

**DEMOGRAPHICS AND CONSUMER BEHAVIOUR OF VISITORS TO THE
WEGRY/DRIVE OUT BULL RUN MOTORSPORT EVENT**

by

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DECLARATION OF INDEPENDENT WORK

I, Mavis Chamboko, ID number _____ and student number _____ do hereby declare that this research project submitted to the Central University of Technology, Free State, for the degree MAGISTER OF MANAGEMENT SCIENCES IN TOURISM AND HOSPITALITY MANAGEMENT, is my own independent work and complies with the Code of Academic Integrity, as well as with other relevant policies, procedures, rules and regulations of the Central University of Technology, Free State; and has not been submitted before to any institution by myself or any other person in fulfilment (or partial fulfilment) of the requirements for the attainment of any qualification.



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SUMMARY

The event tourism industry has a positive economic impact on countries and local communities alike. This is especially pertinent for developing countries such as South Africa where events and event tourism can be essential drivers for economic growth and development. Events have the potential to attract large numbers of attendees to host cities and local areas. As participant-based extreme sports events, such as motorsports, are becoming increasingly popular, competitive and dynamic, it is essential for event organisers to understand the demographics and consumer behaviour of visitors to such events.

Furthermore, the changing preferences of consumers are posing new challenges to marketers and event organisers. Marketers and event organisers need to understand the behaviour of consumers who attend their events, as this is likely to impact the sustainability of events. Surprisingly, little research has explored the demographics and consumer behaviour of visitors to events. The purpose of this study was, therefore, to gain insight into the demographics and consumer behaviour of visitors to a motorsport event, the WegRy/Drive Out Bull Run, hosted annually in the Northern Cape Province.

A quantitative research approach was followed in the study due to the relatively large population of around 700 attendees. The research design was survey research, and 267 questionnaires were administered to visitors of the 2017 WegRy/Drive Out Bull Run motorsport event held in Van Wyksvlei from 6 to 8 October. The questionnaire captured the demographic profile of visitors, as well as their satisfaction level and expenditure patterns related to accommodation, food and beverages, and the organisation of the event. Descriptive and inferential statistics were used to interpret the data.

Findings highlight the need for increased and improved marketing of the event. The study showed that most of the participants and attendees were from South Africa and that the event was white and male dominated. Experiences related to the various aspects of the event, including the organisation, were satisfactory, although some concerns were recorded and analysed. Applicable recommendations were proposed

to assist the event organisers in adequately marketing and positioning the event in future.

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Á Diet soit la gloire

(To God be the glory)

Every journey, whether big or small, whether planned or not, is interesting. However, as you embark on it, you start facing different challenges and doubts. This journey was no different. As I reflect upon the challenges I faced and the times I thought of giving up, I know that this journey would not have been possible without the Almighty Father in heaven, my supervisors, my husband, my family and the research department team at my university.

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CHAPTER 1: INTRODUCTION

1.1 Background of the study

Tourism is one of the world's largest industries (Statista, 2017: Online; Khosla, 2010:220). The United Nations World Tourism Organisation (UNWTO, 2016[a]: Online) refers to tourism as a key sectorial driver for socio-economic progress. It is one of the world's leading employment creators equalling, and even surpassing, oil exports, food products and automobiles. In 2017 Brazil, Russia and China had an increased tourist expenditure of US\$5 billion, US\$7 billion and US\$8 billion (respectively) more than 2016, whilst an estimate of close to one billion tourists travelled internationally during the first nine months of 2017, an increase of 4% during the same period in 2016. This growth was mainly due to increased travel to Asian and Pacific regions, which reported increased growth of 9% in international tourist arrivals. Africa reported an increased growth of 8% for the same period (UNWTO, 2018: Online; UNWTO, 2016[b]: Online). In 2015 international tourism generated US\$1.5 trillion in export earnings (UNWTO, 2016[a]: Online).

In developing countries, such as South Africa, tourism is one of the fastest growing industries (Lopez-Guzman, Orgaz-Agüera, Martín & Ribeiro, 2016:9; Rogerson & Kotze, 2011:13523). According to Statistics South Africa (Stats SA, 2017[a]:3), a comparison of travellers' movements between November 2016 and November 2017 shows that foreign travellers' arrivals have increased by 2.7% (from 1 294 020 in November 2016 to 1 329 025 in November 2017). Although South Africa does not have a direct measure of tourism employment, Stats SA (2016:37) reports that the tourism sector directly or indirectly employed 711 746 people (or 4.5% of total employment) in 2015. In addition, the contribution of tourism to South Africa's Gross Domestic Product (GDP) was R323 billion in the 2014 to 2015 review period (Department of Tourism, 2015:6). Tourism, thus, contributes significantly to job creation by stimulating the economy.

The tourism industry is multifaceted and offers different services, including events, transportation, accommodation and tour guiding. Tourism products and activities

mainly include travelling to destinations and/or attractions for events (as participators or spectators), physical activities (e.g., mountaineering), sightseeing (e.g., touring) and religious activities (e.g., members of the Zion Christian Church travelling to Moria in Limpopo) (Mason, 2016:142; Nelwamondo, 2009:48). Events are one of the main motivations for tourists to travel (Proos & Kock, 2014:47). Hudson and Hudson (2017:160) concur by mentioning the case of Cirque du Soleil, a European circus company, which experienced a 37% decline in revenue in 2013 from their European tours due to a decline in the number of shows they hosted.

According to a report by the City of Cape Town (2015:8), over 1 200 event permits were granted and over 1 200 event applications made in 2015 in South Africa, ranging from small to mega events. Owing to a large number of events being offered in South Africa, event tourism has become a major source of income for local areas (Kuenzel & Yassim, 2007:43). Getz and Page (2016[a]:604) maintain that events are big business and figure prominently in shaping and reinforcing destination identities. Saayman (2011:110) distinguishes between festivals and special events, as they differ with regard to place, objective, programme content and purpose. Four types of events can be distinguished: business events, festivals, entertainment events and sports events (Getz & Page, 2016[a]:594).

According to Bowdin, Allen, O'Toole, Harris and McDonnell (2012:24), business events are characterised by their focus on business and trade. Getz (2012:16) suggests that business events depend on special facilities such as convention centres and/or exhibition centres. Business events encompass different types such as trade shows, exhibitions, symposiums, training seminars, congresses and conferences. Examples include agricultural shows (e.g., Bloem Show in Bloemfontein and NAMPO Agri-Expo in Bothaville) and consumer shows (e.g., Gauteng Getaway Show and Tourism Indaba in Durban).

Festivals are an important expression of human activity and contribute to social and cultural life whilst generating business activity and income for host communities (Bowdin *et al.*, 2012:22; Saayman, 2011:109). Hiller (2017: Online) and Labuschagne (2014:20) concur by stating that the importance and growth of festivals are reflected in the number of festivals being staged in South Africa annually, which generated more

than R1.4 billion in 2017. This also applies to the international scene – the International Festivals and Events Association (IFEA, 2017[a]: Online), with its headquarters in the United States, boasts a staggering 2 000 premiere membership of industry-leading professionals and organisations. For example, in Indianapolis, in 2017, more than 500 000 people attended nearly 50 events and programmes hosted by 500 Festival, a non-profit organisation, which resulted in an economic impact of \$19.7 million (Anderson, 2018: Online).

Research on festivals and their impact in South Africa is prolific (Gozini & Tseane-Gumbi, 2017:10; Saayman, 2012:61; Marais & Saayman, 2011:147). Authors such as Gozini and Tseane-Gumbi (2017:10); Van Wyk, Saayman and Rossouw (2013:129); Viviers, Botha and Perl (2013:211); and Saayman (2012:112) agree on the positive economic impact of festivals, namely that they can lead to increased business investment for both individual entrepreneurs and the local government which organise and promote these festivals. Examples of festivals include the Mangaung African Cultural Festival (Macufe) in Bloemfontein and Cape Town Jazz Festival.

Entertainment events are usually planned with the purpose of providing entertainment (Getz & Page, 2016[a]: 594). Similarly, Getz and Patterson (2013:485) mention that the underlying focus of attending entertainment events in contemporary society is entertainment consumption. Tkaczynski and Toh (2014:296) analysed the motivation of visitors to a multicultural event and found that entertainment, socialisation and escapism are some factors that contribute to the growth and success of entertainment events. Examples of local entertainment events include The Legends of R&B in Pretoria and the Oliver Mtukudzi concert in Cape Town (Computicket, 2017: Online).

The testing of sports prowess through competition gave rise to sports events (Bowdin *et al.*, 2012:24). Sports events are activities that involve skill and physical effort usually governed by a set of rules, such as a time limit for the game, a minimum age limit to participate and a specific number of people allowed in a team (Yoshida & James, 2010:338). Examples include the Olympic Games and FIFA World Cup. Previous research on sports events in South Africa include Bama and Tichaawa, (2015) who focused on the 2013 Africa Cup of Nations (AFCON); and Saayman and Saayman (2014:151); Knott, Allen and Swart (2012:112); Mafini, Surujlal and Dhurup (2012:17)

and Banjo (2011:416) who focused on the 2010 FIFA World Cup event held in South Africa. All these studies confirm that sports events can be big business, attracting large numbers of participants, spectators and sponsorships. Events usually generate event tourism, as people travel to attend events.

Nyikana (2016:9) studied sports tourism in the Eastern Cape and found that sports events help to maximise the tourism value of destinations. Saayman (2012:113) focused on the 2010 FIFA World Cup and noted that visitors from outside the community spend money whilst attending sports events; thus, infusing new money into the community. Similarly, Getz and Page (2016[a]:593) found that sports events attract visitor spending at destinations as reflected by visitors' willingness to pay for goods and services.

International researchers such as De Aragao (2015:16) and Peeters, Matheson and Szymanski (2014:290) studied the economic impact of the FIFA World Cup in developing countries. They highlighted that, although mega sports events speed up investments and project development, they rarely bring about the expected economic benefits, because more funds are usually spent than what is needed and planned for due to corrupt and ineffective governments, as evidenced in the case of South Africa and Brazil.

De Aragao (2015:16) compared South Africa and Brazil with regard to visitor arrivals and economic gains, whilst Peeters *et al.* (2014:290) investigated the economic impact of the 2010 FIFA World Cup and its lessons for developing countries. Findings highlighted that sports events indeed gave the host countries international exposure, which resulted in increased visitor arrivals and expenditure. On the other hand, huge sports events sometimes do not generate enough financial gains, resulting in debt that can take generations to pay. This could easily happen when the type of event, duration, place and infrastructure are not considered and assessed critically (Melo & Sobry, 2017:96).

Bale (2000:90-92) investigated the changing face of football and found that the spectators who attend football club matches are wide and heterogenic; thus, their needs and wants differ. Fuentes-Blasco, Moliner-Velázquez and Gil-Saurab

(2014:90) suggest that stakeholders focus their efforts on improving customer satisfaction, because highly satisfied customers might show loyalty to a team. Wicker and Hallmann (2013:271-282) analysed visitor spending and assented the willingness of visitors to pay for participation in and travelling to marathon events.

A study by the German Federal Ministry of Economics and Technology (GFMET, 2009:15) confirms that people are travelling longer distances to attend events. Also, demographic changes such as increased income levels influence the type and scope of tourists (GFMET, 2009:4). With this in mind, it is imperative that event managers focus their resources on the right market. Emery (2010:168) further recommends continuous research to understand the unique and collective features of managing major sports events. This is supported by other researchers (e.g., Van Wyk, Saayman, Rossouw & Saayman, 2015:155; Proos & Kokt, 2014:57; Strydom, Saayman & Saayman, 2006:87) who also call for more research on sports events, demographics and consumer behaviour to help develop strategic activities to keep events growing each year.

Events have the potential to attract large numbers of visitors to particular destinations; therefore, it can enhance the appeal of a destination, resulting in increased destination competitiveness, economic development, increased revenue and infrastructure development (Getz, 2012:16; Getz, Svensson, Peterssen & Gunnervall, 2012:55; Harper, 2007:102). Understanding consumer behaviour provides insight into economic and social trends, as well as the success of marketing programmes of events.

It is against this background that this investigation focused on the demographics and consumer behaviour of visitors to the WegRy/Drive Out Bull Run motorsport event. As no information could be found in academic literature on this event, this study aimed to make a contribution in this regard. The WegRy/Drive Out Bull Run is a motorsport event held annually, previously in Vosburg, but since 2017 in Van Wyksvlei. Both towns are located in the Upper Karoo in the Northern Cape Province of South Africa. The main objective of this study was to determine the demographic profile and consumer behaviour of visitors to this event. The main aim is to provide information to

tourism authorities and event organisers to enable them to adequately position the event and to focus their efforts towards the right target market.

1.2 Statement of the research problem

Given the huge impact of events on local areas and the potential revenue they can generate, it is imperative that tourism authorities and event organisers focus on attracting the right target market for events and being able to meet the needs of the target market. Thus, insight into the demographics and consumer behaviour of attendees of events is critical. As mentioned above, the study focused on the WegRy/Drive Out Bull Run motorsport event held in Van Wyksvlei, Northern Cape. As there is no scientific research available on the event, the main objective of this study was to gain a better understanding of the demographics and consumer behaviour of attendees of this event. The aim of the study, then, is to make appropriate recommendations to the event organisers pertaining to the marketing and positioning of the event in future.

1.3 Research objectives

The main objective of this research was to determine the demographic profile and consumer behaviour of visitors to the WegRy/Drive Out Bull Run motorsport event in Van Wyksvlei.

The specific co-objectives were to:

1. Determine the demographic profile of visitors to the WegRy/Drive Out Bull Run motorsport event.
2. Measure the choice, expenditure patterns and experiences of visitors pertaining to accommodation and food and beverages.
3. Determine visitors' satisfaction concerning the organisation of the event.
4. Make recommendations related to the marketing and positioning of the WegRy/Drive Out Bull Run motorsport event to event organisers and the Northern Cape tourism authorities.

1.4 Research questions

Main research question

What are the demographic profile and consumer behaviour of visitors to the WegRy/Drive Out Bull Run motorsport event?

Specific research questions

1. What was the demographic profile of visitors to the WegRy/Drive Out Bull Run motorsport event?
2. What were the visitors' choice, expenditure patterns and experiences concerning accommodation and food and beverages whilst attending the WegRy/Drive Out Bull Run motorsport event?
3. To what extent were visitors satisfied with the organisation of the event?
4. Could any recommendations be made regarding marketing and positioning of the WegRy/Drive Out Bull Run motorsport event to event organisers and the Northern Cape tourism authorities?

1.5 Research methodology

A “research methodology” refers to a systematic and analytical process. It consists of methods used to conduct a research investigation and usually involve data collection, data analysis and interpretation of research findings (Creswell, 2009:15). This study employed a quantitative research approach. Owing to the relatively large population applicable to this study, a quantitative research approach suited the aim and objectives of the investigation. Quantitative methods require detailed planning prior to data collection and analysis (Neuman, 2003:137).

Bless, Higson-Smith and Kagee (2006:43) state that quantitative research relies on measurement to compare and analyse different values. It, therefore, evaluates objective data consisting of numbers (Clarke & Dawson, 2003:65).

Maree (2009:70) described a “research design” as a plan or strategy which moves from underlying philosophical assumptions to the specific selection of respondents,

data-gathering techniques, and data analysis. A “research design” is a framework or blueprint for conducting a research project and outlines the collection and analysis of data. It entails the procedure necessary for obtaining the information needed to solve the research problem (Matima, 2010:23). The research design employed in this study was survey research. The survey method enabled respondents to actively participate in the research, and the responses obtained from the data-gathering process could be used to accurately solve the research problem (Fowler, 2014:8).

According to the event organisers of the WegRy/Drive Out Bull Run, around 700 individuals attend the event annually, which represented the population of the study. The researcher, with three research assistants, personally travelled to the event to collect the data. The research assistants had been well briefed beforehand in administering the questionnaire. A total of 267 questionnaires were completed and used for statistical analysis. Data were captured in Excel, and both descriptive and inferential statistics were performed on the data.

1.6 Ethical considerations

According to Neuman (2003:116), “ethical issues are concerns, dilemmas and conflicts that arise over the proper way to conduct research”. The researcher obtained consent from participants prior to the data gathering. The participants were also informed that participation was voluntary and that their responses would be used for research purposes only (Blackwell, Bowel, Harvey, Hesketh & Knight, 2012:23; Best & Khan, 2006:206; Neuman, 2003:116).

1.7 Limitations of the study

The limitations of a study usually pertain to the characteristics of the design or methodology followed which might affect the way in which data are gathered and/or interpreted, and ultimately the results of the study. A limitation of this study was the unwillingness of some respondents to answer the questionnaires. Another limitation was that the data were gathered at a single event and the findings cannot be generalised to other settings.

1.8 Significance of the study

The WegRy/Drive Out Bull Run motorsport event has the potential to bring an influx of tourists to the Van Wyksvlei area and the Northern Cape Province. It can also add to the growth of Van Wyksvlei and the surrounding area as a mecca for off-road adventure motorsports enthusiasts. The study provides scientific information on the demographics and consumer behaviour of visitors to this event which can be useful to all stakeholders (such as product owners) involved in the event. This would likely improve the marketing and positioning of Van Wyksvlei and the Northern Cape, as events can significantly contribute to the branding of destinations.

1.9 Layout of the study

The study is set out in the following chapters:

Chapter 1: Introduction

This chapter provided the background to the study and clarified basic terms and concepts. It detailed the problem statement, research objectives and research questions. The adopted research methodology, as well as the limitations and the significance of the study were defined.

Chapter 2: Demographics and consumer behaviour

Chapter 2 deals with the literature pertaining to visitor demographics and consumer behaviour. It outlines the conceptual framework for the study.

Chapter 3: Sustainable event tourism

Chapter 3 reflects on relevant literature on sustainable sports event tourism, as well as the importance of this industry. It discusses the theoretical perspectives on the determinants of the motivational needs that drive consumers' choice of sports events.

Chapter 4: Motorsport events: The WegRy/Drive Out Bull Run motorsport event

Chapter 4 focuses on the WegRy/Drive Out Bull Run motorsport event. It provides relevant background and information about the event, as well as international examples of similar events.

Chapter 5: Research methodology

This chapter sets out the adopted methodology in the study with regard to the research design, population, data collection methods, data capturing and analysis. It also discusses the challenges related to fieldwork.

Chapter 6: Analysis of the research findings

Chapter 6 analyses and discusses the main findings of the study.

Chapter 7: Conclusions and recommendations

Chapter 7 draws and presents conclusions based on the analysis of the findings. Recommendations are made for the tourism, hospitality and events sector regarding marketing and positioning.

1.10 Summary

Sports tourism, a prominent niche within the event tourism industry, is growing fast. This has caused many more people to travel and, thus, contribute to the GDP of nations. The literature, as indicated in this chapter, revealed that within the event tourism industry there has been a great deal of focus on festivals and events.

This chapter provided the introduction and background to the study. It clarified basic terms and concepts and detailed the problem statement, research objectives and research questions. An outline of the research methodology that the study adopted, as well as the limitations and the significance of the study, was given. The next chapter continues by clarifying demographics and consumer behaviour, demographic variables and discussing the determinants of consumer buying behaviour. It explains the theoretical framework for the study and substantiates the selected model underpinning the study.

CHAPTER 2: DEMOGRAPHICS AND CONSUMER BEHAVIOUR

2.1 Introduction

“Demographics” broadly refers to individual distribution of traits and attributes within a population, whilst “consumer behaviour” attempts to understand the decision-making process of buyers and how emotions affect buying behaviour (Farmer, Moon & Miller, 2008:2; Foxell, 2005:179). Demographics and consumer behaviour are important determinants for successful events. Event organisers need to know not only what type of consumer attends their events, but also what the behaviour of this type of consumer is (Lubbe, 2003:63). Travel trends with regard to destination and time of travelling are influenced by demographics and consumer behaviour. Thus, Lubbe (2003:111) claims that identifying and profiling market segments are the focal point in choosing viable market segments of visitors.

Effective marketing and positioning are centred in the product and the mind of the consumer. Cosic (2015:9) acknowledges that one of the important long-term social and policy challenges facing the planet is how to promote sustainable resource usage. Cosic (2015:9) believes that sustainable development requires not only technological innovations, but also changes in individual and collective behaviour. South Africa has many attractions to offer tourists, because of its diverse cultures, scenic beauty and favourable climate. In addition, by hosting the 2010 FIFA World Cup, the country has proven its ability to host international sports events (Goslin & Burger, 2006:152).

Mirimi, Vengesayi and Kabote (2014:115) argue that the understanding of demographics and consumer behaviour can act as catalysts for improving strategic destination marketing and positioning, which in turn foster destination development. They further advocate the alignment of consumer behaviour and demographics, as this is likely to stimulate growth in tourism, spilling over to other businesses such as hotels, airlines, travel agencies, recreational facilities and sports clubs. Marketers are also likely to convince customers that their product is superior to that of competitors. Owing to its prolific influence, the study of consumer behaviour is popular in both business and academic research (Tikander, 2010:5-92; Yang, 2010:119-125; GFMET, 2009:1-20; Sparks, 2007:1180-1192).

The primary aim of this chapter is to provide a better understanding of demographics and consumer behaviour of visitors who attend events. This chapter thus includes a review of the literature pertaining to visitor demographics and provides insight into the concept of “consumer behaviour”. It will explain demographics, demographic variables and the importance of demographics, provide a broader understanding of consumer behaviour and reflect on the determinants of consumer buying behaviour. Furthermore, the chapter will also provide the theoretical framework for the study.

2.2 Demographics

Yeoman and Butterfield (2010:2) defined “demography” as the study of population characteristics, whereas Moore (2010:155) sees demography as the study of population trends. Similarly, Parumasur and Roberts-Lombard (2012:53), Schiffman and Kanuk (1997:50) and Loudon and Della Bitta (1993:35) view the concept as the study of human population statistics. Stanton, Etzel, Walker, Abratt, Pitt and Staude (1995:43) concur that demography is the statistical study of the human population and its distribution.

Demographics are variables of population characteristics that can be expressed statistically and include age, sex, race, occupation, education levels and income (Parumasur & Roberts-Lombard, 2012:53; Schiffman & Kanuk, 1997:50; Loudon & Della Bitta, 1993:35). Van der Westhuyzen and Van der Merwe (2014:86) state that visitor demographics annotate and cross-link the composition and distribution of the visitor population, and encompass the age, gender, race, family life cycle, income, religion, occupation and social class of the group. Insight into visitor demographics variables in tourism is vital to understand the implication of these variables for the marketing and positioning of tourism products. For the purpose of this study, the terms “visitors”, “customers”, “tourists” and “clients” are used interchangeably, similar to other researchers (see Proos & Kockt, 2014:48; Bowdin *et al.*, 2012:11; Getz, 2012:318). Proos and Kockt (2014:48) used the term “visitors” when referring to tourists and attendees, Bowdin *et al.* (2012:11) used the terms “clients” and “customers”, whereas Getz (2012:16-26) referred to tourists as “visitors” and later on as “attendees”.

Age

Age is the number of years a person has lived. Conversely, from the definition of “youth” proposed by the United Nations Educational, Scientific and Cultural Organisation (UNESCO, 2017: Online), namely a “transition from childhood to adulthood”, it can be argued that age is a transition from one stage of life to another such as from toddler to childhood. Personal preferences may change as consumers go through life, for example, children want toys as gifts, but when they grow older they tend to want clothes and technological devices (such as tablets and iPads).

Many marketing executives use age as one basis for segmenting consumers (Funk, 2008:100; Stanton *et al.*, 1995:103). Segmenting is an aggregating process that clusters people with similar needs into a market segment. The mixing of ages is an important factor to consider in marketing event tourism, because values, lifestyles and attitudes differ among age groups within a population. Zitkus and Puskoriete (2013:225) and Loudon and Della Bitta (1993:37) posit that, because of the age mixes in families, expenditures regarded as luxuries differ.

As a person gets older, health depreciates (Gratton & Taylor, 2005:53). Consequently, active participation in adrenalin-filled tourism activities normally declines steadily with age. According to Gratton and Taylor (2005:53), there is a negative correlation between age and active participation in adrenalin-filled tourism activities and events. However, Fourie (2013:43) argues that, although older people might not actively participate in adrenalin-filled tourism activities and events anymore, they could still be part of these activities as spectators, supporters, coaches or managers.

On the other hand, rather than adopting the conventional view that people cease active participation in adrenalin-filled tourism activities and events because they grow older, Gratton and Taylor (2005:53) suggest that many older people who are not active in adrenalin-filled tourism activities and events were never interested in these activities and events in the first place. Thus, they simply lack an overall interest in adventure tourism.

It is easy to fall into the trap of seeing a certain age group as being homogeneous when, in fact, there might be significant differences within the group (Du Plessis & Rousseau, 2003:319). Van der Westhuyzen and Van der Merwe (2014:93) acknowledge that age has little connection with single segmenting principles such as income, gender, race and family life cycle. For this reason, it is necessary to exercise prudence when using age to segment the market and should be applied with other variables to obtain a better and more complete understanding of the consumer.

Gender

Gender and sex terms are often used interchangeably to refer to whether a person is biologically male or female (Parumasur & Roberts-Lombard, 2012:117). In adrenalin-filled tourism activities and events, men usually had higher active participation rates than women due to constraints in exposure and opportunities for the latter during adolescence (Gratton & Taylor, 2005:54). However, some studies have shown that gender-related differences are diminishing rapidly (Funk, 2008:102; Gratton & Taylor, 2005:75). As a result of certain marketing strategies, women are being introduced to the basic rules of adventure tourism, travelling, camping and engaging in adventurous tourism activities and understanding the different levels of play and participation (Funk, 2008:102). Thus, women's interest and participation in adrenalin-filled tourism activities and events are on the increase.

In addition, Parumasur and Roberts-Lombard (2012:126) point out that women, as a group, have become an economic powerhouse since 2011. They maintain that, in the United States, women are responsible for over 85% of customer purchases and influence over 95% of total goods and services. This highlights their influential role in the purchase of products and services.

Occupation and education levels

Occupation and education tend to be correlated in a cause-and-effect relationship. An individual's level of education is strongly associated with his or her occupation, whereas high-level occupations normally require advanced education and training. Thus, education acts as a surrogate factor for better paying jobs, as it influences the level of income that a person earns (Parumasur & Roberts-Lombard, 2012:55).

Ordóñez de Pablos and Aung (2017:109) claim that people with higher education levels tend to generate higher income and would thus have different spending patterns from those with lower education levels. Smith and Taylor (2004:685) acknowledge that consumers worldwide have become more sophisticated. Loudon and Della Bitta (1993:51) maintain that people with a college education or higher constitute a lucrative market segment. This is because of the above average discretionary income at their disposal, as well as the fact that they tend to spend more.

Marketers use different marketing strategies for tourism events. However, literacy rate and education levels of consumers have a direct impact on the integrated marketing communication mix that marketers use to promote products and services related to tourism events (Parumasur & Roberts-Lombard, 2012:35). According to Funk (2008:99), multi-feature coverage in a newspaper (such as a three-part series over corresponding days) creates exposure and repetition, which in turn enhance awareness. Such newspaper features should also include pictures. A simple and quick message reduces the time needed to read or think about the message. Thus, consumers from different education and literacy levels will be able to understand the marketing message.

Event organisers, therefore, come up with innovative ideas to keep the interest of heterogeneous consumers with different demographic characteristics. Bartels and Johnson (2015:47) suggest that tailor-making packages for consumers from different age groups, races and genders, and with different interests, might help enhance customer base.

Income

Hussein (2018:35) emphasises McCarthy and Perreault's (1993:172) claim that markets consist of people with money to spend and believes that the customer should be the focus of all business and market activity. Parumasur and Roberts-Lombard (2012:126) and Stanton *et al.* (1995:44) argue that people alone do not constitute a market. People should be willing to interact in order to facilitate a trade. Ordóñez de Pablos and Aung (2017:114) concur that markets consist of people who have specific needs (e.g., to engage in tourism) that must be satisfied, have money available and are willing to spend money to satisfy these needs.

Funk (2008:98) notes that marketers need to understand what consumers spend their money on. Cooper, Fletcher, Gilbert and Wanhill (1997:33) highlight that event tourism is an expensive activity that demands a certain threshold of income before participation is possible. Gbadamosi (2018:35), with support from McCarthy and Perreault (1993:177), claims that there is no market when there is no income.

2.2.1 The importance of demographics

Yeoman and Butterfield (2010:2) argue that demographic trends have an impact on everyone and everything, which include marketers and tourism for the purposes of this study. The second demographic transition theory puts forward the description of “the demographic change over time” (Zaidi & Morgan, 2017:474). The second demographic transition theory suggests that demographic trends and social changes have an important impact on the future development of the event tourism industry. The GFMET (2009:15) highlights the fact that people are living longer, the number of young people is declining, one-parent households are increasing and more couples choose not to have children or delay having children, all resulting in radical changes in the type of travel and tourism products and services. In addition, grandparents, who live longer, are enjoying more time with their grandchildren (Schänzel & Yeoman, 2015:142). The second demographic transition theory proposes that different demographics have an impact on tourism, as indicated in the examples above (Zaidi & Morgan, 2017:474).

Demography is important to event tourism marketing executives because people constitute markets, as stated previously. Demographic dimensions provide marketing managers with critical information about the size and characteristics of the target markets. They assist in selecting groups of homogeneous consumers as target markets for marketing activities (Armstrong, Adam, Denize & Kotler, 2014:176). Moore (2010:155) contends that population trends (such as income, age, gender, occupation and education levels) correlate strongly with vital aspects in international relations such as tourism and marketing. A clear understanding of tourism consumer characteristics helps to appreciate the implications of individual determinants of consumer behaviour (Loudon & Della Bitta, 1993:35). Gbadamosi (2018:3) concurs by

stating that the use of demography is an intelligible way of distinguishing young consumers from old consumers. Thus, demography plays an important role in market segmentation.

Marketers are concerned with the amount of money people have available to spend and the amount of money people are willing to spend to satisfy their needs (Zitkus & Puskoriute, 2013:224; Loudon & Della Bitta, 1993:53). Gratton and Taylor (2005:4) are of the opinion that markets (people with purchasing power and who are willing to participate in activities) exist because of the amount of money involved in different activities (such as sponsorship, travelling costs, purchasing equipment and/or clothing). Simone (2009:233) maintains that if people do not have an income, they might not be able to afford the fuel needed to drive to destinations, which in turn will have an influence on their travelling patterns.

In addition, income is important, as governments impose taxation on products and services (Gratton & Taylor, 2005:4). Thus, tourists spend their money when buying the taxed products and services. Many studies on economic impact of events show that the economic benefits of event tourism are derived from tourist expenditure on goods and services (Proos & Kock, 2014:51-55; Getz, 2012:318; Gratton & Taylor, 2005:14). The promotion of tourism is perceived as a strategic development objective for many destinations. It is thus critical to ensure that tourist behaviour is well understood (Nyikana, 2016:8).

Although demographic variables have an effect on marketing, contradictory findings have been reported by Ozimek and Zakowska-Biemans (2011:144) who argue that consumer levels of education influence visitor expectations. Customers with higher levels of education tend to have higher expectations. In contrast, Radulescu and Cetina (2011:390) posit that the relationship between education and the use of products and/or services resembles a person's level of income. In a similar vein, Gareth (2011:26) asserts that gender differences play a role in decision making, and Mhlanga, Hattingh and Moolman (2013:1114) point to the differences between men and women in their reactions to the same marketing stimuli. Men, boys, women and girls tend to like different products. In conclusion, demographic variables are important

because they indicate the population of the area, the size of the target market, the income group and the nature of the spending patterns.

2.3 Consumer behaviour

The following section will reflect on consumer behaviour, as well as the determinants of consumer behaviour.

2.3.1 Understanding consumer behaviour

The term “consumer” refers to an individual who buys goods and services for personal use (Coetsee & Nienaber, 2012:123). “Consumer behaviour” refers to the choices that consumers make; thus, the study of consumer behaviour focuses on how consumers make decisions with regard to spending their available resources (such as time, money and effort) on consumer-related products (Gbadamosi, 2018:3; Schiffman & Kanuk, 1997:6). Foxell (2005:179) views the study of consumer behaviour as an attempt to understand the decision-making processes of buyers (both individually and in groups) and the effect of emotions on buying behaviour. Consumer behaviour encompasses characteristics that consumers display in searching for, purchasing, using, evaluating and disposing of products and services they expect to satisfy their needs (Zitkus & Puskoriute, 2013:224; Schiffman & Kanuk, 1997:6).

According to Horner and Swarbrooke (2007:1), consumer behaviour refers to the things that a consumer does when buying and using products and services. Kruger and Saayman (2012:110), supported by Loudon and Della Bitta (1993:7), argue that the decision-making process is complex and should not be viewed only as the act of purchasing. The purchasing behaviour, in addition to the physical activity, also involves a mental decision. A number of people (family, friends, reference groups and society), who play different roles, are also involved in the decision-making process. Every person belongs to a specific group. These groups (family, friends, reference groups and society) have their own language, beliefs and customs, and every person needs to belong to a specific group so that their needs can be satisfied. It is, therefore, vital for marketers to gain insight into the diverse needs of different groups.

Furthermore, understanding that consumer decision making does not take place in a vacuum helps to provide an appreciation of the determinants of consumer behaviour. Determinants are factors that decisively affect or influence the nature or outcome of a process or activity. These determinants can be on an individual level (such as personal and psychological), group level (such as cultural, social) and/or economic level (Rani, 2014:52). McCarthy and Perreault (1993:638) postulate that the individual and group determinants strongly influence consumer behaviour. Individual, group and economic determinants of consumer behaviour determine whether consumers will purchase a product or service because they want to meet their own needs, it is the most popular trend on the market, or they have the money available to buy the product or service.

2.3.2 Determinants of consumer behaviour

The following aspects can be regarded as determinants of consumer behaviour. These include cultural factors, social factors, personal factors, psychological factors and economic factors.

2.3.2.1 Cultural factors

Culture comprises a set of values, norms and attitudes that are passed from one generation to another (Van der Westhuyzen & Van der Merwe, 2014:66). The influence of culture on buying behaviour varies from country to country, therefore, marketers have to be careful in analysing the culture of different groups, regions or even countries (Rani, 2014:54). It is important for marketers to understand and take into account the cultural factors inherent to each market or situation in order to adapt the company's products and marketing strategy.

