage experiences,

sports, environmental tourism, entertainment and many other attractions, however the literature review's focus was on understanding the nature of the tourism industry, its importance and challenges, majors to be taken by Durban tourism industry to increase domestic tourism. Moreover, to identify the role of the government and private sector in the development of sustainable domestic tourism. The following chapter focuses on the presentation of the research methodology used in the study.

CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Introduction

The selection of the right methodology for a research study depends on the nature of the research topic, as it sets the limitations and the theoretical standard that informs the research project (Jennings, 2001). This study was a qualitative one, which aimed to collect relevant literature based on concepts concerned with how to promote and increase domestic tourism to Durban. The primary data was gathered from Durban Tourism through interviews.

Secondary data regarding the trends of domestic and international tourists was collected from DT, TKZN and Statistics South Africa. According to Creswell (2009) it is critical for a researcher to study books, journals, articles and other relevant information, to be familiar with the field of study and to avoid duplication of research in domestic tourism, it highlights other areas of the topic that have not been researched before.

3.2 Types of research methodologies

3.2.1 Qualitative research and Quantitative research

There are two types of research that are widely known - quantitative and qualitative research. Quantitative research is mostly based on the collection and analysis of statistical data, and it obtains a limited amount of data on a large number of respondents (Littlefield, 2013). In quantitative research the data is in the form of numbers, and is based on a structured questionnaire while qualitative research is designed primarily for exploratory purposes; it is descriptive and usually tends to obtain in-depth insights into a relatively small number of respondents (George, 2008).

Qualitative research focuses mainly on the interpretation of words rather than numbers, it is digging out what is in a person's mind and it examines things that cannot be measured. It has open-ended questions that normally start with 'explain', 'describe' or 'why' (McMillan, 2014). Qualitative research can be done through focus groups, observations, and structured and semi-structured interviews. Table 3.1 shows the distinction between qualitative and quantitative methods, with the qualitative emphasising understanding, interpretation, a rational approach and a holistic perspective, while the quantitative emphasises testing and verification and it is logical and critical approach which is controlled in measurement (Qhauri & Gronhaug, 2002).

Table 3.1: The difference between qualitative and quantitative

Qualitative method	Quantitative Method
Emphasis on understanding	Emphasis on testing and verification
Focus on understanding from respondents/informant's point of view	Focus on facts and /or reasons for social events
Interpretation and rational approach	Logical and critical approach
Observations and measurements in natural settings	Controlled measurement
Subjective 'insider view' and closeness to data	Objective 'outsider view' distant from data
Explorative orientation	Hypothetical-deductive; focus on hypothesis testing
Process orientation	Result oriented
Holistic perspective	Particularistic and analytical
Generalization by comparison of properties and contexts of individual organism.	Generalization by population membership.

Source: (Adopted from Qhauri & Gronhaug, 2002:86)

3.2.2 Mixed method

According to Creswell (2009), a mixed method research is a combination of both the qualitative and quantitative approaches. Any study that employs the mixed method can have an emphasis in either the direction of the qualitative or quantitative method. The introduction may highlight the direction that the study will take, but other studies might use both methods equally. The nature of a problem to be investigated might be the influential factor in the use of both qualitative and quantitative research, because a need exists to understand the variables' relationship in a situation and to explore the topic in-depth (Creswell, 2009).

The study was a qualitative study where semi-structured interviews were targeted at the departments in Durban Tourism that deal directly with the development, promotion and marketing of Durban as a tourism destination. The choice of the method was influenced by the nature of the study and the kind of information needed (Qhauri & Gronhaug, 2002). The study needed an understanding of tourism trends in Durban and an in-depth exploration of their tourism marketing strategies.

3.3 Sampling

Qualitative research is the method that examines in-depth information from a small number of people/respondents (Bowen, 2005). The researcher used purposive sampling (non-random sampling) rather than random sampling, as the quality of information is more important than the quantity of information, because the aim of this study was to gain information that is more relevant to the study. The selection of the respondents was based on the relevance of their work, experience and knowledge regarding tourism development and the promotion of sustainable domestic tourism in Durban. Gqaji (2013) concurred that non-random sampling is made up of participants' identification based on their interest in a subject, their background and their experience. In this research, the sample was chosen from Durban Tourism, the local tourism marketing body for the city of Durban.

The study used non-random sampling for the interviewees. Not all the Durban Tourism employees were given a chance to be interviewed; 15 people from the departments that deal directly with the development, promotion and marketing of tourism services, as well as the research office, were targeted. The participants were selected purposefully due to the in-depth knowledge and experience they possess in both domestic and international tourism, as well as the strategies that Durban Tourism uses to attract more tourists.

3.4 Data collection

Data collection is the process where the structure of the study is set, which directs the researcher to the best method for the study. Two types of data collection can be used in a study to give the researcher relevant information - primary data and secondary data.

3.4.1 Primary data

Primary data, as the name implies, are the data collected by a researcher for a study of interest, which are collected through observations, questionnaires, focus groups and interviews. These data is said to be primary because it come directly from the respondents. On the other hand, Boyce (2002) described primary data as being non-existing data, meaning it is the data that will be found by the study conducted. In this study the primary data were collected through semi-structured interviews at TD.

3.4.2 Secondary data

Secondary data are the data that have been produced by someone else for their primary use, but later another researcher who is not connected to the first project can use it (Jennings, 2010).

This could be books, journals, articles, newspapers, research conducted by other people or the reports from organisations or departments. Jennings (2010) & Boyce (2002) explained secondary data as being existing data that have already been obtained by other researchers for their own studies. In this study, the relevant data on domestic tourism development and promotion were used in the literature review to fulfil the purpose of the study, which is to underpin the challenges that are faced by Durban Tourism as the marketing body for Durban (Jennings, 2010; Boyce, 2002).

3.4.3 Data collection methods

The researcher has to make a decision on what kind of data collection method to use after deciding to collect information/data through primary sources. The choice is wide; it could be done by observations, experiments, surveys or interviews (Creswell, 2009). The choice of data collection depends heavily upon an overall judgment of the type of a data needed for a particular research problem. The type of data collected from the respondents also influences the method to be used in data analysis (Qhauri & Grounhaug, 2002).

Semi-structured interviews were thus the most suitable method, as it allowed for two-way communication and the interviews were based on 15 questions. It was conducted face-to-face to allow for a flow of communication between the respondents and the interviewer, which is best for a small number of respondents and is perfect for gaining insights and perspectives (Creswell, 2009). The semi-structured interview, according to Ehigie & Ehigie (2005), is an in-depth interview that is a dialogue between the researcher and the participant rather than a closed-ended question and answer session. The research questions for the interviews (see Appendix 2) were constructed based on the research's aims and objectives.

The researcher is also a research instrument to ensure the gathering of vital information; the researcher asks the participants similar questions in different ways to make sure they understand what the questions require (Ehigie & Ehigie, 2005). As the semi-structured interview is a face-to-face conversation, it gives the researcher an opportunity to ask the participants to elaborate on their answers. Milena, Dainora & Alin (2008) asserted that this type of an interview explores the perceptions of the participants on the research topic. It also inspires the participants to feel free to share their ideas, experiences and views (Milena et al., 2008). It is also crucial to the researcher because it gives all the knowledge to the researcher who is a learner, so the researcher receives all the knowledge and information from the respondents (Maseko, 2011).

Table 3.2: Demographics of the respondents

Department	Position	Dates for the interviews	Place where interviewed	Gender
Marketing	Regional manager	05/08/14	Morningside	Female
Marketing	Regional manager	05/08/14	Morningside	Male
Marketing	Regional manager	01/08/14	Morningside	Male
Marketing	Marketing officer	05/08/14	Morningside	Male
Marketing	Branding and distribution officer	05/09/14	Morningside	Male
Marketing	Branding and information officer	05/09/14	Morningside	Male
Marketing	Branding officer	05/09/14	Morningside	Male
Research	Researcher	16/07/14	Morningside	Female
Tourism services	Senior tourism officer	16/09/14	North Beach	Female
Tourism services	Tourism officer	16/09/14	North Beach	Female
Tourism services	Tourism officer	16/09/14	North Beach	Male
Tourism services	Tourism information officer	16/09/14	North Beach	Female
Tourism services	Tourism officer	16/09/14	North Beach	Male
Tourism services	Senior tourism officer	16/09/14	North Beach	Male
Tourism services	Tourism information officer	16/09/14	North Beach	Male

Source: Constructed by researcher

The employees from DT, which is the tourism marketing body for Durban, were interviewed with open-ended questions to allow them to give all the relevant information they had. The interviews were conducted from the 16th July to the 16th September 2014. Table 3.2 presented the demographic information of the respondents. Tourism information officers from the tourism services departments of different offices, marketing managers, the research officer and the branding officers were interviewed. Each interview took 30 minutes to an hour, depending on the pace of the respondents and their level of knowledge and exposure. Respondents who had extensive knowledge and experience concerning the promotion of domestic tourism and its challenges took about an hour to respond to the questions.

An advantage was that the tourism services department arranged with its staff who were selected for the interviews to gather in the North Beach office from their offices. It was also easy to interview the marketing department staff, the research officer because they are all based in one office, which saved time, and the interviews were completed faster. The selection was also a combination of both senior and junior staff, who bring different experiences from their work environment.

The challenge was with the branding officer who normally work at functions, so it was not easy to get them all at the same time. Before the interviews were conducted, the consent of the participants was required to use the audio recorder. All of the interviews were recorded and later transcribed to enable the researcher to analyse the data.

3.5 Ethical issues

Ethical issues are crucial in research, particularly if the research involves people. It is advised that all researchers must follow certain ethical principles, and participants must be treated with respect by the researcher. Participants must volunteer to take part in the study and must be free to withdraw at any time. The researcher should not harm the respondents and other people around them; it is the responsibility of the researcher to think about whether the study will do any harm emotionally, physically or socially. Every research should be of benefit to the respondents, other researchers or society, either directly or indirectly (Durrheim & Wassenaar, 2002).

The researcher considered all the ethical measures that needed to be taken, and the study only began after ethical clearance (see Appendix 3) was granted by the University of KwaZulu-Natal's Research Committee. The gatekeeper letter was obtained from Durban Tourism and the Informed Consent Form (see Appendix 1) was signed and given to the respondents to sign. The form explained to the respondents what the study was all about, and highlighted that it was voluntary to participate and they were free to withdraw at any time. The respondents were also given their informed consent forms (see Appendix 1) to fill in prior to the interviews and permission to use the tape recorder was requested from the respondents before the interviews.