Cultural trends entail patterned thinking that exists among a group of people. Culture is not static, but is a continually evolving and widespread framework that influences various aspects of how consumers interpret messages and interacts with the world. Thus, cultural trends influence consumer buying behaviour (Ramya & Mohamed Ali, 2016:76). In addition, it guides a person's preferred mode of conduct and expected outcomes. Within the tourism industry, market competition is high. Applying

promotions and marketing strategies that effectively communicate to the culture of the consumer can help companies retain and increase their customer base.

2.3.2.2 *Social factors*

Every consumer is a unique individual but still belongs to a social group made up of family and friends. Funk (2008:96) believes that consumer behaviour depends on the image of immediate situations and the world. Thus, social needs involve and are affected by friends, family members and unknown guests. An example is a person's reaction (such as being irritated, becoming aggressive or pointing at the line behind them) towards someone who jumps a queue and does not follow the accepted social norms of behaviour for a queuing context (Jensen & Hansen, 2007:617).

Parumasur and Roberts-Lombard (2012:129) assert that changes in the age composition of a population correlate significantly with shifts in values and demands. Children learn their consumption patterns from their parents. This is especially true regarding products such as soap, toothpaste and cereal (Bhatia, 2013:522); seemingly making it the norm that parents should decide what is bought in a household. On the other hand, children also affect parents' buying decisions. For example, parents of a child who is not interested in any specific soccer team may regard the purchase of a soccer ball or soccer boots to be a luxury, whilst a child who is interested in soccer may regard these items to be a need and put pressure the his/her parents. The children might demand certain clothing and equipment in the household. Thus, consumers from different social frameworks (such as different age groups, attitudes, cultures or interests) display different buying behaviour patterns that are important to marketers.

2.3.2.3 *Personal factors*

Personal factors include variables such as age, lifecycle stage, occupation, economic circumstances, attitude, lifestyle activities and interests. Attitude determines behaviour patterns, which influence consumers' learning ability, selection process and purchase decisions. Marketing managers, therefore, need to compile an effective marketing mix which should serve consumers based on what and who motivate them.

Loyalty is a personal trait that some consumers possess. Loyalty is present when consumers decide to purchase certain products on a regular basis. Satisfied customers are loyal customers (Van der Westhuyzen & Van der Merwe, 2014:77). Satisfied loyal customers provide opportunities for business owners which create value in order to further long-term relationships between the customer and the business. Satisfaction mediates consumers' intention to return (Choi, Shonk & Bravo, 2016:22). Thus, successful tourism products or services would ensure repeat business.

Zitkus and Puskoriute (2013:225), supported by Loudon and Della Bitta (1993:35), contend that insight into consumers' personal characteristics helps to determine both individual and group preferences. A consumer who is an entertainment seeker usually differs from a family oriented consumer. Entertainment seekers usually look for entertainment-related activities, while family-oriented consumers are more influenced by group dynamics and spending time with their families.

Often other people influence a consumer's buying decisions. Hence, marketers need to know who is involved in buying decisions and what role do they play. According to Engel, Blackwell and Miniard (1995:12), understanding and adapting to consumer motivation and behaviour are an absolute necessity for competitive survival. Thus, marketing strategies also need to aim at the people who motivate others.

Saayman and Dieske (2015:78) argue that the identification of visitor motivations can be an effective method to identify homogeneous segments from a pool of heterogeneous visitors. Motivation is an internal state or condition that serves to activate or energise behaviour and thus give it direction. Similarly, Van der Westhuyzen and Van der Merwe (2014:60) state that motivation is the driving force that impels individuals to action. In light of the above, the motivational needs for event consumers will be discussed below.

Funk (2008:11) is of the opinion that events provide benefits and opportunities that fulfil the individual needs of consumers'. Crompton (1979:416) proposes the push-pull motivation, which he believes represents the consumer's recognition of unfulfilled

internal needs and the consequent search to satisfy these needs. Crompton (1979:416) expresses similar sentiments on the importance of human needs to ensure survival, namely that human beings have needs they strive to satisfy. Consumers of event tourism are no exception. Event tourists are motivated by both intrinsic and extrinsic needs; and specifically internal influences for event tourism are based on personal needs and experiences.

An event draws people to attend it not because they can afford to attend the event, but because of their interests and previous experiences. Thus, the event should be fun and unique. Long after an event, most consumers forget which team won or what the score-line was. All that lingers in their memories is the fun, the cheering and the dancing (Funk, 2008:11).

In order to understand event consumer motivation, it is necessary to understand the needs that the consumer strives to satisfy. Maslow's hierarchy of needs supports the fact that unsatisfied needs motivate people towards action (Van der Westhuyzen & Van der Merwe, 2014:60), as discussed in the next section under Psychological factors (2.3.2.4). Getz (2008[a]:405) emphasised that an understanding of consumer motivation requires one to determine who travels for events and why, as well as who attends events while travelling. Chon, Pizam and Mansfeld (2012:1) concur with Maslow (1954:370) that unsatisfied needs impel individuals to act towards achieving desirable outcomes (such as reduction of boredom). Njagi, Ndivo and Manyara (2017:3) and Crompton (1979:409) contend that people travel because of impelling (push) and compelling (pull) factors.

This study focuses on a motorsport event; therefore, it is necessary to investigate elements relating to this field. Funk (2008:24) represents the push and pull factors affecting the motives of sports tourists as Socialisation, Performance, Excitement, Esteem and Diversion (SPEED) and refers to these motives as the SportWay motives in consumer behaviour. Table 2.1 below illustrates the SportWay motives (SPEED) in consumer behaviour.

Table 2.1: SportWay motives in consumer behaviour

SportWay	Description
Socialisation	Socialisation represents a desire for social interaction. Individuals are motivated to seek a sports event experience due to opportunities for the enhancement of human relationships through external interaction with other spectators, participants, friends and family.
Performance	Performance represents a desire for aesthetic and physical pleasure. Individuals are motivated to seek experiences due to opportunities to enjoy the grace, skill and artistry of athletic and physiological movement.
Excitement	Excitement represents a desire for intellectual stimulation. Individuals are motivated to seek event experiences due to opportunities for mental action and exploration from the atmospheric conditions created by the uncertainty of participation and competition and the spectacle of associated activities.
Esteem	Esteem represents a desire for competency. Individuals are motivated to seek event experiences due to opportunities for achievement and challenge that produce a sense of mastery and heighten a sense of personal and collective self-esteem.
Diversion	Diversion represents a desire for mental well-being. Individuals are motivated to seek event experiences due to opportunities to escape and remove themselves from daily work and life routines that create stress.

Source: Funk (2008:24)

The SPEED motives can pull event tourists to engage in event consumption activities by watching and participating in events (Funk, 2008:26).

2.3.2.4 *Psychological factors*

A consumer is an individual with psychological needs which can arise from the need for recognition or belonging. Marketers exploit the need to fulfil psychological factors so subtly that consumers might not even recognise it. Maslow, a psychologist, developed a theory of human needs. Maslow's hierarchy of needs, as depicted in figure 2.1 below, shows that humans are driven by different needs at different times, with the most pressing needs at the bottom and the least pressing needs at the top. Maslow claimed that the basic rule is to satisfy first the basic need before proceeding up the hierarchy (Kotler & Armstrong, 2009:173).

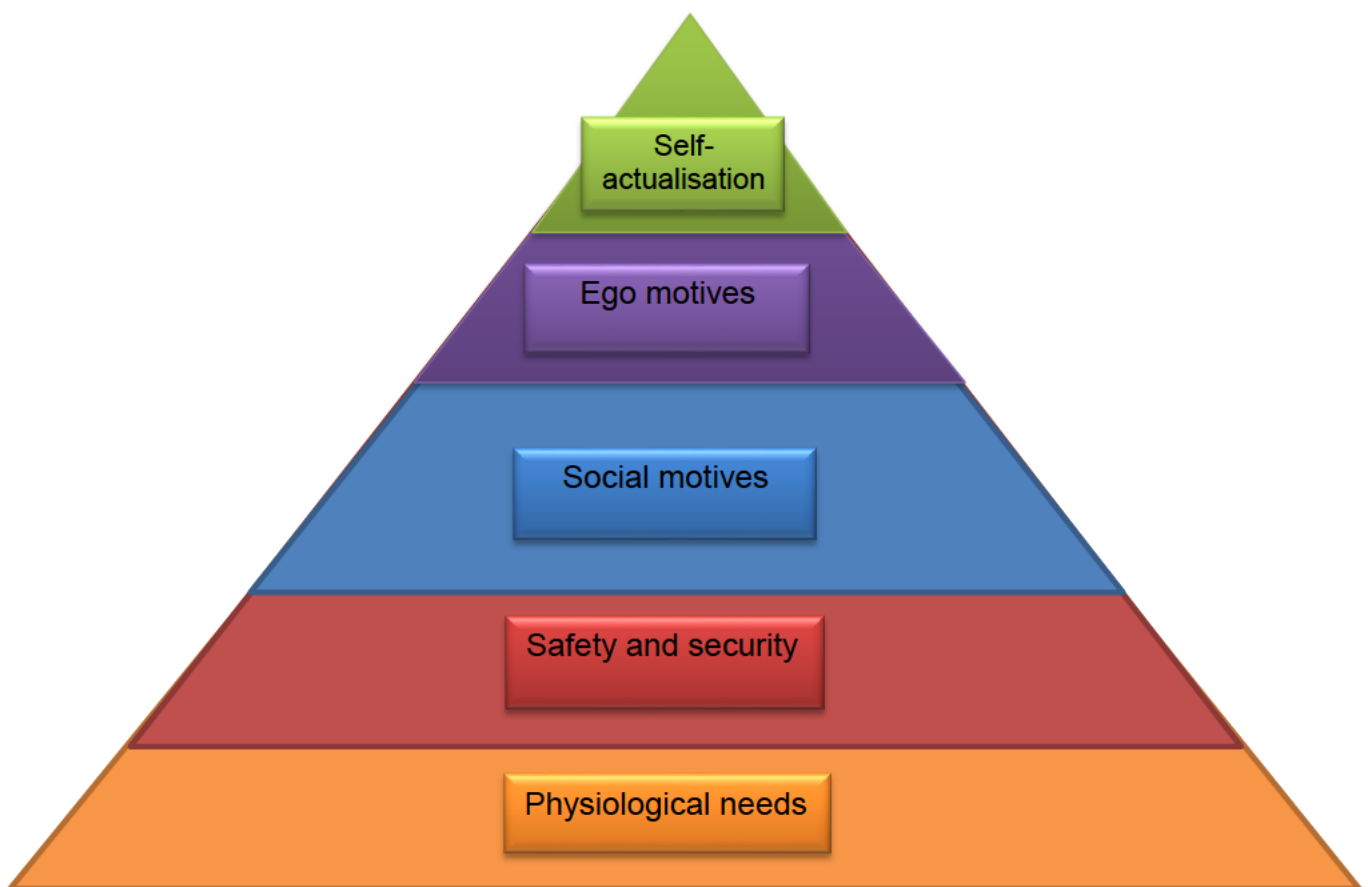


Figure 2.1: Maslow's hierarchy of needs

Source: Van der Westhuyzen and Van der Merwe (2014:61)

Figure 2.1 shows the progression of human need satisfaction. Physiological needs are basic needs (e.g., hunger and thirst) that need to be fulfilled first, followed by safety and security needs (e.g., security and protection). Social motives (e.g., belonging and being loved) are third on the hierarchy, and ego motives (e.g., self-esteem and

recognition) are on level four. At the top of the hierarchy, level five, is the need for self-actualisation (e.g., self-development and self-realisation).

Maslow's hierarchy of needs can be applied to consumer behaviour. Consumers have basic needs such as the need for food and water. By satisfying these recurring needs consumers are able to continue with their day-to-day living. An example is that of a soccer player who eats breakfast and quenches his thirst. He can start his day full of energy, but will still need to eat again during the day when he gets hungry. Marketers can thus use advertisements to remind consumers of their need to have three healthy meals a day and the advantages of drinking water.

In addition, marketers can exploit customers' fears and anxieties about safety and security to sell their products (Van der Westhuyzen & Van der Merwe, 2014:61). Erikson, another psychologist, suggested that adolescence is a time when teenagers need to achieve a sense of belonging, love and have peer relationships (Schoeman, Jansen, Dreyer, Swanepoel, van As, Vogel, Steyn, & Kruger, 2011:9). Therefore, marketers can push adolescences to buy certain beauty products, clothes and technological gadgets.

Funk (2008:18) argues that marketers find it easier to create pathways than to create needs. Pathways are avenues that consumers can take to reap certain benefits and satisfy needs. Marketing communications promote events as a way of creating a pathway to reducing work tension. For example, stadia, pubs and televisions are marketed as pathways which, when taken, could help reduce work tension on weekends. Marketers also communicate the positive attributes and benefits of events, products and services. For example, attracting tourists to watch events is easier than making them want to escape work routines. Thus, marketing creates wants in the form of specific pathways.

Many tourism companies now know how to focus on the need for ego and self-actualisation. An example is a tour operating company that sells travelling packages for the Trek4Mandela Kilimanjaro climb. This is an expedition of climbing Mount Kilimanjaro with the aim to raise funds to ensure that 350 000 girls will not miss a day of school due to menstrual challenges (Trek4Mandela, 2018: Online).

Psychological needs also entail mood, personality and lifestyle. For instance, if customers are in a bad mood, they may overreact or respond negatively to any insignificant problem (Jensen & Hansen, 2007:617). Conversely, customers in a buoyant, positive mood may overlook delays in service. Psychological needs also entail the need for enhancement of self-esteem, fulfilling lifestyle needs and the need for variety.

According to Juvan, Ring, Leisch and Dolnicar (2016:1506), the misalignment of beliefs and unsustainable vacation behaviour can cause psychological tension in consumers. Consequently, they might try to justify their behaviour, instead of changing it. This puts pressure on marketers to ensure that products and services meet the needs of the consumers. When consumers' expectations are met satisfactorily, or exceeded, they are compelled to respond positively. This, in turn, will affect buying behaviour positively.

2.3.2.5 *Economic factors*

The economic situation of consumers has great influence on their buying behaviour and travel patterns. People often need money when they want to travel. The harmonisation of currencies between countries will determine travel patterns. In addition, if consumers' income and savings are high, they will purchase products that are more expensive and travel more, whilst a person with low income and savings will purchase inexpensive products and travel less (Rani, 2014:57). This is because consumers' with higher income and savings are assumed to have more disposable income available to them.

A clear understanding of individual, group and economic determinants of consumer behaviour ensures the development of strategies which can influence attendance positively. Understanding the individual consumer can ensure the creation of attractive packages which include transportation, accommodation, food and beverage and are easy to sell. This would result in increased commercial value and economic spinoffs (Zitkus & Puskoriute, 2013:225) and ensure the sustainability of tourism events.

According to Van der Westhuyzen and Van der Merwe (2014:92), every market consists of market segments. An understanding of the influence of determinants of consumer buying behaviour is essential for marketers in order to develop suitable marketing mixes that appeal to target customers and influence their product and brand preferences. International tourism has increased rapidly in recent times, and tourism operators need to understand the behaviour of consumers in order to gain a competitive advantage over other operators (Choi *et al.*, 2016:25). Armstrong *et al.* (2014:175) concur by stating that, through market segmentation, smaller segments can be reached efficiently and effectively by meeting their individual needs.

However, Loudon and Della Bitta (1993:30) note that the concept of “mass market” no longer exists, and Dhurup, Muposhi and Shamhuyenhanzva (2015:1271) maintain that it remains a “mirage” to have a homogeneous global market. Gone are the days when exclusivity was the global phenomenon – inclusivity is the new game, according to Kotler, Kartajaya and Setiawan (2017:7). They further state that the world is moving from hegemony to a multilateral power structure. Thus, tourism events should be able to blend and fulfil the different needs and wants of different consumers.

2.4 Theoretical framework

The study of consumer behaviour is diverse and underpinned by various theories (Kruger, Botha & Saayman, 2012:110; Foxell, 2005:179). Some of the major theories include the Theory of Planned Behaviour, the Benefits-Based Model, the Push and Pull Model of Motivation, and the Engel-Blackwell-Miniard (EBM) model of consumer behaviour (Sparks, 2007:1180; Lam & Hsu, 2006:589; Loudon & Della Bitta, 1993:610).

The Theory of Planned Behaviour suggests that the strong intention of an individual to engage in an action or achieve a behavioural goal can predict the individual's behaviour successfully. Sparks (2007:1180) employed the Theory of Planned Behaviour to predict tourist intention in choosing a vacation. Similarly, Lam and Hsu (2006:589) applied this theory to examine behavioural intention in choosing a travel destination.

Many visitors also spend their disposable income due to the benefits they receive. The Benefits-Based model maintains that visitors will visit events based on the satisfaction of their needs. As suggested in this model, many visitors spend their money based on the benefits they derive from events they visit. Benefits could include experiential or psychological outcomes and the product of participating in particular activities or particular tourist attractions (Tian, Crompton & Witt, 1996:34; Samdahl, 1991:35). Viviers and Slabbert (2014:3) note that the events sector is market driven and respond to the specific needs of its attendees.

The Push and Pull Model of Motivation suggests that tourists travel to destinations because of push factors (motives that drives a tourist away from home) and pull factors (motives that drives tourists towards a destination) (Lofreda, 2015:18). In support of this view, Scholtz, Kruger and Saayman (2013:168) found that, during recession periods, people still travelled to the Kruger National Park. Thus, travel motivation acts as the force behind tourist behaviour.

Lofreda (2015:86) concurs with Scholtz *et al.* (2013:168) and Shank (1999:182) that visitors travel because of the benefits they derive from the experience. Shank (1999:182) suggests eight elements, namely self-confidence, escape from everyday life, entertainment value, enjoyment, aesthetic value, sense of belonging family ties, and economic value, which serve as motives for tourists to travel. Getz (2016: Online) views these eight elements as crucial aspects in gaining insight into the motivations of event tourists.

Zitkus and Puskoriute (2013:224) contend that consumers do not necessarily look to buy the cheapest products, but make purchases depending on mood, situation, location, emotions, environment and other factors. Originally developed in 1968 by Engel, Kollat and Miniard, and modified by Engel *et al.* (1995:507), the model identifies and distinguishes consumer behaviour as a process which occurs over a period. The EBM model of consumer behaviour, proposed by Engel *et al.*, was selected to underpin this study. The EBM model is presented in figure 2.2 below.

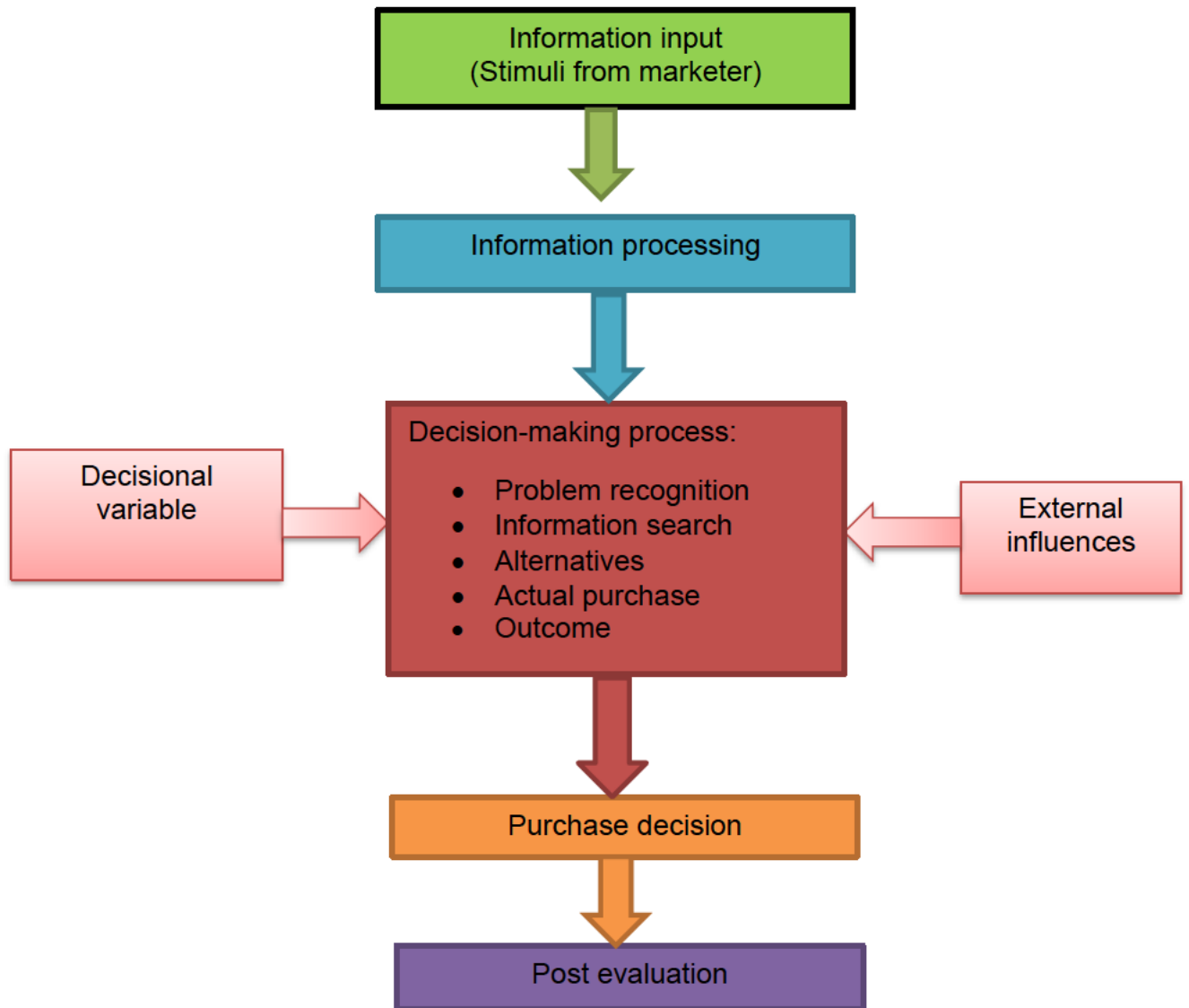


Figure 2.2: The EBM model of consumer behaviour

Adapted from: Engel *et al.* (1995:507)

Figure 2.2 shows that consumer behaviour is grouped into five steps, namely information input, information processing, decision-making process, purchase decision, and post evaluation. These steps are explained below:

Information input

In this step, the consumer receives information from the marketer and non-marketing sources. If these sources do not provide the needed information, external sources are used (Zitkus & Puskoriute, 2013:224; Loudon & Della Bitta, 1993:610). The high levels

of the globalisation of markets and asymmetric information pose a challenge to tourism marketers.

Advertisements about tourism events on television, radio, newspapers, internet, social media or through word of mouth act as catalysts to creating awareness. Mass media act as a socialising agent for tourism event consumers. According to Funk (2008:91), research has identified the media's role in tourism events, namely tourism event coverage on television, the use of informational recreational brochures, the style of commentary during the event, editorials in newspapers and the use of the internet by marketers to create awareness of tourism events. Zitkus and Puskoriute (2013:224) argue that consumers sometimes get lost in searching for information due to misleading or inaccurate communication.

Information processing

Engel *et al.* (1995:507) maintain that five activities occur when consumers try to process information, namely exposure, attention, comprehension, acceptance and retention. First, consumers are exposed to the information, which creates stimulation that leads to attention and comprehension. The information is stored in the memory so that meaning can be derived from it. The acceptance stage is when the information is evaluated. If the information is accepted, it is retained in permanent memory, whilst a lack of acceptance results in the loss of the information. Tourism event consumers must be exposed to the message first, then allocate storage space for the information, interpret stimuli and retain the message by transferring the input to long-term memory. Noel (2009:115) concurs that the information process starts when a consumer is exposed to external stimuli and might decide to store it in long-term memory ready for retrieval when prompted by the right cue at a later date.

Decision-making process

The model postulates that the decision-making process is influenced by decisional variables and external influences. The process consists of five steps (activities) which occur over a period of time, namely motivation and need recognition, search for information, alternative evaluation, purchase, and outcomes (Engel *et al.*, 1995:507).

Decisional variables

Decisional variables are factors that help tourism consumers make decisions. These factors are either intrinsic or extrinsic needs. Intrinsic needs are derived from one's self-concept and a subsequent lifestyle based on internal influences (Parumasur & Roberts-Lombard, 2012:27). Intrinsic needs are due to demographics, beliefs, attitudes, motives, lifestyle, evaluation criteria used or intention. Crompton (1979:415) believes in the cognition of unfulfilled internal needs by visitors, who then seek to satisfy these needs. Funk (2008:11) is of the opinion that tourism events provide benefits and opportunities that fulfil individual needs. Thus, internal influences for events tourism are based on personal needs and experiences.

Extrinsic needs are based on external influences, which include rewards, recognition and prestige. In event tourism, these influences, which can be seen as benefits, are realised by tourists from engaging in competitions (Parumasur & Roberts-Lombard, 2012:27). According to Getz and Page (2016[a]:597), researchers of consumer motivation believe that tourists travelling to participate in competitive events demonstrate extrinsic motivators, such as the need to win a prize.

Zitkus and Puskoriute (2013:224) note that it is important to analyse consumer behaviour, because it helps entrepreneurs to understand why certain goods are purchased whilst others are not. They maintain that the consumer decision-making process is affected by both external and internal factors. Noel (2009:142) affirms that the consumer decision-making process is influenced by the consumer's judgement about the product and/or service to be purchased. According to Loudon and Della Bitta (1993:373), consumers' perceptions of products are likely to be influenced by intrinsic and/or extrinsic cues. Intrinsic cues are the attributes of the product, such as the size of the event, whilst extrinsic cues are advertising messages and statements from friends and family. An example is a person who wants to travel to a tourism event because of an advertisement he or she saw.

External influences

External influences are environmental influences such as culture, social class, personal influence and family. External influences, together with decisional variables, help in the decision-making process (Van der Westhuyzen & Van der Merwe,

2014:59). An example is a person travelling to a tourism event based on what family members have said about the event. Schänzel and Yeoman (2015:141) claim that families represent a large and growing market for the tourism industry because of the increased importance placed on promoting family togetherness, keeping family bonds alive and creating family memories.

The five steps that the consumer goes through in the decision-making process are explained below. They are:

- motivation and need recognition
- search for information
- alternative evaluation
- purchase and
- outcomes.

“Purchase” is explained under “purchase decision” and “outcomes” under “post evaluation”.

- Motivation and need recognition

The first step in the consumer decision-making process is consumers’ recognition that they have unmet needs. Noel (2009:136) believes that a consumer’s decision to purchase a product is a response to a problem after recognising that a need exists. Need recognition for the tourism event can be motivated internally (such as fatigue) or externally (such as from advertisements or interactions with sales personnel) (Van der Westhuyzen & Van der Merwe, 2014:74-75; Loudon & Della Bitta, 1993:610). However, sometimes customers might not realise that they have a need; marketing personnel thus educate customers on their need for the product or service (Armstrong *et al.*, 2014:107).

- Search for information

As soon as consumers realise they have a need for a product and/or service, they begin their search for information. Funk (2008:98) postulates that awareness strategies (such as television advertisements) entice individuals to try to search for more information. Noel (2009:140) contends that consumers, after realising they have a specific need, they search for information to help fulfil this need. Their first step is internal memory followed by a search through external sources. Armstrong *et al.*

(2014:107) state that customers then pay more attention to advertisements or seek the information themselves; either by searching the internet, newspapers or asking family and friends (Van der Westhuyzen & Van der Merwe, 2014:75; Loudon & Della Bitta, 1993:610).

Zitkus and Puskoriute (2013:224) and Engel *et al.* (1995:507) acknowledge the influence of marketing efforts. It is through marketing that consumers are made aware of unsatisfied needs. The recognition of needs usually originates when consumers are exposed to external stimulus through marketing. Marketers try to change the attitude of consumers by using various marketing strategies. Consequently, consumers choose to respond or ignore the identified need and will then decide whether to purchase the products or not (McCarthy & Perreault, 1993:83).

➤ Alternative evaluation

After gathering the information, consumers will narrow down their preferences. The alternatives are then evaluated to see which product or service would best fulfil their needs. Noel (2009:23) explains that consumers evaluate alternatives and make decisions based on options that are available to them. In this step, it is important for marketers to understand the importance that consumers place on products and services, as well as their criteria for making choices. Previous experiences also influence their choice of products and services during the evaluation stage (Van der Westhuyzen & Van der Merwe, 2014:75; Loudon & Della Bitta, 1993:610).

Purchasing decision

Consumers evaluate alternatives and decide on their choice of purchase. This occurs when they are convinced that they have taken the best-informed decision (Van der Westhuyzen & Van der Merwe, 2014:76). Ferrell and Hartline (2008:156) note that it is crucial for marketers to make the product available and easily accessible when the consumer has decided to purchase the product. The outcome is the consumers' satisfaction or dissatisfaction with their choice of events (Funk, 2008:96).

Post evaluation

It is common for consumers to experience feelings of concern after purchasing a product and/or service (Noel, 2009:151). The degree to which visitors' expectations

are fulfilled determines whether they would attend the event in future (Van der Westhuyzen & Van der Merwe, 2014:76). Tourism event marketers, thus, should endeavour to reduce feelings of cognitive dissonance, i.e., feelings of doubt and uncertainty. During post-purchase evaluation, the potential outcomes for consumers are delight, satisfaction, dissatisfaction, and cognitive dissonance, or post-purchase doubt (Armstrong *et al.*, 2014:107).

Tourism consumers feel delighted when the event they attend greatly exceeded their expectations. Satisfaction occurs when the event matches their expectations, whilst dissatisfaction occurs when the event falls short of their expectations. In addition, cognitive dissonance can occur when the consumer is unsure. Stakeholders and marketers aim to improve consumer satisfaction and increase positive word-of-mouth regarding the event by minimising dissatisfaction and cognitive dissonance (Van der Westhuyzen & Van der Merwe, 2014:77; Loudon & Della Bitta, 1993:610).

The EBM model recognises that consumers are different. Engel *et al.* (1995:507) explain that not all tourism event consumers go through all the activities or all the decision process categories (Loudon & Della Bitta, 1993:610). Zitkus and Puskoriute (2013:224) concur and affirm that some visitors or tourists to sports events pass through the detailed steps of consumer decision making quickly or bypass them. They maintain that consumers are motivated to travel by benefits derived from attending tourism events. An example is a tourists participating in the event who is motivated to attend competitive events because of the prize money.

Another factor is whether the purchasing behaviour is routine or extended. Routine decisions occur when consumers buy a product or service without purposefully thinking about it and gathering information about the product or service is not necessary. However, extended decisions occur when consumers pay special attention to the gathering of information and the evaluation of alternatives before the actual purchase (Van der Westhuyzen & Van der Merwe, 2014:78-79).

The EBM model includes many variables, namely environmental influences (culture, social class, personal, family and situation) and individual differences (consumer resources, motivation and involvement, knowledge, attitudes, personality, lifestyle and

demographics) (Loudon & Della Bitta, 1993:610). Van der Westhuyzen and Van der Merwe (2014:59) concur that individual and social variables strongly affect the decision process of consumers.

It is important for marketers to understand and have current information pertaining to visitor demographics and consumer behaviour (Carlsen, Ali-Knight & Robertson, 2008:3). Understanding visitor demographics and consumer behaviour will not only provide organisers with a competitive advantage that will ensure sustainability, but will assist them in marketing and positioning events. The basic philosophy of marketing rests on the premise that when a business delivers beyond satisfactory expectations, the business can retain customers and improve brand loyalty (Parumasur & Roberts-Lombard, 2012:165).

2.5 Summary

Understanding consumer demographics acts as a cornerstone for marketers to understand consumer behaviour. The primary aim of this chapter was to provide a better understanding of demographics and consumer behaviour of visitors to an event. The chapter dealt with literature pertaining to visitor demographics. It provided insight into the concept of consumer behaviour, as well as a summary of the determinants of consumer buying behaviour. It reviewed the literature on demographics, demographic variables and the importance of demographics.

The different theories that attempt to explain consumer behaviour were briefly discussed, including the Theory of Planned Behaviour, the Benefits-Based Model, the Push and Pull Model of Motivation and the Engel-Blackwell-Miniard Model of Consumer Behaviour. Chapter 2 also provided the theoretical framework for this study. The next chapter will focus on the concept of sustainability within event tourism.

CHAPTER 3: SUSTAINABLE EVENT TOURISM

3.1 Introduction

Sustainable tourism development is a two-fold process that requires both the sustainable growth of the industry's contribution to the economy and society, and the sustainable use of resources and the environment (Liu, 2003:462). In support of Liu's view, Fair Trade in Tourism South Africa (FTTSA, 2018: Online) proposes that sustainable tourism strives towards economic viability of tourism businesses through the responsible and efficient use of available resources and a reduction of leakages through the purchase of local products and local employment. Leakages in tourism occur when revenues obtained from tourism economic activities in host countries are not available (in the same countries) for circulation or consumption of goods and services. Thus, according to the United Nations Environmental Programme (UNEP) and United Nations World Tourism Organisation (UNWTO) (UNEP and UNWTO, 2005: Online), sustainable tourism entails "tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities".

Ritchie and Crouch (2003:30) support this definition by explaining that there should be no weaknesses evident in the system of sustainability. Sustainable tourism has many benefits of which job creation and sustained growth are prominent (Saayman & Saayman, 2014:151). Sustainable events create some spending stimulus and can exert a positive impact on the local economy. They further provide enjoyment such as pleasure to spectators and entertainment because of the uncertainty of outcome, which in turn provides tourists with a motivation to follow events (Shank, 1999:182). Chapter 3 will provide a basic understanding of the importance of sustainable event tourism. The chapter will also discuss the categories and types of events, as well as the impact of sustainable event tourism.

3.2 Event tourism

Event tourism has become an integral part of the tourism industry. Getz (2007:18) refers to an "event" as an occurrence at a given place and time, with a special set of

circumstances and a noteworthy experience. Getz *et al.* (2012:54) and Bowdin *et al.* (2012:17) concur that events are important occurrences that take place at a determined time and place and attract tourists. South African Oxford School Dictionary (2007:158) defines an event as an item in a sporting contest or something important that happens. An understanding of events terminology provides a framework of knowledge for the study.