Creswell (2009) stated that respondents have to be assured about the confidentiality of the information they provide for the study. The researcher does not use the names of the respondents in the data presentation and analysis. To make sure that confidentiality is

maintained, all data collected will be stored securely at the Graduate School of Business and Leadership for a period of five years. After that then Ethical Clearance Committee will accordingly instruct the disposal of the data to make sure that it does not fall into the hands of other people or researchers who might misuse it.

3.6 Data analysis

Thematic analysis is the method that focuses on theme examination within the data collected and is used in qualitative research. Coding is the process whereby the themes are developed within raw material; it is done through the recognition of the important points before the interpretation is done (Quest, MacQueen & Namey, 2012). Govender (2013) stated that data analysis is the process of making sense out of textual and image data, by preparing for their analysis. The process of data analysis was followed in this study when analysing the data gathered from the interviews.

Thematic analysis was used to analyse the data gathered after it had been transcribed from the audio into themes, which were formed from the repeated concepts. The concepts could be similarities or differences obtained from the data collected (Ryan & Bernard, 2003). Researchers who are not knowledgeable about many complex types of qualitative research can use thematic analysis. Another advantage is that it allows flexibility that results in the rich, detailed and complex description of data, and goes beyond just counting phrases or words in a text but identifies implicit and explicit ideas within the data. Again, other methods are tied closely to specific theory while thematic analysis can be used with any other theory (Ryan & Bernard, 2003).

3.7 Reliability and validity

The researcher's background and their understanding of the industry ensure the validity and reliability of a study and the subject researched (Jennings, 2010). The researcher in this study had an understanding of the tourism industry as well as the specific domestic tourism subject. To ensure reliability and validity in this study the following measures were taken:

- The participants were all asked similar questions.
- The interview questions were set in simple language that was understood by all participants.
- To avoid confusion the questions were specific to the study.

3.7.1 Validity

Creswell (2009) stated that validity has different connotations in qualitative research and quantitative research; in qualitative research validity means employing procedures to check the accuracy of the findings, while in quantitative research it shows that the approach used by the researcher is more consistent across different projects. Validity was ensured by asking all the participants within the selected departments in Durban Tourism the same interview questions, and by using the audio recorder throughout the interviews. The transcripts were also more accurate than notes taken during interviews. The research used only the tape recorder and did not write down the responses from the participants, to avoid missing some information. The interview questions were explained to all the participants to ensure that they all had the same understanding of the questions.

3.7.2 Reliability

In qualitative research, it is impossible to get the same results repeatedly; the uniqueness of the situation is the basis of a qualitative study, which depends on the experiences, perceptions, circumstances and emotions of people. The reliability concept is more applicable in experimental research, so it is best for quantitative research (Cohen, Manion & Morrison, 2000). This study was a qualitative study therefore; it relied on the experiences, perceptions and emotions of the respondents, so this had an impact on the responses. There were some questions that made the respondents self-defensive, specifically the question about the decline of domestic tourism in Durban, because some of them wanted to hide from the facts.

3.8 Conclusion

In this chapter, the process of conducting the study was described and the different methodologies that were used in the research were explained. The study used a qualitative method as it was the most suitable for this kind of study. The participants were selected non-randomly with the use of purposive sampling to target certain departments that deal with marketing in Durban Tourism. The semi-structured interviews were employed to gain in-depth information from the participants. This gave the researcher an opportunity to have face-to-face interviews in order to interact with the participants during the interviews and to learn more from the participants' emotions and feelings as they responded to the questions (Maseko, 2011). Thematic analysis was used to analyse the data collected from the interviews, and the reasons that made thematic analysis the best method for this study were discussed. The reliability and

validity of the study were also tested. The following chapter focuses on the presentation of the results from the interviews.

CHAPTER FOUR: RESULTS

4.1 Introduction

The previous chapter discussed the research's design and methodology as well as the ethical procedures followed in the study. The main purpose of Chapter Four is to present the key findings of the study, which was undertaken with the view to investigate the challenges faced by the Durban tourism industry in the promotion of domestic tourism in Durban as a tourism destination.

4.2. Demographic information

The interviews were conducted with 15 people from Durban Tourism, who were selected based on purposeful sampling from the tourism services, research and marketing departments. The respondents were both females and males from senior to junior positions, from Durban Tourism branches around Durban to avoid biased responses.

4.3. Significance of tourism in Durban

The majority of the participants indicated that tourism is one of the main industries that boosts the economy of Durban and the country as a whole, as it involves other industries. They also highlighted that DT supports the Department of Economic Development's vision of developing job opportunities to eradicate the high levels of unemployment in the province and the country as a whole.

Tourism decreases rate of crime and poverty by creation of jobs, so tourism is one big industry that can achieve the vision of department of economic development of improving the lives of the citizens by decreasing unemployment rate (R6).

The following section elaborates all the advantages of domestic tourism in Durban gathered from the interviews. The respondents raised six major advantages and emphasized that tourism benefits the whole county, because if Durban's economy grows, that will be positive for the economy of the country at large. The following are advantages of tourism in Durban gathered from the interviews:

4.3.1 Job creation

All the respondents identified job creation as the biggest advantage of tourism in Durban. They mentioned that local people gain formal and informal employment through tourism, as well as in other industries that work hand-in-hand with the tourism industry, such as accommodation, transportation and restaurants. The creation of jobs can be used as a tool to eliminate poverty and unemployment, and to develop the lives of the local people.

It allows for creation of jobs like in hotels, service providers, transportation industry, tour operators and many more (R5).

It has a huge significance; it brings people in the city of Durban from all over the world to spent money, which creates jobs (R8).

4.3.2 Poverty alleviation

The participants stated that poverty has decreased in Durban due to high employment in the tourism sector. Tourism also encourages people to open their own businesses, which will be sustained by tourism. For every business, opened people find employment, the rate of unemployment decreases, and many families have at least one person working to support them. Tourism has jobs for everyone, from lower to higher qualifications. Some participants debated the issue of employment in tourism however, complaining about the unreliability of jobs – particularly in the hospitality sector - because tourism is seasonal.

It is true people are employed in tourism, but those are not fulltime jobs, they are just seasonal, when that season passes, they lose their jobs, I don't think it will have a big impact in poverty, yes it will decrease but not much (R12).

Tourism is among the things that will decrease crime and poverty by creating jobs (R6).

It generates informal and formal employment and alleviate poverty (R4).

4.3.3 Boosting Gross Domestic Product

The growth in the South Africa's GDP shows that the country is developing and the rate of unemployment rate will drop. The investors will be attracted to invest in the country and the currency will improve. All these show how important tourism is to the development of a

country and its economy. The participants stressed that they (Durban Tourism) are making a huge contribution to the enhancement of South Africa's economy. The combination of international tourism with huge amounts of money at a certain time and domestic tourism with a year round contribution sustains the tourism industry in Durban. As a result, there are many businesses developing around the industry.

It allows for economic diversification, it brings foreign income, it boost the economy by creation of jobs like hotel service, providers, transport industry, tour operator and many other businesses (R5).

It plays a major role in contributing to the GDP, it benefits people in Arts and crafts businesses and many other, so it improves the whole country's economy as a whole (R3).

4.3.4 Introduce Durban globally

Tourism was found to be a very important tool for advertising the city of Durban globally. The respondents outlined that it is through tourism that the world knows about Durban, as the tourism attraction sites, especially the World Heritage Sites, attract people from all over the world, as information about such destinations is published worldwide. The tourists who come to Durban are likely to be repeat tourists at some point in time; they come for conferences and big events, and later come for holidays with family, friends and colleagues. Word of mouth works as a marketing tool in this case.

It offers job opportunities to the community and showcase Durban to the world at large (R2).

It has a huge significance; it brings people in the city of Durban from all over the world, to spent money, which creates jobs. It keeps services going and promotes the city as a destination on its own (R8).

4.3.5 Infrastructure development

Infrastructure development was said to be the long-term benefit of tourism. According to the participants there will be road maintenance, new buildings will be built, facilities will be maintained, and the tourist attraction sites will be kept in a good condition. Generally, everything will be upgraded to meet tourists' expectations and the communities can use the entire infrastructure as well, so the city will be developed due to tourism and it will continue to

attract more events and businesses as well.

I think we are leading in our domestic market, apparently, people have always loved Durban, and they all wanted to come to Durban even before the marketing strategies that are in use recently. So the city had to be developed, more hotels, guest houses and bed and breakfast, roads to tourism attractions had to be in good conditions at all times, even the services had to be up to the standard. I can mention few infrastructures like Moses Mabhida and its activities, Ushaka Marine World, International Convention Centre (ICC) (R1).

4.3.6 Business opportunity

It was highlighted by the participants that many businesses in Durban are being created because Durban is a holiday destination, which has a rich history and culture, a warm climate and beaches, which act as pull factors to bring tourists to Durban. There are many business opportunities that people can tap into, which are not necessarily in tourism as such, but when people are already in a place they will use those services or purchase those products as well. Tourism has brought benefits that can be experienced by people across different sectors, for instance if there are many tourists coming to Durban, the airlines will automatically benefit.

People start to understand tourism, so they are considering business opportunity in tourism. Tourism involves community participation in staged performances, selling of arts and crafts, and businesses in tour operating, restaurants and accommodation emerges, Airlines and hotels will gain more (R11).

Tourism is very important it promotes business opportunity in the city and the province at large (R9).

4.4 Impacts of domestic tourism decline

All the participants agreed that a decline in domestic tourism would cause a crisis in the city and the county as a whole. Below are the challenges that were discovered by the participants:

4.4.1 Job loss

The respondents indicated that the first major problem will be a loss of jobs, as most of the people in Durban and its surrounds will lose their informal jobs. Others will lose their formal sectors/blue collar jobs if their companies' businesses decline, thus people will be badly

impacted.

People, especially the domestic tourists from Gauteng are visiting Durban throughout the year, because they like its geographical location, it is along the coast. So if domestic tourism declines that means there will be a decline in all sectors, jobs will be lost and economy will decline (R2).

There will be a huge change in people's lives, loss of jobs is the most critical challenge that will be faced (R11).

4.4.2 Decline in country's gross domestic product

The participants highlighted that a decline in domestic tourism, especially in Durban that is known to be the leading city in domestic tourism, will badly affect the economy of the city and the whole country, since tourism is among the biggest sectors that boost the economy of the country.

People who work in tourism destinations as well as the tourism product owners will experience a great loss in business, people will lose their jobs, hence the economy of the country as a whole will be affected, and it will decline (R8).

Durban is the main domestic tourism destination in the whole South Africa; we are a leading city in domestic. Therefore if it declines there will be a crisis. The tourism industry is heavily relying on it therefore; its decline will result in economy thetas, loss of jobs, rise in crime and poverty (R14).

4.4.3 Decline in business opportunities

The respondents mentioned business opportunities as being among those things that will be negatively affected by a decline in domestic tourism. Domestic tourism is the backbone of tourism, there is a high number of businesses that have emerged due to the tourism influx. Most of the businesses such as hotels prefer domestic tourists over international tourists, because there are no costs incurred in their bookings, thus the decline in domestic tourism will reduce the business opportunity. The businesses will also suffer because domestic tourists are there throughout the whole year and the sustainability of businesses relies on them because they operate daily.

The accommodation sector is mostly fully occupied by the domestic tourists, actually they prefer

to have them rather than international tourists that involves the third party in their business, so the decline in domestic tourism will kill their business (R14).

Domestic tourism runs the whole year however; it sustains the tourism destinations throughout the year so the business opportunity will intensify as well (R3).

4.4.4 Crime rate increase

Crime is one of the key problems that the majority of the participants identified as a concern. They mentioned that the decline in tourism will result in a high rate of job losses and the crime rate will escalate. The crime rate increase will also force the investors to move their businesses to safer cities.

The rate of crime will rise, and there will be more issues of safety in our city (R1).

It offers job opportunity to the communities and people from other provinces as well, so if so many people lose their jobs, how will they live? Obviously, crime will be an issue (R2).

4.4.5 Decline in tourism industry

The respondents stated that domestic tourism occurs all year round, unlike international tourism, which is seasonal. Domestic tourists sustain the operation of the whole industry, so the diminishing of the major market in the industry is a clear indication of a crisis. Some businesses will be closed down as they cannot stand to run at loss, for instance for tour operators, hotels and bed and breakfasts which offer daily services, a day without selling services to anyone is a loss.

The majority of the people see Durban as a destination with full business opportunities; hence, they come to invest in Durban in different businesses. The fact that is known as the number one domestic tourism destination (R5).

4.4.6 Increase in poverty

Just two participants identified poverty as a problem, which could arise due to a decline in domestic tourism. There are many people hired in the tourism industry, especially the hospitality and other industries such as transportation and restaurants. Other industries have also grown due to the tourism influx, especially domestic tourism, so the decline means a loss

of jobs that will result in a high rate of poverty in Durban.

So we rely on domestic tourism, therefore there will be poverty because of high unemployment rate (R6).

Loss of jobs will automatically result in poverty increase in our families (R14).

4.5 Domestic tourist's motivation to travel to Durban

The respondents had different comments regarding the things that motivate domestic tourists to travel to Durban, including warm weather, beaches and Ushaka Marine World, which were mentioned by the participants as the major attractions for domestic tourists.

Mainly because Durban is a coastal city, and some provinces are not privileged to have the beaches, so the inland provinces prefer Durban due to its warm weather, attractions such as Ushaka Marine Aquarium, which can only be found again in Cape Town. Durban's Aliwal Shoal, which is the number two, diving side in the world and Gateway mall the biggest mall in southern hemisphere. So people are attracted by the exclusive attractions that are found in Durban (R3).

4.5.1 Nature

Respondent revealed that Durban has the advantage of a better geographical location than other provinces, that it has beaches, a warm climate, and is a gateway to other provincial tourism attractions such as wildlife and the uKhahlamba Drakensberg Mountains, which is a World Heritage Site. The following were said to be the things that attract domestic tourists to choose Durban over other coastal cities.

Mostly it is the natural attractions that bring most domestic tourists in Durban, we have unique attractions (R11).

Durban is the gateway to the KwaZulu-Natal province; it is where everyone lands and get information about other tourism destinations within the province mostly the Drakensberg Mountains (R10).

4.5.1.1 Warm climate

All the participants mentioned the warm climate of Durban to be an advantage over other cities. Durban is said to have a sub-tropical weather so tourists can visit all year round. It has an advantage of a high domestic influx in winter due to its warmth, because the other provinces are very cold in winter; for a holiday people want something different to what they experience in their own homes.

I think the weather, the warmest place to be the summer tropical weather even in winter we have a summer weather in Durban (R10).

The weather is warm here compared to other coastal cities (R3).

4.5.1.2 Warm Beaches

The respondents believed that warm beaches are a hook for domestic tourists to come to Durban; most people prefer warm weather over cold weather, hence domestic tourists are flocking to Durban. There are some activities on the beachfront apart from swimming, but since the 2010 World Cup, the beaches have become more attractive and safe. Umhlanga beach has some new developments that are hard to resist and the new pier project has been completed.

The beach, most of the people are attracted by the beachfront and its fun world. It is an African wish to see the beach from an early age to adulthood, every child grow with a dream of going to the beach in his/her lifetime (R8).

Beachfront has that effect of pulling domestic tourists to Durban especially now that it has been upgraded, and the majority of the people like Umhlanga and its clean beaches. I know there is the beach in other provinces, but beach front takes number one, particularly Umhlanga beaches, they are beautiful with a new pier which is rated the number one in the whole world (R10).

4.5.2 Affordability

Respondents revealed that Durban has an advantage of a good geographical location over other provinces; it has the warm beaches, warm climate. Moreover, it is a gateway to other provincial tourism attraction such as the wild life, uKhahlamba Drakensberg Mountain which is the world heritage side. Nature is among things that attract domestic tourists and force them to choose Durban over other coastal cities.

Mostly it is the natural attractions that bring most domestic tourists in Durban, we have unique attractions (R11).

Durban is the gateway to the KwaZulu-Natal province; it is where everyone lands and get information about other tourism destinations within the province mostly the Drakensberg Mountains (R10).

4.5.1.1 Warm climate

All the participants mentioned the warmest climate of Durban to be its advantage over other competing cities, Durban has a sub-tropical weather, and it has summer throughout the year so tourists can come to Durban all year round. It has an advantage of high domestic influx in winter due to its warmth because other provinces are very cold in winter. So for a holiday people want something different from what they experience in their own places.

I think the weather, the warmest place to be the summer tropical weather even in winter we have a summer weather in Durban (R10).

The weather is warm here compared to other coastal cities (R3).

4.5.1.2 Warm Beaches

The respondents believed that the warm Beach is the hook for domestic tourism to come to Durban, the majority of the people prefer a warm weather rather than cold weather, hence domestic tourists are flocking to Durban. There are some activities in beachfront apart from swimming. The development that were made in preparation for 2010 world cup, which made the beach more attractive and safe. Umhlanga beach have some new developments that are hard to resist, the new pier project has been completed. Tourists want to experience changes in destinations.

The beach, most of the people are attracted by the beachfront and its fun world. It is an African wish to see the beach from an early age to adulthood, every child grow with a dream of going to the beach in his/her lifetime (R8).

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upgraded, and the majority of the people like Umhlanga and its clean beaches. I know there is the beach in other provinces, but beach front takes number one, particularly Umhlanga beaches, they are beautiful with a new pier which is rated the number one in the whole world (R10).

4.5.2 Affordability

Affordability was also found by the interviewees to be among the factors that force domestic tourists to make Durban their number one destination among all the other provinces of South Africa. On the other hand, some interviewees believe the prices in hotels and other tourism attractions are not affordable to lower class domestic tourists, the product owners do not cater for everyone. They mentioned that domestic tourists are mostly lower class Africans families who want to go on holiday together, but that could be very expensive, especially where there is just one breadwinner as it is common in black South African families. This is debatable, as other respondents believed that there is always something for everyone, so it is up to a person to choose what is affordable to him or her. Some interviewees gave examples of entities that are owned by the municipality as being affordable, such as the city tour and Moses Mabhida activities.

In terms of spending Durban is affordable compared to other cities, our domestic market can afford it, there are different experiences so a person can choose what is affordable according to this or her budget (R9).

Domestic tourists do not come to Durban because it is reasonable; prices in Durban are not affordable, because local people do not have a lot of money, due to high unemployment rate so it does not cater for everyone. Durban is not that affordable. People come here for other activities (R8).

Durban is the most affordable city when it comes to tourism, looking at South Africa situation, where most of the people are still below the economical marginal line. Therefore, it is better city that caters for everyone (R5).

4.5.3 Customer service

The respondents had different opinions regarding the issue of customer service. Most of the interviewees said that Durban is the most hospitable place where people are warm, friendly and

welcoming to other people, both locals and internationals. They emphasized that Zulus are loving and helpful which makes their customer service good, some respondents did not agree with this idea. They mentioned that domestic tourists are not treated well depending on the languages they speak, i.e. if a tourist is white or is a Zulu speaker they will be treated well.

Our slogan says Durban the warmest place to be; this does not really mean the warm weather as such, but it talks about Durban people they are warm and welcoming to other people (R9).

The other thing is the friendliness of the people in Durban, they are warm and always welcoming, they are accommodative, and that is why Durban is mostly attractive to domestic tourists (R4).

The city is more accommodative to English and isizulu speakers if you are a black South African, non-Zulu speaker you encounter problems, as people will speak isizulu even when they see you are battling to hear them (R1).

4.5.4 Culture and history

The participants stated that Durban is the place where people can learn about the original culture of the Zulu people, and that the province of KwaZulu-Natal is the only province that still has an authentic Zulu culture. Durban has a mixture of Zulu and Indian people, so it gives a person the experience of both cultures. On the other hand, it also has a rich history of South Africa; it is in this place that the first president of the ANC was born in a place called Inanda, which is where the first democratic president Nelson Mandela cast his first vote. These things give domestic tourists a reason to come to Durban, as they want to learn about the country's culture and history.

The promoted Inanda route is one of the historical destinations that attracts domestic tourists to come to Durban (R10).

Durban is rich culturally so people come here to learn the culture of the Zulu people and Indian people as well as their history. Many famous people are from the townships of Durban (R3).