Tassiopoulos (2010:9) views “event tourism” in terms of tourism development and marketing through systematic planning, development and marketing of events to attract visitors. Raj, Walters and Rashid (2013:14) mention that event tourism is a brand in itself used to attract consumers and reassure tourists that they will receive the promised benefits. Events are an important motivator of tourism in both the origin and the destination area. Given the increase in global competitiveness with regard to attracting visitors’ spending and travelling to a destination, events feature prominently in the development and marketing plans of destinations (Getz & Page, 2016[a]:593).

The study of event tourism by scholars has gained prominence, thus emphasising the importance of this industry (Getz & Page, 2016[a]:593; Horne & Gruneau, 2016:2; Swart, 2016:1). Several periodicals and journals, such as the *International Journal of Event and Festival Management*, *Tourism Management Journal* and *African Journal of Hospitality, Tourism and Leisure*, are devoted to the subject. Getz, Andersson and Carlsen (2010:30) argue that the study of events has developed into a fast-growing field of studies in universities around the world. The transformation of event tourism has created more opportunities for tourism to develop on new levels and reach new heights globally. According to the National Tourism Sector Strategy (NTSS, 2017: Online), Raj *et al.* (2013:14) describe event tourism as the most exciting and fastest growing area within the tourism industry.

Similarly, Viviers and Slabbert (2014:623) state that, during the past two decades, special events have not only multiplied, but also diversified. The main factor seemed to be the rapid growth of event management as a professional field, which involves management of both tourists and planned events (Getz, 2008[a]:443). Event tourism has also become a fiercely competitive business.

3.2.1 Event categories

Tourism events can be divided into different categories depending on their size (Allen, O’Toole, Harris & McDonnel, 2008:12). Scholars such as Bowdin *et al.* (2012:22) and Ottervanger (2007:18) agree with Ritchie (2004:135) that events are often characterised by their size or scale, although definitions are not exact and distinctions are blurred. Tassiopoulos (2010:13) claims that the definition of an event depends on one’s perspective of importance and the “scale of the impacts” as depicted in the diagrammatic representation, figure 3.1, by Allen *et al.* (2008:12) on the categories of events.

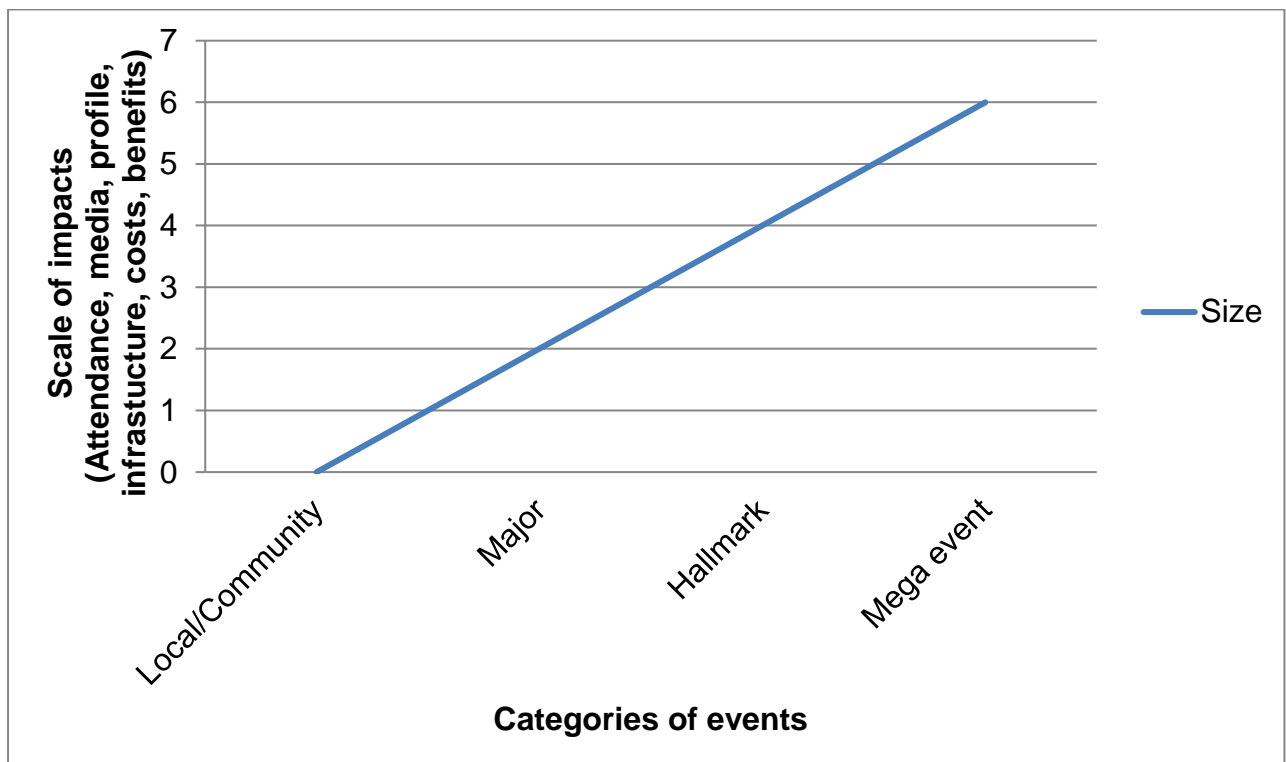


Figure 3.1: Categorisation of events

Source: Allen *et al.* (2008:12)

Figure 3.1 categorises events based primarily on the scale of their impact with regard to attendance, media, profile, infrastructure, costs and benefits. Muller (2015:628) reiterates that events are categorised and distinguished based on size. The categories of events are discussed below as set out in the literature by different scholars.

Allen *et al.* (2008:12) placed events into four categories: local/community events, major events, hallmark events and mega events, as depicted in figure 3.1. Local/community events target mainly the local audience and strengthen a feeling of belonging whilst encouraging tolerance and diversity amongst community members. Ottervanger (2007:18) adds that many small events fall into the local events category. These include minor events and community-based sports events, for example, school-based competitions (e.g., spelling competitions, the Fly@UP competition at University of Pretoria) and community-based competitions (e.g., community-based innovation contests like Hackathon in Kimberley).

Raj *et al.* (2013:11) and Bowdin *et al.* (2012:19) explain that major events are large-scale domestic and/or national events capable of attracting a significant number of visitors such as the community, citizens, participants, local sponsors, media coverage and, to a lesser extent, international sponsors and international stakeholders. Getz and Page (2016[a]:598) argue that major events help to position a country as a world leader in the event hosting category. Raj *et al.* (2013:11) contend that major events are expensive to stage and leave behind legacies. Major events stimulate increases in participation at the grassroots level (Lundberg, Armbrecht, Andersson & Getz, 2017:189). In addition, the success of teams is often a cause for celebrations in major events.

Raj *et al.* (2013:11) maintain that major events have the potential to provide host destinations with high tourism status. Getz and Page (2016[a]:598) argue that some destinations host major events primarily to enhance the awareness, appeal and profitability of the destination. Thus, major events can act as image builders, because they are high in status or prestige.

Hallmark events can be once off or recurring and enhance the awareness, appeal and profitability of a destination. Hallmark events are “events that become identified with the spirit or ethos of a town, city or region and gain widespread recognition” (Getz, 2005:16). Allen *et al.* (2012:13) agree that hallmark events create interest and attract attention. Furthermore, hallmark events result in increased status for the destinations and become linked with destinations. Hallmark events are iconic and provide

destinations with a competitive advantage with regard to customer expectations due to their superior market position (Raj *et al.*, 2013:12).

Mega events are events large enough to affect whole economies (Muller, 2015:627; Bowdin *et al.*, 2012:21). Getz *et al.* (2012:50) categorise mega events as events that should have an attendee volume of over one million visitors. Examples include the Olympic Games and the FIFA World Cup. Mega events target international tourism markets (Funk, 2008:5). Lockstone and Baum (2008:497) note that there is greater status accorded to cities that host mega events. This is because of the global recognition and audience associated with these events.

It is critical to note, for the purpose of this study, that the level of complexity of events varies. Raj *et al.* (2013:7) explain that the size of an event is linked to its complexity. They maintain that the smaller the event, the easier it is to identify the objectives of the event and the stakeholders involved. Massive events have complex objectives and many stakeholders. Thus, the more objectives the event has, the more complex it is (Raj *et al.*, 2013:5).

Fourie (2013:23) argues that levels of complexity differ when viewed from the level (international, national or regional) of the event. In addition, complexity can be related to the duration and setting of the event, as well as the planning and management level of the people involved. From the viewpoint of organisers and marketers, stakeholders should have knowledge of the factors that influence event complexity. Jackson (2013:203) posits that, when events are complex, it is difficult even for event communicators to choose the most suitable communication tool.

3.2.2 Typology of planned events

The enthusiasm, interest and passion of community groups and individuals inspire an array of events on a variety of subjects and themes (Yeoman, Robertson, Ali-Knight, Drummond & McMahon-Beattie, 2007:ix). Whereas Allen *et al.* (2008:12) delineated the different categories of events based on their size and impact, other scholars (see Raj *et al.*, 2013:8; Getz, 2008[b]:404) classified planned events and their typologies. These event types all represent the planning and production of events which bring

people together at a particular time, in a particular place, for a particular purpose. Figure 3.2 below depicts the typology of planned events.

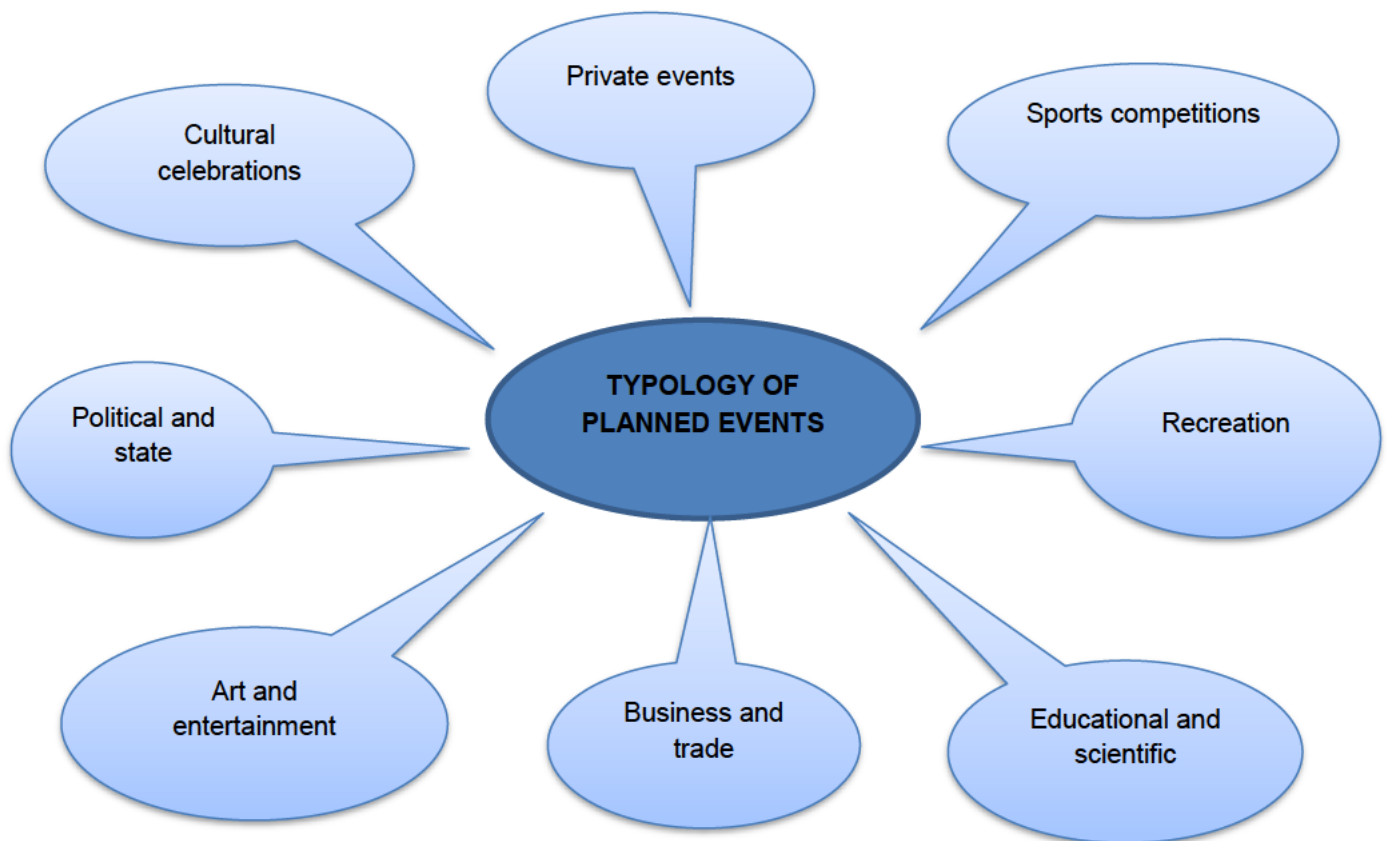


Figure 3.2: Typology of planned events
Adapted from Raj *et al.* (2013) and Getz (2008[b])

Figure 3.2 identifies the different types of events that have been developed around the world. The diagrammatic representation on the typology of planned events, adapted from Raj *et al.* (2013) and Getz (2008[b]) and depicted in figure 3.2, is a reflection of different types of events.

Planned events are events that are created for a purpose (Getz & Page, 2016[a]:594). Private events, often termed “functions”, vary across different cultures with regard to size, how they are conducted and the type of venue used, for instance, weddings, parties and socials such as the Grand White events in Johannesburg and Cape Town (Getz & Page, 2016[a]:58; Getz, 1997:7). Cultural celebrations are events that involve festivals, carnivals, religious and heritage events, parades, as well as historic commemorations of all kinds (South African National Conventions Bureau, 2018: Online; Getz, 1997:7). Getz and Page (2016[a]:594) explain that cultural celebrations

are less dependent on facilities and can take place in parks, streets, theatres, concert halls and all other public or private venues, whereas art and entertainment events, such as concerts, are generally held by the private sector and/or government and utilise many types of venues. Examples include the Cape Malay celebrations in Cape Town and the Cape Town Jazz Festival.

Political and state events are normally hosted and created by national Destination Management Organisations (DMOs) and event development agencies as part of a sophisticated branding strategy (South African National Conventions Bureau, 2018: Online; Getz & Page, 2016[a]:599). Getz and Page (2016[b]:75) claim that political and state events are created and hosted for or by government, such as royal weddings, ministerial and presidential inaugurations and funerals. They argue that political and state events are worth mentioning, since visits by important figures always attract a great deal of attention.

Business and trade events are events that are necessitated by extrinsic motivators such as doing business or advancing one's career (Getz & Page, 2016[a]:603). According to Getz (1997:7), business and trade events cover a broad area of meetings, conferences, fairs, sales and markets, consumer and trade shows, exhibitions and publicity events, for instance agricultural shows (e.g., the annual Nampo Agri-Expo in Bothaville, and Tourism Indaba in Durban). Thus, Getz and Page (2016[a]:594) maintain that business and trade events cannot exist without special-purpose venues such as convention and exhibition centres, restaurants, hotels or resorts.

Educational and scientific events are events such as conferences attended by professionals because of their educational content or the unique networking possibilities offered by such events (Getz & Page, 2016[a]:610). They entail seminars, workshops and congresses. Examples include the Tourism Educators South Africa (TESA) international conference and the International Education Association of South Africa (IEASA)'s annual conference.

Recreational events are sports or games for fun, entertainment and recreation and are non-competitive in nature (Getz & Page, 2016[b]:84). An example is a sports event

planned by a church. Getz and Page (2016[a]:611) suggest that, because many people are intrinsically motivated to travel to recreational events (such as amateur athletes, or art lovers who are pursuing an arts career by volunteering for experiences at music festivals), it can result in the growth of recreation specialisation type of events.

As depicted in figure 3.2, the typology of planned events is based primarily on their form in terms of their purpose and programme. Some are for public celebrations, which aim to foster civic pride and cohesion, and contain variety in their programme, for example, cultural celebrations. Others are planned mainly for the purpose of competition, whilst providing fun and entertainment as well (Getz, 2008[b]:404). Examples include sports competitions such as World Rally Cross, Formula 1 Grand Prix motor racing, the Olympic Games and the FIFA World Cup tournaments.

Sports competition events are created mainly with for the purpose of participants' contesting and challenging one another, showing skill and prowess to win the event (Bowdin *et al.*, 2012:24). Thus, sports competitions differentiate the professionals from the amateurs. Raj *et al.* (2013:14) argue that the purpose of sports events is to improve companionship among contestants, team members and spectators by involving camaraderie and collegiality. Getz (2008[b]:404) states that most sports activities and/or games are played primarily for recreational purposes and, thus, the two categories can overlap.

Sports tourism participants are categorised as either passive or active (Perić, Durkin & Vitezić, 2018:758). Passive participants are spectators, organisers, support personnel media and sponsors. Active participants are those who take part in sports while on holiday or athletes visiting a destination with the main purpose of competing in sports activities. In a similar vein, Saunders (2014:7) classified sports tourism attendees as either hard or soft. Hard attendees are those who spectate or participate at competitive sports events such as marathons or international sports events, whilst soft attendees are those who participate recreationally in sports such as hiking, walking, skiing and cycling tours.

Porter and Smith (2013:3) highlight that sports competition comprises either amateurs or professionals (specific participants with different purposes and objectives in their

participation) and spectators or participants. Tassiopoulos (2010:5) defines event tourists, visitors or attendees as those people who patronise events. Clearly, as Yeoman *et al.* (2007:ix) maintain, events create a form of tourism.

3.3 Sustainable event tourism

Promoting event tourism has been a strategic development objective for most host cities (Raj *et al.*, 2013). To reach this objective, strategic planning and informed decision making are required. Informed decision making is vital for event stakeholders, because the way an event is hosted has implications for the sustainability of not only the tourism event itself, but also of the hosting destination. Quality hosted events increase the likelihood of returning visitors and achieving the status of being an excellent event (Parent & Smith-Swan, 2013:117).

Getz (2008[a]:405) advocates that event tourism be viewed from both a demand and supply point of view. According to Funk (2008:5), events have the ability to influence different aspects (such as health, well-being and social cohesion) in a person's life. A person's decline in active event participation can lead to obesity, lower life expectancy and an increase in feelings of isolation and, ultimately, have negative implications on total quality of life. On the other hand, (from the supply point of view) sports marketers find themselves at the forefront of the battle to improve quality of life, as sports have become a component of promoting a healthy lifestyle (Funk, 2008:5).

It is no longer sufficient to simply maintain a business; instead, a business or destination needs to move forward in order to achieve a sustainable future (Eraqi, 2006:469). The long-term impact and legacy of event tourism need to be acknowledged (Van der Merwe, 2017: verbal communication). This section draws upon the literature on sustainable event tourism. It is important to appreciate the significance of event tourism, placing more emphasis on economic, socio-cultural, environmental and marketing significance from both the demand and supply viewpoint of the tourism market. Sustainability issues with regard to events encompass the legacy that the event leaves the host city. This legacy (with regard to sports, urban, infrastructure, economic and social aspects) should be generated before, during and long after the event (Swart, 2010:377). Horne and Gruneau (2016:165) and Hall

(1987:44) agree on the impact of event tourism. Figure 3.3 provides a graphical depiction of the impact of event tourism to be discussed.

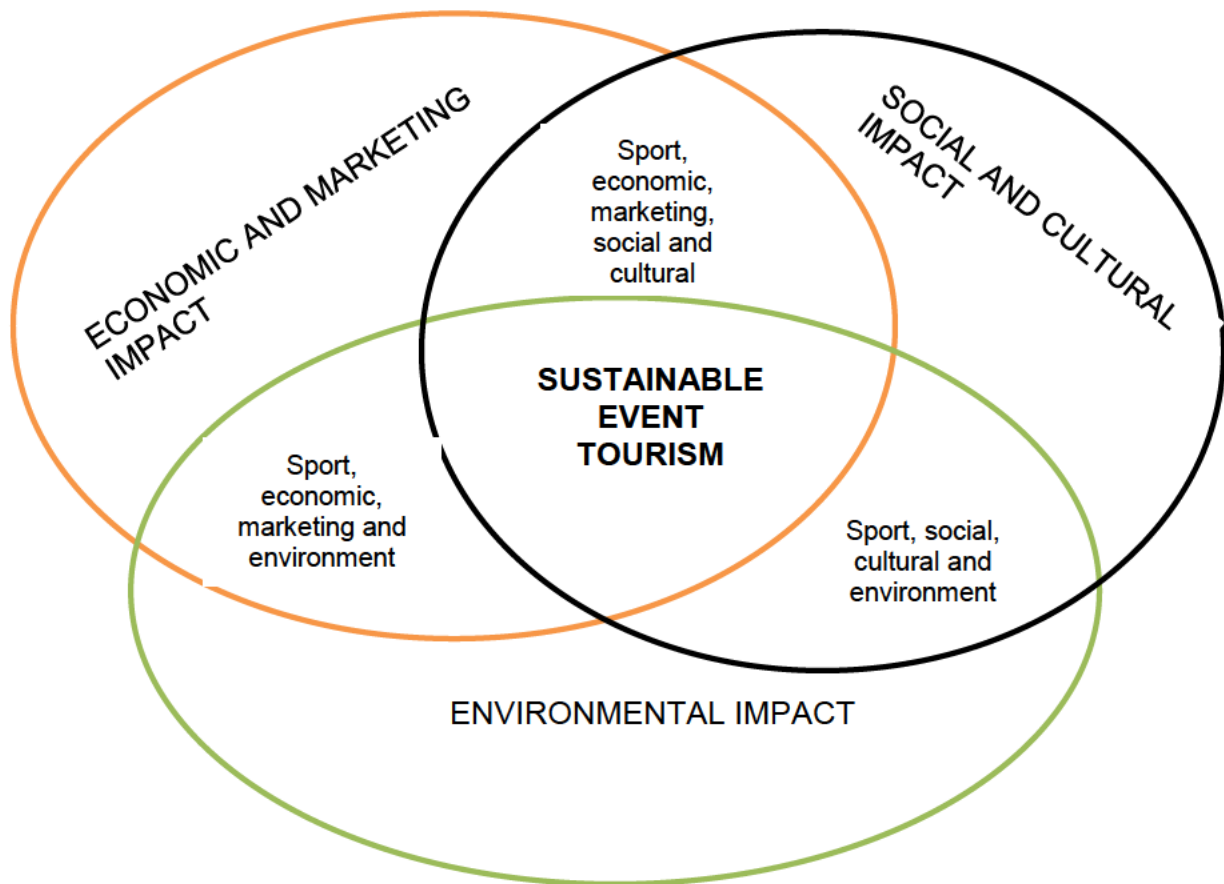


Figure 3.3: Impact of sustainable event tourism

Adapted from Horne and Gruneau (2016:165) and Hall (1987:44)

Figure 3.3 depicts the relationship and overlap between the different impacts of sustainable event tourism, which have been identified by different scholars (Horne & Gruneau, 2016:165; Bob, 2010:207; Yeoman *et al.*, 2007:10). One example is a boost to the economy, specifically an improvement in people's way of live through job creation and providing opportunities for entrepreneurship. Previous research has shown that residents who perceived a positive atmosphere after an event, rated the social, economic and environmental domains of quality of life positively (Pfitzner & Koenigstorfer, 2016:1102). Gupta (2007:151) contends that the additional employment opportunities created due to sports tourism help to supply communities with an income and, thus, improve their quality of life.

Many writers have noted the economic significance of event tourism (Chalip, 2006:112; Wood, 2005:38; Weed & Bull, 2004:37). The economic contribution of events stems from expenditure incurred by event attendees which filters into the local economy. Raj *et al.* (2013:14) and Tassiopoulos (2010:5) claim that events are an important tool for attracting visitors and building the image of communities, especially when they can attract foreign visitors as well. Yeoman *et al.* (2007:ix) are of the opinion that events anchor economic prosperity through cash injection into local regions. Sustainable event tourism has a significant economic impact, such as job creation, commercial activities, business opportunities and increased tourist visits, not only due to the hosting of sports events, but also through the continuation of these events in the host country. An interesting finding is that the growth of the sports industry is exceeding the GDP growth of the BRIC countries (Brazil, Russia, India and China, now known as BRICS after the inclusion of South Africa in 2010) and the more developed markets of Europe and North America (Zygband & Collignon, 2011: Online).

Ntloko (2016:151) maintains that sustainable events result in long-term benefits which promote investments, increase property value, add in trade and business development and improve the image and profile of South Africa. World-class venues, supportive infrastructure and South Africans' passion for sustainable events all combine to make South Africa a huge draw card for tourists. Sustainable sports event tourism directs tourism to undeveloped regions to assist with regional development and act as catalyst for change (Lundberg *et al.*, 2017:197; Yeoman *et al.*, 2007:ix; Page, 2005:283). Conlin and Jolliffe (2017:8) and Holloway and Humphrey (2012:290) note that event tourism can draw the greatest number of tourists to any site on the planet.

Sustainable event tourism allows the strategic seasonal redistribution of tourists to destinations. It provides strategies to redistribute tourists geographically by diverting their attention away from over-populated areas. Tourism events provide a new series of innovative new products, which are less weather dependent, for visitors in the low season. It also emphasises the appeal of destinations to the domestic market (Horner & Swarbrooke, 2012:61).

Sustainable event tourism clearly has the potential to assist destinations with regard to place marketing and revitalisation during off-peak times (Gozini & Tseane-Gumbi, 2017:1; Swart, 2010:366). Swart (2010:367) contends that hallmark sports events promote tourism to a destination, and their significance cannot be denied, such as an increase in the need for marketing plans, sponsorship and public relations, broadcasting, licensing and merchandising. Tourism events such as the Indy Car Series, FIFA World Cup and Olympic Games broadcast in high definition, and digital broadcast platforms (such as the internet and mobile) enhance the experience for the spectator (Baker, 2013:9; Swart, 2010:382).

In addition, opening and closing ceremonies of tourism events have become marketing showcases in their own right. An example is the UEFA (Union of European Football Associations) Euro 2016 opening ceremony in France, which highlighted the rich French history, and throughout the tournament France as a destination was marketed (UEFA Euro, 2016). Baker (2013:16) and Raj *et al.* (2013:14) concur that tourism events attract a large number of spectators, including huge global television audiences and, thus, have a strong commercial purpose.

South Africa displayed its unique beauty and attractiveness as an international tourist destination during the 2010 FIFA World Cup. The successful hosting of this event in South Africa countered negative perceptions from international tourists regarding crime and hostility in South Africa and showed the country to be a safe haven and welcoming nation. Tourism events provide host nations the opportunities to display their tourism offerings and can be turning points in the marketing of host nations and communities (George & Swart, 2012:201-203).

Event tourism has considerable social impacts (Funk, 2008:4). Social impacts are consequences to the human population that alter people's way of life, that is, the way in which people live, work, play, relate to one another, organise their needs and cope as members of society (Funk, 2008:4). Event tourism provides opportunities to improve the quality of life of the locals through economically viable local industries, which provide employment. The linkage between event tourism and other sectors creates opportunities for all of sectors involved (Lourens, 2007:7). For example, during the Comrades Marathon and Two Oceans Marathon events, which take place during

seasons of low demand, accommodation facilities and restaurants are still fully occupied (SAT, 2016[b]). Job creation and quality of life have a symbiotic relationship. Disposable income is ploughed back into the community through shopping, entertainment and tourism. As local industries become economically viable, the economic stability of the community is strengthened; thus, passing the same stability to residents, which is especially important in times of economic downturn.

Because tourism events involve people, it is critical to investigate the socio-cultural significance of event tourism. Ntloko (2016:151) states that events build community pride, development and participation, introduce new and challenging ideas, as well as revitalise traditions. Bowdin *et al.* (2012:42) concur by noting that events play a powerful role in society. Tourism events bring people together amidst all diversity. Open-air screens, which broadcast live sports events, clearly show active fan involvement. Examples include the FIFA World Cup 2002 Korea/Japan, 2006 Germany and 2010 South Africa (Mediaclub, 2016: Online). Fan parks made it possible for those who could not purchase tickets to see matches. This kind of participation in sports has a positive impact on the way people relate to one another (Funk, 2008:4).

According to IFEA (2017[b]: Online), quality festivals and events have proven to be the most successful tool available to communities, regions, states and even countries to bind people together. Getz (2008[a]:403) reaffirms that tourism events foster national identities, urban renewal and community building. Tourism events act as a vehicle through which local people can come to know and understand visitors and their cultures, and vice versa. Whilst it is true that festivals and events differ to a certain extent, Bowdin *et al.* (2012:49) state that the running of festivals alongside events is becoming increasingly popular.

Tourism events have entertainment value, as found in a study conducted by Ntloko and Swart (2008:151). Besides providing opportunities for meeting new people, tourism events increase entertainment opportunities for locals and provide opportunities for people to have fun with family and friends. In this way, locals are also placed in a position to socialise with tourists (Ntloko & Swart, 2008:86). McCaffrey (2008:40) argues that residents who absorb the positive atmosphere created by

cheerful emotions spread during such events could experience their surroundings as a healing environment.

The proliferation of tourism event offerings creates benefits for host cities. Environment and Sustainable Development (ESD, 2014: Online) noted that, by the end of the Athens 2004 Olympic Games, over a million large bushes, 290 000 trees and 1.1 million small trees had been planted throughout the Greek capital, and environmentally friendly building materials had been used during construction of stadia. During the Beijing 2008 Olympic Games, sufficient efforts were made to expand forestation in Beijing and the surrounding areas, as well as to improve air quality (ESD, 2014: Online). Projects such as “Plant trees and improve your carbon footprint” and “Small hands pulling the big hands and marching forward together” received wide public attention (Weiguang, Zheng & Pan, 2013:98).

In this regard, Goldblatt (2012:192) contends that sustainable development does not only imply environmental activism, but also concerted efforts to reduce environmental impact and conserve natural resources. Pernecky and Luck (2013:192) provide an example of recycling bins available at some sustainable tourism event venues. In this way, the environment is conserved not only by keeping it clean, but also allowing resources to be re-used.

In a bid to acknowledge the importance of social responsibility and sustainable development, the International Olympic Committee (IOC) developed the Olympic Games Impact (OGI) programme in 2003 to measure the long-term impact of the Olympic and Paralympic Games (VANOC, 2007). Tassiopoulos (2010:19) claims that most of the investigations into the accountability of events tend to exaggerate event benefits and underplay hidden costs. In this regard, the role of the IOC is to encourage and support a responsible concern for environmental issues, to promote sustainable development in sport and to require that the Olympic Games be held accordingly (The OGI Program, 2017: Online).

The development of sustainable event tourism has become an influential concept for the tourism industry by providing entrepreneurship opportunities. However, the development of sustainable event tourism is controversial, because it provides

challenges such as increasing people's awareness of pollution and its impact on local resources. On the other hand, it has emphasised the need for people to transition towards more sustainable products and events (Hall & Wagner, 2012:409). Siemering and Fairbairn (2006:7) explain that many organisations start with high-flown ideas for sustainability, but in practice produce mixed and sometimes contradictory results (such as criticism and non-participation from locals). In this regard, Funk (2008:98) contends that marketers should be knowledgeable about local markets to ensure self-sustainability of the local markets.

Bjork (2012:520) is of the opinion that central government develops most tourism policies. However, when it comes to implementation, there are many stakeholders involved. Abel, Nyamadzawo, Nyaruwata and Moyo (2013:29) point out the lack of institutional coordination between government and stakeholders. They refer to a lack of intergovernmental policy coordination, which negatively affects the sustainable growth of the sector. According to the Organisation for Economic Co-operation and Development (OECD, 2010:337), the National Department of Tourism in South Africa works in collaboration with stakeholders to develop tourism-related policies and programmes. The National Department of Tourism envisage that this will promote tourism growth.

Tourism destinations are fragile. This means that tourism destinations can forfeit their popularity if they lose their favourite position within the existing market (Ndlovu, 2009:1). Moreover, Buhalis (2000:102) notes that tourism destinations or events could become the focus of attention for the wrong reasons. However, through strategic branding, the reputation of a tourism destination or sports event can be changed (Ndlovu, 2009:8). Strategic branding helps the sports event and/or tourism destination to achieve sustainability.

3.4 Summary

The aim of this chapter was to understand the sustainability of events. Owing to the importance of sustainability in event tourism, the chapter focused on event tourism and placed the concept within the broader context of sustainability. The impact of sustainable event tourism was identified with regard to its economic, marketing,

environmental and socio-cultural benefits, thus highlighting that tourism events are not just supplemental activities but primary drivers of tourism. Chapter 4 will focus on motorsport events and specifically on the WegRy/Drive Out Bull Run.

CHAPTER 4: MOTORSPORT EVENTS – THE WEGRY/DRIVE OUT BULL RUN

4.1 Introduction

The growth of tourism is one of the most visible signs of globalisation (Mowforth & Munt, 2003:85; Cooper & Wahab, 2001:xiii). This is evident in the unification of single societies, enabling them to function together, and the “erasure” of national boundaries for economic purposes. Ten million tourists visited South Africa in 2017 (Statista, 2017: Online). Sports, as a worldwide occurrence, form a critical part of the service sector which in turn strongly influences the economy. Jory and Boojihawon (2011:7) state that the 2010 FIFA World Cup hosted in South Africa provided the country with much-needed accelerated direct and indirect economic benefits, such as an increase in GDP and exposing the country to the international business community. During the staging of the 2010 FIFA World Cup, South Africa welcomed 20 per cent more tourists compared with the same period in other years (11 June to 11 July 2010). Furthermore, an estimated R93 billion was invested into the economy, which rebranded South Africa and created a favourable climate for direct foreign investment and tourism growth (Blackmore, 2010: Online).

The South African government pledged to deliver on the Millennium Development Goals, within the framework of the United Nations Office on Sport for Development and Peace. To achieve this, the South African government increased its role in addressing national priorities of sports tourism development by means of greater involvement in sports so that the country would be more eligible to host international events (Burnett, 2009:44). Thus, the staging of sports events became an integral part of South Africa’s marketing strategies.

South African sports are increasingly involved in bids to host international sport events (Goslin & Burger, 2006:152). As articulated in the NTSS, South Africa’s tourism strategy is focused on growing the tourism economy, enhancing tourist experiences and striving for sustainability and good governance. The NTSS (2017: Online) strongly emphasises the economic spin-offs of hosting tourism events, which can be used as an effective tool to help promote, position and brand South Africa as a tourism destination.