This is the place where the first ANC president was born and above that the first black South African president cast his first democracy vote in Inanda one of the townships in Durban (R12).

4.5.5 Events and Entertainment

Most of the interviewees believed that the entertainment and big events that are held in Durban play a major role in increasing the number of domestic tourists, including the Tourism Indaba, Durban July and Aliwal Shoal. The interviewees also emphasized that Durban is a host to many conferences; hence, the delegates will want to come back for holiday. The nightlife is also among the most attractive experiences that hook tourists, especially on Florida Road. The shopping experience was also mentioned, especially in big malls like Gateway and the Pavilion.

The vibrant of the city, its nightlife in Florida road and beachfront, variety of activities and experiences attracts domestic tourists to visit Durban; our biggest domestic market is Gauteng (R13).

Our signature events attract or promote for themselves, so if people come here for an event and they had good experience they will come again. We are pushing towards visitor's dispersal. The good experiences that people had in Durban will attract them to come again, in this case there is less marketing done to the domestic market (R14).

4.5.6 Unique iconic attractions

The interviewees identified iconic attractions as the third factor that attracts domestic tourists in Durban, namely Ushaka Marine Theme Park and all its experiences, and Moses Mabhida Stadium.

4.5.6.1 Ushaka Marine World/Theme Park

The interviewees clarified that Ushaka Marine World is a unique key attraction on the Golden Mile, which offers entertainment for children and adults with Wet and Wild, Sea World and Kid World. Almost no one who comes to Durban can leave without going to Ushaka Marine World. The respondents indicated that if people cannot afford the entrance fee, they could just enjoy walking around Ushaka Marine. Most of the respondents did not elaborate on the activities that take place in Ushaka.

Ushaka marine theme park is still popular among other iconic attractions, so people from other places can never go back home before they visit Ushaka, so I believe it is among the top attractions that put Durban in high demand (R11).

There is much fun at Ushaka marine for kids and adults; it is the first think domestic tourists

would ask about when they get to our information offices (R7).

4.5.6.2 Moses Mabhida Stadium

The participants described Moses Mabhida as being an outstanding structure in the city that was built for the 2010 World Cup games. Its structure entices domestic tourists to come to Durban and it has variety of activities that are very interesting, including a sky car, adventure walk, stadium tours and the big rush big swing for tourists who like adventure.

The 2010 World Cup has done a create job for our city by constructing Moses Mabhida Stadium, it is a unique icon in the city, which also has some activities to entertain the domestic tourists. It has the big rush big swing and the sky car, if a tourist does not want to take a sky car can walk up the stadium, which is called adventure walk. So it goes without a question that Moses Mabhida attracts domestic tourists with its outstanding architectural structure (R9).

4.5.7 Visiting family and friends

The respondents provided an important fact about domestic tourists, who are South Africans in different provinces, due to work and marriage, leave their families in Durban and go to other provinces. Yet there are also other people from other provinces who work or live in Durban, who will be visited by friends and family members. This is an advantage for the tourism industry because people will also visit the tourism destinations while in Durban.

People come to Durban to visit their family and friends; it is a family centric city that attracts families to visit their families that live here in Durban. It affects the accommodation industry badly, because such tourists stay with their family or friends hence the domestic spending is very low compared to international tourists' spending patterns (R6).

4.6 Factors impacting domestic tourists negatively

Different factors could affect domestic tourists negatively in a tourism destination, which will determine whether they will come again. If tourists have a bad experience, most will not want to return, therefore it is crucial to find what affect domestic tourists badly in a destination, their expectations about Durban. The following are the factors that the respondents mentioned as affecting domestic tourism negatively in Durban.

4.6.1 Language barrier

Some of the interviewees revealed that the city is more accommodating to English and Zulu

speaking people, thus when a tourist cannot speak those two languages it is hard to assist such a person whereas South Africa has 11 official languages. At times if a black person speaks English, the response will be in Zulu, which makes communication problematic.

In some of the destinations, the preference is given to people who speak Zulu, or white people, because if you are a black person they expect you to know Zulu, even if you speak in English they will respond in Zulu (R1).

4.6.2 Lack of tourism signage

The other issue that was raised by the respondents was a lack of tourism signage, which makes it very hard for domestic tourists to find tourism destinations when they are visiting those places, especially if they are going without the assistance of tour operators or a tour guide. Tourists get lost which makes them vulnerable to criminals.

We are having a challenge, our domestic tourists always get lost while in search for the tourism destinations due to a lack of signage. We do not have enough signage on our roads to guide people to attractions, and such people becomes exposed to crime (R15).

4.6.3 Tourism destinations are too far apart

The participants mentioned the issue of the distances between the tourism destinations, which limits domestic tourism from enjoying all that Durban has to offer, because they spend time travelling to those destinations that calls for more days than they anticipated spending in Durban.

The attractions are apart from one another, so it results in limiting domestic tourists to experience everything within a short time unlike in Cape Town the competing city (R2).

4.6.4 Lack of public transport

The respondents also raised the issue of transportation, as there is a lack of public transport to several tourism destinations, thus domestic tourists need to have their own transport to travel to destinations, or depend on metered taxis/cabs that are very expensive. Durban Tourism is promoting the nightlife in Durban, but the issue of transport is impeding its success. No public transport after hours makes it challenging for domestic tourists who do not have their own transport.

Transport issue, after hours there is no transportation; in fact, there is limited nightlife so after hours people are forced to use cabs. To make it worse even to some of our tourism destinations there is no public transport or shuttle to transport domestic tourists to and from the destinations (R4).

4.6.5 Lack of new inspiring experiences

The study found that creativity plays a major role in attracting tourists, yet the participants criticized the city for its lack of creativity, saying that people will not come to Durban several times just to repeat similar experiences. The participants agreed that in order to achieve a higher number of domestic tourists, the Durban tourism industry must be creative and offer new experiences every year at least.

People complain that there is no change in Durban so a person cannot repeat a visit (R8).

4.6.6 Lack of organized trips/tours

The participants complained about a lack of daily-organized trips; when domestic tourists arrive in Durban they find that they might have to wait for some days in order to take their tours. On the other hand, the packages that are offered are mostly not suitable for domestic tourists, because the service providers package experiences focusing mostly on the international market.

Lack of organized trips to other destinations, there are no daily planned tours (R9).

Packages are not attractive to domestic tourists; we need to research on what they actually need (R11).

4.6.7 Doubling of prices

The respondents exposed the problem of hotel, service and product owners doubling their prices in the peak season, which makes it even harder for domestic tourists to afford their services. The respondents emphasized that this issue will have long-term effects on the industry, which might lead to a point where domestic tourists do not use hotels, bed and breakfasts, guest houses and accommodation in general, but will resort to family and friends for accommodation.

The prices are high and in peak season, the product owners (accommodation industry) double the prices, which makes it hard for domestic tourists to afford them, and as a result they sleep at family or friends place (R13).

4.6.8 Crime and grime

The participants indicated that crime is an issue that worries Durban Tourism very much. This is an external factor that they do not have control over, but when people are robbed this puts Durban in a bad light. Nonetheless, there were respondents who believed that crime is a common problem throughout the country, and stressed that people have a negative perception about the crime rate in Durban, the respondents blame media for bad publicity. The respondents also complained about the filthiness perception; they said tourists complain about the dirtiness of Durban compared to other cities.

The crime incidences affect domestic tourism badly; the street kids are always robbing people (R9).

Durban is seen as a place with crime and grime, of which this is the problem everywhere. There is just a negative perception from media, whenever something has happened in Durban; it is badly published unlike incidences that happen in other cities. Again, most the businesses head offices are in Cape Town and Gauteng so they do not protect this place (R10).

4.7 Tourism marketing strategies used by Durban Tourism

The respondents listed several marketing strategies they use to market Durban to the domestic market; however, the 2012-2020 visitors' strategy is what guides them in their marketing. They also use events to market the city and its tourism destinations, which are normally attended by people from different places around South Africa. The participants also indicated that there are many conferences held in Durban, so after the conferences they take delegates on city tours as a way of marketing.

There is a marketing strategy that guides us on how to market, e.g. We use the events to advertise our places like Moses Mabhida, Inanda routes 1000 Hills and the beach. We also use the media like geographic magazine, websites, newspapers and we do promotional tours where we take delegates for the conferences to the tours (R4).

The interviewees also stated that they use media, television and radio stations such as Metro FM, which is broadcasting in all provinces, as well as websites and magazines as another effective way to reach the domestic market. In addition, the interviewees explained that Durban Tourism makes brochures that inform tourists about the city of Durban and its tourism destinations. There are also DVDs that have a compilation of all the Durban experiences, which

show clips of all different forms of tourism that can be experienced in the city. They also use billboards to advertise events.

We promote in conferences and events, activations, brand awareness per billboard, on newspapers, over the radio stations and television, we promote Durban by telescopic flag to show people where the event is, so I would say these are the strategies we use to advertise to the domestic market (R13).

To explain how they reach other provinces apart from the use of media, the interviewees said they attend exhibitions and create activations in Gauteng, as it is a business hub. As people from other provinces can be found in Gauteng, by advertising in Gauteng they reach all other provinces.

We attend a lot of show and exhibitions mostly in Gauteng because we treat Gauteng as a country on its own; activations are also done in different places in Gauteng. Within the province, there have been activations from Richards Bay, Newcastle, Port Shepstone, Umbobolo as a way of enticing domestic tourism to come to Durban (R10).

4.8 The focus of the tourism marketing strategies

Tourists are all important so they need to be treated equally. Domestic and international tourists are both important in different ways; it is not about the huge lump sum that comes, but about the sustainability of tourism. Both markets are equally important hence the marketing strategies target both, according to some respondents.

In our marketing strategies, we target both domestic and international tourism, we have international route shows and we have domestic trade shows. The reality is that the domestic tourism is more important it sustain the tourism industry regardless of the high international spending patterns, so we are balancing both of them (R3).

The respondents had different opinions on the issue of marketing strategies. Some respondents argued that they are more focused on the international market, because they believe they are leading in the domestic market so there is less to be done in marketing. The other issue that has shifted the focus from domestic tourism is the spending patterns of international tourists, who are said to be higher spenders. The study found that there is inequality in tourism marketing;

more attention is paid in Gauteng, this is the place where the DT promote Durban, Gauteng is treated as a country, giving all these other provinces less attention, while on the other side the international market is given first preference in marketing.