With sports tourism as point of departure, this study focuses on motorsports tourism. Motorsport, as a sports event, encompasses a group of competitive sports events, which primarily involve the use of motorised vehicles, whether for racing or non-racing competition. Motorsport is an industry that relies on the behavioural characteristics of tourists as spectators. This resonates with previous work of scholars such as Funk (2008:98) and Standeven and De Knop (1999:12-13) who argued that the typical behaviour of sports tourists distinguishes them from other tourists. Hinch and Higham (2004:37) state that, in sports tourism, sport is the main motivation for travel. This is either to actively participate in sports (e.g., in the Olympic Games or hiking), for recreational purposes (e.g., in golf), for enriching the travel experience (e.g., in fitness clubs) or for leisure purposes (e.g., tourists who attend motorsports events as spectators).

Chapter 4 provides an overview of tourism in South Africa, specifically discussing the constraints related to the growth and development of tourism in South Africa and the strategies and programmes adopted to overcome the constraints. The chapter will profile the Northern Cape Province as a tourist destination within the South African context, as well as highlight the development of motorsports in the South African context and the types of motorsport events in South Africa. The WegRy/Drive Out Bull Run will also be outlined and discussed, followed by the conceptual framework for the study.

4.2 Overview of tourism in South Africa

The National Department of Tourism has targeted tourism in South Africa as one of the key sectorial drivers for economic development and transformation (NTSS, 2017: Online; Rogerson, 2004:273; DEAT, 1996:6). The 2012 World Travel and Tourism Council (WTTC) indicated that travel and tourism in South Africa directly employ more people in comparison to mining, communication services, automotive manufacturing and chemicals manufacturing sectors (Van Schalkwyk, 2012:1). The South African tourism sector boasts a phenomenal diverse tourism resource base (DEAT, 2002:7), ranging from natural attractions (e.g., unspoilt beaches, wildlife, mountains, lakes and

rivers) to man-made attractions (e.g., Sun City, the Big Hole, and San rock art) (SAT, 2016[a]: Online).

Bunghez (2016:2) and Swarbrooke (1999:3) argue that attractions are the most important component in the tourism system, as they are the core of the tourism product and motivators for tourist trips. The South African tourism industry comprises of different events such as the MICE (Meetings, Incentives, Conferences and Exhibitions) sector, arts, festivals and sports events. Events can be regarded as attractions in the tourism system of a destination capable of generating travel demand and/or satisfying visitor needs (Lubbe, 2003:111).

The growing interest in travelling to attend events indicates a fundamental shift towards an event tourism paradigm. O'Toole (2010:172) concurs that the growth of the events industry and its influence on other organisations is a reflection of a growing interest in events by different stakeholders. In South Africa, the growing interest in the event tourism industry has seen sports events accounting for more than R217810 million GDP (SAT, 2016[b]: Online). Examples include the Soweto Derbies between Kaizer Chiefs and Orlando Pirates in which these two Soweto football giants continue to attract masses to the FNB Stadium. During the 2013/2014 Premiership Soccer League, FNB recorded an attendance of 90 000 people at a single match between Kaizer Chiefs and Orlando Pirates (Cowzile, 2015: Online). In 2016, more than 60 000 tickets were sold for the IRB Rugby Sevens in Cape Town (Sport24, 2016: Online). This indicates that event tourism has become a huge draw card for event tourists.

Events are an important tool in the marketing of destinations (Barnes & Ballou, 2014:109). International acclaimed festivals and events such as the Cape Town Jazz Festival and 2010 FIFA World Cup made South Africa a major tourist destination (SAT, 2016[b]: Online). With an estimate of over 1 200 event permits granted and over 1 200 event applications made in South Africa annually, new and innovative employment opportunities in, for example, construction and hospitality, have been generated (City of Cape Town, 2015:8; Saayman & Rossouw, 2009:255; DEAT, 1996).

Since the post-apartheid era (after 1994), South African tourism has experienced steady growth (SAT, 2014: Online). In 2011, the then Minister of Tourism, Marthinus van Schalkwyk, maintained that the creation of a standalone National Department of Tourism in South Africa is evident that the South African government has recognised the tourism sector's importance such as the potential to bring about economic growth and create employment (NTSS, 2011: Online).

Barnes and Ballou (2014:102) stressed that media attention created by global tourism events allows a destination to be seen in a favourable light and helps to position a city as a tourist destination for the event now and in future. However, the tourism industry faces a number of challenges, because its products and services are produced and consumed at the same time.

A study conducted by the Human Sciences Research Council (HSRC, 2017) found that, although the tourism industry has been identified as an industry with high growth rates and great potential for job creation, the South African tourism sector has experienced a number of impediments to its growth and development. Rogerson (2015:1) acknowledges the different factors (e.g., risks, globalisation, and poor service) which hinder tourism growth as outlined in the Tourism Growth Path (2010) and the National Development Plan [NDP] 2030 (2012: Online). Figure 4.1 depicts some of the challenges towards tourism growth in South Africa, which will be explained below the diagrammatic representation.

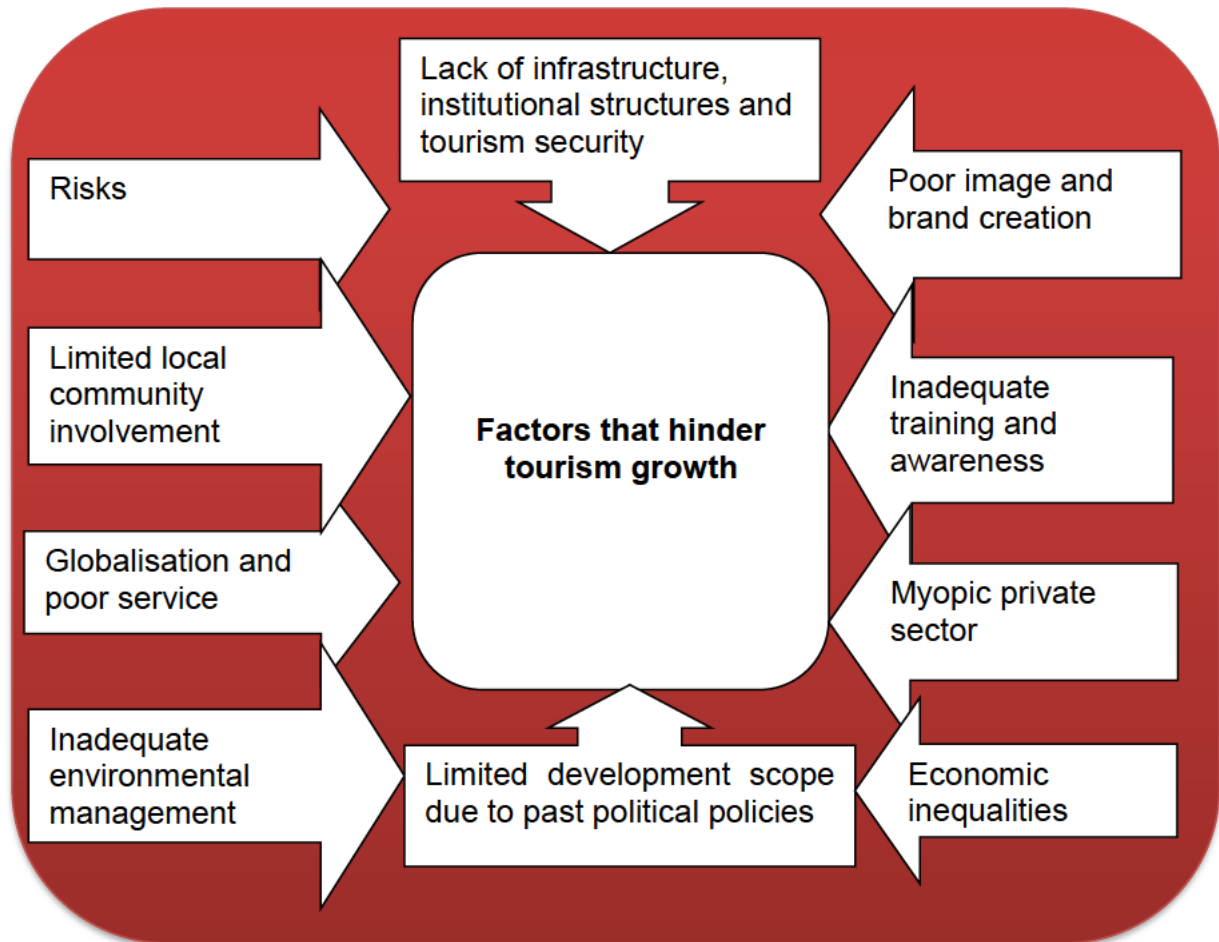


Figure 4.1 Factors that hinder tourism growth

Adapted from HSRC (2017), FBDM (2009:71) and DEAT (1996)

- *Risks*

Longman Dictionary of Contemporary English (2012:1509) defines a “risk” as an action that might have bad results. The tourism industry is susceptible to international risks (e.g., natural disasters and diseases), domestic risks (e.g., crime and safety), internal risks (e.g., lack of properly trained staff) and external risks (e.g., basic infrastructure) (Shaw, Saayman & Saayman, 2012:191). If a visitor to a tourism event is harassed on the road or receives poor service at a hotel, the visitor might decide not to visit the tourism event again.

There is a need to invest in skills training in the tourism sector to overcome the internal risk of a lack of properly trained staff. The HSRC (2017:21) acknowledge the lack of soft skills among young employees within the tourism

sector. They further highlight that a large portion of the tourism workforce has low basic numeracy and literacy skills and lacks industry appreciation.

It is also vital to understand that tourism sectors are interrelated. Thus, a risk such as the bad marketing publicity of an individual tourism business (e.g., a hotel, travel agent or tour operator) has an impact on the country’s tourism and motorsport event industry. Negative marketing can be detrimental to tourism organisations. An example is the negative publicity Hong Kong Disneyland received after having turned away families with valid tickets due to the attraction being full (Hudson, 2008:280). Figure 4.2 depicts the flow of risks.

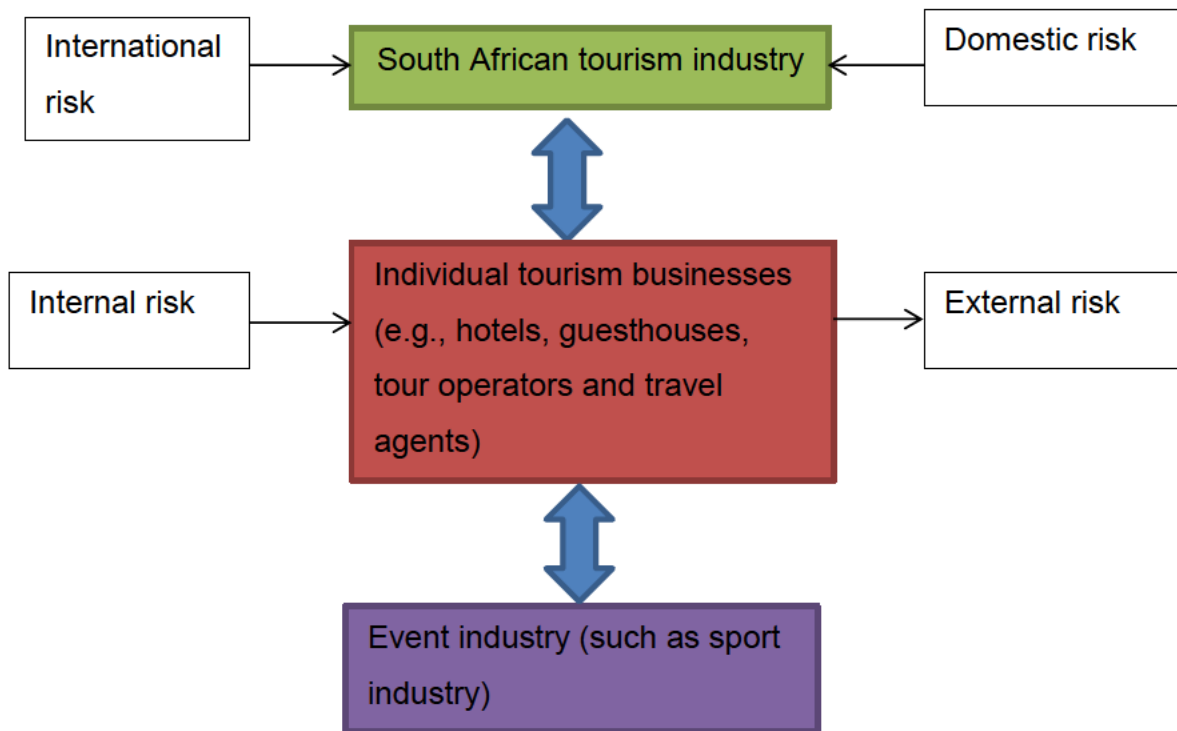


Figure 4.2: The flow of risks
Adapted from Shaw *et al.* (2012:192)

Figure 4.2 shows that the South African tourism industry consists of individual tourism businesses and event industries, which are all susceptible to risks. As depicted in figure 4.2, tourism businesses are not only interdependent, but also interrelated. For this reason, flow of risks associated with the industry are felt on an international, national, internal or external level. This is because the development of the tourism sector is dependent on related sectors, such as

construction and agriculture. Construction is responsible for infrastructure development, which includes the development and maintenance of hotels, airports, roads, water and sewerage facilities, telecommunications and other public utilities (Keyser, 2009:306). The failure of accommodation establishments (e.g., due to delays in construction) to accommodate tourists wishing to attend a tourism event curtails the country's tourism. Another example is agriculture. This sector supplies food and other amenities to the tourism sector and, should it be affected by, for instance, drought, the tourism event industry would be affected due to the shortage of certain products.

Similarly, should supporting services such as transport, food and beverage not be efficient, the tourism industry would also suffer (Saayman & Saayman, 2012:137). Furthermore, all activities of tourists (e.g., paying for accommodation, eating in restaurants, buying souvenirs, visiting attractions, paying for travelling and participating in sports) have an impact on a country's economy (directly or indirectly) through multiplier effects. A decrease in the attendance of tourism events influences other sectors of the economy negatively such as agriculture, manufacturing and retail (Miriimi *et al.*, 2014:114). This is because the tourism industry provides an important export market for agriculture, manufacturing and retail products, where hotels and restaurants demand diverse agriculture and manufacturing input. Mirimi *et al.* (2014:109) suggest the need for many groups, such as public services, communities and private companies, to work together in unity through coordination and effective management to maximise value and minimise management and satisfaction risks.

- *Limited involvement of local communities*

The DEAT (1996:10-11) acknowledged the poor involvement of local communities and previously neglected groups in the implementation and management of leisure, recreation and tourism initiatives. More than a decade later, Kamilla, Urmilla and Mbaze-Ebock (2008:123) noted that, although residents support the hosting of sports events in their areas, there are low levels of community involvement in the planning and management of these events. This could be ascribed to a lack of information and awareness, skills (expertise

and training), finance and incentives (DEAT, 1996:11). This resonates with the OECD (2010:337) stating that most tourism policies in South Africa are developed by government departments, together with tourism stakeholders, and thus envisage the implementation of strategies which involve all the stakeholders.

- *Globalisation and poor service*

Many developing countries are beginning to recognise the role of sports in tourism development, as is the case globally (Burnett, 2009:53). Globalisation has an impact on the extent to which people travel within a country and around the world. Political globalisation has caused what can arguably be seen as the erosion of territorial boundaries. An example is the UN's promotion of sustainable travel opportunities with the aim to replace travelling for meetings with e-communication (UNEP, 2010:17).

Within the service industry in South Africa, there was little enthusiasm in service delivery, especially in domestic tourism. This could have been because poor service delivery was viewed as the norm with domestic tourists. Kotler *et al.* (2017:10) argue that globalisation creates a level playing field. They maintain that company size, country of origin, or past advantages or disadvantages no longer determines competitiveness. The HSRC (2017:20) acknowledge the prevailing general culture of poor service in the leisure industries and related sectors due to a lack of industry appreciation, especially among the youth who make up the dominating part of the workforce in the tourism industry.

However, due to increased globalisation, tourism stakeholders are forced to think globally, plan regionally, and act locally. According to Wang (2009:58), the tourism industry needs to reflect on the requirements of the global community in service delivery, operations, attractions, transportation, accommodation and amenities. The tourism industry must pay closer attention to globalisation trends, as these play a crucial role in the financial success of stakeholders. Tourists now expect to receive the same service standards in developing countries as in developed countries.

In a bid to develop excellence skills and promote quality customer service, the DEAT, the National Department of Tourism, Culture, Art, Tourism, Hospitality, and Sport Sector Education and Training Authority (CATHSETA) (formerly known as the Tourism, Hospitality Education and Training Authority [THETA] until 1 April 2012) and the National Business Initiative (NBI) have developed a national programme of training in customer service excellence in 2001 (Soft Touch Trading, 2016: Online). Consequently, in 2017, Durban won the Africa's Leading Meetings and Conference Destination of the Year Award whilst in 2018, South Africa has been nominated as Africa's Leading Destination by World Travel Awards (World Travel Awards, 2018:Online).

Bac (2017:2) argues that, although the number of overnight tourists recorded during 2016 compared with those recorded during 2015 was 12.8% higher, much still needs to be done within the service industry to ensure that the tourism industry is sustainable and successful in the long term.

- *Inadequate environmental management*

Soil erosion, deforestation, water shortages and pollution (air and noise) and a lack of an integrated approach to environmental development are some challenges cited which hinder the successful stimulation of economic growth and environmental preservation (DEAT, 1996:14). Tourism private stakeholders had a limited view of the products they offered, as reflected by a lack of concern towards environmental sustainability. A study in which stakeholders had to rate the importance of environmental sustainability conducted by De Klerk and Haarhoff (2015:935) found that the concept and awareness of eco-friendliness of destinations have clearly not taken root among stakeholders, as reflected by poor rating in terms of the importance of environmental sustainability.

- *Limited developmental scope due to past political policies*

Although political policies have changed in South Africa, as cited in the NTSS (2017: Online) and explained below, the negative impacts cannot be ignored. In the past, tourism in South Africa was a missed opportunity (Rogerson,

2002:143) for many, as it was previously viewed as a “white man’s industry”. Rogerson (2004:273) explains that the legacy of apartheid posed a great challenge. Consequently, the old government had a limited view of the potential of the tourism industry, resulting in marginal resources being devoted to developing and promoting all leisure sectors. Apartheid policies placed severe constraints on the developmental scope of all leisure industries. Limited funds and resources were allocated to tourism development by the South African government. In addition, tourists were afraid to visit South Africa during the periods of political instability (DEAT, 1996:11 & 13).

In 2010, the political landscape of South Africa changed and saw the birth of the National Department of Tourism (NDT) which aimed to promote tourism growth through the NTSS. The transformation goals of the NTSS focused on broad-based black economic empowerment (BBBEE) factors, including ownership and management (Xasa, 2011:8), which led to tourism companies’ having BBBEE ratings (NTSS, 2017: Online).

- *Economic inequalities*

The tourism industry is people driven, and economic growth is only possible with people development. Xasa (2016[a]:10) points to the economic challenges faced by women within the tourism industry. In a bid to increase women’s economic inclusivity in the tourism sector, the NDT in partnership with the University of South Africa (UNISA), launched the Executive Development Programme for black women tourism managers. The main aim of the programme was to improve the qualification levels of black women managers. The result envisaged was an increase in the number of women qualified for executive positions in the tourism sector (Xasa, 2016[b]: Online).

- *Myopic private sector*

South African tourism stakeholders from the private sector tended to have a limited view of the product they offered and only focused on their goods and services (DEAT, 1996:10-11). Fourie (2013:4) and Waters (2007:17) maintain that the first step in organising successful tourism events is the consideration

of the audience. Tourism event organisers need to understand and know for whom they are organising tourism events. Thus, they need to understand consumers and their needs in order to hold sustainable tourism events. Because of their inhibiting myopic attitudes, tourism stakeholders in the past did not view social responsibility and environmental sustainability as their concern or as a way to improve the quality of life of locals (DEAT, 1996:10). In an effort to address these barriers to tourism growth, the NTSS (2017: Online) emphasised the importance of inclusive, responsible and sustainable tourism underpinned by the wise use of scarce resources and meeting consumer needs.

- *Inadequate training, education and awareness*

Because South African sports events have grown and the country is now able to host internationally acclaimed sports tournaments, organisers have to deal with issues regarding compliance with international standards. Not only have sports events grown, but tourism arrivals to South Africa have escalated as well – and these tourists expect the same kind of service in South Africa as that in their home countries. Therefore, event managers need to have a team of skilled personnel to assist with event planning (Fourie, 2013:4). However, the tourism industry faces major challenges, with the shortage of professional industry-related skills one of the most pronounced. Similarly, Kock and Strydom (2014:119) state that within the service-driven and customer-oriented industry, recruiting and staff retaining are major challenges.

Consequently, event organisers are faced with the complexity of recruiting key knowledgeable personnel and thus need to answer the questions, “Who leads?” and “Who by?” (Fourie, 2013:43). This entails the relevant management personnel, local organising committee and the chairperson of that committee. The tourism industry is labour intensive and requires multiple skills in the performance of a variety of jobs such as travel managers, executive accountants, travel consultants, travel advisors, fitness and sport centre managers, chefs, waiters and event organisers (DEAT, 2009:12-13).

The DEAT (1996:13) acknowledge the absence of adequate education, training and awareness opportunities as a deficiency in the South African leisure sector. Thus, education is a priority area for the South African government. From 2010 to 2015, government increased efforts to improve the country's state of education and rolled out an action plan to increase access to education for learners, entitled Towards the Realisation of Schooling 2025. In order to ensure relevant capacity building, Technical, Vocational, Education Training (TVET) institutions and technical universities have seen steady enrolment numbers within the service-oriented professional qualifications such as tourism and hospitality management (South African Government, 2015: Online).

- *Image and branding creation*

The traditional key role of DMOs has been to create and communicate appealing destination images to target markets (Lubbe, 2003:157). DMOs strive to create a unique, distinctive destination image and improve positioning relative to competitors because of increased tourist sophistication and intensified competition. The #FeesMustFall campaign during the 2015/2016 academic year resulted in some areas in South Africa being perceived as unsafe destinations, which consequently had an adverse effect on the image and destination branding creation of the country (Checkpoint, 2016). In addition, South Africa, being a sub-Saharan country, suffered as a result of the negative image of other countries in this region, such as Angola, Zimbabwe and Rwanda (Lubbe, 2003:148). Thus, Getz and Page (2016[a]:598) emphasise the importance of events in destination branding. They maintain that tourism events are not only image builders of modern tourism, but also provide the host community with an opportunity to secure high prominence in the tourism market place.

- *Lack of infrastructure, institutional structures and tourism security*

The absence and lack of infrastructure, such as adequate facilities and transport services, had limited the participation of rural communities in recreation and tourism in the past (DEAT, 1996:15). However, the South African 2016 National Budget has prioritised its spending on social and economic

infrastructure such as schools, roads and transport (South African Government, 2016: Online).

The high crime rate has also constrained tourism growth, especially from international tourists (NTSS, 2017: Online). In line with the medium-term strategic framework and the NDP 2030 (2012: Online), and as a way of curbing the high crime rate and lack of infrastructure, the South African government continue to fund programmes aimed at improving government capacity to ensure safety and quality of infrastructure (South African Government, 2016: Online).

The South African government realised the potential of tourism as a tool to alleviate poverty among the black majority and improve the country's economy. As a way of addressing the different constraints towards the growth and development of the tourism industry in the country, different programmes and strategies have been initiated, as discussed below.

4.3 Programmes and strategies to overcome constraints in South African tourism

The severity of the key constraints in tourism development and growth has driven the South African government towards prioritising the tourism industry. Scholtz *et al.* (2013:168) state that, even during times of economic depression, there will always be people using tourism as an escape route. Amidst the plethora of tourism activities are endurance sports events held annually, such as the Comrades Marathon (in Durban and Pietermaritzburg), the Midmar Mile (Pietermaritzburg) and motorsport events such as the South African National Racing Championship, South Africa National Rally Championship and WegRy/Drive Out Bull Run motorsport event (in Van Wyksvlei). Low-cost airlines, such as Kulula.com and Mango, have made travelling in South Africa more affordable, as is evident when their rates are compared with those of national airlines. This makes it more cost effective for tourists to fly to major sports events (Travelstart, 2016: Online). Mirimi *et al.* (2014:108) and the DEAT (2002) contend that the key to luring potential visitors is to differentiate a destination from others. The DEAT (2002) maintains that there is much to be gained from diversifying

tourism products and marketing a range of products, activities, experiences and services to potential tourists.

In its bid to grow the current domestic South African tourism market, influence South Africans to travel more within the country and ultimately create a sustainable tourism economy, the Domestic Tourism Growth Strategy (DTGS) 2012-2020 was launched in 2012. This strategy was a follow-up to the success of the Sho't Left marketing campaign launched in 2004. The Sho't Left marketing campaign focused on the youth specifically, whilst the DTGS is underpinned by event promotion and packaging, for example, sports, music, lifestyle and cultural events across the country (DTGS, 2012:4-8). The SAT (2016[a]: Online) maintains that its Sho't Left marketing campaign for domestic tourists has delivered positive results, as reflected by an increase of domestic tourists by 44% in 2012 compared to 2011 domestic tourists, which included sports tourists (DTGS, 2012:1).

In the past, the South African tourism industry largely catered for privileged, homogeneous and predictable clientele (DEAT, 1996:12). The DEAT (2006) states that South Africa's successful political transformation has given the previously neglected groups in society access to tourism. Similarly, Rogerson (2002:143) maintains that the new policy frameworks that were put in place post-apartheid served as key foundations in developing South African tourism. These included the NTSS of 2011 and 2107 and the South Africa tourism-planning toolkit for local government in 2009. In order to fulfil the strategic gap of inadequate capacity, the NTSS (2017: Online) envisages a sector-driven turnaround strategy between CATHSSETA and the Department of Higher Education and Training (DHET).

The re-address of inequalities enforced by the apartheid government (1948-1994) resulted in the new South African government's focus on empowering the previous economically disadvantaged communities through the Black Economic Empowerment (BEE) strategy. The BEE strategy is aimed at increasing black participation at all levels in the country by re-addressing the imbalances of the past. Stakeholders have had to forge strong alliances with national and provincial partners. Examples include SAT's partnership with more than 50 tourism companies to create discount vouchers (ranging from tour-operator services, accommodation and experiences) and the It's Here, Vaya

Mzansi campaign. These campaigns rely on collaboration and partnership with tourism industry stakeholders for their success (SAT, 2016[a]: Online). Furthermore, the successful partnerships with stakeholders (provinces and municipalities) have improved brand awareness and enhanced growth in foreign tourist arrivals (Xasa, 2014:4).

The deregulation of the airline industry in South Africa in the late eighties opened doors for both the international and domestic tourist. Bennett and George (2004:167) assert that the deregulation of the airline industry resulted in increased competition in the airline industry. Consequently, there was a reduction in fares and commission cutting by airlines, which made travel cheaper for tourists (Bennett & George, 2004:168).

To increase the involvement of local communities, the South African government had to increase information availability and awareness, skills development strategies, finance availability and incentives. The Tourism Enterprise Programme (TEP), funding reviews and support handbook were established. The TEP, although now dysfunctional, assisted small, medium and micro enterprises (SMMEs) in planning and marketing. The funding review assessed funding and provided support to improve effectiveness, whilst the support handbook provided a list of support services, such as training, available for tourism SMMEs (DEAT, 2006). The success of events rests on the premise of government policies and regional collaborations. Ntloko (2016:3) concurs that fostering linkages and alliances amongst stakeholders within the community, as well as with external stakeholders, ensures the success and growth of tourism.

Political stability and power at both local and regional levels play a crucial role in tourism development, growth and deciding strategy to facilitate tourism promotion. Moreover, local government and private-sector stakeholders fulfil a crucial role in the implementation of the strategies. South Africa is a third-world country and job creation is a big part of its goals to be achieved in the near future; thus, the involvement of the private and public sectors and strong alliances will lead to a more successful tourism and sports industry (DEAT, 1996:18).

Within the sports events industry, the South African National Games and Leisure Activities (SANGALA) programme, the South African Sports Commission Act (SASC), 1998 (Act no 109 of 1998) and Motorsport South Africa (MSA, 2018[a]: Online) were established in order to promote sports tourism and overcome the aforementioned constraints. These macro policies have been promoting and addressing inequalities in different sporting disciplines and themes (Spencer & Zembani, 2011:211).

4.4 The Northern Cape as tourist destination in South Africa

In line with the objectives of the current study, it is important to profile the Northern Cape Province as a tourist destination, as this study focuses on the WegRy/Drive Out Bull Run motorsport event which is held in this Province. The Northern Cape, the largest province in South Africa, has a population of about 1.214 million people and represents 2.1% of the country's total population. During the period of 2011-2016, the province saw an out-migration of 72 441 and in-migration of 75 752, resulting in a positive net migration of 3 311 people (Stats SA, 2017[b]:2).

The Northern Cape borders on four provinces, namely the North West, Free State, Eastern Cape and Western Cape, one ocean (Atlantic Ocean) and two countries (Namibia and Botswana). The province is divided into five district municipalities, namely Frances Baard, John Taolo Gaetsewe, Namakwa, Pixley Ka Seme and ZF Mgcawu (Brand South Africa, 2017: Online).

Besides being rich in minerals such as iron ore, alluvial diamonds, zinc, lead and manganese (Brand South Africa, 2017: Online), the Northern Cape is home to six national parks:

- **Kgalagadi Transfrontier Park**
This was Africa's first cross-border game park, and joins South Africa's Kalahari Gemsbok National Park with the Gemsbok National Park in Botswana. The Kgalagadi Transfrontier Park has sparse vegetation, and some of the animals which can be viewed are cheetah, hyena and lion.
- **Augrabies National Park**
The Augrabies National Park was named after the loud crashing of the waterfall in the Orange River along which the park is situated. In order to maintain its

sustainability, the park's core objectives are conservation and restoration of the diversity of the Orange River Broken Veld, maintenance of the Augrabies Falls and its surroundings in an unspoilt state and providing opportunities for environmental education. Furthermore, it aims to provide opportunities for flora and fauna research.

- Mokala National Park

Mokala National Park is situated approximately 70 km south-southwest of Kimberley, and west of the N12 freeway to Cape Town. Mokala's landscape boasts a variety of hills and large, open plains and is home to endangered species such as black rhino, white rhino, buffalo, tsessebe, mountain reedbuck, giraffe, gemsbok, eland, zebra, red hartebeest, wildebeest, kudu, ostrich, steenbok, duiker and springbok.

- Ai-Ais/Richtersveld Transfrontier Park

Ai-Ais/Richtersveld Transfrontier Park was formed due to the signing of an international treaty in 2003, which combined the Ai-Ais Hot Springs Game Park in Namibia and the Ai-Ais/Richtersveld National Park in Northern Cape.

- Namaqua National Park

This national park is rich in quiver trees and flowers. It was proclaimed a national park on 29 June 2002 in order to conserve its rich diversity of succulent plants.

- Tankwa Karoo National Park

Tankwa Karoo National Park is home to springbok, mountain zebra, gemsbok, hartebeest and eland which have been relocated from 2009 to 2012 to the central Karoo. It comprises a large part of the Karoo.

(Experience Northern Cape, 2016: Online; South African National Parks, 2016: Online)

Tourism represents a huge source of untapped potential waiting to be exploited in the Northern Cape Province. The province is endowed with natural beauty such as the spring flowers of Namakwaland, the arid areas of the Richtersveld, the rich culture and history of the Khoisan, water activities such as angling at the Lower Vaal and Riet Rivers in Kimberley, and white-water rafting in the Lower Orange River (Experience Northern Cape, 2016: Online). The next section focuses on the municipal districts and their tourism features.

4.4.1 Municipal districts in the Northern Cape and their tourism features

As mentioned above, the Northern Cape Province has five municipal districts, namely Frances Baard, John Taolo Gaetsewe, Namakwa, Pixley Ka Seme and ZF Mgcawu, each with its own core tourism products and display of tourism diversity (Municipalities of South Africa, 2016: Online).

Frances Baard

The Frances Baard District Municipality (FBDM), nestled in the north-eastern corner of the Northern Cape Province, has four local municipalities, namely Sol Plaatje, Dikgatlong, Magareng and Phokwane. Although the smallest district in the province, FBDM accommodates the largest proportion of the population of the Northern Cape Province. The region boasts tourism features such as the Douglas wine cellar and the Hartswater cellar (well-known for their wine tasting), the history of diamond mining and the Kimberley Big Hole, adventure activities (e.g., fly fishing and water sports), game viewing and trophy hunting. Wildebeestkuil Rock Art Centre not only preserves the history and culture of the San, but is also a significant tourism draw card. This centre, situated near Barkley West, is a rock art site with rock engravings owned by the !Xun and khwe San community and managed by the San community (Experience Northern Cape, 2016: Online; SAT, 2016[a]: Online).

Kimberley, the capital of the Northern Cape Province, is located in Frances Baard and has a rich history. It was besieged during the South African War, the battlefields of Magersfontein and is home to the Big Hole, the largest hand-dug mining excavation in the world (Kimberley City Portal, 2017: Online). Kimberley is also known for its Galeshewe Activity Route (a township tour route which shows the first post office in Kimberley, art and historic buildings), Kimberley Ghost Trail (a tour of haunted houses and buildings) and the McGregor Museum (which shows the cultural and natural diversity of the Northern Cape) (Kimberley City Portal, 2017: Online; FBDM, 2009:43).

In addition, Kimberley has superb skateboarding facilities which were constructed for the world's biggest skateboarding competition, the Maloof Money Cup, held for the first time in South Africa in 2011 (Kimberley City Portal, 2017: Online). The design of

the skate park reflects Kimberley's heritage, as it is diamond shaped (Rawlin & Chidester, 2012:1).

John Taolo Gaetsewe

The John Taolo Gaetsewe District Municipality (JTGDM) borders on Botswana in the west and has three local municipalities, namely Gamagara, Ga-Segonyana and Joe Morolong, each boasting unique tourism offerings. These include cultural artefacts, the Kuruman Eye, Wonderwerk Cave and Kiangkop Mountain. The Sishen mine is one of the largest open iron ore mines in the world, whilst the Kuruman Eye is the largest natural fountain in the Southern Hemisphere. The Wonderwerk Cave is an archaeological site situated between Danielskuil and Kuruman, and Kiangkop Mountain is ideal for 4x4 and hiking trails (Municipalities of South Africa, 2016: Online). Thus, tourism, together with the dominant sectors of agriculture and mining in this municipality, provides many benefits on socio-cultural, economic and ecological level (JTGDM, 2017: Online; SAT, 2016[a]: Online).

Namakwa

The Namakwa District Municipality (NDM) is the largest district in the Northern Cape Province bordered by Namibia in the north, ZF Mgcawu local municipality in the north-east, the Cape Winelands district municipality in the south and the West Coast district municipality in the south-west. In the east lies the Pixley Ka Seme district municipality, whilst in the south-east the Central Karoo district municipality and in the west the Atlantic Ocean. It has six local municipalities, namely Nama Khoi, Hantam, Khai-Ma, Kamiesberg, Karoo Hoogland and Richtersveld, each with their own diversity (Municipalities of South Africa, 2016: Online).

Namakwa's nomadic Nama culture and stargazing in Sutherland are great tourism draw cards for the region. The great diversity of flowers, stunning mountain ranges and nature reserves also contribute towards eco-tourism in this area. Also, the Orange River banks and the Namakwa coastline offer great hiking and 4x4 excursions for outdoor enthusiasts (NDM, 2017: Online; SAT, 2016[a]: Online).

Pixley Ka Seme

Pixley Ka Seme has eight local municipalities (Ubuntu, Umsobomvu, Emthanjeni, Kareeberg, Renosterberg, Thembelihle, Siyathemba and Siyancuma) and borders on three other provinces (Free State, Eastern Cape and Western Cape). Khoisan rock art, museums, hiking trails and nature reserves are some of the diverse tourism features within the Pixley Ka Seme district. De Aar, the main town, offers diverse attractions, from the Garden of Remembrance (which was erected in honour of British soldiers killed during the South African War) to paragliding (Pixley Ka Seme Local Municipality, 2017: Online; Municipalities of South Africa, 2016: Online).

The 2017 WegRy/Drive Out Bull Run motorsport event is held in the Kareeberg local district municipality in Van Wyksvlei. Van Wyksvlei is a small town situated in the Upper Karoo, between Prieska, Kenhardt, Brandvlei and Carnarvon (WhereToStay, 2017: Online). Contrary to its name, which means “Van Wyk’s marsh”, the town is located in a dry and hot region in South Africa. San rock engravings and collections of San art can be viewed at Klein Springbokoog farm in the vicinity. Furthermore, Van Wyksvlei is home to the first state-funded dam in South Africa, the Van Wyksvlei dam, built in 1882 and is still in use (Adderley, 2017: 5).

ZF Mgcawu

ZF Mgcawu district municipality borders on with Botswana in the north and Namibia in the west. It comprises five local municipalities, namely Dawid Kruiper, Kai! Garib, Tsantsabane, !Kheis and Kgatelopele, with Upington being its district municipal capital. Tourism is one of the main economic sectors in this district, together with mining and agriculture. Found within this district is the biggest waterfall in South Africa, the Augrabies Falls. Furthermore, this municipality is home to the vast Kalahari Desert, Kgalagadi Transfrontier Park and the former Bushmanland as its main tourism features (Municipalities of South Africa, 2016: Online).

The promotion of tourism is regarded as one of the key strategies to ensure economic growth and development in the Northern Cape Province (SAT, 2016[b]: Online). As is evident from the above, this province has plenty of tourism features on offer. With

collaboration and effective strategies amongst the different municipalities to promote sustainable and responsible tourism, the Northern Cape can be a tourism destination of choice. The NTSS (2017: Online) articulates that the current destination-marketing scenario should be reviewed to ensure that destinations do not compete, but complement, one another.

4.5 Motorsport events in the South African context

Sports tourism in South Africa contributes an estimate of more than R6 billion to the South African tourism industry (National Sport Tourism Strategy, 2012:5). In order to understand motorsport tourism in South Africa, clarity is needed regarding the relationship between sports tourism and motorsport, as well as the different types of motorsport events.

Various authors have long advocated linking sport and tourism (Lockstone & Baum, 2008:497; Weed & Bull, 1997:129). Aside from attractions per se, visitors also travel because of sports events. Sports tourism can be dated as far back as 776 BC with the establishment of the Olympic Games (Page, 2005:27). Today, these games attract many groups, such as participants, coaches, managers, medical teams and officials, regionally and internationally, to the host city. Kurtzman and Zauhar (2003: 44) concur by stating that sports events have the potential to attract non-residents, media, technical personnel, athletes, coaches and other sporting officials.

Furthermore, major sports events have become an economic stimulus and bring long-lasting benefits to host cities, for example, with regard to infrastructure (Hudson, 2012:xvii). Tickets to the Olympic Games, which are in high demand, is evidence of the positive impact sports tourism has in attracting visitors. FIFA World Cup tournaments also draw huge crowds to host destinations. The economic benefits of world-class sports events to host destinations can be enormous, as evidenced by the demand for tickets well beyond the available supply (Craig, 2016:25). Fransen (2015: Online) mentions that people love good rivalry. Also, opponent, competition, weather and team performance influence the demand for tickets. An example is the incredible ticket sales for a match between Barcelona Football Club and Real Madrid Football Club in March 2015 for which tickets were sold out months before the event.

However, according to Horne (2000:35), even small events have economic benefits and motivate local people to plan similar events in the future. Getz and Page (2016[a]:594) and Swart (2010:366) argue that sports event tourism has evolved into an industry in its own right and requires purpose-built facilities such as athletic parks, arenas and stadia. Besides being a channel for authentic activities for visitors, sports events contribute to satisfying visitor desire to sample local foods and culture, which also indicates that sports event tourism constitutes an industry on its own.

An international conference hosted in Madrid in 2001, Sport and Tourism: First World Conference, focused on the linkage between sports and tourism. The conference analysed issues regarding the economic impact of the Olympic Games on tourism and sports as an element of leisure tourism. The discussions addressed issues of commercialisation and promotion of sports and tourism. The addressing of the aforementioned issues was done through the study of the impact of sports events on the image of tourism and its potential for development (Stivachtis, 2016: Online).

In addition, the World Tourism Organisation and Sports Tourism International Council have hosted academic conferences on sports and tourism (such as the UNWTO International Conference on Tourism and Sports); thus, placing greater emphasis on sports tourism (UNWTO, 2016[c]: Online). In 2014 the Sports Tourism Conference (CTC '14), held in Coimbra, Portugal, provided a platform for researchers, academics, students and professionals to stimulate and disseminate scientific knowledge about sports and tourism. Issues such as new trends in sports tourism, sports tourism events and sports tourism policies and development were discussed (Esec, 2014: Online).

Cities and regions across the world compete to attract tourists, resulting in an increased growth rate of sports tourism (Sundbo & Serensen, 2013:310). In this regard, Getz (2008[a]:411) argues that global competition to bid on events and attract tourists has become exceptional because of the direct economic benefits generated by mega sports events. The literature also highlights that some sites attract tourists because of sports events that are held there (Stivachtis, 2016: Online; Holloway & Humphrey, 2012:290; Getz *et al.*, 2012:51). Raj *et al.* (2013:36) contend that sports events are one of the key areas for countries and cities to create event tourism.

Sports event tourism also enhances the formation of regional and global alliances, conveying a message of unity amongst countries. Ntloko and Swart (2008:88) further claim that relations between event organisers and the local community are an important part of the future of sustainable sports events.

Some attractions are created both because of sports tourism and to stimulate sports tourism. Examples include the Olympic Museum in Lausanne, Switzerland, and the Wimbledon Lawn Tennis Museum. In South Africa, the Springbok Experience Rugby Museum at the V&A Waterfront in Cape Town is a world-class, modern, interactive museum telling South Africa's story through the perspective of rugby (Saunders, 2014:20-22).

“Sports tourism” is a term coined from the relationship between sports events and tourism. Sports tourism refers to the experience of travelling to engage in or view sport-related activities. Page (2005:85) defines sports tourism as the travelling of spectators to destinations to watch a team compete in a game or competition. In addition to sports spectators, sports participants are those who travel to destinations to compete in sports events, as well as those who partake as coaches, managers, medical teams and officials.

South Africa experienced an increase in travel receipts when it held major sports events (Stanlib, 2016: Online). South Africa's proven record of hosting major global sports events has helped to boost the country's tourism industry. Table 4.1 below shows the major sports events hosted in the country which resulted in spikes in travel receipts, as well as the positive impact made by these events.

Table 4.1: Major sports events hosted in South Africa and their impact

Sports event	Year	Impact
South African Formula 1 Grand Prix (Motorsport)	1993	<ul style="list-style-type: none"> International drivers took part in the motorsport event. The event attracted internationally acclaimed drivers such as Alain Prost and top drivers from Europe.
Rugby World Cup	1995	<ul style="list-style-type: none"> Sixteen countries took part in the event, attracting 27 000 foreign visitors. Visitors from Australia increased by 54%, and from New Zealand by 112%. French and British arrivals increased by 48% and 33% respectively. Over 160 000 jobs were created and R200 million was generated for the South African economy.
African Cup of Nations (AFCON) (Soccer)	1996	<ul style="list-style-type: none"> Fourteen countries took part in the event, attracting 20 000 foreign visitors. New Zealand and Indian arrivals showed a 64% increase. More than 3 500 new jobs were created, generating over R1 billion for the South African economy.
2009 Indian Premiere League (Cricket)	2009	<ul style="list-style-type: none"> Injected between R1 billion and R2 billion into the South African economy. Up to 40 000 hotel rooms and 10 000 domestic flights were booked for the tournament. The IPL provided R10 million in scholarship funds to 300 students and 32 schools across the country. Approximately 10 000 Indian cricket fans visited the country. Local media and advertising companies benefitted from a R120 million marketing budget. The event was broadcasted to over 200 countries globally.
UCI BMX World Championships (Cycling)	2010	<ul style="list-style-type: none"> Over 3 000 foreign visitors from 34 countries attended the event. The event was broadcasted to 17 countries.

FIFA World Cup (Soccer)	2010	<ul style="list-style-type: none"> • The event attracted 309 000 foreign visitors to South Africa. Over R3.64 billion was generated for the South African economy. • Foreign visitors stayed an average of 10.3 nights and spent an average of R11 800 per trip. • More than 130 000 jobs were created, contributing R2 billion to low-income households. • More than R11 billion was generated from the event for the economy through infrastructure investment projects. • VISA indicated that over R900 million was spent in SA during the event, representing a 54% increase from 2009.
AFCON (Soccer)	2013	<ul style="list-style-type: none"> • A total of 47 African countries took part in the tournament. South Africa experienced a growth of 11.1% increase on tourist arrivals from outside Africa.

Source: Adapted from Index Mundi (2017: Online); Stanlib (2016: Online) and Mosola (2015:8-9)

These major global sports events have positioned South Africa as a passionate and vibrant sporting nation globally. Ranked in the 24th position in the sports event industry in 2012, South Africa has gained a high-status image as a result of the positive media coverage and thus improved its destination brand (City of Cape Town, 2015:11).

Sport is a vehicle for tourism endeavours in which activities involve physical capability. Bowdin *et al.* (2012:24) expressed similar sentiments on the linkage between sports and tourism to form sports tourism. The vast majority of research within the tourism industry comprises sports event tourism, amongst which is motorsports events (Ritchie & Adair, 2004:1993). Governed by the Federation Internationale de le'Automobile (FIA) and Federation Internationale de Motocyclisme (FIM), motorsport events are a group of competitive events involving motorised vehicles, which are either racing or non-racing competitions. Races consist of series, championships or events. Drivers can compete in these events as either professionals or amateurs (Henry, Angus, Jenkins & Aylett, 2007:1). On a professional level, motorsport requires skill and courage from drivers.

Motorsport is spectacular, exciting and provides enjoyment for participants and spectators alike (Health and Safety Executive, 2016:4). Internationally, more than 8.1 million adults compete in road races per year (Choi *et al.*, 2016:23). The oldest world racing championship event is the World Championship Grand Prix (WCGP) established in 1949 (Boretti, 2012:1). According to Gifford (2006:7), motor racing is an extreme sport of which the first event was hosted in the late 19th century by a French newspaper. Examples of WCGP motorsport events include Formula 1, IndyCar Series and World Championship Rally series (Dougall, 2013:56).

Formula 1, as a motorsport racing event, requires not only mastery of the driver on the racecourse, but teamwork. A team of 12 is required to design their own cars to technical specifications and, thus, show innovation (Brawn & Parr, 2016:1). The IndyCar Series requires speed and is the fastest motorsport racing event (Daniel, 2015:7). World Championship Rally series comprises a series of events and is a form of sprint-style racing held on a closed, mixed-surface circuit, with modified production or specially built road cars.

The literature highlights that marketers of motorsport events use the sport to attract visitors to the host cities (Conlin & Jolliffe, 2017:8; Baker, 2013:3; Fyall, Kozak, Andreu, Gnoth & Lebe, 2009:3). According to Fyall *et al.* (2009:3), motorsport event tourism generates a great deal of media interest and as media interest in competitive motorsport increases, so does the size of the audience. Baker (2013:16) concurs by stating that motorsport event tourism can attract thousands of spectators and millions of television viewers. Conlin and Jolliffe (2017:8) reiterate that motorsport events provides a personal connection to local residents who are now diasporas.

The popularity of motorsport continues to surge throughout the world (Arnette & Martindale, 2000:3549). Research in motorsport events includes Tranter's (2009:55) study, "The crucial 'where' of motorsport marketing: Is motorsport now 'a race out of place'?" which highlighted that the location of motorsport events is an integral part of the marketing of the sport. Fredline, Deery and Jago (2006:5) studied the Australian Formula 1 Grand Prix with regard to the varied perceptions held by the host community of the impact of the event such as noise levels and economic benefits. In another

study, Fredline and Faulkner (2002:115) pointed to the variations in residents' reactions to major motorsport events, whilst Burns, Hatch and Mules (1986) researched the Adelaide Grand Prix and found a high level of support for the event from the host community.

The motorsport industry is an important contributor to local economies. In Australia, local spending has grown because of motorsport, with participation almost doubling within the northern territory. Local spending includes travel, accommodation, food and entertainment expenses. Furthermore, people attending motorsport events often extend their time in the area for sightseeing (Motorsports NT, 2016:3).

The relatively high profile that motorsport has been receiving in South Africa due to the hosting of global events such as Formula 1 Grand Prix until the early 1990s, the A1 Grand Prix, national circuit racing series and provincial racing championships has attracted wide media coverage (Henry *et al.*, 2007:112). In 2005, motorsport events in South Africa contributed 0.42% towards the country's GDP (Henry *et al.*, 2007:112). In 2017, MSA accorded the South African Endurance Series national championship status, after which it attracted competitors from the region and beyond (SA Endurance Series, 2017: Online). Ntloko (2016:153) concurs that sports events add business opportunities and investments that are likely to further boost the economy of the host country and region.

Motorsport has resulted in the establishment of motorsport heritage museums. These museums are used for the preservation and conservation of all motorsport documents and vintage motor vehicles (Conlin & Jolliffe, 2017:112). More than 10% of foreign tourists come to South Africa to watch or participate in motorised or non-motorised sports events, of which spectators account for 60% to 80% (SAT, 2016[b]).

Motorists' race for pleasure and competition (Baker, 2013:8). However, Simone (2009:232) mentions that motorsport events, especially auto racing, is increasingly becoming expensive to participate in due to rising fuel prices, leading to the closure of race courses. Baker (2013:8) argues that, although motorsport events contribute to an increased level of noise and air pollution from the race cars, the benefits outweigh the drawbacks.

Different scholars (Bowdin *et al.*, 2012:24; UK Sport, 2004:11, as cited in Bowdin *et al.*, 2012:24) have attempted to classify sports tourism events and their classifications are applicable to this study. Bowdin *et al.* (2012:24) maintain that sports tourism events encompass the full spectrum of individual and multi-sports. UK Sport (2004:11, as cited in Bowdin *et al.*, 2012:24) classified sports tourism events into Type A, Type B, Type C and Type D.

Type A refers to mega events. They are irregular major international spectator events, which generate significant economic activity and media interest, for example, the Olympic Games and FIFA World Cup. Type B includes calendar events. They are part of an annual domestic cycle. Calendar events are major spectator events, which generate significant economic activity (such as job creation) and media interest. Examples include the FA (Football Association) Challenge Cup Final, World Rally Cross and Formula 1 Grand Prix motor racing. Type C refers to once-off events. They are irregular, once-off major spectator or competitor events, such as The Senior Games Archery. Type D includes major competitor events which generate slight economic activity and are also part of annual cycles, such as national championships. Examples are the National and Regional SupaDrift drag racing championships, and the Two Oceans and Comrades Marathons. Researchers emphasise that sport tourism events which encompass all four types need to be sustainable (Pfitzner & Koenigstorfer, 2016:1103).

The researcher, for purposes of this study, adopted a classification by Baker (2013:8), Simone (2009:8) and David (2007:13). They classified motorsport events according to where they are held. Four types are identified, namely street circuits, speed raceways (public and/or privately owned road courses), oval tracks, and rallies (Baker, 2013:8; Simone, 2009:8; David, 2007:13).

Street circuits are motorsport races where cars race in streets which consist of twists, turns and elevation changes (Simone, 2009:8). Street circuit motorised sport races are usually held on the same streets or pavements, which are normally open to the public any other time of year. See picture 4.1 below.



Picture 4.1: Street circuit IndyCar race in St. Petersburg, Florida

Source: Baker (2013:9)

Street circuit racing is more popular when done illegally, as mostly depicted in films such as *The Fast and the Furious* movie series and *Need for Speed* (Ide, 2017: Online). However, street circuit racing can also be done legally when sanctioned by local or international authorities (MSA, 2018[a]: Online). Baker (2013:8) claims that street circuits offer the host city a chance to showcase specific portions of an urban area and bring tourists to the city.

Road courses, unlike street circuits, require large amounts of land and are usually located outside of urban areas (see picture 4.2). Road courses can be either tarred or gravel. Strategy and slipstreaming are the keys for victory.



Picture 4.2: Killarney raceway in Cape Town

Source: Wheels24 (2017: Online)

Another type of motorsport event is oval race events. Oval race events are held in designated stadia where spectators purchase tickets for a specific seat from which they can usually view the entire circuit. In oval racing, cars drift around the custom-made tracks or circuits, and points are often scored for style and mastery in cornering. Execution of the competition can be in solo, in pairs or in groups. An example is Monsternob raceway circuit in Kimberley (see picture 4.3 below).



Picture 4.3: Monsternob raceway in Kimberley

Source: LWMag (2015: Online)

A rally is a series of competitions on different courses where drivers are tested on their skills and endurance (David, 2007:13). Picture 4.4 below shows one of the courses in a rally competition. Victory is based on the fastest time on a specific course, with varying road widths, weather conditions and terrain. Hence, these competitions need concentration and patience (MSA, 2018[b]: Online). An example is the South African National Rally Championship, which encompasses seven series in KwaZulu-Natal (Ballito), Sabi, Secunda, Port Elizabeth, Bronkhorstspuit, Caledon and Carnival City, and the National Off-Road championship with events in Botswana, Lichtenburg and Lesotho.



Picture 4.4: Round six of the seven-rounds South African National Rally Championship 2016

Source: Toyota (2016: Online)

As highlighted, motorsport competitions, such as the National African Endurance Championship, the National Rally Championship and National Rallycross Championship, are held in different provinces in South Africa. A study conducted by the Northern Cape Department of Economic Development and Tourism (DEDAT, 2010:4022) revealed that, although there has been stagnation in participation in traditional sports such as soccer, rugby and netball, participation in extreme motorsports has been on the increase. In addition, despite the popularity of racing on raceways, other motorsport events such as spinning, oval dirt and 4x4 off-road competitions have also gained popularity.

4.6 The WegRy/Drive Out Bull Run motorsport event

The Northern Cape Economic Development, Trade and Investment Promotion Agency (NCED, 2011:7) states that tourism is one sector that can challenge mining and agriculture as the most important industry in South Africa and in the Northern Cape Province. Bojanic and Warnick (2012:357) mention that the benefits of motorsport events should spread from core to peripheral areas. The WegRy/Drive Out Bull Run

is an annual motorsport event organised by *WegRy/Drive Out* magazine in South Africa. The *WegRy/Drive Out Bull Run* initiative was launched in 2011. To position the selected motorsport event for the study within the broader context of the events industry, a diagrammatical representation by Allen *et al.* (2008:12) on the categories of events was provided in chapter 3 (as figure 3.1). Accordingly, the *WegRy/Drive Out Bull Run* falls within the major event category. This event does not only attract community members, but also visitors from other provinces (Van Eeden, 2017).

To participate in the *WegRy/Drive Out Bull Run*, participants need to have a vehicle thirty years or older with a value of R25 000 or less per entrant. Participants compete in various activities that include drag racing, gymkhana and drifting (Bornman, 2014: Online). In 2016, 415 people participated in this event, with 141 vehicles from around South Africa (Drive Out, 2016: online).

The *WegRy/Drive Out Bull Run* is also a social event. For example, community members are encouraged to volunteer as marshals for the event (Dustmedia, 2017: Online). This type of involvement provides community members the opportunity to interact with other community members and tourists. In a personal email, Mr Van Eeden, the main organiser of the event, cited that a soccer tournament is held on the weekend of the motorsport event for the local community which is sponsored by the *WegRy/Drive Out Bull Run* and the local organising committee. As a move towards strengthening social ties, local sports (such as rugby) are aired at the campsite to be enjoyed by both the locals and tourists (Van Eeden, 2017). Social ties are formed and improved, creating feelings of connectedness. Motorsport events increase the sense of pride of locals, as it gives them the opportunity to feel pride in their community from a social perspective.

Locals are also given an opportunity to display their artistic talent and sell their goods at a market held at the event. Job opportunities are created in this way, especially for the youth and those seeking part-time employment opportunities, by having the chance to run a stall during the event. This provides locals with supplementary job opportunity and income which, in turn, contributes towards their social upliftment. Besides the opportunity to sell products at the event, the money paid towards the organising committee for camping and food goes to the local church and donations

are also made in the form of stationery to the local school. Furthermore, the WegRy/Drive Out Bull Run has a “shoebox initiative”, a project aimed at fundraising to provide shoes for the less privileged community (Van Eeden, 2017).

4.7 Conceptual framework for the study

The main objective of the investigation was to determine the demographics and consumer behaviour of visitors to the WegRy/Drive Out Bull Run. The main aim, then, is to make recommendations to the event organisers on the marketing and positioning of the event. Based on the literature review, the following conceptual framework (figure 4.3) is presented:

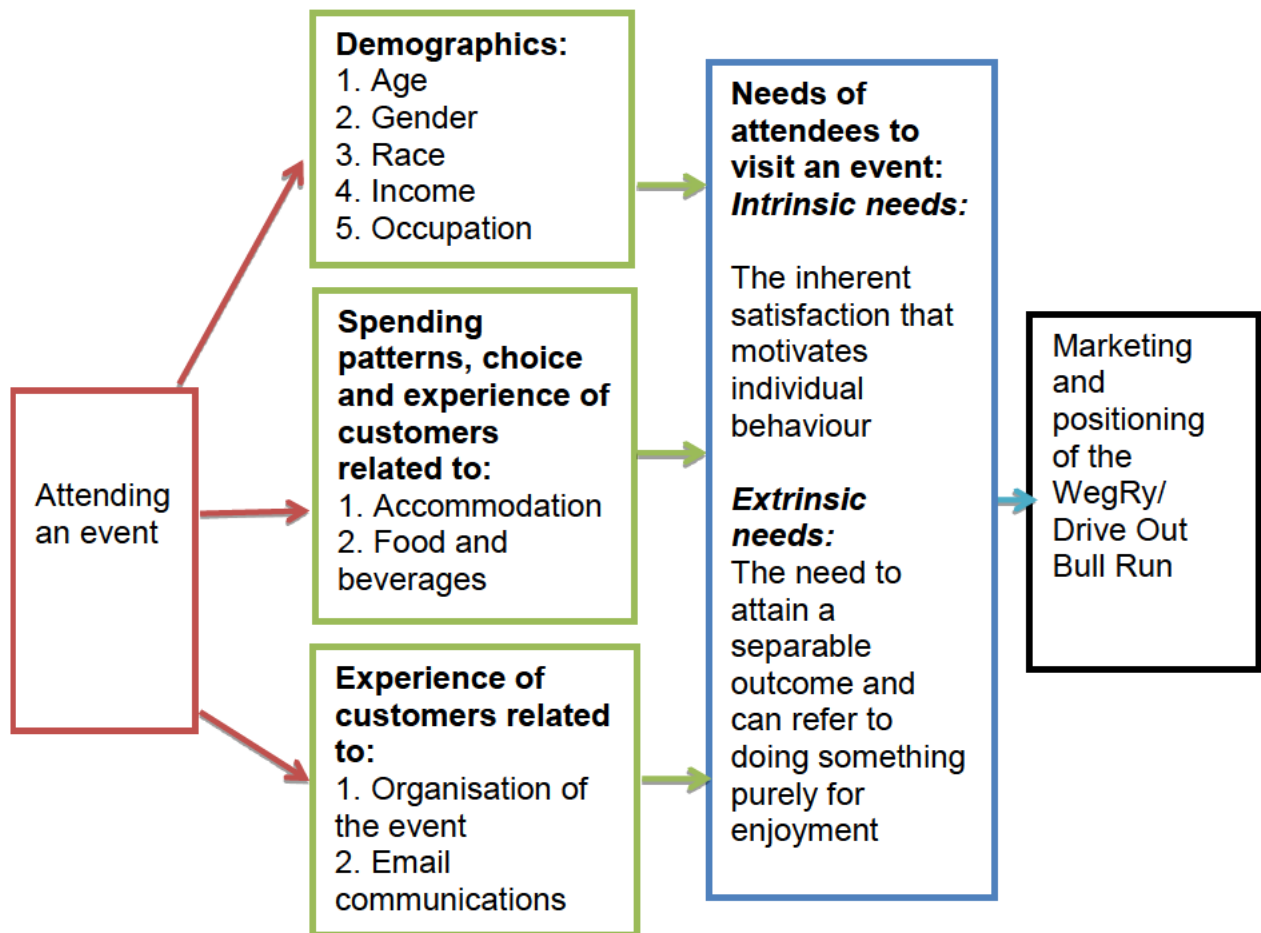


Figure 4.3: Conceptual framework for the study

Saayman (2011:109) defines a “conceptual framework” as an analytical tool with many variations and contexts used to draw conceptual distinctions and organise ideas. Figure 4.3, which serves as the conceptual guide for the study, has the following

components: attending the events, demographics, spending patterns, choice and experience of customers, experience of customers, needs of attendees, as well as marketing and positioning of the WegRy/Drive Out Bull Run. These components are discussed below.

Figure 4.3 shows that tourists who attend sports events have different demographic characteristics (such as age, gender, race, income and occupation) and consumer behaviour patterns. Parumasur and Roberts-Lombard (2012:31) contend that the combination of demographics, tourists' choice of products and spending patterns is a reflection of their intrinsic and extrinsic needs. Intrinsic needs are the inherent satisfaction that motivates tourists' individual behaviour, whilst extrinsic needs are tourists' needs to attain a separable outcome and can refer to doing something purely for enjoyment.

According to Parumasur and Roberts-Lombard (2012:53) and Van der Westhuyzen and Van der Merwe (2014:77), demographic characteristics and experiences are accurate predictors of how the target market will respond to a specific marketing mix. Motorsport consumers are the pivot upon which motorsport events leverage their reputation. Insight into the demographics and consumer behaviour of visitors to motorsport events would help marketers of the WegRy/Drive Out Bull Run to predict the needs, wants and expectations of visitors. This, in turn, would enable the organisers of the event to effectively market and position the event in the future.

4.8 Summary

The tourism industry is a potential source of sustained income for countries. Owing to its rapid growth, motorsport has become more sophisticated, and different types of motorsport have developed. This chapter provided an overview of tourism in South Africa, highlighting the constraints that South African tourism faces and discussing the strategies and programmes that were put into place to grow tourism. The development of motorsport events in the South African context and the WegRy/Drive Out Bull Run were discussed. The chapter concluded with the conceptual framework of the research study, which was established and outlined based on the literature review. The next chapter sets out the research methodology applied in this study.

CHAPTER 5: RESEARCH METHODOLOGY

5.1 Introduction

Research is the process of investigating phenomena and enhancing scientific knowledge (Patten & Newhart, 2017:3). Creswell and Creswell (2017:1), in support of Sekaran (1992:4), explain that research is an organised effort to investigate a specific problem that needs a solution and should assist in uncovering new realities in solving a particular problem. According to Salkind (2009:2), research could be described as an intense process whereby new knowledge is discovered. Patten and Newhart (2017:3) concur with Finn, Elliott-White and Walton (2000:2) that research is a process that should be objective and logic. The purpose of this chapter is to describe the methodology followed to achieve the research objectives of this study. This chapter discusses the research approach and design, data collection, population, sampling, the pilot study and data analysis. It also relates to fieldwork challenges.

5.2 Research approach and design

Scientific knowledge is uncovered through the accumulation of verified facts (De Vos, Strydom, Fouche & Delport, 2011:6). Tight (2013:137) defines “research methodology” as the process of adopting a particular method and linking the choice and use of methods to the preferred outcome. In order to fulfil the overall purpose of this study, the researcher formulated the main research question of the study as follows:

What are the demographic profile and consumer behaviour of visitors to the WegRy/Drive Out Bull Run motorsport event in Van Wyksvlei?

The researcher formulated the following objectives in order to answer the main research question:

1. Determine the demographic profile of visitors to the WegRy/Drive Out Bull Run motorsport event.

2. Measure the choice, expenditure patterns and experiences of visitors pertaining to accommodation and food and beverages.
3. Determine visitors' satisfaction concerning the organisation of the event.
4. Make recommendations related to the marketing and positioning of the WegRy/Drive Out Bull Run motorsport event to event organisers and the Northern Cape tourism authorities.

In order to achieve the research objectives of the study, various steps were followed, as depicted in figure 5.1 below:

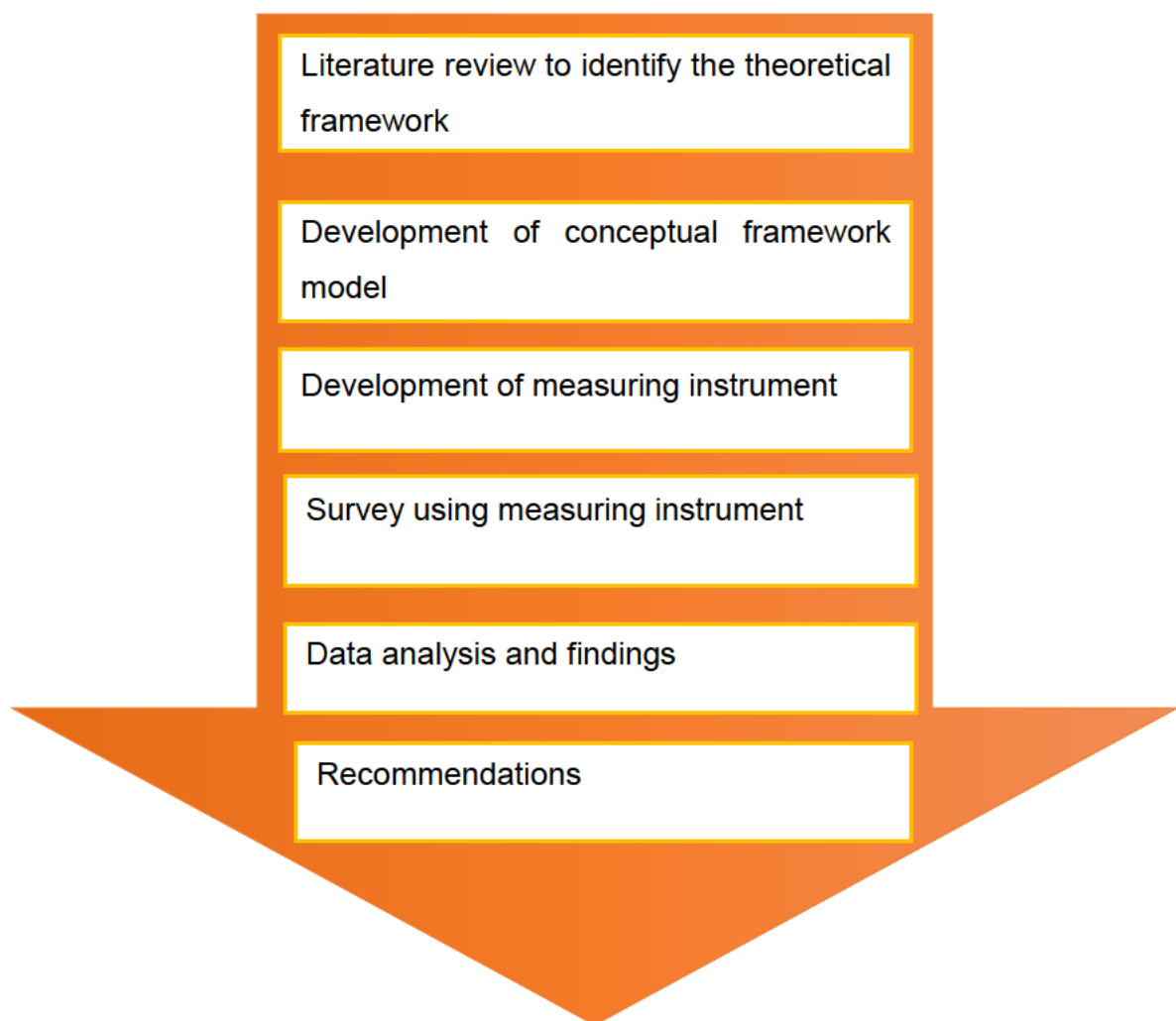


Figure 5.1: Research process followed in the study

As depicted in figure 5.1, the literature was reviewed and a conceptual framework model for the study was developed. A questionnaire was developed as measuring instrument and the data gathered from the questionnaire were analysed.