As an organization we assume we are big in the domestic market so there is nothing much to do, so we focus in marketing international tourism. International tourists are the most targeted due to their once off huge moneys. We are trying to be big in internationally so the marketing strategies are working for internationals. However, with domestic we are using the same old approaches so people seem to be bored and think there is nothing existing anymore, hence the decline in our domestic market (R1).

4.9 Tourism packages in Durban and their affordability

Some participants believed that the packages are affordable for domestic tourists, highlighting that there are different packages with different prices. Therefore, it is in the hands of domestic tourists to choose what is suitable and affordable for them. It was also discovered that most of the tourism destinations, especially the municipality entities, have some free activities that everyone can experience. Among the destinations that have free entrances are the Botanic Gardens, museums, the beaches, and Moses Mabhida and Ushaka Marine tours outside the attractions. Again, the prices are not that high, and there are student and pensioner discounts as well as group discounts.

Other tourism service providers also have discounted packages for domestic tourists, such as Tsogo Sun and Msize. Domestic tourists believe it is cheaper to organise their own tours, but most of them miss many tourism destinations due to limited information; their focus is always on the most famous tourism destinations.

We have Msize which offer group packages where a person can experience Zulu daily life and the culture in general they are reasonable looking at all things they offer (R2).

Tsego sun package's promotion, which has many activities packaged with a certain discount. The attractions that are owned by the municipality are very reasonable and some are free, Ushaka village walk, Moses Mabhida outside tours, botanic gardens, museums, the beach and Inanda route are free (R9).

Durban has been packaged by four sectors, north, south (township market), west (history) and east so it allows people in all places to have their own experiences. Even in a brochure, it is color coded to guide tourists in different sections. There are different packages so domestic tourists can pick what is affordable to her/him (R10).

As much as some participants believed the packages are suitable and reasonable for the domestic market, some participants disagreed with the whole idea, saying that the packages are not suitable for domestic tourists. They emphasized that the tour operators' package experiences would be most enjoyable for international tourists, as a domestic tourist might just like one or two experiences. The participants also brought up the issue of high prices, saying that the prices are high and unaffordable for domestic tourists because packages are made for international tourists who are said to be higher spenders, so the product owners are being very unfair to domestic tourists who have less money.

They are not within the range, they should have South African off peak packages, and I think they are not reasonable because the majority of the people that come to Durban self-organize their tour/itinerary. Because at times tour operator's packages are extremely expensive, because their target is international market, even the activities packaging is not appealing to our local market (R13).

4.10 Challenges of domestic tourism marketing

The interviewees agreed that there are challenges that they face daily in domestic marketing some of the challenges are within the Durban tourism whereas some challenges are external. The following are challenges they have identified:

4.10.1 Constrained budget

The participants stated that Durban Tourism would love to improve all the attractions and activities that are owned by the municipality to meet the standard of the smart city, but a lack of funds hinders the achievement of the initiative. In addition, they indicated that the funds they do have are not enough to get all the marketing tools for domestic tourism marketing. Creative ideas are initiated but the implementation becomes a challenge due to financial constraints.

The challenge is getting right marketing tools to show case Durban to our domestic market because we depend on the constrained budget (R8).

Insufficient funds, we never had enough for what we need to do (R12).

Budget is the problem; there is never enough funds to support all the initiative (R7).

4.10.2 Lack of control over prices

The participants showed their concern about the way the tourism product owners operate. The majority of them do not work with Durban Tourism, but they expect it to market Durban for them, whereas they double prices, which contradicts what the adverts say. Durban is promoted as being the cheapest city in South Africa, but when domestic tourists come to Durban, they find unreasonable prices. This is a challenge for DT as they do not have control over the products and services that are offered by the product owners. In addition, the participants mentioned that the domestic tourists come to them as Durban Tourism to complain about the prices, about which they can do nothing.

We also do not have control over the prices, all organizations, cabs hotels etc. need to make their own profit (R5).

4.10.3 Lack of cooperation from the product owners

The respondents mentioned that there is no cooperation from some of the product owners, which hinders the functioning of Durban Tourism. Durban Tourism does the marketing for the whole city, so they need to have full information about the products and services offered, as well as the packages for the domestic market. The product owners are expected to work hand-in-hand with Durban Tourism to develop and promote the city of Durban for the sustainability of domestic tourism.

We promote Durban as the cheapest city but you find that the prices are so high in hotels and destinations that are privately owned. Because the service providers want to make 100% profit at a go, the stakeholders expect us to promote for them, but they do not co-operate at all, we do not even know what they offer (R13).

4.10.4 Management hierarchy

The respondents raised the issue of hierarchy as being very challenging when it comes to event preparations and marketing, as an initiative has to be approved by other departments within the municipality, for example procurement. It takes time to get permission even within the business support unit, which is an internal issue. As a result, the efforts are limited due to long procedures.

There is a hierarchy issue, for example, if we want to market for our sweet balls, there will be other departments within eThekweni municipality must approve so many bylaws that are within the whole procedure. To get a permission takes too long (R9).

Hierarchy is too tight, Durban Tourism falls under municipality so there are many people authorize the initiative, to sign and approve and the procurement process takes too long (R6).

4.10.5 Lack of communication among the departments

The participants complained about the lack of effective communication within Durban Tourism, whereas all the departments are expected to be interconnected, and work as a system. They all have important knowledge and information that is crucial for effective development and marketing. The tourism information officers work with the tourists daily, so they are the right people to know exactly what the tourists need, but there is no platform to communicate ideas and to make a marketing plan with the marketing department.

There is no good communication within the departments, we work in isolation whereas we need one another, the tourism services deals with the tourists daily so it can inform the marketing department about the tourists needs (R5).

There is less communication among the people and the department (R1).

4.10.6 Safety and Security

The study found that crime and grime are very challenging for Durban Tourism because they do not have control over it, they can just suggest what can be done to bring the levels down. Durban Tourism is promoting Durban as a safe and welcoming city, whereas the street kids are occupying the streets and the crime incidents are increasing daily.

People do not feel free to walk around the city that is full of street kids (R13).

4.10.7 Insufficient domestic tourism marketing

The respondents realized that they are not doing enough in domestic marketing due to the perception that domestic tourists are low spenders compared to international tourists. The idea of marketing in Gauteng need to be challenged as it is not sufficient - there is a need to market Durban in all provinces. The participants also complained about the limited space they get for marketing at events, which means that they are not able to cover all that Durban has to offer. In

addition, they commented that their marketing strategy does not allow them to advertise in all media.

Our marketing strategies must allow us to advertise in all media, as it is not the case right now (R11).

At times, we do not get enough space to advertise in events (R13)

Changing the perception that domestics are low spender because it makes us not to market as expected (R1).

4.10.8 Domestic tourists' lack of understanding

The participants highlighted the challenge they face when dealing with domestic tourists, who they believe have limited information about tourism being only for rich people, whereas there are affordable offers. They also do not understand that Durban Tourism does not own some tourism attractions and facilities, so every day DT deals with queries that they cannot resolve, because they do not have control over what does not belong to them.

Domestic tourists lack understanding, they need Durban Tourism to offer things they do not own, for example, the caravan pack is privately owned, and so we do not have control over that at all (R9).

Most of the domestic tourists think travelling /touring is something that is done by very rich people (R7).

4.11 The future of domestic tourism in Durban

The participants had different opinions regarding the future of Durban's domestic tourists, some participants believe that there will be growth in the coming years if they stick to the 2012-2020 visitors marketing strategy. Because Durban is the leading South African city in domestic tourism, participants said are committed work hard to secure their position using new tourism initiatives. The participants believed that they need to make some changes in their domestic tourism marketing strategy in order to achieve sustainability in the domestic market. They need to advertise in all provinces not just in Gauteng in order to explore the untapped market. Among other things that the participants believed will entice domestic tourism and sustain its growth are good packages, affordable prices and reliable transport day and night.

It will be better than currently because even the learners are taught tourism in schools, so they will grow with travel culture. The other important thing is customer's service, if we offer best services people will come again and spread word of mouth. And the service providers must work hand in hand with us, they need to give us their packages and offers information for marketing purpose, that way I believe the domestic market will grow (R11).

There was a number of participants who were not sure whether there is a bright future for domestic tourism in Durban or not, but they hope there might be growth due to infrastructure developments that are taking place and new initiatives that are still debated. The respondents indicated that tourists need new things, especially domestic tourists who might have been in Durban before, in order to entice them to come back again.

It is hard to say, people talk about recession and unemployment rate in South Africa, but with a lot of infrastructure on the pipeline, the harbour extension, building of hotels around King Shaka airport. Moreover, there is a new initiative of a train from the Free State to Durban, so with these developments I think domestic tourism will grow (R10).

As long as people have enough money to spend, it will grow, but if people are unemployed, it will decline. Tourism is influenced by people's income, an ability to have enough to spend on entertainment (R2).

Two respondents saw a negative future for domestic tourism, especially if Durban Tourism cannot revisit its marketing strategies. These respondents said advertising in Gauteng is not good enough to entice every South African to come to Durban. The respondents' concern was that they are not doing enough domestically, for example they do not advertise in popular magazines or local newspapers, but use the geographic magazine that domestic tourists are not familiar with. On the other side, the service providers do not work hand-in-hand with Durban Tourism, which limits effective marketing.

If we are still using the same strategies, where we focus on Gauteng alone leaving other provinces aside, advertising to the geographic magazine instead of the popular magazines in South Africa, the domestic market will decline in more in future. Activations are not really yielding more domestic tourists. We take for granted that domestic tourists can be high spender, we do not empower them (R1).

4.12 Conclusion

The focus of this chapter was on the presentation of the results of the study that was undertaken. The results were analyzed with thematic analysis, and the results were presented in themes and sub themes that were constructed from the findings. Chapter 5 will discuss the findings of this study.

CHAPTER FIVE: DISCUSSION

5.1 Introduction

The previous chapter focused on the presentation of results, while this chapter presents the findings of the study and makes a comparison with previous studies to identify the similarities and differences. The purpose of the study was to investigate the challenges of promoting domestic tourism in Durban.

5.2 Key Findings

5.2.1 Tourism significance

The findings of this study revealed that tourism has crucial importance for both Durban and South Africa, as it is among the big industries with many benefits to the community and the country. The findings discovered the major advantages of tourism, i.e. job creation, poverty reduction, the creation of business opportunities, and increasing gross domestic product.