As indicated before, a quantitative research approach was adopted for this study. Quantitative research examines the relationship amongst variables, which can be analysed using statistical procedures (Patten & Newhart, 2017:20; Creswell, 2014:4). Thus, quantitative research provides precise measurements and analysis that allow findings to be generalised to the larger population. Pickering (2008:2-8) notes that, unlike qualitative research which is considered soft and subjective (i.e., respondents can relate their thoughts and feelings), quantitative research is hard, objective and rigorous. He further asserts that data gathered in the form of numbers and statistics can be used to standardise and organise collected evidence. Quantitative research is useful to provide information about larger groups of people and social movements; thus, making comparisons between different groups of people possible and more manageable (Asim, 2015:110).

A “research design” refers to the overall plan of action for research and encompasses the strategy, conceptual framework, the subject/object to be studied and the tools that will be used to collect and analyse empirical evidence (Punch, 2009:211). McMillan and Schumacher (2010:20) assert that the purpose of a research design is to specify a plan for generating empirical evidence with the aim to answer particular research questions. According to Van Wyk (2016:3), a research design involves the selection and use of a variety of techniques and methods that are scientifically verifiable. A research design allows for the articulation of required data, methods and analysis of data in order to answer research questions. Van Wyk (2016:3-13) maintains that a research design is the overall plan for connecting the research problems and the empirical research. He concludes that a research design focuses on the steps in the process towards achieving the outcome envisaged. Thus, the researcher needs to select the research design with the objectives of the study in mind. For the current study, a survey research design was selected, with a structured questionnaire to be administered to respondents. Surveys are practical procedures designed to provide statistical descriptions of people by asking questions to a sample of the population (Fowler, 2014:1).

5.2.1 Population and sampling

A “population” refers to objects, subjects, phenomena, cases, events and activities specified for sampling (Brynard & Hanekom, 2005:43). Stopher (2012:6) and Weiss (1996:5) explain that the population includes the entire collection of elements of concern in a given situation, which encompass all individuals, items or data under consideration in a study. For this study, the population included all visitors to the WegRy/Drive Out Bull Run in 2017 – which amounted to 700 – including participants and attendees (Van Eeden, 2017).

The participants and attendees were purposely selected. The study involved non-probability sampling, and specifically convenience sampling, as attendees and participants to the WegRy/Drive Out Bull Run were targeted for data collection based on their willingness to complete the questionnaire. Studying an entire population is prohibitive not only to the researcher, but also to the participants due to privacy, time and money constraints (Dattalo, 2008:7). A sample is a subset of the population (Stopher, 2012:6). Patten and Newhart (2017:110) explain that a proper sample size offers a good approximation of the population if it is large enough to represent adequately the whole population and its variability in the areas of enquiry.

According to Israel (1992: Online), for a population of 700, a sample of 255 is sufficient (at a confidence level of 95%). Similarly, Rucker (2017: Online) states that, when deciding on a sample size, the population (in this case, all visitors to the event) and the confidence level (i.e., whether the study would yield the same findings when repeated) should guide the choice of a sample size that would accurately represent the target population. In this study, a total of 267 questionnaires were completed, which was deemed sufficient for the purposes of the research.

5.2.2 Questionnaire construction

A structured questionnaire was used to gather the data. The structured questionnaire comprised mostly closed-ended questions and one open-ended question. In closed-ended questions, respondents choose between two or more statements, whilst open-ended questions require respondents to reply and provide explanations in their own

words (McDaniel & Gates, 2001:295). With closed-ended questions, answers can be recorded quickly and analysis is usually fairly easy (Asim, 2015:123). Information provided in respondents' own words might be useful in examples or illustrations, adding to the depth of the final report.

The questionnaire for the current study consisted of five sections, namely section A, B, C, D and E (see annexure A). No cover letter accompanied the questionnaire; instead the field workers explained the aim and scope of the study to the respondents and reiterated that the information was for research purposes only and that all information would be treated confidentially. The questionnaire was set out as follows:

- **Section A: Demographic profile of respondents**

Section A focused on the demographic profile of the participants and attendees of the WegRy/Drive Out Bull Run motorsport event. This included their country of residence, province of origin, length of stay, group composition, gender, race, age, and annual income.

- **Section B: Accommodation**

Section B focused on the choice, experience and expenditure patterns of consumers pertaining to accommodation. This included questions on preferred type of accommodation, amount spent and experiences with regard to accommodation.

- **Section C: Food and beverage**

Section C related to food and beverage. Questions included the amount spent at the food and beverage stalls, experiences of the food and beverage, and the overall amount spent on food and beverages.

- **Section D: Organisation of the event**

Section D measured the organisation of the event. Questions pertained to the satisfaction levels of respondents, the role of the media in marketing the event, the type of vehicle respondents' drove, and recommendations to improve the organisation of the event.

- **Section E: Only for competitors**

Section E was only for competitors and measured their satisfaction level with regard to e-mail communication from the organisers. (The inclusion of this section was requested by the event organisers.)

5.2.3 Data collection procedure

Salkind (2009:150) states that data collection involves everything from contacting possible sources, to arranging data collection trips, to the actual venue where data recording takes place. The researcher was assisted by three research assistants in gathering the data from respondents at the event. The research assistants were former tourism and marketing students and were briefed beforehand on how to administer the questionnaire.

Permission to administer the questionnaire was obtained from the WegRy/Drive Out Bull Run organisers, and visitors' consent was obtained before administering the questionnaire to them. No incentives were offered for participation. Only respondents over the age of 18 years were selected, as minors would need consent from their parents or legal guardians. With regard to groups travelling together (i.e., family or friends), the researcher selected only one respondent from such a group to avoid duplication (Swart, 2016:1).

The aim and scope of the study were explained to the respondents. The researcher reiterated that the information was for research purposes and that all information would be treated confidentially. The data collection took place over the full three days of the event, that is, from 6 to 8 October 2017, which allowed enough time for data collection. Furthermore, after three days, the visitors had stayed long enough at the event to have enough experiences of the variables under investigation to enable them to complete the questionnaire meaningfully.

5.2.4 Data analysis

Bihi (2014:46) defines "data analysis" as the process by which the researcher recognises patterns in the data and turns these patterns into meaningful categories

and themes. Data were captured in Excel and both descriptive and inferential statistics (chi-square) were performed on the data. Descriptive statistics was used to describe and summarise the data, whilst inferential statistics were applied to draw conclusions from the data in order to make reasonable inferences about the population (Welman, Kruger & Mitchell, 2005:231). Stopher (2012:7) explains that inferential statistics is used to make statements about a population based on limited evidence from a survey.

5.2.5 Pilot study

A pilot study is an effective way of determining the feasibility of a study and saves time (Leedy & Ormrod, 2010:111). To ensure the applicability of the questionnaire for the current research, a pilot study was conducted (Simon, 2011:1). In this case, 10 visitors to the Monsternob Raceway motorsport event in Kimberley were requested to complete the questionnaire on 28 April 2017.

The researcher administered the questionnaire, with the research assistants, who were thus provided with an opportunity to gain experience in administering the questionnaire. Positive feedback was given on the format of the questions, and questions were deemed clear and concise. Leedy and Ormrod (2010:111) assert that, although researchers often neglect the pilot study, it remains an important component of a study, because it helps the researcher identify approaches likely to be effective in solving the research problem. After the appropriateness of the questionnaire was confirmed, it was administered to respondents at the WegRy/Drive Out Bull Run.

5.3 Fieldwork challenges

The researcher encountered some fieldwork challenges during the study. The most notable challenges are provided below, together with solutions implemented:

- Some visitors refused to partake in the study. The researcher thanked them for their time and moved to the next visitor.
- Some respondents, although they were comfortable in both English and Afrikaans, preferred the initial greetings and introductions to be in Afrikaans.

5.4 Summary

This chapter focused on the research methodology applied in this study to achieve the research objectives. The chapter discussed the adopted research approach and design, namely a quantitative approach and a survey research design. The population and sampling methods applied were set out, and details regarding the construction of the questionnaire were provided. The chapter also explained the data collection procedure and the pilot study that preceded the main data gathering. The fieldwork challenges were also discussed briefly. Chapter 6 will provide an analysis of the findings from the visitors' responses to the questionnaire.

CHAPTER 6: ANALYSIS OF THE RESEARCH FINDINGS

6.1 Introduction

This chapter reports the findings of the empirical section of this study. An analysis of the empirical section is provided based on the questionnaire (see annexure A). As indicated before, the questionnaire focused on the demographic profile of the respondents; the choice, experience, and expenditure patterns of consumers pertaining to accommodation; amount spent on and experiences of food and beverage, the organisation of the event; and competitors' satisfaction level with e-mail communication from organisers. Microsoft Excel was used to capture the data collected from the questionnaire. As indicated previously, both descriptive and inferential statistics were used to interpret the data, which will be discussed below.

6.2 Descriptive statistics

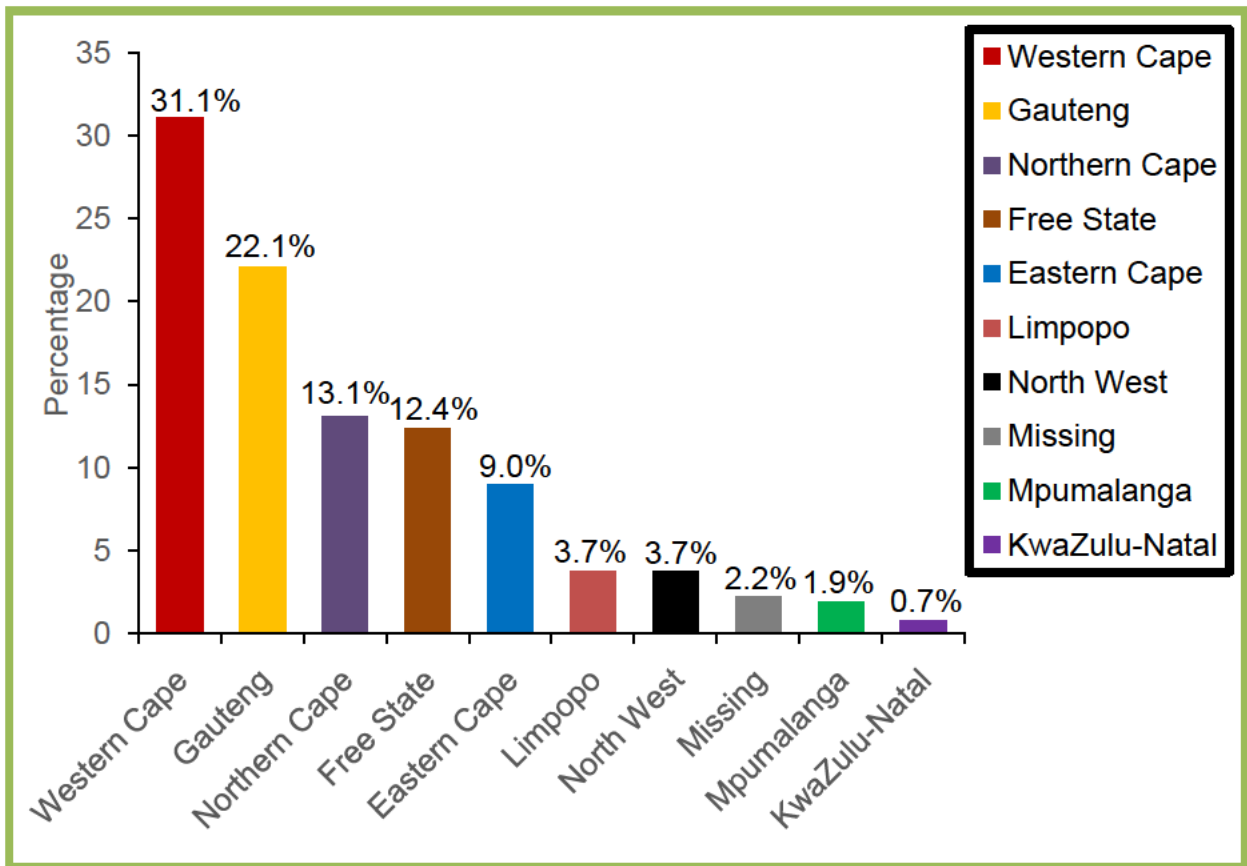
The following section contains the descriptive statistics for the questionnaire.

6.2.1 *Demographic profile*

This section describes the demographic profile of respondents, which includes province of residence, country of residence, length of stay, group composition, gender, race, age, annual income, employment status and education level.

Province of residence

Respondents had to indicate their province of residence in question 1. Refer to graph 6.1 below.



Graph 6.1: Respondents’ province of residence

Graph 6.1 depicts that most (31.1%) of the respondents were residing in the Western Cape (83 respondents), followed by Gauteng with 22.1% (59 respondents), Northern Cape with 13.1% (35 respondents) and the Free State with 12.4% (33 respondents) and Eastern Cape with 9% (24 respondents). Both Limpopo and North West had 3.7% (10 respondents), whilst 2.2% (6 respondents) did not indicate their province, but international countries. A small percentage of 1.9% were from Mpumalanga (5 respondents), and KwaZulu-Natal had the lowest (0.7%) (2 respondents).




Country of residence

In question 2, international respondents were requested to indicate their country of origin. Four respondents (66.7%) indicated that they were from Botswana, whilst both Namibia and Britain made up 16.7% with one respondent each.

Length of stay

In question 3 respondents were required to indicate their length of stay. Refer to table 6.1 for the results.

Table 6.1: Length of stay

Percentage	Length of stay
94.4%	 Entire event
4.9%	 Local resident
0.7%	 Day visitor


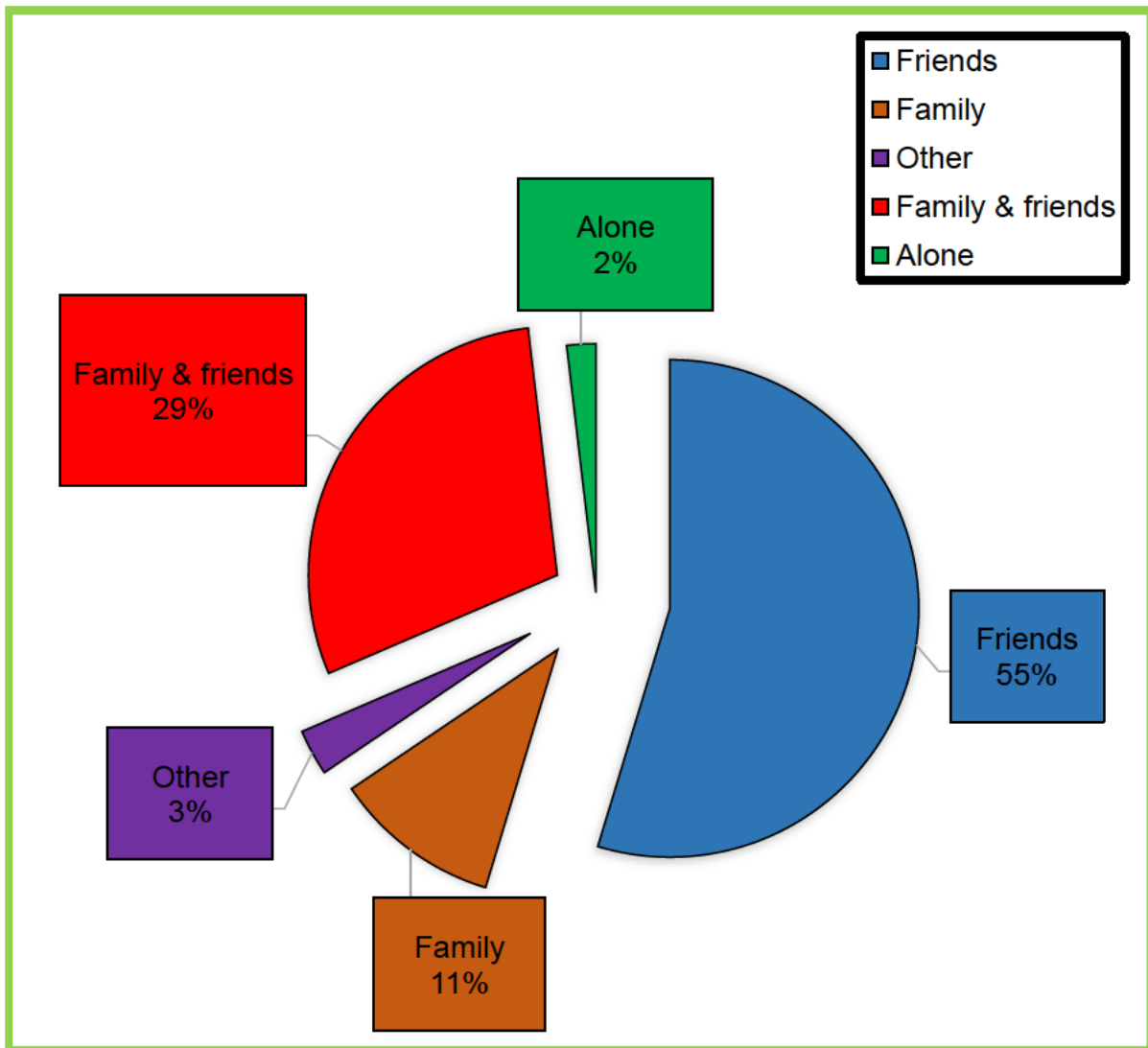

10%

Table 6.1 shows that 94.4% (252) of the respondents stayed for the entire event. A total of 4.9% (13) were local residents, and 0.7% (2 respondents) were day visitors.

Group composition

Question 4 captured the respondents' group composition (see graph 6.2).



Graph 6.2: Group composition

More than half (55%, 146) of the respondents attended the event with friends, 29% (79) with family and friends, and 11% (29) with family members. Three per cent (3%, 8) were travelling as “other” and only 2% (5) of the respondents were travelling alone. Respondents also provided the number of people per group travelling together. This is reflected in table 6.2 below.

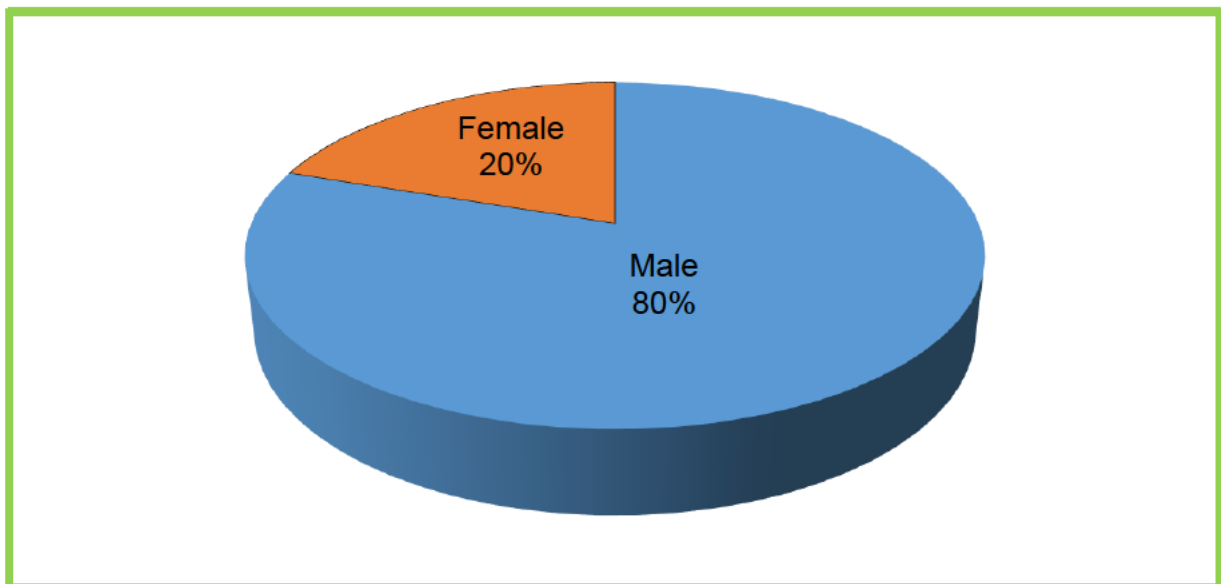
Table 6.2: Number of people in a group

Variable	Frequency				
	N	Average	Mode	Minimum	Maximum
Group size	267	5.7	6	1	26

Table 6.2 presents the number of people that were in a group. From a total of 267 people who responded to question 4, an average of 5.7 people was in a group and the mode for the number of people in a group was 6. The minimum group size was 1, which accounted for 1.9% or 5 respondents. The maximum group size was 26, representing 1.1% or 3 respondents.

Gender

In question 5 respondents were required to indicate their gender. The responses are reflected in graph 6.3 below.

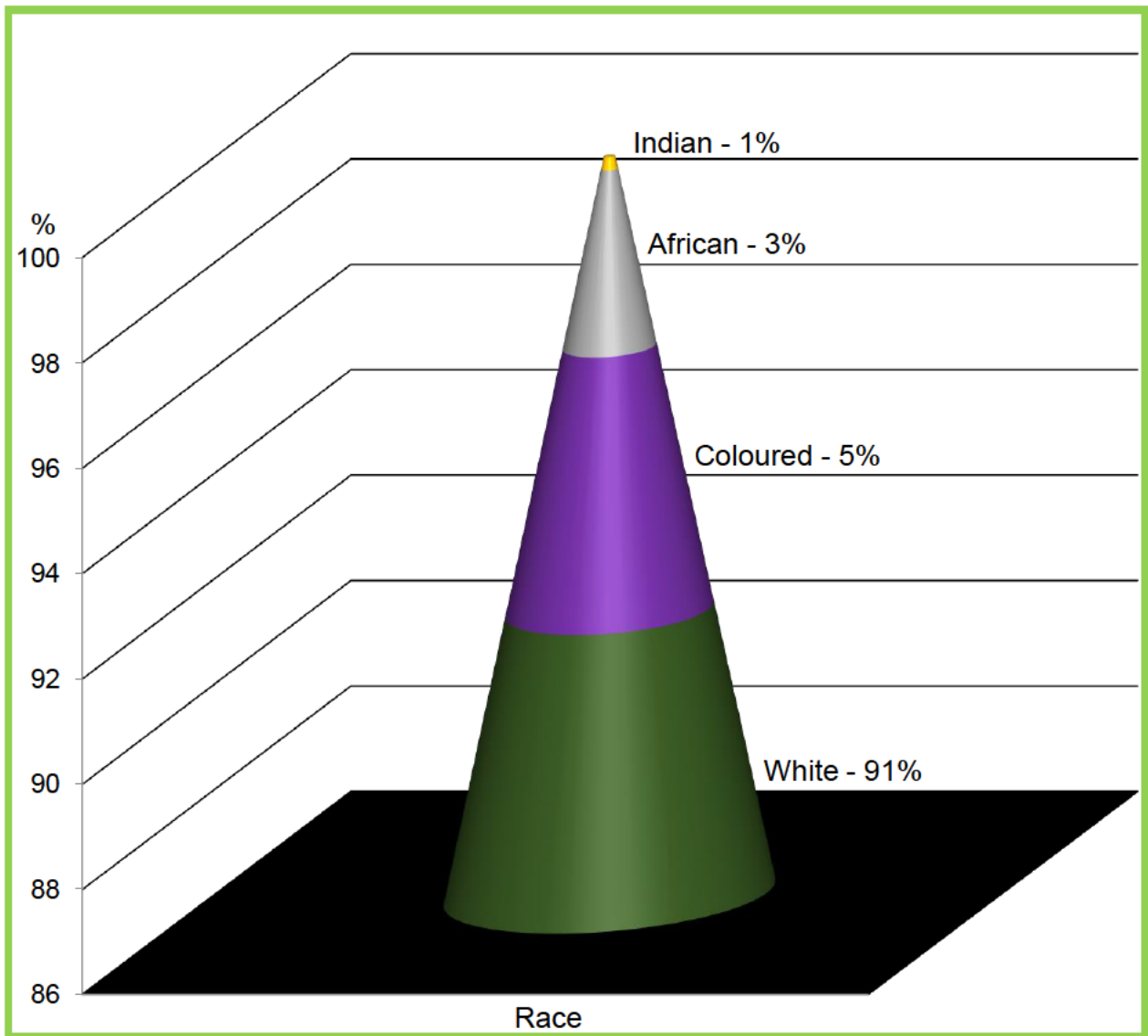


Graph 6.3: Respondents' gender composition

Graph 6.3 reflects that 80% (214) of the attendees were men, whilst 20% (53) were women.

Race

Question 6 shows the race of the respondents. Refer to graph 6.4.

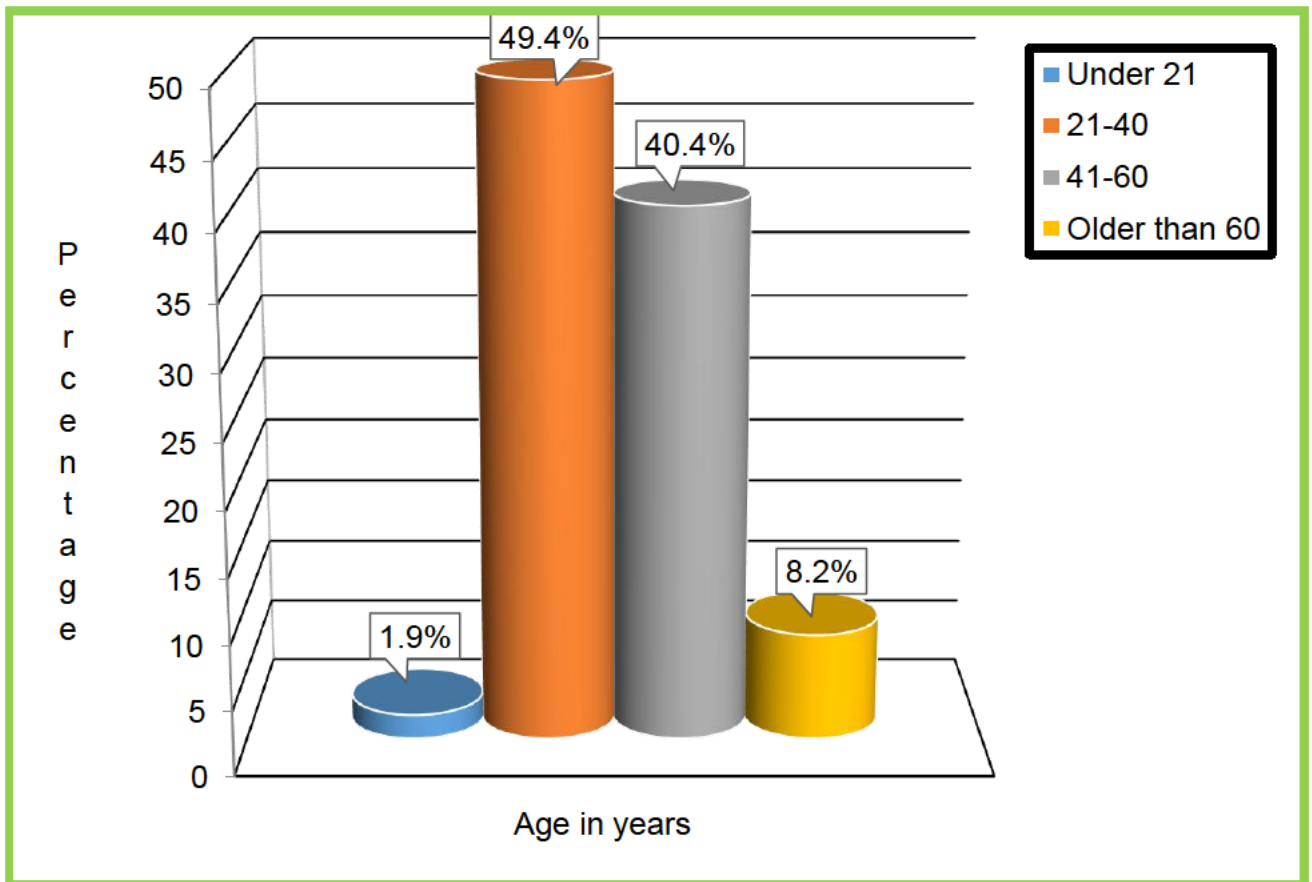


Graph 6.4: Respondents' race

Graph 6.4 shows that most of the respondents (91%, 244) were white, 5% (12) coloured, 3% (9) black and 1% (2) Indian.

Age

The age of the respondents was captured in question 7. See graph 6.5 below.

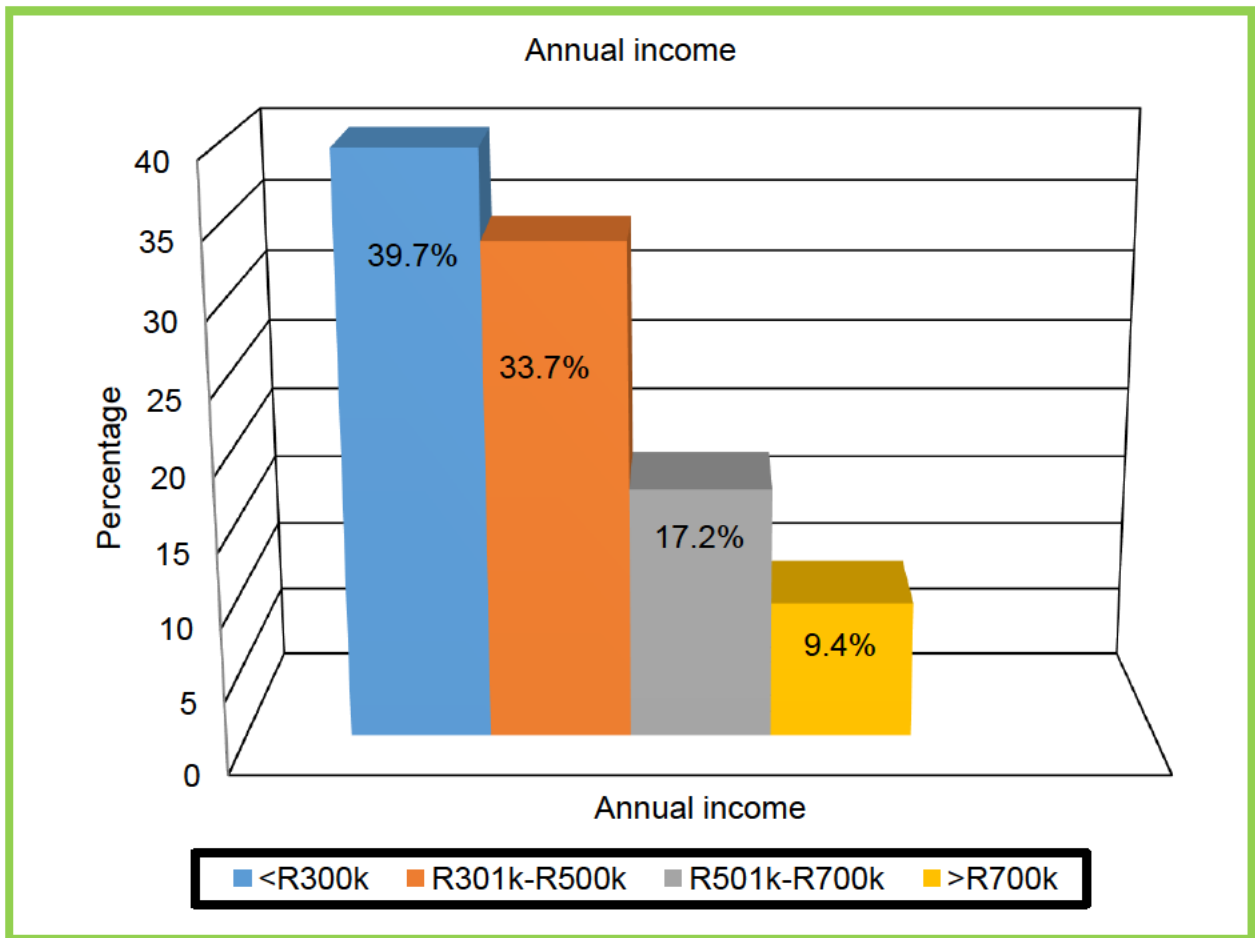


Graph 6.5: Respondents' age

Graph 6.5 shows that 1.9% (5) of the respondents were below 21 years of age, whilst 49.4% (132), 40.4% (108) and 8.2% (22) were in the age ranges of 21-40, 41-60 and older than 60, respectively.

Annual income

Question 8 captured the respondents' annual income and is depicted in graph 6.6 below.

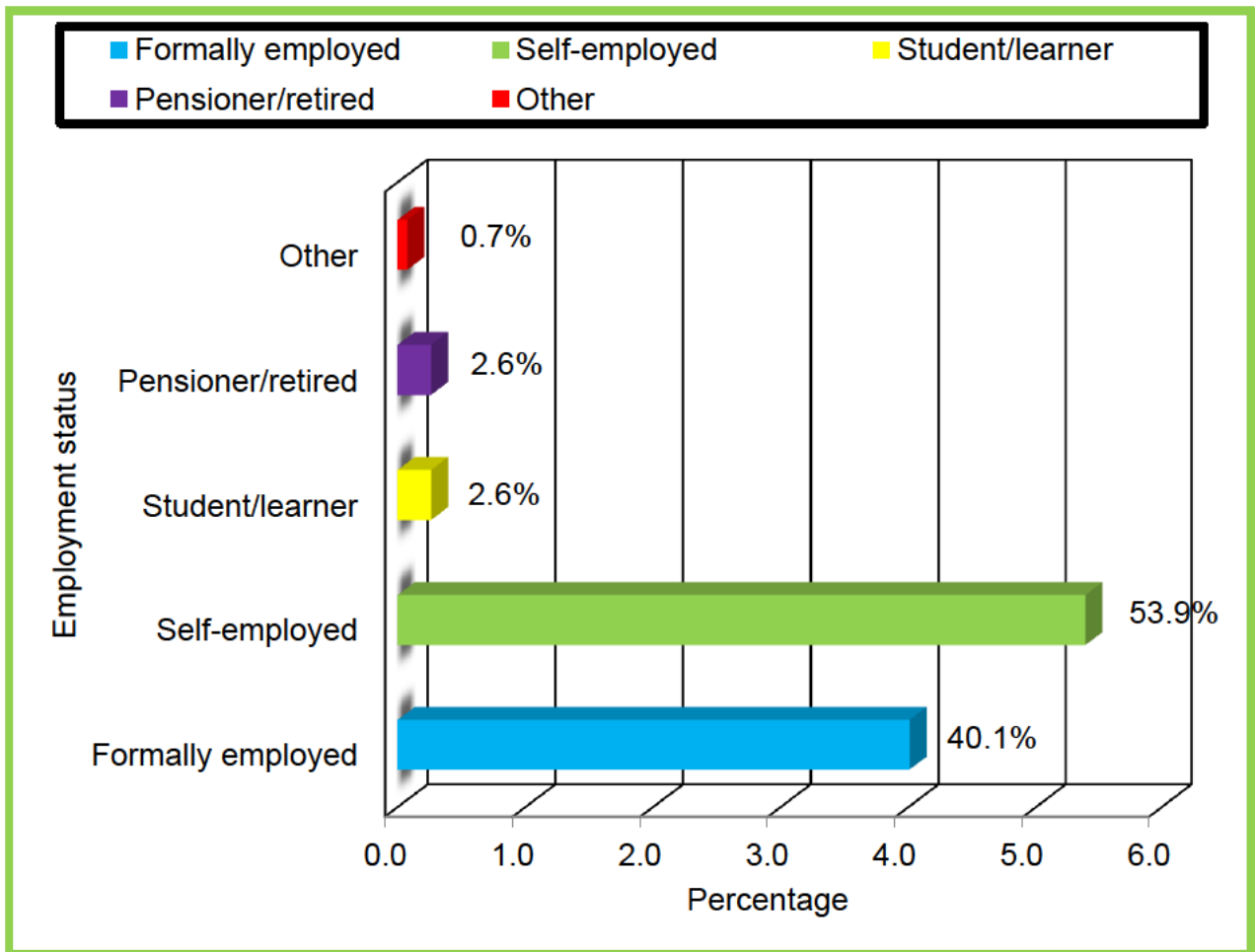


Graph 6.6: Annual income

Graph 6.6 indicates the annual income of the respondents. A total of 39.7% (106) of the respondents earned below R300 000 annually, and 33.7% (90) earned between R301 000-R500 000 annually. A total of 17.2% (46) earned between R501 000 and R700 000 annually. Just below 10% (9.4%, 25) earned more than R700 000 annually.