The findings further showed that the tourism industry gives people an opportunity to start their own businesses, to get formal jobs in different tourism destinations, or to get informal jobs such as making bead products or cultural clothing to sell to tourists. The tourism industry does not work in isolation but involves other industries in its daily operations, hence it provides an important multiplier effect. The economy of the country increases, as do business opportunities, which plays a major role in poverty alleviation in Durban and South Africa as a whole. There are similarities between this study's findings and those of Chandralal (2010) & Mthethwa's (2003), who also regarded tourism as the industry that creates job opportunities in different sectors of tourism and other industries.

Eugenio-Martin & Campos-Soria (2011) outlined that tourism creates employment opportunities, as most of its services are labour intensive, so many people are hired. Tourists need transportation, food, entertainment and accommodation, therefore there must be people to provide all these services. The findings state that tourism has a multiplier effect and all these boost the economy of the country, as a result more investors will be attracted to invest in tourism, more business opportunities will emerge and poverty will be reduced. There are similarities in their findings to the current findings.

5.3 Tourism Marketing Strategies

The findings of the study indicate a lack of tourism promotion to South Africans, there are many domestic tourists who could travel to Durban but due to lack of information, they think tourism is something that only rich people participate in, whereas there are different experiences with different prices. It was also found that in most municipality entities there are no entry fees and where tourists do need to pay the prices are affordable. There are similarities in the findings of Ndlovu et al., (2011) study and the findings of the current study. In the former, it was found that Namibians do not travel much within their country due to a lack of promotion, and it also highlighted the importance of using different tools to reach people such as local newspapers and radio stations, as well as advertising at events.

The findings relate to those of Ndlovu et al., (2011) regarding the use of special packaging and group discounts, which could serve as promotion to the domestic tourists. The findings of the study also correlate with the findings of Mazimhaka (2006) on the issue of tourism product owners and tour operators that have done less with domestic tourism promotion, because they do not see a reason to focus more on domestic tourists due to their lack of buying power.

5.4 Motivation factors that draw domestic tourists to Durban

5.4.1 Climate and coast

The findings of the study revealed several factors that attract domestic tourists to visit Durban, including the warm climate, beaches and customer service. The findings of Massidda & Etzo (2012), indicated that climate is a major factor that tourists consider before they choose their tourism destinations, corroborate these findings.

There are also similarities between the findings of the current study and the findings of Eugenio-Martin & Campos-Soria (2011) who stated that climate and coastlines play a crucial role in the selection of a tourism destination; a destination which is close to the coast and has warm weather has an advantage over other places. The findings of Eugenio-Martin & Campos-Soria (2011) do have a contrasting idea with the current finding in regard to motivation to travel however, as they indicated that the income level of the household has an influence on where tourists go for a holiday, the more income people have the more they want to travel internationally not domestically. Bujosa & Rossello (2013) indicated that temperature plays a major role in the selection of a destination, but it also depends on the kind of tourism that domestic tourists are looking for. It is wise for Durban Tourism to use the advantage of the

warm temperatures in winter to encourage domestic tourists to choose Durban over other coastal destinations.

5.4.2 Customers services

The findings indicated that Durban is considered a friendly place that is welcoming and offers the best customer service. Massidda & Etzo (2012) also found customer services to play a role when choosing a destination. When tourists are in a holiday they do not want to have any bad experiences - all they want is to relax and have fun.

5.4.3 Affordability

The findings indicated that Durban has been a domestic destination for years because it is affordable compared to other coastal destinations. In some destinations that are owned by the municipality entrance is free or the prices are kept low to accommodate domestic tourists. When it comes to the accommodation industry there is a variety of places to choose from, from one star hotels to bed and breakfasts, backpacker hostels, guest houses and five star hotels. There are also group package discounts, which make travelling more affordable.

The emphasis here is that Durban caters for everyone, whether rich or poor. Dwyer (2009) indicated that affordability does not mean low prices, but rather means the services and products are worth their prices; tourists are ready to pay whatever amount if the tourism experiences are of high quality. Dwyer argued that all tourists need is affordable value for their satisfaction as they advocate high quality experience in tourism destinations. These findings contradict the findings of this study in defining the meaning of affordability.

5.4.4 Culture and history

In the findings of the study it was seen that culture and history are among the motivational factors that entice tourists to come to Durban for a holiday. KwaZulu-Natal is the only province where a person can access the real Zulu culture. It is also rich with the histories of the ANC, the Shembe church and the Indians. Patuelli, Musson & Candela (2013) found that cultural tourism plays a significant role in attracting both domestic and international tourists

5.4.5 Events and entertainment

The participants in the study indicated that Durban hosts big events that attract many people in South Africa as well as neighbouring countries, such as the Durban July, Aliwal shoal, the

Tourism Indaba and international games. Again, it has the advantage of hosting big conferences where delegates are always taken to a tour before they could leave. The study found that all these activities give people a desire to come back to Durban for a holiday with family or friends. Rogerson & Lisa (2005) argued that events and entertainment are appealing to domestic tourists, as are religious pilgrimages, however the latter were not found to be a motivation to travel in the current study.

5.4.6 Family and friends

The findings of the current study indicate that the majority of domestic tourists come to Durban to visit their family and friends. It is a family-centric city which attracts people to visit their loved ones, but this affects the accommodation industry because such tourists stay with their family or friends, hence the domestic spend is low compared to international tourists' spending patterns. Rogerson and Lisa (2005) also indicated that visiting family and friends is the usual motivation for domestic tourists to travel to places, especially in developing countries.

5.4.7 Unique iconic attractions

In the study, it was discovered that unique and iconic structures attract tourists to Durban, such as the Ushaka Marine theme park and Moses Mabhida stadium; tourists are enticed by the activities that are offered by these iconic attractions. Maharaj et al., (2006) affirmed the importance of unique attractions in enticing tourists to visit a destination, such as Zulu villages, temples and battlefields.

5.5 Factors that hinder domestic tourism growth in Durban

The findings revealed the factors that impact domestic tourists negatively while they are in Durban on holiday. It is crucial for the tourism industry in Durban to be familiar with these factors because they will have a huge impact on domestic tourism as well as international tourism.

5.5.1 Transportation

The study discovered the need for the government to strengthen the transport infrastructure in Durban to keep up with the rate of development and the incoming flow of tourists; there is a need for reliable and affordable transportation to and from the tourism destinations. The findings revealed that the lack of transport forces tourists to use metered taxis that are very expensive. De Alwis (2010), Dwyer (2009) & Wang (2010) also supported the findings of the

study about the issue of transport in tourism destinations. They indicated that transport plays a major role in tourism, therefore if tourism destinations lack transport, this impacts tourism flows negatively because tourists need reliable transport at all times. Wang (2010), in his study on Yangshuo in China, showed that after the government became involved in the development of transportation, tourism investment increased.

5.5.2 Safety and security

The findings indicated that crime is a problem in Durban, which lowers the number of tourists. This problem is beyond the industry's control, however they have to assure would-be tourists that Durban is a safe place that one can travel to anytime of the year. The study findings were corroborated by those of Dwyer (2010), who argued that safety and security are the foundation for the development of sustainable tourism. If the destination lacks safety and security, the flow of tourists will be constrained. Dwyer also had different findings to those of the current study, namely that political instability and infectious diseases in a tourism destination they make tourists wary.

5.5.3 Lack of information

The findings have shown that limited information has a negative impact on the development of domestic tourism. Tourists have to know what is happening in Durban in general, thus the tourism industries' websites must be updated to give current information. The marketing body is unfortunately limited, however, due to some product owners' unwillingness to work with DT. The effort of domestic tourists to travel to destinations on their own shows the potential that the destination has, which the industry does not notice. On the other hand, some of the domestic tourists can afford to travel to destinations but they are not well informed about the tourism activities they can get pleasure from, and as a result, they do not travel.

Mazimhaka's (2007) findings correlated with the current findings regarding how important information is for tourists. In order for people to travel and participate in certain tourism destinations they must first have sufficient knowledge about the destination, its activities, entrance fees, transportation and the food offered in restaurants, etc. In order for people to travel to a destination they need to know all that is happening in that particular place and the industry as a whole. Mazimhaka (2010), in his study on Rwanda, found that Rwandans have no idea about what their own country has to offer, thus they cannot market it to other people.

5.5.4 Insufficient domestic tourism promotion

This study found that Durban Tourism is not doing enough domestic marketing due to the perception that domestic tourists are low spenders compared to international tourists. The idea of marketing in Gauteng needs to be challenged, as it is insufficient; there is a need to go to all provinces. Rogerson & Lisa (2006) indicated that domestic tourism in many countries is neglected due to its low revenues.

5.5.5 Language barrier

The findings of the study revealed that language is a barrier to effective communication. It was discovered that in some of the tourism destinations preference is given to English and Zulu speakers, which makes it difficult for someone who cannot speak those two languages. According to the findings of a study that was done in Japan by Uzama (2009) there are similarities with the current study, as in Japan the majority of the tourism services and destinations use their native language, which is a huge problem for people who do not speak Japanese.

5.5.6 Lack of organized trips/tours

Durban is a hub for all kinds of tourism experiences, but the findings of the study revealed that there are few organised tours, which means that tourists have to wait for specific days for tours. This is a challenge for those tourists who do not have their own transport, but it is risky for those tourists who do have their own vehicles, as there is a lack of tourism signage, which makes tourists vulnerable to criminals. The findings of Maharaj et al. (2008) contradicted the findings of the current study on the issue of organised tours. Their findings indicated that Durban has organised tours on a daily bases to tourist attractions such as township tours and cultural villages.

5.6 Challenges in domestic tourism promotion

5.6.1 Unemployment rate in South Africa

Unemployment is one of South Africa's major problems, hence the finding of the current study that local people do not travel to a tourism destination, as they cannot afford it. There are similarities between the current study and the findings of Baltaci (2010), who argued that unemployment was found to be the major hurdle to the development of sustainable tourism in developing countries.

5.6.2 Constrained budget

The findings of the current study are that capital/funds play a major role in any activity that has to be done by DT as the marketing body. This challenge put some major initiatives on hold as they have to priorities their initiatives according to budget constraints. Qin et al., (2011) affirmed the findings of the current study, which indicate that a lack of funding and inexperienced management in private and public tourism could be a great challenge that could harm the whole operation. This challenge needs the intervention of eThekweni municipality. It is also the responsibility of the government to protect and manage tourism attractions from the impact of tourism; the private sector is unable to operate if the government does not set a conducive environment in any aspect for their businesses.