Employment status

Question 9 captured the employment status of the respondents. This is presented in graph 6.7 below.

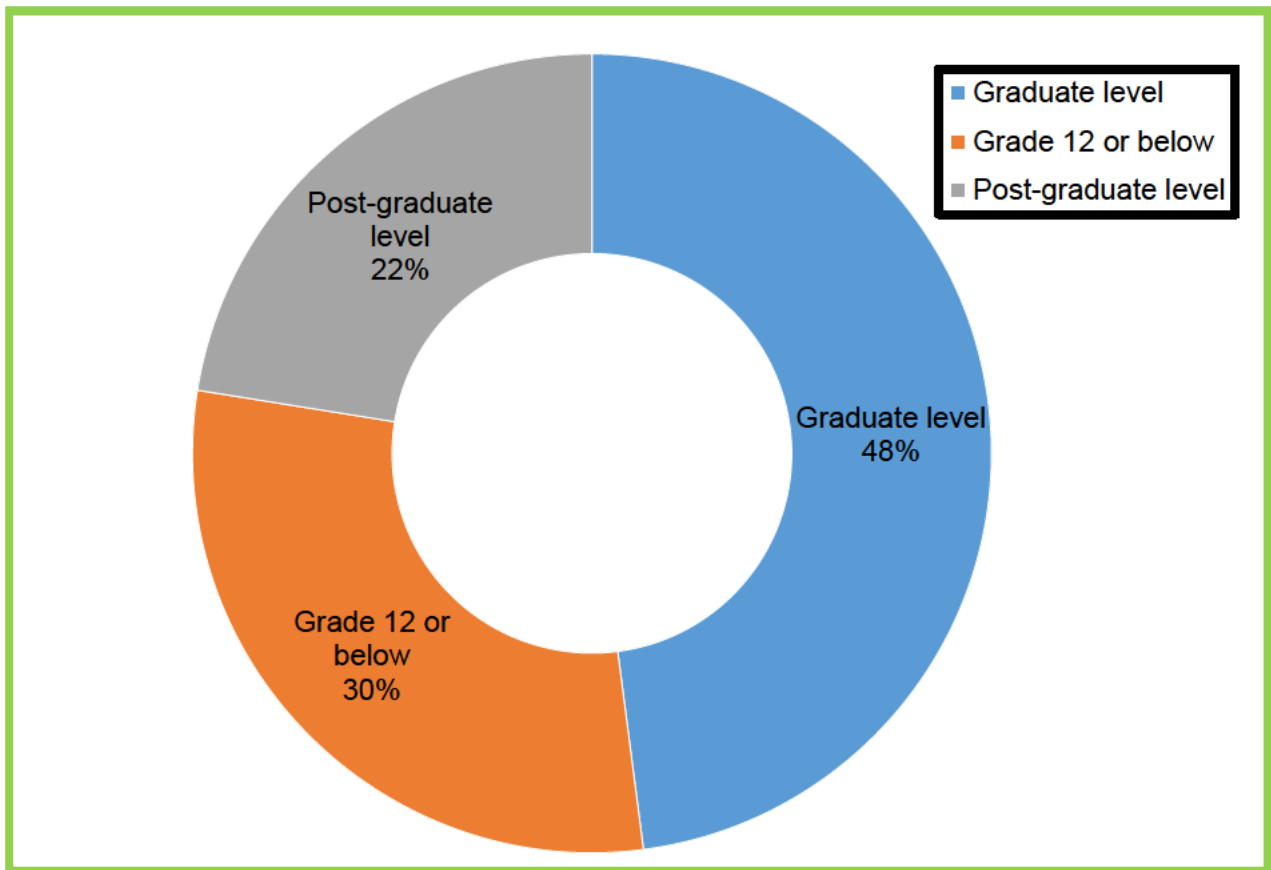


Graph 6.7: Employment status

Graph 6.7 shows that 40.1% (107) of the respondents were formally employed, whilst 53.9% (144) were self-employed. A small percentage (2.6%, 7) were either studying or retired. The least number of respondents (0.7%, 2) indicated their employment status as “other”.

Education level

The last question on demographic profile, question 10, required respondents to indicate their education level. Refer to graph 6.8.

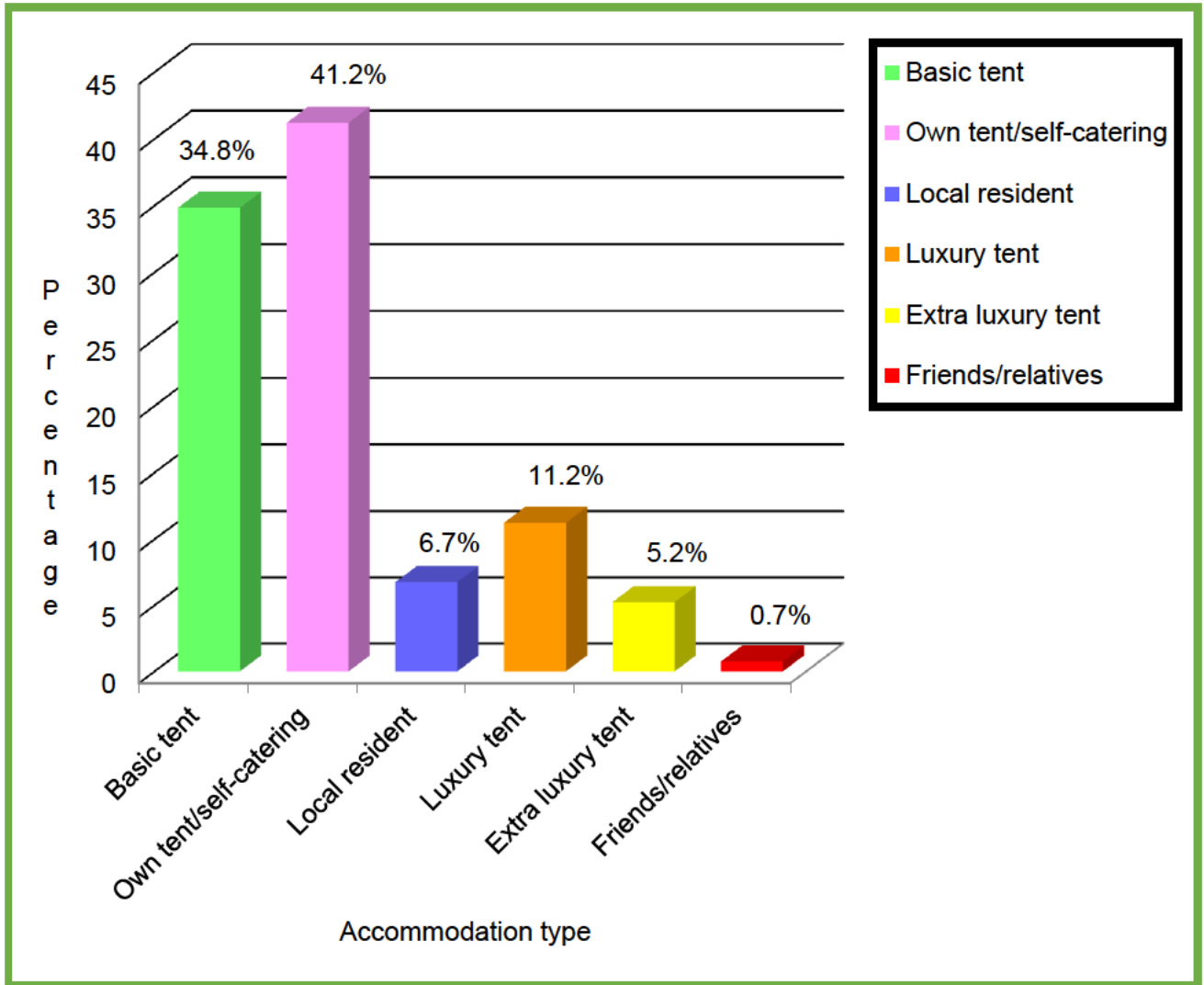


Graph 6.8: Education level

Graph 6.8 shows that 30% of the respondents (79) had a highest education level of Grade 12 or below. A total of 23% (60) and 48% (128) had reached post-graduate and graduate levels as their highest qualification respectively.

6.2.2 Accommodation

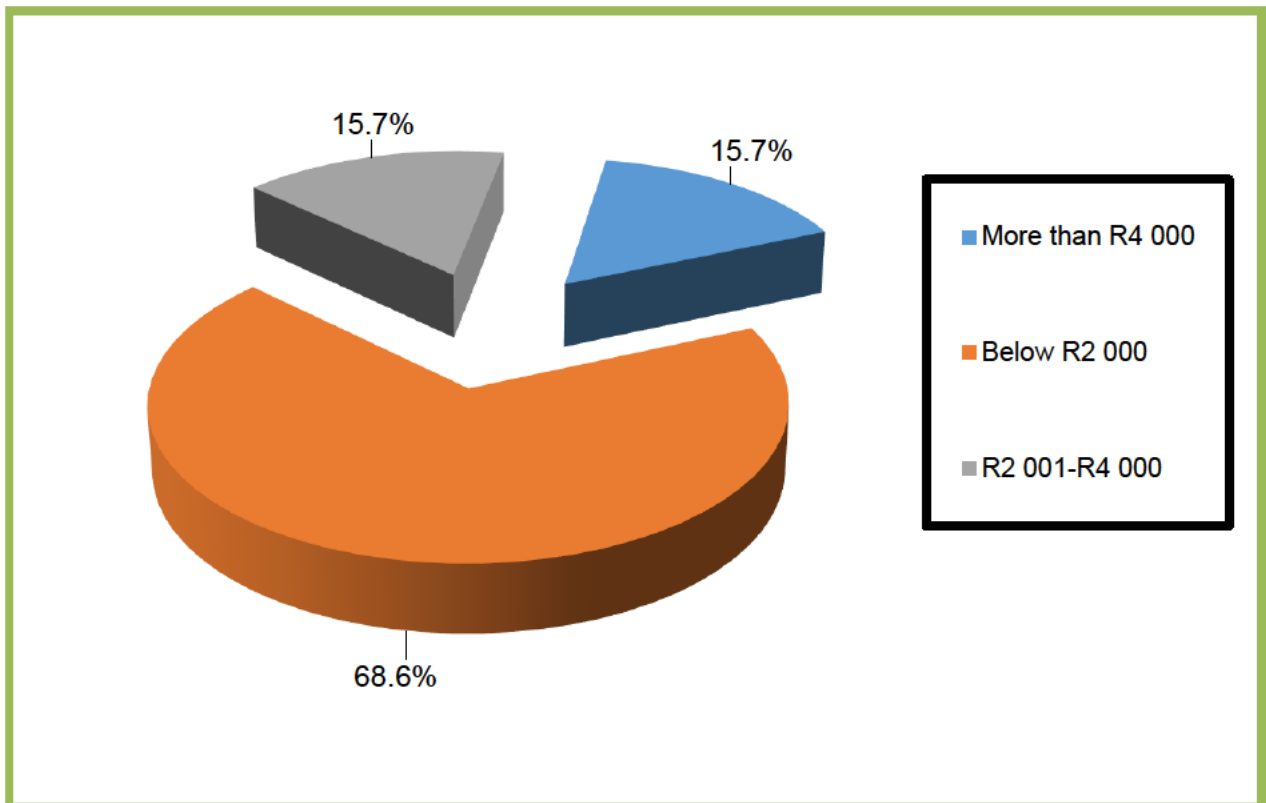
In questions 11, 12 and 13 respondents were asked questions related to accommodation. In question 11 respondents indicated the type of accommodation they used. Refer to graph 6.9 for results.



Graph 6.9: Type of accommodation used

Graph 6.9 shows the type of accommodation used by the respondents. The graph indicates that the majority (41.2%, 110) of the respondents used their own tents/self-catering, whilst the least number (0.7%, 2) of the respondents stayed with friends or relatives. More than 30% (34.8%, 93) stayed in basic tents, whilst 11.2% (30) stayed in luxury tents. A total of 5.2% (14) stayed in extra luxury tents. The organisers provided these tents at an extra cost to participants.

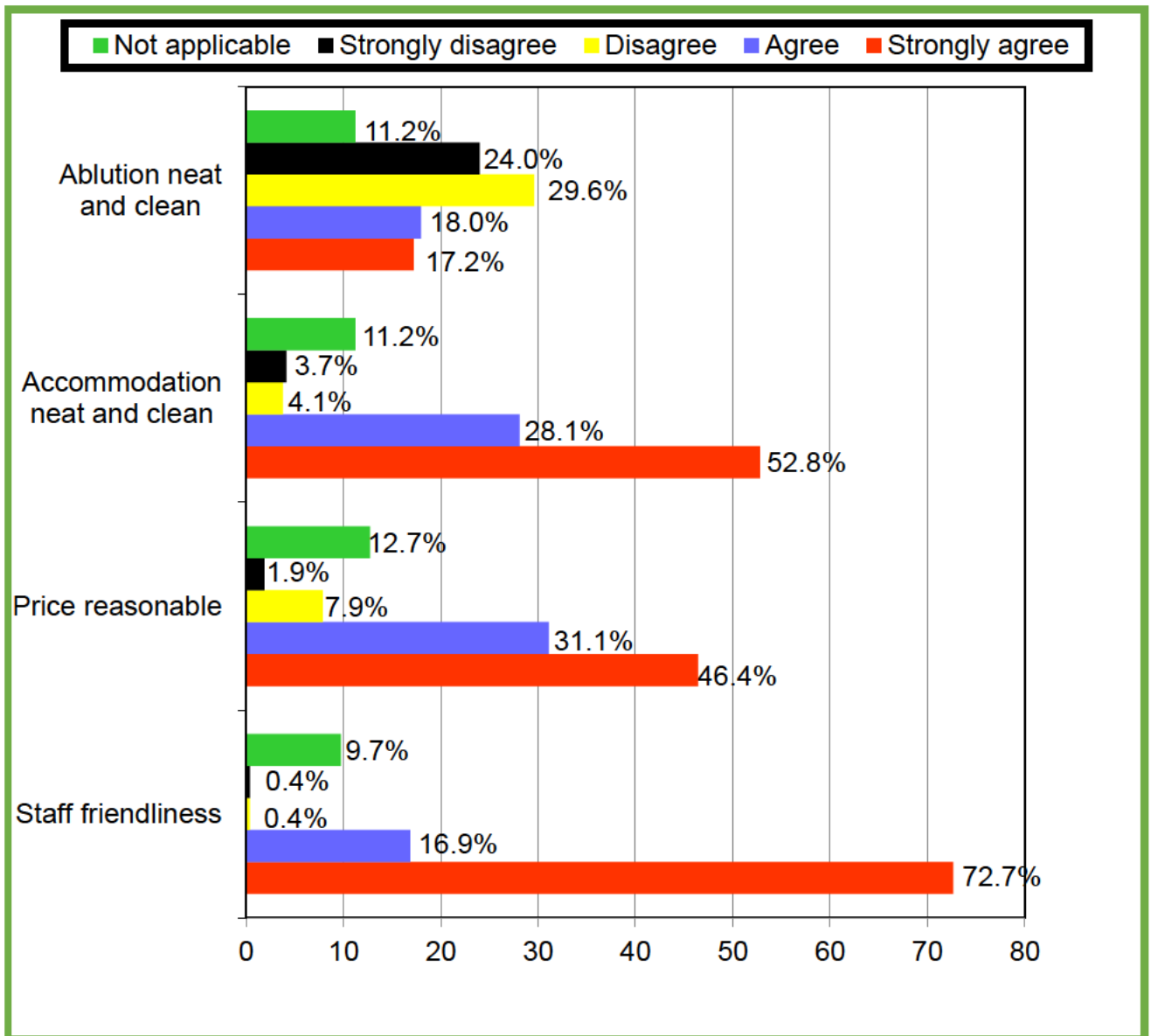
Question 12 required respondents to indicate their accommodation expenses. Graph 6.10 below shows the results.



Graph 6.10: Accommodation expenses

Graph 6.10 indicates that 15.7% (42) of the respondents spent between R2 000 and R4 000, whilst a further 15.7% (42) spent more than R4 000. More than half (68.6%, 183) of the respondents indicated that they spent less than R2 000.

Respondents were required to reflect on their accommodation experiences in question 13. Results are displayed in table 6.11.

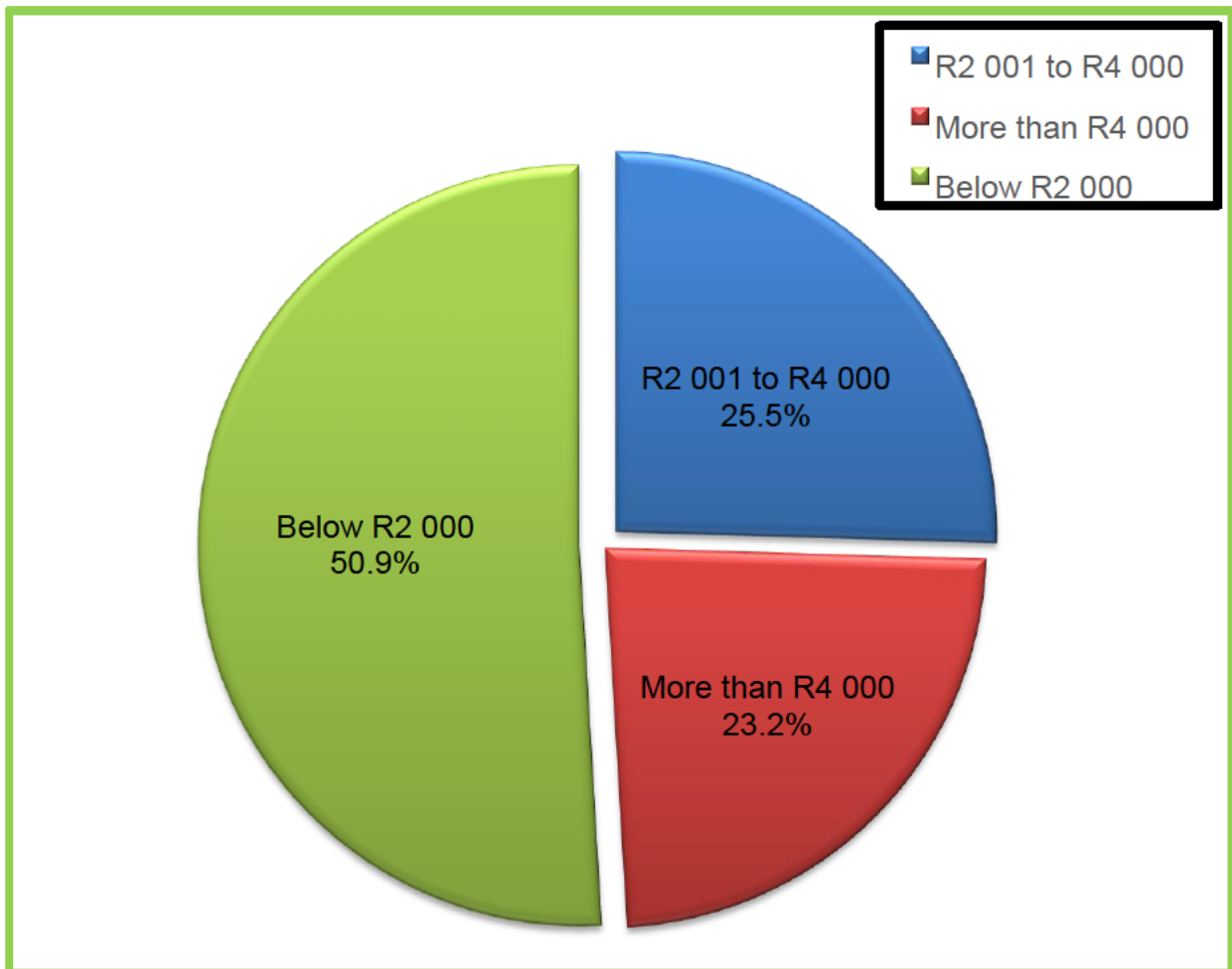


Graph 6.11: Accommodation experiences

It is clear from graph 6.11 that 72.7% (194) of the respondents strongly agreed that the staff was friendly and 46.4% (124) experienced reasonably priced accommodation. Slightly above half of the visitors (52.8%, 141) strongly agreed that their accommodation was neat and clean. However, 29.6% (79) seemed to disagree that the ablution facilities were neat and clean.

6.2.3 Food and beverage

Questions 14, 15 and 16 pertained to visitors' experiences of food and beverages. Question 14 indicates the respondents' food and beverage expenditure. Results are displayed in graph 6.12 below.



Graph 6.12: Food and beverage expenses

According to graph 6.12, about half of the respondents (50.9%, 136) spent below R2 000 on food and beverages, whilst about a quarter (25.5%, 68) spent between R2 001 to R4 000. More than 20% (23.6%, 63) of the respondents spent more than R4 000 on food and beverages.

Question 15 required respondents to rate their food and beverage experiences at the event. Refer to table 6.3 below for results.

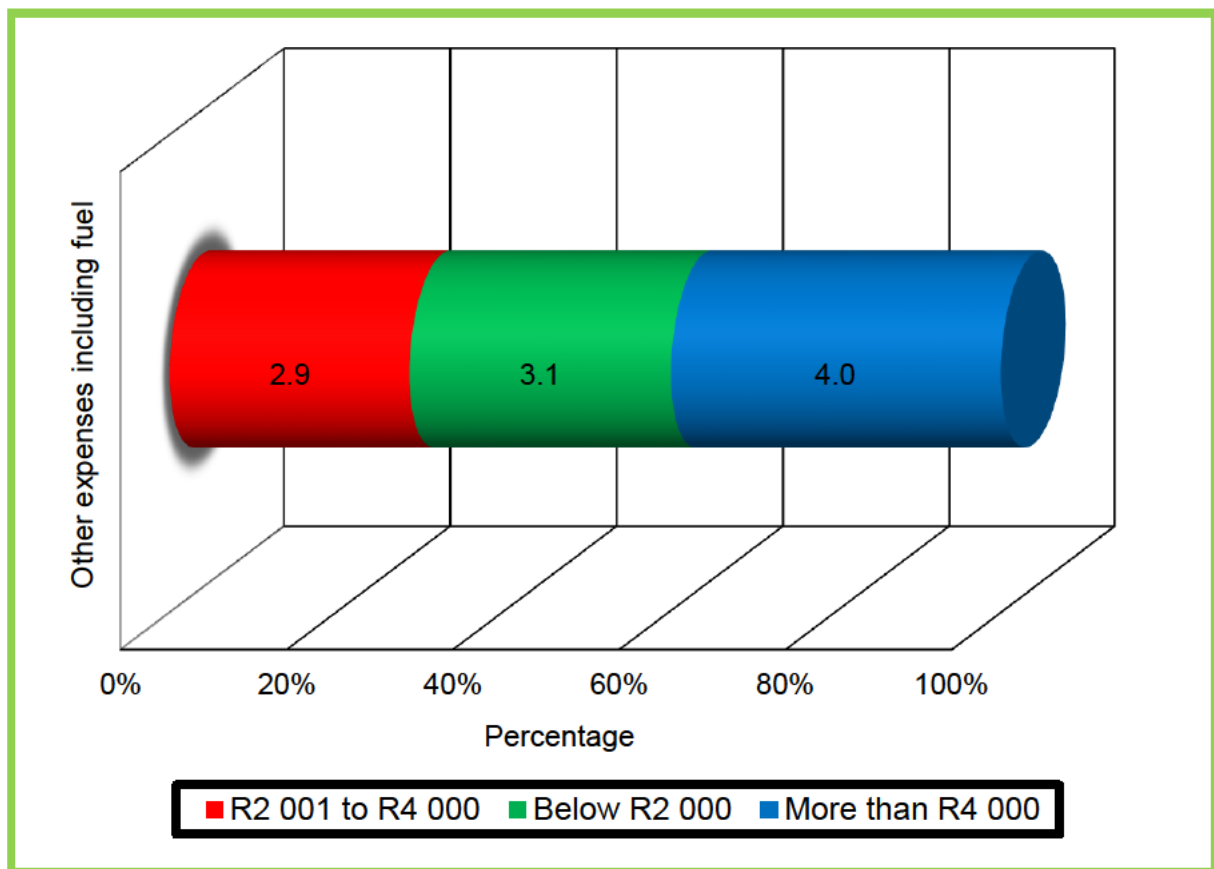
Table 6.3: Food and beverage experiences

	N	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
15.1. Food stalls well positioned	267	45.32%	34.46%	13.11%	6.37%	0.75%
15.2. Food price reasonable	267	40.82%	39.33%	11.99%	7.12%	0.75%
15.3. Large variety of food on offer	267	36.33%	31.09%	17.60%	12.73%	2.25%
15.4. Beverage stalls well positioned	267	42.32%	34.83%	17.23%	4.87%	0.75%
15.5. Variety of beverages available	267	33.71%	37.45%	20.97%	7.12%	0.75%
15.6. Food and beverage selections met expectations	267	31.09%	42.32%	17.23%	7.87%	1.50%
15.7. Enough seating provided	267	55.43%	30.34%	10.11%	3.75%	0.37%
15.8. Staff at the stalls showed professionalism	267	61.80%	31.09%	5.99%	0.75%	0.37%
15.9. Food and beverages served promptly	267	49.44%	36.70%	9.36%	4.12%	0.37%
15.10. Quality of food and beverages good	267	48.31%	34.83%	12.73%	3.00%	1.12%

It is clear from table 6.3 that 45.32% (121) of the respondents strongly agreed that the food stalls were well positioned (question 15.1). In question 15.2, 40.82% (109) strongly agreed that the food prices were reasonable. In question 15.3, 36.33% (97) had a strong opinion that there was a large variety of food, and in question 15.4, 42.32% (113) strongly agreed that the beverage stalls were well positioned. More than 30% (37.45%, 100) agreed in question 15.5 that there was a variety of beverages available. However, less than half of the respondents (42.32%, 113) agreed in question 15.6 that the food and beverage selections met their expectations. More than

half (55.43%, 148) of the respondents in question 15.7 indicated that there was enough seating provided, whilst 61.80% (165) of the respondents in question 15.8 indicated that the staff showed professionalism. A total of 49.44% (132) in question 15.9 indicated that they strongly agreed that the food and beverages were served promptly. According to 48.31% (129) of the respondents, the quality of food and beverages was good (question 15.10).

When asked in question 16 to indicate their other expenses, including fuel, at the event, the following responses were captured (see graph 6.13):



Graph 6.13: Other expenses including fuel

Graph 6.13 indicates that 28.8% (77) of the respondents spent between R2 001 and R4 000 on fuel, whilst 31.5% (84) spent below R2 000. The highest spenders on fuel and other expenses were 39.7% (106), which was more than R4 000.

6.2.4 Organisation of the event

In questions 17, 18 and 19 respondents were asked questions pertaining to the organisation of the event. Question 17 required respondents to indicate their level of agreement with given statements pertaining to the organisation of the event. Refer to table 6.4 for results.

Table 6.4: Organisation of the event

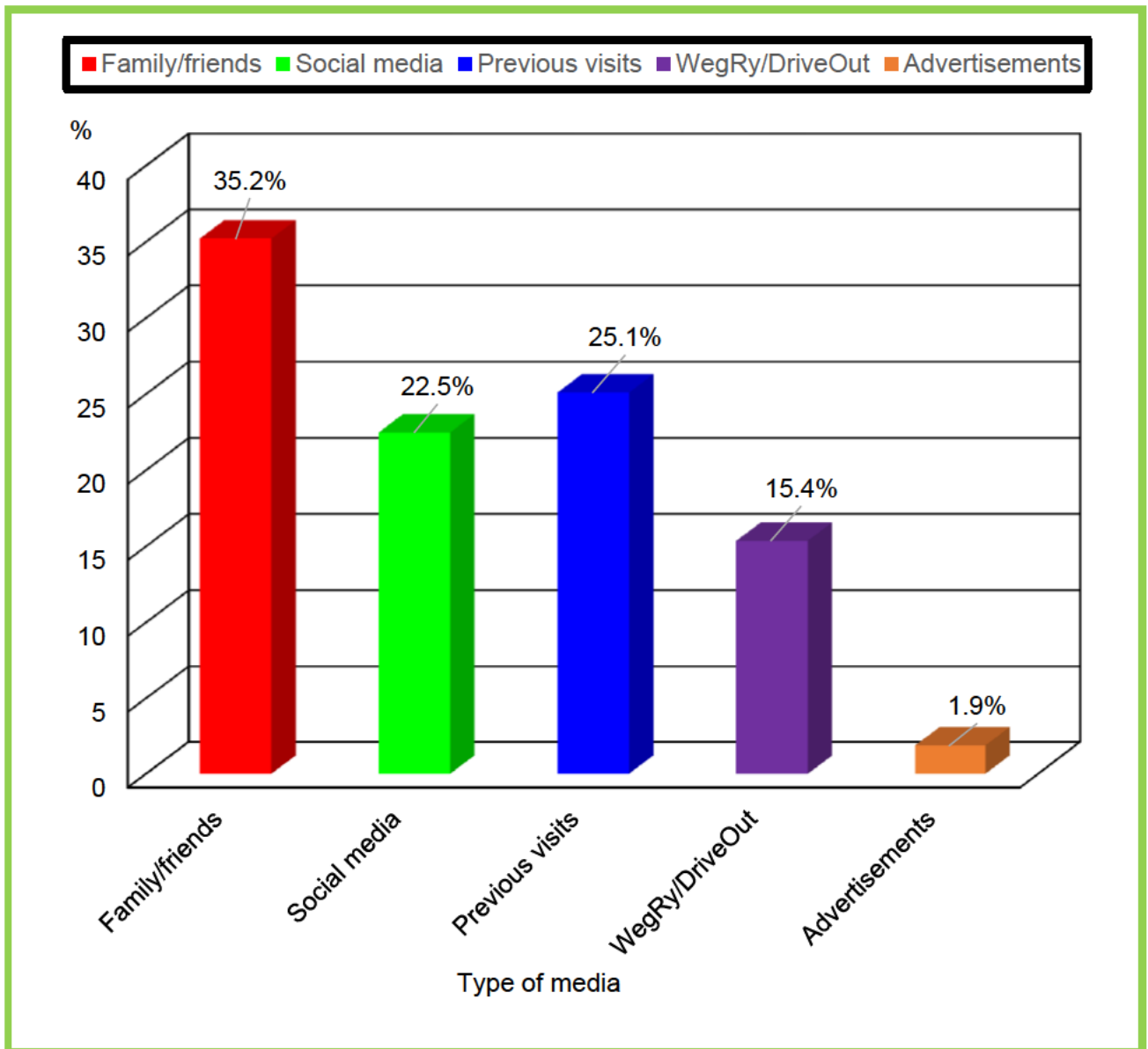
	N	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
17.1. The event is well organised	267	59.9%	30.3%	9.7%	0.0%	0.0%
17.2. The event location is convenient	267	53.6%	31.8%	9.7%	4.1%	0.7%
17.3. The ablution facilities are adequate	267	9.7%	14.2%	18.7%	32.2%	25.1%
17.4. The ablution facilities are always clean	267	9.0%	15.7%	20.2%	27.7%	27.3%
17.5. Parking at the event is adequate	267	55.8%	30.7%	8.6%	4.1%	0.7%
17.6. The security is good	267	41.9%	44.2%	12.7%	0.4%	0.7%
17.7. Information about this event was easily accessible	267	44.6%	36.3%	12.4%	4.1%	2.6%
17.8. Signage to and at the event was clear	267	17.6%	21.0%	20.2%	17.6%	23.6%
17.9. The grounds were kept neat and tidy during the event	267	43.1%	37.5%	15.4%	3.7%	0.4%
17.10. Recycling bins are provided	267	12.0%	13.5%	15.7%	25.1%	33.7%

Table 6.4 indicates that more than half (59.9%, 160) of the respondents in question 17.1 and 53.6% (143) of the respondents in question 17.2 strongly agreed that the event was well organised and the event location was convenient. A total of 25.1% of

the respondents to question 17.3 (67) strongly disagreed that the ablution facilities were adequate, whilst 27.7% (74) of the respondents in question 17.4 disagreed that the ablution facilities were always clean. In question 17.5, 55.8% (149) strongly agreed that parking at the event was adequate, and in question 17.6, 41.9% (112) strongly agreed that the security was good. When asked whether information about the event was easily accessible (question 17.7), 44.6% (119) of the respondents strongly agreed, whilst 2.6% (7) strongly disagreed.

When responding on whether signage to and at the event was clear (question 17.8), more respondents (23.6%, 63) strongly disagreed than agreed. Table 6.5 also indicates that, when asked to indicate whether the grounds were kept neat and tidy during the event (question 17.9), a maximum of 43.1% (115) of the respondents strongly agreed, whilst a minimum of 0.4% (1) strongly disagreed. A total of 33.7% (90) of the respondents to question 17.10 strongly disagreed that recycling bins were provided.

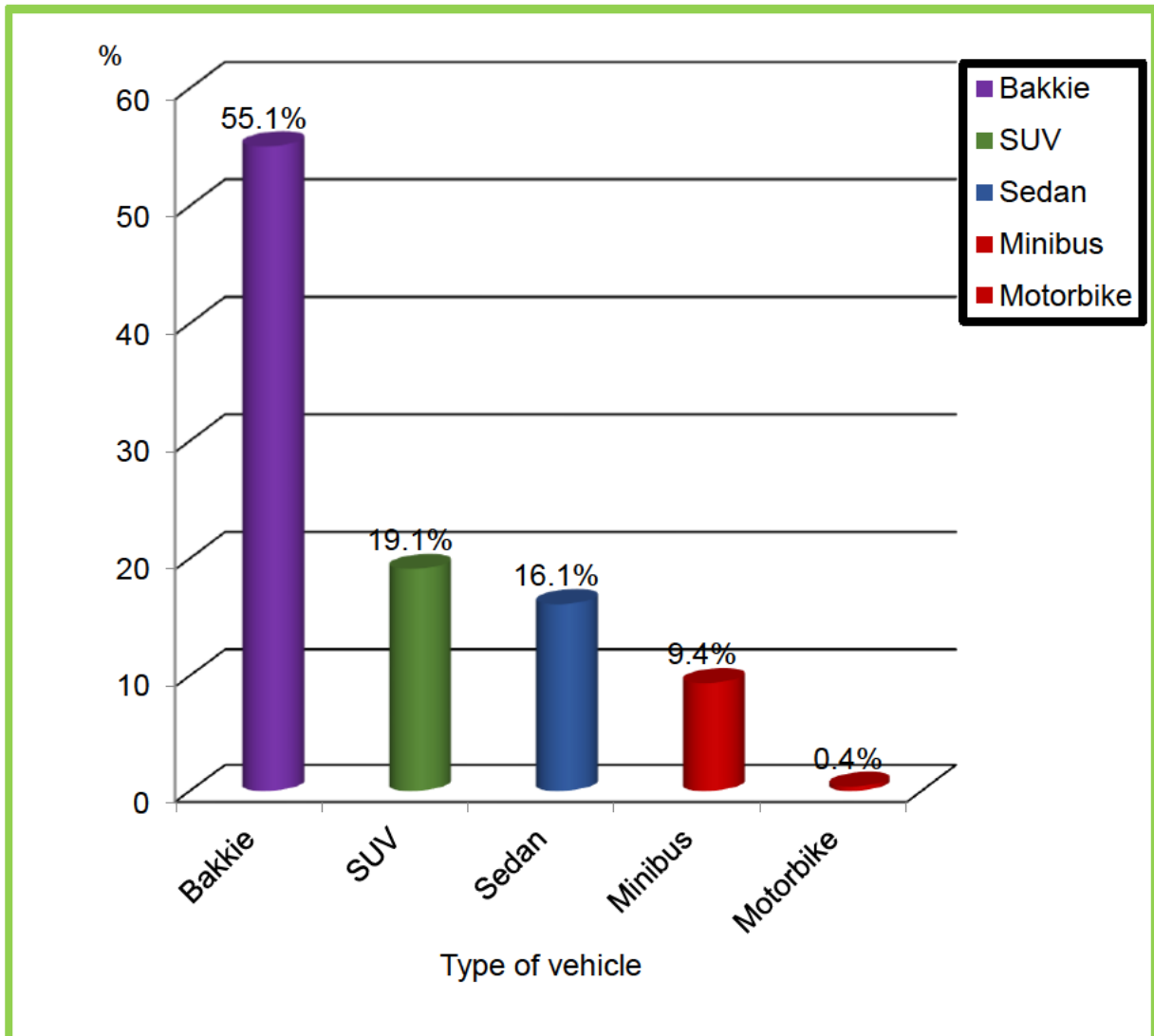
In question 18, respondents had to indicate the type of media that influenced them the most to attend the event. Results are shown below in graph 6.14.



Graph 6.14: Type of media that influenced attendance

Graph 6.14 compares the type of media that influenced the visitors the most to attend the event. The graph clearly shows that most respondents (35.2%, 94) were highly influenced to attend the event by their family and friends, followed by previous visits (25.1%, 67). Social media were the third highest influencer with 22.5% (60), followed by *WegRy/Drive Out* magazine with 15.4% (41). The least number of respondents (1.9%, 5) was influenced by advertisements.

In question 19, respondents had to indicate the type of vehicle they are currently driving at the event, but not participating with (see results in graph 6.15).



Graph 6.15: Type of vehicle

Graph 6.15 clearly shows that more than half of the respondents (55.1%, 147) were driving bakkies at the event, whilst 19.1% (51) were driving SUVs. Almost 20% (16.1%, 43) and less than 10% (9.4%, 25) were driving sedans and minibuses respectively. Only less than 1% (0.4%, 1) was driving a motorbike.

Responses to open-ended question

Question 20 was an open-ended question and pertained to recommendations for improving visitors' experience of the event. Out of the 267 completed questionnaires,

249 respondents (93.3%) provided recommendations for improving the experience of the event. The following section summarises the responses that were given:

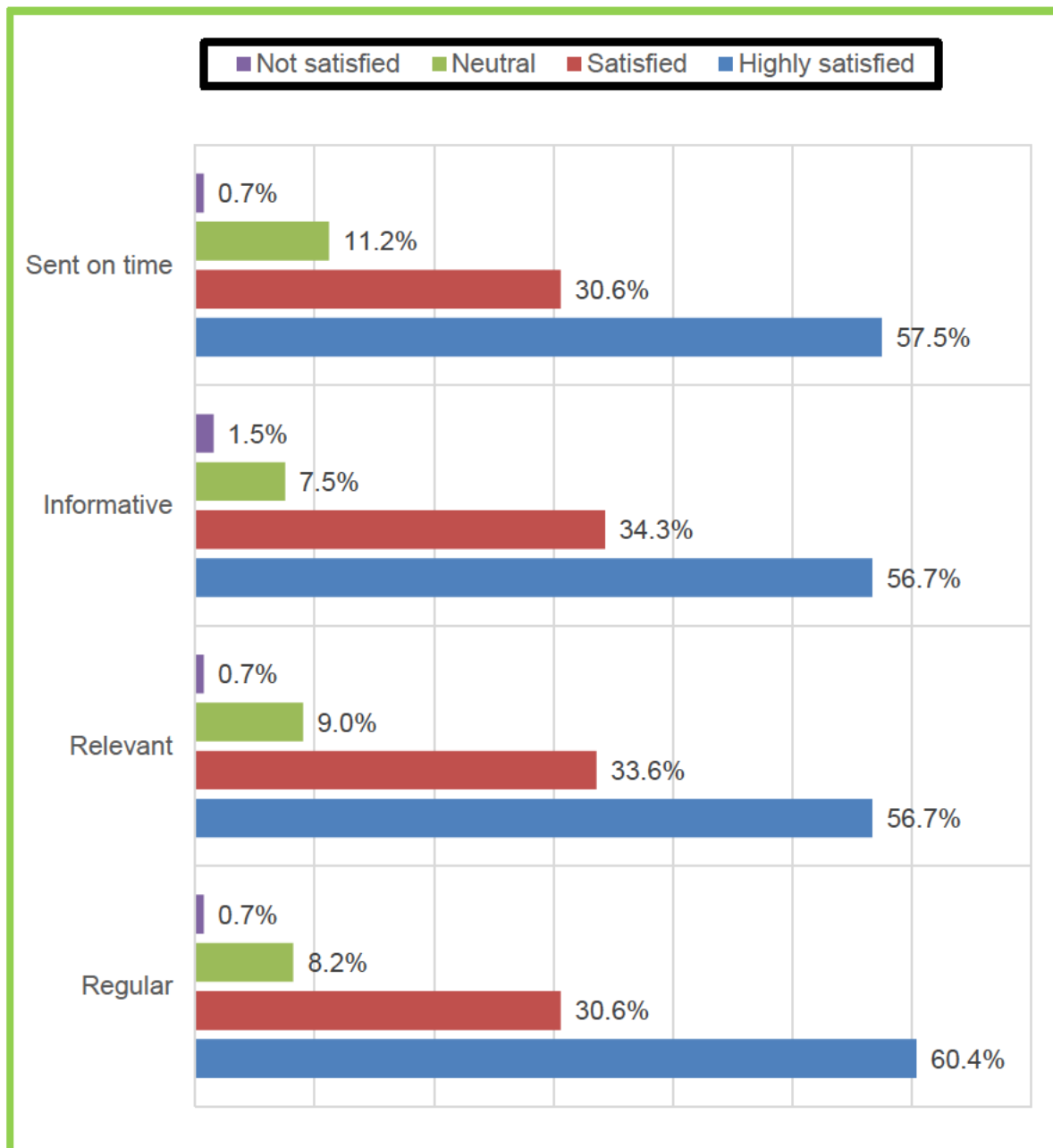
- A total of 36.9% of the respondents reported ablution facilities as an area of main concern. Some respondents, 48 in total, indicated the need for more ablution facilities, whilst 51 respondents had concerns regarding the cleanliness of the toilets and ablution facilities. It was suggested that the ablution facilities be cleaned more often in order for them to be kept clean and dry throughout the event. Others suggested that the ablution facilities be in good working condition at all times, and in case of a problem, a plumber should be contacted to fix it immediately. Some indicated that more showers be provided. One respondent suggested the need for a bathing schedule to prevent overcrowding at specific times.
- A total of 47 respondents had concerns over rubbish bins. They suggested that more recycling bins be provided and closer to the tent area.
- Six respondents raised concerns about the camping area. Suggestions included a better-planned, larger camping area with more shade. One respondent further suggested the need to sell or hire out Gazebos to provide shade.
- Four respondents suggested better advertising and making information more readily available, whilst the need was identified to advertise the event more on social media, in newspapers and on television. A suggestion was made that printed programmes be provided to spectators.
- One respondent suggested the need for a bed and breakfast establishment in town to cater for those people who would not want to stay at the camping site.
- Twelve per cent (12%) of the respondents raised concerns regarding the signage to the event. Respondents recommended that better direction signs be erected on the way to and at the event itself.
- Water was a concern for 16 respondents. Respondents noted that there were no water points close to the tents to clean dishes. Respondents suggested having water points in close proximity to the camping area and not only at the ablution facilities. Others even suggested having adequate water supply at the camping site.

- It was recommended by 18 respondents that more food stalls be provided, more variety of food at the food and beverage stalls, and that more locals be employed to work at these stalls, to avoid long waiting periods in queues. Two respondents suggested lowering the food prices a bit, whilst one respondent suggested having ice cream at the food stalls to cater for young children. One respondent indicated that the beverages from the beverage stalls were not cold enough.
- Three respondents had concerns about poor security. Respondents suggested that security personnel be more visible and that the electric fence be in working condition.
- Some respondents referred to the fact that local involvement was minimal. Three respondents suggested more local involvement throughout the event, employing more locals to work at the event and for educational tours and/or rides to be provided for local children.
- Two respondents had concerns towards single language use in communications. The respondents suggested using dual language in communications and that the communications be filtered to supporters and not participants only.
- Another point of concern was activities for the kids. It was recommended that activities be provided for kids so that families would be able to travel together and that the local kids would have something to do at the event.
- A lack of parking space was an issue of concern for five respondents. They suggested that more parking space be provided and closer to the tents.
- One respondent recommended that the tents provided by the event organisers be pre-booked on a numbered plan when making reservations and be clearly marked before the visitors arrive.

6.2.5 Only for competitors

The questionnaire was completed by a total of 267 respondents, of which 133 were not competitors. Question 21 was only for competitors; thus, 134 respondents completed this question. They were asked to indicate their level of satisfaction about

e-mail communication from the organisers. The following responses were captured, as shown in graph 6.16 below.



Graph 6.16: E-mail communications

Graph 6.16 provides a comparison of how respondents felt about aspects related to e-mail communications from the organisers. It shows that more than half of the respondents were highly satisfied with e-mail communications. More than half of the respondents (57.5%) indicated high satisfaction with regard to e-mails being sent on time. More than half (56.7%) also agreed that the e-mail communications were

informative and relevant, whilst 60.4% were highly satisfied that the information was sent regularly. A minimum of less than 1% (0.7%) of the respondents indicated that the communications were not relevant, not sent on time and not regular.

6.3 Inferential statistics

Inferential statistics was used to examine the data for differences, associations and relationships with the aim to draw conclusions beyond the data observed. The types of inferential statistics to be applied depend on the nature of the variables to be analysed. The most basic inferential statistics tests include chi-square tests and one- and two-sample t-tests.

The Pearson’s chi-squared test was applied to the data of this study, using a significance level of 0.05. The next section presents the correlations between question 7 (age) and questions 17.1 to 17.10 (organisation of the event). Other correlations include question 7 (age) and question 18 (type of media that influenced attendance of event).

Question 7 (age) with question 17.1 (organisation of the event)

Age	Event well organised Strongly agree	Event well organised Agree	Event well organised Neutral	Row Totals
1. Under 21	3	2	0	5
2. 21-40	83	41	8	132
3. 41-60	60	31	17	108
4. Above 60	14	7	1	22
Totals	160	81	26	267

Statistic			
	Chi-square	df	p
Pearson chi-square	7.799906	df=6	p=.25313

The finding shows no significant correlation between age and whether the event was well organised.

Question 7 (age) with question 17.2 (convenience of location)

Age	Location convenient Strongly agree	Location convenient Agree	Location convenient Neutral	Location convenient Disagree	Location convenient Strongly disagree	Row Totals
1. Under 21	4	1	0	0	0	5
2. 21-40	74	44	10	4	0	132
3. 41-60	51	34	15	6	2	108
4. Above 60	14	6	1	1	0	22
Totals	143	85	26	11	2	267

Statistic			
	Chi-square	df	p
Pearson chi-square	10.21648	df=12	p=.59698

The finding shows no correlation between age and whether the location of the event was convenient.

Question 7 (age) with question 17.3 (adequacy of ablution facilities)

Age	Ablution adequate Strongly agree	Ablution adequate Agree	Ablution adequate Neutral	Ablution adequate Disagree	Ablution adequate Strongly disagree	Row Totals
1. Under 21	0	3	1	0	1	5
2. 21-40	19	13	24	51	25	132
3. 41-60	5	15	21	29	38	108
4. Above 60	2	7	4	6	3	22
Totals	26	38	50	86	67	267

Statistic			
	Chi-square	df	p
Pearson chi-square	32.32841	df=12	p=.00123

No significant correlation was found between age and whether the ablution facilities were adequate.

Question 7 (age) with question 17.4 (cleanliness of ablution facilities)

Age	Ablution clean Strongly agree	Ablution clean Agree	Ablution clean Neutral	Ablution clean Disagree	Ablution clean Strongly disagree	Row Totals
1. Under 21	0	3	1	1	0	5
2. 21-40	15	16	25	44	32	132
3. 41-60	4	18	24	24	38	108
4. Above 60	5	5	4	5	3	22
Totals	24	42	54	74	73	267

Statistic			
	Chi-square	df	p
Pearson chi-square	26.44335	df=12	p=.00928

The finding shows that there is no significant correlation between age and whether the ablution facilities were clean.

Question 7 (age) with question 17.5 (adequacy of parking)

Age	Parking adequate Strongly agree	Parking adequate Agree	Parking adequate Neutral	Parking adequate Disagree	Parking adequate Strongly disagree	Row Totals
1. Under 21	3	2	0	0	0	5
2. 21-40	77	42	7	5	1	132
3. 41-60	56	32	14	5	1	108
4. Above 60	13	6	2	1	0	22
Totals	149	82	23	11	2	267

Statistic			
	Chi-square	df	p
Pearson chi-square	5.885114	df=12	p=.92176

No correlation was found between age and whether parking was adequate.

Question 7 (age) with question 17.6 (level of security)

Age	Good security Strongly agree	Good security Agree	Good security Neutral	Good security Disagree	Good security Strongly disagree	Row Totals
1. Under 21	3	2	0	0	0	5
2. 21-40	61	55	14	1	1	132
3. 41-60	37	53	17	0	1	108
4. Above 60	11	8	2	0	1	22
Totals	112	118	33	1	3	267

Statistic			
	Chi-square	df	p
Pearson chi-square	13.40583	df=15	p=.57098

The finding indicates no correlation between age and whether the security was good.

Question 7 (age) with question 17.7 (accessibility of information)

Age	Information easily accessible Strongly agree	Information easily accessible Agree	Information easily accessible Neutral	Information easily accessible Disagree	Information easily accessible Strongly disagree	Row Totals
1. Under 21	3	2	0	0	0	5
2. 21-40	67	40	16	6	3	132
3. 41-60	40	46	14	4	4	108
4. Above 60	9	9	3	1	0	22
Totals	119	97	33	11	7	267

Statistic			
	Chi-square	df	p
Pearson chi-square	7.728889	df=12	p=.80594

There is no correlation between age and whether information was easily accessible.

Question 7 (age) with question 17.8 (clarity of signage)

Age	Clear signage Strongly agree	Clear signage Agree	Clear signage Neutral	Clear signage Disagree	Clear signage Strongly disagree	Row Totals
1. Under 21	0	3	0	1	1	5
2. 21-40	27	25	23	32	25	132
3. 41-60	15	25	24	12	32	108
4. Above 60	5	3	7	2	5	22
Totals	47	56	54	47	63	267

Statistic			
	Chi-square	df	p
Pearson chi-square	20.28907	df=12	p=.06181

The finding shows no correlation between age and whether the signage was clear.

Question 7 (age) with question 17.9 (grounds neat and tidy)

Age	Grounds neat and tidy Strongly agree	Grounds neat and tidy Agree	Grounds neat and tidy Neutral	Grounds neat and tidy Disagree	Grounds neat and tidy Strongly disagree	Row Totals
1. Under 21	2	3	0	0	0	5
2. 21-40	61	49	19	3	0	132
3. 41-60	42	40	19	7	0	108
4. Above 60	10	8	3	0	1	22
Totals	115	100	41	10	1	267

Statistic			
	Chi-square	df	p
Pearson chi-square	17.78769	df=12	p=.12229

The finding shows no correlation between age and whether the grounds were neat and tidy.

Question 7 (age) with question 17.10 (availability of recycling bins)

Age	Recycling bins provided Strongly agree	Recycling bins provided Agree	Recycling bins provided Neutral	Recycling bins provided Disagree	Recycling bins provided Strongly disagree	Row Totals
1. Under 21	1	0	1	3	0	5
2. 21-40	20	11	21	40	40	132
3. 41-60	8	19	16	21	44	108
4. Above 60	3	6	4	3	6	22
Totals	32	36	42	67	90	267

Statistic			
	Chi-square	df	p
Pearson chi-square	21.61283	df=12	p=.04210

There is no correlation between age and whether recycling bins were provided.

The next section presents correlations between question 7 and question 18; question 8 and question 11; question 8 and question 12; question 8 and question 14; and question 8 and question 18.

Question 7 (age) with question 18 (type of media that influenced attendance)

Age	Social media platforms	Advertisements	<i>WegRy/ Drive Out</i> magazine	Previous visits	Family and/or friends	Row Totals
1. Under 21	0	1	2	0	2	5
2. 21-40	31	2	13	41	45	132
3. 41-60	22	2	24	20	40	108
4. Above 60	7	0	2	6	7	22
Totals	60	5	41	67	94	267

Statistic			
	Chi-square	df	p
Pearson chi-square	25.27407	df=12	p=.01358

The finding shows no correlation between age and type of media that influenced attendance of the event.

Question 8 (income) with question 11 (type of accommodation)

Income	Basic tent	Luxury tent	Extra luxury tent	Hotel	Own tent	Friends/relatives	Row Totals
1. Nil – R300 000	42	4	5	36	2	13	102
2. R301 000 – R500 000	33	9	6	39	0	3	90
3. R501 000 – R 700 000	12	11	1	20	0	2	46
4. R701 000 or more	5	5	2	13	0	0	25
Totals	92	29	14	108	2	18	263

Statistic			
	Chi-square	df	p
Pearson chi-square	32.70845	df=15	p=.00515

There is a significant correlation between income and accommodation type.

Question 8 (income) with question 12 (amount spent on accommodation)

Income	Below R2 000	Between R2 001-R4 000	More than R4 000	Row Totals
1. Nil – R300 000	77	11	13	101
2. R301 000 – R500 000	57	18	15	90
3. R501 000 – R700 000	33	8	5	46
4. R701 000 or more	13	4	8	25
Totals	180	41	41	262

Statistic			
	Chi-square	df	p
Pearson chi-square	10.43047	df=6	p=.10766

There is no correlation between income and amount spent on accommodation.

Question 8 (income) with question 14 (amount spent on food and beverage)

Income	Below R2 000	R2 001 to R4 000	More than R4 000	Row Totals
1. Nil – R300 000	73	20	9	102
2. R301 000 – R500 000	37	28	25	90
3. R501 000 – R700 000	14	13	19	46
4. R701 000 or more	10	5	10	25
Totals	134	66	62	263

Statistic			
	Chi-square	df	p
Pearson chi-square	39.52868	df=9	p=.00001

The finding shows a significant correlation between income and amount spent on food and beverage.

Question 8 (income) with question 18 (media that influenced attendance)

Income	Social media	Advertisements	WegRy/ Drive Out magazine	Previous visits	Family and/or friends	Row Totals
1. Nil – R300 000	25	1	12	22	42	102
2. R301 000 – R500 000	16	2	14	30	28	90
3. R501 000 – R 700 000	11	1	11	9	14	46
4. R701 000 or more	7	0	4	5	9	25
Totals	59	4	41	66	93	263

Statistic			
	Chi-square	df	p
Pearson chi-square	10.96867	df=12	p=.53161

The finding shows no correlation between income and the type of media that influenced attendance of the event.

6.4 Summary

Chapter 6 presented and discussed the research findings from the empirical study. Findings were systematically analysed and presented according to the sequence of the questions on the visitors' questionnaire. Statistical analysis was performed and included both descriptive and inferential statistics. Chapter 7 will present conclusions based on the analysis of the findings, as well as relevant recommendations. Future research areas will also be suggested.

CHAPTER 7: CONCLUSIONS AND RECOMMENDATIONS

7.1 Introduction

Chapter 6 provided the statistical analysis of the study (both descriptive and inferential) and discussed the main findings from the empirical part of the investigation. Chapter 7 presents conclusions based on the analysis of these findings, as well as recommendations that have emanated from the investigation and could be used in the tourism, hospitality and events sector. Future research areas are also suggested.

7.2 Conclusions

The aim of this study was to gain a better understanding of the demographics and consumer behaviour of visitors to motorsport events, to determine visitor satisfaction, and to make recommendations to the organisers and Northern Cape government regarding the marketing and positioning of the WegRy/Drive Out Bull Run motorsport event. For these purposes, a total number of 267 structured questionnaires were completed.

The results from the questionnaire indicated that most visitors were from the Western Cape (31.1%), followed by Gauteng, Northern Cape, Free State and Eastern Cape. Both Limpopo and North West had the same number of respondents (3.7%), followed by Mpumalanga with 1.9%. KwaZulu-Natal had the lowest number of respondents (0.7%). International visitors – from Botswana, Namibia and Britain – comprised 2.2% of the visitors. Most of the visitors indicated that they stayed for the entire event.

The minimum group size of respondents was one person and the maximum was 26. The majority of the respondents were male (80%) and only 20% were female. White people accounted for the majority of the respondents (91%), followed by coloured people, black people and Indian.

Most respondents earned less than R300 000. These findings correlate with the age distribution of respondents, where 21- to 40-year-old was the age range with the highest number of visitors, clearly indicating younger visitors who are still in the early

stages of their career. Most of the respondents indicated that they were self-employed (53.9%), whereas 40.1% indicated that they were formally employed. Less than half (48%) of the respondents indicated that their highest level of education was graduate level.

Nearly 70% of the respondents indicated that they spent less than R2 000 on accommodation. This was due to the fact the most respondents pitched their own tents on site and thus preferred the cheaper option of self-catering (41.2%). This meant that they had to pay entrance fees only. However, 34.8% of respondents used the basic tent package made available by the organisers. The organisers provided two options of tented accommodation on site, that is, cheap tents (basic) and luxury tents.

Most respondents were satisfied with their accommodation experiences with regard to staff friendliness, prices being reasonable and the accommodation being neat and clean. However, mixed feelings were recorded related to the cleanliness of the facilities – 58 respondents had concerns on the cleanliness of the toilets and ablution facilities, especially the men's facilities, while 48 indicated the need for more ablution facilities. Half (50%) of the respondents considered the ablutions to be neat and clean. The main reason for these findings could be that more males attended the event than females.

More than half of the respondents (68.6%) spent below R2 000 on food and beverages during the event. A possible reason could be that they brought most of their food and beverages with and cooked at the campsite. Furthermore, the event organisers provided a braai pack every evening. Most of the respondents agreed strongly that they were happy with their food and beverage experiences, with a high number of respondents (61.8%) indicating that the staff at the stalls showed professionalism.

The highest spenders were in the range of more than R4 000. Possible reasons for this could be that these visitors spent money at souvenir stalls, besides the food and drinks stalls. In addition, the participating cars needed refuelling for the races, which added to expenses. Most visitors (70%) were happy with the organisation of the event (see table 6.4). This included aspects such as convenient location, adequate parking,

good security, easily accessible information about the event, and grounds being kept neat and tidy during the event.

A total of 35.2% of respondents indicated that friends and family influenced them to attend the event, whilst only 1.9% were influenced by advertisements. This could be attributed to the fact that all consumers belong to a social group made up of family and friends, who in turn influence individual social needs.

Participants indicated that they were satisfied with e-mail communications from the organisers, because they were regular, relevant, informative and sent on time. However, an alarming concern seemed to be poor communication between the supporters and the organisers. This meant that supporters did not receive the same amount of information as the participants, which created a knowledge gap that needs to be rectified in future. Another main concern was the lack of recycling bins. The fact that this issue was raised could be attributed to the increase in environmental awareness amongst consumers. It thus seemed that visitors to the event required these bins as a way of protecting the environment by keeping it clean and making sure that resources can be re-used.

7.3 Recommendations

It is important for tourism stakeholders to understand the demographics and consumer behaviour of motorsport visitors as set out in this study. The findings from the study can be used as a tool to propel the image of the province not only locally, but also to a global audience and help to market the destination in this way. The following recommendations can thus be made to the event organisers and local authorities:

- The event can be marketed more effectively. Sustainable tourism and the related job creation opportunities and community participation are part of the event and need to be highlighted in marketing material.
- It is evident from the study that the event needs to receive more recognition beyond the borders of the neighbouring provinces and in other countries.

- Results showed that the WegRy/Drive Out Bull Run is a white, male dominated event. Marketing aimed at females and other racial groups who might be interested in such events needs to be increased.
- The ablution facilities need to be clean at all times. Regular cleaning and check-ups at these facilities should become standard procedure. More showers, and a urinary area for men, should be provided.
- Adequate signage should be erected along the routes to the venue and at the venue itself.
- The involvement of the local community members in business opportunities at the event should increase.
- Greater variety of entertainment and recreational programmes need to be available to cater for kids and non-participating visitors at the motorsport event.
- Most respondents indicated satisfaction with food and beverage prices, although some suggested providing more variety of food and more food stalls at the venue.
- A tourism repertoire and compendium should be made available to visitors and competitors when sending communication about the event. This could be sent out before visitors start their travels and could include an all-inclusive tourism package for visitors from outside Van Wyksvlei to promote tourism in the area and the province.
- A map of Van Wyksvlei and tourist attractions in the vicinity would make it easier for people to find their way to the event and tourist attractions.
- There should be a helpdesk located at the registration points with information about local attractions.
- An extra programme for spectators can be drafted, as the current programme only caters for participants. Although it is understandable, the researcher feels that, for the event to grow, spectators need to be better catered for in future. The local community might even be involved in designing and printing the spectator programme themselves. This, in turn, could further lead to job creation and growth in tourism awareness of the area. This is an ideal opportunity to implement and grow sustainable tourism.

- Extra viewing points on the participants' route can be identified and made available to spectators. The local community can be given the opportunity to sell food and beverages at these spectator points.
- To attract more spectators, a 4x4 circuit can be provided for spectators to participate in if/when they are not interested in viewing the competition. This can also be outsourced to the local community for fundraising and to attract tourists throughout the year.
- Van Wyksvlei is well known for its tasty mutton dishes. An opportunity can be provided for spectators and participants alike to pre-order cuts of meat to take back home. This has the potential to open up a new distribution channel for the local community to provide ready-cut meat to consumers across the country.
- Information must be provided on where visitors can obtain fuel, mechanical services, liquor and groceries.

7.4 Suggested future research

This study can provide the groundwork for further studies on detailed motivational factors related to motorsport events. Another possible research area could be motorsport event retention programmes and strategies. Furthermore, this study on motorsports pertains strictly to automobiles. There is an even larger gap in the literature on consumer behaviour with regard to motorcycle, boat and air racing.

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Annexure A: Consumer Behaviour Questionnaire



FOR OFFICE USE ONLY

Year of event: 2017

Questionnaire no: _____

Please answer the following questions as honestly as possible by indicating with an X the most appropriate answer or providing an answer in print for each statement.

DEMOGRAPHIC PROFILE OF RESPONDENTS

1. If from South Africa, please indicate the province.

1. Eastern Cape	
2. Free State	
3. Gauteng	
4. KwaZulu-Natal	
5. Limpopo	

6. Mpumalanga	
7. North West	
8. Northern Cape	
9. Western Cape	

2. If international, please indicate the country.

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3. Please indicate your length of stay.

1. Entire event	
2. Day visitor	
3. Local resident	

4. Please indicate the composition of the group you are travelling with.

	Number of individuals
1. Alone	
2. Family	
3. Friends	
4. Family and friends	
5. Other, specify	

5. Please indicate your gender.

1. Male	
2. Female	

6. Please indicate your racial group.

1. African	
2. Asian	
3. Coloured	

4. Indian	
5. White	
6. Other	

7. Please indicate your age in years.

1. Under 21	
2. 21-40	
3. 41-60	
4. Older than 60	

8. Please indicate your annual income.

1. Nil – R300,000	
2. R301,000 – R500,000	
3. R501,000 – R 700,000	
4. R701,000 or more	

9. Please indicate your employment status.

1. Self employed	
2. Formally employed	
3. Student/learner	
4. Pensioner/retired	
5. Other, specify	

10. Please indicate your educational level.

1. Grade 12 or below	
2. Graduate level	
3. Post graduate level	

ACCOMMODATION

11. Please indicate the type of accommodation you are using.

1. Basic tent (R1 300)	
2. Luxury tent (R2 500)	
3. Extra luxury tent (R6 600)	
4. Hotel	
5. Self-catering at own tent	
6. Guest house/B&B	
7. Friends/relatives	
8. Local resident	

12. Please indicate how much you spent on accommodation during the event.

1. Below R2 000	
2. Between R2 001-R4 000	
3. More than R4 000	

13. Please rate your accommodation experiences, if applicable.

	Strongly agree	Agree	Disagree	Strongly Disagree	Not applicable
13.1. The staff are friendly.	1	2	3	4	5
13.2. The price of the accommodation is reasonable.	1	2	3	4	5
13.3. Accommodation is neat and clean.	1	2	3	4	5
13.4. Ablution facilities are neat and clean.	1	2	3	4	5

FOOD AND BEVERAGE

14. Please indicate how much you spent on food and beverages during the event.

1. Below R 2 000	
2. R2 001 to R4 000	
3. More than R4 000	

15. Please rate your food and beverage experiences at the event.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
15.1. The food stalls are well positioned.	1	2	3	4	5
15.2. The price of the food is reasonable.	1	2	3	4	5
15.3. A large variety of food is on offer.	1	2	3	4	5
15.4. Beverage stalls are well positioned.	1	2	3	4	5
15.5. A variety of beverages is available.	1	2	3	4	5
15.6. Food and beverage selections met my expectations.	1	2	3	4	5
15.7. Enough seating is provided.	1	2	3	4	5

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
15.8. Staff at the stalls show professionalism.	1	2	3	4	5
15.9. Food and beverages are served promptly.	1	2	3	4	5
15.10. The quality of food and beverages is good.	1	2	3	4	5

16. Please indicate how much you spent on other expenses, including fuel, at the event.

1. Below R 2 000	
2. Between R2 001-R4 000	
3. More than R4 000	

ORGANISATION OF THE EVENT

17. Please indicate your level of agreement with the following statements.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
17.1. The event is well organised.	1	2	3	4	5
17.2. The event location is convenient.	1	2	3	4	5
17.3. The ablution facilities are adequate.	1	2	3	4	5
17.4. The ablution facilities are always clean	1	2	3	4	5
17.5. Parking at the event is adequate.	1	2	3	4	5
17.6. The security is good.	1	2	3	4	5
17.7. Information about this event was easily accessible.	1	2	3	4	5
17.8. Signage to and at the event was clear.	1	2	3	4	5
17.9. The grounds were kept neat and tidy during the event.	1	2	3	4	5
17.10. Recycling bins are provided.	1	2	3	4	5

18. Which type of media influenced you the most to attend the event.

1. Social media platforms e.g. Facebook, twitter, etc.	
2. Advertisements (newspapers, TV, etc.)	

3. WegRy/Drive Out magazine	
4. Previous visits	
5. Family and/or friends	

19. Indicate the type of vehicle you are currently driving (not the one with which you participate) at the event.

1. Sedan		2. SUV		3. Bakkie		4. Minibus		5. Motorbike	
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20. Do you have any recommendations for improving one's experience of the visit to this event?

ONLY FOR COMPETITORS

21. Indicate your level of satisfaction with the following statements about e-mail communication from the organisers.

	Highly satisfied	Satisfied	Neutral	Not satisfied
21.1. E-mail communications are sent regularly.	1	2	3	4
21.2. E-mail communications sent are relevant.	1	2	3	4
21.3. E-mail communications sent are informative.	1	2	3	4
21.4. The e-mail communications are sent on time.	1	2	3	4

Thank you for your valuable time and feedback!