5.7.3 Doubling of prices

The respondents indicated that the pricing of tourism products and services is not under the control of Durban Tourism, so the product owner's double prices mostly in peak seasons and most domestic tourists cannot afford the prices. Again, this is a challenge for DT, which markets Durban as the cheapest tourism destination in South Africa. Maharaj et al., (2006) highlighted that Durban's prices are very high - so much that a certain number of domestic tourists in peak season they prefer to sleep at family and friends' homes in order to avoid the high prices of hotels and bed and breakfasts.

5.6.4 Uncooperative product owners

The success of tourism as a whole is the responsibility of the government and the private sector; they need to work together towards sustainable tourism. In the current study, the participants indicated a lack of cooperation between the product owners and Durban Tourism. In order for Durban to market, the city and its experiences they need to have all the information from the product owners, but there are product owners who are not as cooperative, which limits DT. The findings of Maharaj et al., (2008) confirms that the product owners are not fully committed to the tourism business; they do not want to work with DT because they believe they do not need the government's intervention. As a result DT cannot operate effectively without their contribution.

5.6.5 Crime and grime

The findings of the current study indicate that crime is among the main issues that prevent people from coming to Durban, however crime affects the whole country. When crime affects

tourists in Durban, it makes them reluctant to repeat a visit or to encourage other people to visit Durban due to their experience. All tourists like to visit crime free destinations where there is stability. There is a correlation between the findings of the current study and the findings of Khadaroo & Seetahah (2007), who emphasised that the success of any tourism industry has strong roots in safety and security therefore they are compulsory conditions. Again, political instability is another factor that determines tourists' choice of a destination. Maharaj et al., (2006) indicated that Durban is overcrowded in the peak seasons and this situation has contributed to the feeling of insecurity to tourists and creates opportunities for criminals.

5.7 The future of domestic tourism

The findings of the study indicate that the main focus of Durban Tourism is to make Durban an international destination. Durban is the leading city in domestic tourism in South Africa, so as a result the focus is shifting away from domestic tourism. The findings also indicate that there will be more growth in domestic tourism if DT changes its present marketing strategies and engages in more inclusive strategies, where the marketing will be done in all parts of South Africa. If there are no initiatives to change the strategy there is a high possibility of domestic tourism decreasing in the coming years. In a study by Anthanasopoulos et al., (2014) in Australia, the authors found that domestic tourism is given little attention compared to international tourism, due to economic and visibility reasons.

They also indicated that it is always easy to collect international statistical data, whereas domestic statistics are not easy to find. This might make domestic tourists appear less, however there could be a huge number of domestic tourists visiting but not counted. International tourism is regarded as an export, which boosts the economy of a country. The outbound tourism is likely to increase, which will result in an economic deficit, as people will be travelling to other countries (Anthanasopoulos et al., 2014). If domestic tourism is not given attention in the end, it will be overtaken by outbound tourism). Couch and Ritchie (1999), cited by Anthanasopoulos et al., (2014), stated that a high domestic tourism advocate innovation and improvement. When there is a well-established domestic tourism scene, international tourism will increase too.

5.8 Conclusion

The results of this study will be useful for the identification of the factors that contribute to the decline in domestic tourism and the challenges that are faced by the tourism industry in Durban concerning domestic tourism promotion. The information found could be useful to the tourism

destination's management and DT in its role of promoting Durban nationally and increasing the economy of the city. Domestic tourism, apart from its significance to the economy of the county, can be used as a vehicle for reconciliation, which is one of the government's priorities since the first democratic election in 1994. However, these call for a strong government (Durban Tourism) intervention to call all the stakeholders on board to pursue sustainable tourism in Durban. All the parties in tourism are needed equally as they all have different roles to play; it is only through working holistically that success can be achieved. The following chapter presents the conclusion and recommendations.

CHAPTER SIX: CONCLUSION AND RECOMMENDATIONS

6.1 Introduction

This chapter presents the findings of the study and makes a conclusion and recommendations based on these. The study aimed to determine the challenges of promoting domestic tourism in Durban, which has experienced a small percentage of growth in the past five years. The study was intended to examine the roots of the decline in domestic tourism, i.e. if it is due to a lack of marketing and promotion strategies or if there are other challenges faced by Durban Tourism.

The literature review was based on the challenges of domestic promotion, tourism motivation theories and the role of government in tourism. Qualitative research was suitable for the nature of the study, which was conducted at Durban Tourism with 15 employees in the tourism services and marketing department. Purposive sampling was used because specific people were chosen due to their knowledge and experience of the subject.

Semi-structured interviews with open-ended questions were conducted to allow for interaction between the researcher and the participants, as well as to allow for follow up questions to give the researcher more clarity on the subject. All the participants were given informed consent forms to sign after the researcher explained everything about the study. Thematic analysis was used to analyse the data by themes after the transcriptions were done. The themes were used to present results for discussion and to make conclusions and recommendations.

The study has revealed that domestic tourism plays a major role in tourism, and it was discovered that there is a significant potential for South African people to travel within their own country. The domestic tourism numbers can be amplified if Durban Tourism and stakeholders cooperate to overcome the challenges they face in domestic tourism promotion. The study has shown the need for all the stakeholders in tourism to focus on domestic tourism; they need to implement effective marketing strategies that will appeal to the domestic market.

6.2 Findings of the study

The intention of the study was to identify the challenges of promoting domestic tourism in Durban and to determine if those challenges are a source of domestic decline in Durban. The participants identified the high unemployment rate in South Africa as a challenge to the tourism

industry. A limited budget from the government also makes it difficult for Durban Tourism to market the city to domestic tourists, and the issue of safety and security threatens the growth of tourism - both internationally and at home.

- **Objective 1:** To identify the factors that hinder domestic tourists from travelling to Durban.

The findings of the study highlighted that there are many factors that hinder domestic tourists from travelling to Durban.

The respondents identified a lack of public transport as a factor that restrict tourists' movements while in Durban. Transport plays a major role in tourism, particularly road transport, because most of the destinations are accessible by means of roads in Durban and South Africa.

A lack of information on the domestic tourism side is a challenge to the tourism industry, because domestic tourists do not like to use tour operator services. As a result they do not visit some attractions because they do not know about them. People who live in a coastal province do not see the value in coming to Durban, yet Durban has so much to offer to domestic tourists that one visit is not enough to experience everything. Due to limited knowledge, however, domestic tourists think if they go to certain places, for example Moses Mabhida, the beach, Ushaka Marine World and then go shopping, they are done.

A lack of tourism signage is another challenge that the participants highlighted. As there is no signage to most of the tourism destinations, this is a challenge for tourists, especially if they are travelling with their own car without a tour guide. Such people may also become victim to criminals if they realise they do not know where they are going.

Doubling of prices seems to be a challenge to domestic tourists and Durban Tourism; the tourism product owners double prices in peak seasons, which makes it hard for domestic tourists to afford their products and services. On the other hand, Durban Tourism promotes Durban as the cheapest place for a holiday.

Crime and grime are major factors because Durban is considered to be unsafe and dirty. The participants indicated that this issue bothers them because they do not have control over it;

people are robbed, and as a result Durban is placed in a bad light. There are also complaints about the dirtiness of the city of Durban from domestic tourists.

The findings further revealed that there is lack of daily organised trips/tours around Durban Tourism destinations; domestic tourists at times have to wait for some days for a certain tour. Most of the tours are also not appealing to domestic tourists, because they are made to attract international tourists. The products owners were found to be uncooperative hence, DT is facing a challenge to market without full information from all the products owners.

- **Objective 2:** To identify factors that have an influence on the expansion of domestic tourism.

The respondents indicated that there are motivation factors that relate to the increase of domestic tourism in Durban, if they can capitalise on them.

The warm climate of Durban is a motivation factor that attracts domestic tourists to come to Durban, especially from the inland provinces. Durban is warm even in winter compared to other coastal provinces, which makes Durban a year round holiday destination in South Africa.

Durban is rich in culture and heritage; it is in this province that one can learn about Zulu culture because it is still preserved. Zulu and Indian people mostly dominate Durban, thus there is also a lot to learn about the Indian culture.

The findings identified that big events that are hosted in Durban annually are factors that have a great influence on domestic tourists. Big events also have the advantage of repeat tourists because of their entertainment value.

The findings showed that Durban is known to be the most affordable city in South Africa; people come for holidays and shopping because it is easy to find cheap things. However, the tourism industry is rising the prices especially the accommodation industry.

The respondents identified unique iconic structures as being very important to attract domestic tourists; tourists like creativity and always want to see something new when they repeat a visit. Unique iconic structures such as the International Convention Centre and Moses Mabhida

stadium are big investment for the government and are important for the sustainability of domestic tourism.

- **Objective 3:** To provide recommendations to Durban Tourism on domestic tourism marketing and sustainability.

The recommendations to Durban Tourism based on all the objectives are presented below:

6.3 Recommendations

The findings indicated that there is lack of public transport in Durban. According to Ndlovu (2011), transport plays a major role in tourism, mostly in road transport, because most of the destinations are accessible by means of road transport in South Africa. The government has to maintain the roads and the tourism industry has to provide tourists with affordable and accessible transport to all the destinations. Transport should be included as part of packages to cater to tourists who do not have their own transport. In addition Durban has to push for improvement in tourism signage to all tourism destinations, to make it easy for tourists

Safety and security

Qin et al. (2011) commented that the issue of security in Guangxi (China) was resolved by inviting the police to give lessons on safety and security to the community and the tourism stakeholders around the tourism destination. In addition, the customers date device were installed in all accommodation industry, which made it easy for them to collect statistics and also inform the police on a daily basis about those statistics. As a result the safety and security is good now. In addition to these, local people should be educated about tourism and its importance to their communities, so that people have a better knowledge of tourism and come up with strategies to maintain safety and security. The community can make huge progress in destination protection, when they understand the benefits of tourism in their daily lives

Pricing strategy

The prices in the tourism destinations should be reviewed with the assistance of DT. In the off peak season all the tourism destinations should lower their prices to attract domestic tourists to fill the seasonal gap, and there should be two different prices for domestic and international tourists. First, the realization of the importance and potential benefits of domestic tourism needs to be established. The recommendation of a widespread campaign to inform service providers of the importance of domestic tourism is the first step towards improving pricing. The distributed literature should explain the importance of domestic tourism to Durban and include

statistics outlining the benefits of increasing the number of domestic tourists in Durban. Further research should be conducted discovering the average prices of tourism destinations in Durban as well as the amount South African can spend, and be presented to service providers in a comprehensive pricing guide. All these will assist to have affordable prices to domestic tourists.

Marketing strategies

- Durban Tourism should avoid making long term strategies because there are rapid changes happening daily, so the strategy might not be relevant to the current situation in three years. Flexibility is needed when operating in a complex environment like the tourism industry, for example pricing strategies should be flexible to adjust to changes.
- There needs to be continuous product innovation to inspire a constant increase in the domestic flow of tourists. Bearing in mind that customers' behaviour change every time, DT needs to keep up with those changes (Anthanasopoulos et al., 2014).
- The domestic tourism market is comprised of different market segments; it is made up of people of different ages, genders, travel experience, education and many others. As a result they will seek different tourism experiences, which call for the tourism industry to package their offerings accordingly.
- DT needs to advance technologically (Tsiotsou et al., 2010). Domestic tourism marketing and promotion methods need to be done in a different way depending on the market segment to be targeted; they must target different segments with different types of promotions that will be appealing for each segment (George, 2008).
- Durban Tourism has to work with all the product owners in packaging offers to avoid the promoting of non-existent offers, and the marketing strategies must focus on a specific market segment. Anthanasopoulos et al. (2014) asserted that all the tourism industry stakeholders – both private and public - need to be active in their role in domestic development and promotion. They need to have effective communication and establish a knowledge.
- Information is king, thus it is the responsibility of the tourism industry to oversee the dissemination of information in such a way that it reaches every community. At times

people do not travel to destinations due to a lack of information about that particular destination. This issue talks to marketing strategies, as promotions should reach the majority of the people. Durban has so much to offer to domestic tourists, that one visit is not enough to experience everything, but due to limited knowledge, tourists do not know this.

- The industry has to create products that attract domestic tourists to Durban. Tourism stakeholders should offer authentic products and services that can be found only in Durban. Creativity and innovation are very crucial in tourism industry because repeat tourists like to experience new things in tourism destinations,
- Smith (1994) emphasised the need for good infrastructure and technology as key features that enhance tourism. All tourism destinations need to have Wi-Fi connections to enable tourists to connect with the world. The findings have shown that unique iconic structures entice domestic tourists to visit Durban, therefore the municipality, under the guidance of Durban Tourism, should invest in more structures in Durban.

Sustainable tourism development

In a study conducted by Tsiotsou et al. (2010), it was indicated that in order for tourism to be sustainable, decision making for the future of tourism should be based on the age and life style of the population, because the patterns of consumption are changing globally. The education, age, gender, family and ethnic background of a tourist plays a crucial part in a tourist's choice of a destination. In regard to tourism marketing, the destination's image is a critical aspect, hence the Durban tourism industry needs to work collectively towards a good image of Durban as a destination. Sustainable tourism development needs the industry to ensure that their strategies fulfill the needs of the present and do not compromise the future needs. In order to achieve sustainability in tourism planning and development, it should be noted that sustainable development cannot be achieved without the involvement of the host communities and all stakeholders. Durban cannot achieve sustainable tourism development when the majority of stakeholders are not actively involved in tourism development, decision-making and planning

6.4 Recommendations for future studies

The majority of the studies on domestic tourism are focused on the economic impacts of tourism and other factors are ignored, such as the role of tourism authorities, the stakeholders in

domestic tourism development and community participation in domestic tourism. A future study could be a quantitative or both qualitative and quantitative study with a bigger sample, which include all tourism stakeholders, the government and the communities in Durban. The study could be done in KwaZulu-Natal as the province leading in domestic tourism.

6.5 Conclusion

The main aims of the study were to identify the challenges of promoting domestic tourism in Durban and to identify the factors that contribute to the decline of domestic tourism. The assumption was that the marketing is not effective. Tourism statistics have indicated that domestic tourism in Durban has declined over the last five years from 2009 to 2014 with the exception of 2010, which was the year of the Soccer World Cup which was hosted in South Africa. The results of the study showed the relationship between the challenges of promoting domestic tourism and the decline in domestic tourism, and highlighted that domestic tourism marketing strategies are not effective enough to attract many South Africans to come to Durban.

A lack of cooperation from the product owners is a major challenge that results in ineffective marketing strategies, due to the limited information that DT receives. Tourism is among the biggest industries in Durban; it creates employment within the industry and other related industries such as transport, restaurants, and accommodation. Hence the level of unemployment will decrease when the domestic tourism increases. Domestic tourists must be motivated to participate more actively in Durban tourism. Major problems arise for domestic tourists: pricing, transportation, unemployment and uncooperative products owners. It was found that tourists are willing to travel but high pricing remains a deterrent. To reduce pricing, service providers must see the benefit of the domestic tourism market. Moreover, marketing practices must be implemented, that focus on the local domestic tourist market.

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Appendix 1: Informed Consent Form
UNIVERSITY OF KWAZULU-NATAL
GRADUATE SCHOOL OF BUSINESS AND LEADERSHIP

MCLS Research Project
Researcher: Liako Makhaola (0794714524)
Supervisor: Cecile Gerwel Proches (0312608718)
Research Office: Ms P Ximba (0312603587)

Dear Respondent,

I, Liako Makhaola I am a Master of Commerce in Leadership Studies student, at the Graduate School of Business and Leadership, of the University of KwaZulu-Natal. You are invited to participate in a research project entitled Increasing Domestic Tourism in Durban. The aim of this study is to determine the role of Durban Tourism and its contribution to domestic tourism development and marketing.

Through your participation, I hope to understand how domestic tourism can be increased in Durban. The results of the interview are intended to contribute to the development of strategies that will increase domestic tourism volume in Durban.

Your participation in this project is voluntary. You may refuse to participate or withdraw from the project at any time with no negative consequence. There will be no monetary gain from participating in this interview. Confidentiality and anonymity of records identifying you as a participant will be maintained by the Graduate School of Business and Leadership, UKZN.

If you have any questions or concerns about participating in the interview or about participating in this study, you may contact me or my supervisor at the numbers listed above.

The interview should take about 45 minutes to an hour. I hope you will take the time to participate in the interview.

Sincerely

Investigator's signature _____ Date _____

UNIVERSITY OF KWAZULU-NATAL
GRADUATE SCHOOL OF BUSINESS AND LEADERSHIP

MCLS Research Project
Researcher: Liako Makhaola (0794714524)
Supervisor: Cecile Gerwel Proches (0312608318)
Research Office: Ms P Ximba (0312603587)

CONSENT

I..... (Full names of participant) hereby confirm that I understand the contents of this document and the nature of the research project, and I consent to participating in the research project.

I understand that I am at liberty to withdraw from the project at any time, should I so desire.

I hereby consent / do not consent to record the interview.

SIGNATURE OF PARTICIPANT

DATE

.....

Appendix 2: Interview Questions
UNIVERSITY OF KWAZULU-NATAL
GRADUATE SCHOOL OF BUSINESS AND LEADERSHIP

MCLS Research Project

Researcher: Liako Makhaola (0794714524)

Supervisor: Cecile Gerwel Proches (0312608318)

Research Office: Ms P Ximba (0312603587)

The challenges of promoting domestic tourism in Durban
Interview Questions

- Which department are you working for?
- What is your position in this organization?
- Of what significance is tourism to Durban?
- How will Durban be impacted if domestic tourism is declining?
- Do you consider Durban to be a domestic or international tourism destination? Please elaborate.
- What attracts domestic tourists to Durban?
- What are factors that affect domestic tourism negatively in Durban?
- Do you think the prices within tourism destinations are within reasonable range for domestic tourism?
- What tourism packages are being offered in Durban? Are they suitable for South Africans? Please elaborate.
- Do you have preference in domestic or international tourists?
- In your marketing strategies, do you target domestic or international tourists to come to Durban? Please elaborate.
- Which marketing strategies do you use to specifically attract domestic tourists?
- Do you have a way to measure the success of your domestic tourism marketing strategies?
- Where do you see domestic tourism in 5-10 years from now?
- How should Durban Tourism as the marketing body for Durban entice domestic tourists to come to

Appendix 3: Ethical Clearance Letter



27 May 2014

Ms Liako Julia Makhacala (206517765)
Graduate School of Business & Leadership
Westville Campus

Protocol reference number: HSS/0452/014M
Project title: The challenges of promoting domestic tourism in Durban

Dear Ms Makhacala,

Full Approval – Expedited Application

In response to your application dated 19 May 2014, the Humanities & Social Sciences Research Ethics Committee has considered the abovementioned application and the protocol have been granted **FULL APPROVAL**.

Any alteration/s to the approved research protocol i.e. Questionnaire/Interview Schedule, Informed Consent Form, Title of the Project, Location of the Study, Research Approach and Methods must be reviewed and approved through the amendment/modification prior to its implementation. In case you have further queries, please quote the above reference number.

PLEASE NOTE: Research data should be securely stored in the discipline/department for a period of 5 years.

The ethical clearance certificate is only valid for a period of 3 years from the date of issue. Thereafter Recertification must be applied for on an annual basis.

I take this opportunity of wishing you everything of the best with your study.

Yours faithfully

Dr Shantika Singh (Chair)

/ms

Cc Supervisor: Ms Cecilia Gerwele Proches
cc Academic Leader Research: Dr E Muniapi
cc School Administrator: Ms Zarina Bullyraj

Humanities & Social Sciences Research Ethics Committee

Dr Shantika Singh (Chair)

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Website: www.ukn.ac.za

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Appendix 4: Editors Report

JENNIFER LINDSEY-RENTON

PO Box 68648
Bryanston
2021
10th December 2015

To whom it may concern,

This letter is to confirm that I am a professional editor and proof-reader and that I have edited Liako Makhaola's thesis, the title being: 'The challenges of promoting domestic tourism in Durban.'

For any queries, please contact me on jenniferrenton@live.co.za.

Yours sincerely,

Jennifer Lindsey-Renton

Appendix 5: Turn-it-in Report



Research by Liako Makhaola

From Initial Draft (Research Dissertation 2015)

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