

UNIVERSITY OF ZULULAND



**UMKHOSI WELEMBE AS A POTENTIAL TOURISM PROMOTION STRATEGY IN
KWADUKUZA, KWAZULU-NATAL, SOUTH AFRICA**

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DECLARATION

I, Theodorah Nokuzola Sibiya, declare that this research study entitled *UMkhosi weLembe as a potential tourism promotion strategy in KwaDukuza, KwaZulu- Natal, South Africa* is my own work both in conception and execution. All the sources that were used or quoted have been duly acknowledged and referenced. The supervisor and co-supervisor offered guiding support towards the completion of this dissertation.

By: T.N. Sibiya

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DEDICATION

This manuscript is dedicated to my beautiful, beloved triplets, Msomuhle, Siyamthemba, and Siyathokoza Sibiya. This work is presented to them in the hope that it will inspire them to embrace education as the key that will unlock any closed door in their quest to achieve their God-given talents. Nothing is impossible if you believe.

ABSTRACT

UMkhosi weLembe is the popular cultural event both in KwaDukuza Local Municipality and the KwaZulu-Natal Province. Despite, there is paucity of literature on the strategies and their effectiveness in promoting and sustaining uMkhosi weLembe. Having identified this literary gap, the present study was aimed at establishing the potential of the uMkhosi weLembe event, which is a cultural and community initiative, for promoting tourism in KwaDukuza. The researcher viewed cultural events as potential strategy for the promotion of tourism to be predicated upon the social exchange theory based on its theoretical perspective and alignment. A mixed methods approach was followed for the collection and analysis of the data. Quantitative data were collected by means of a survey questionnaire and the responses were analysed using the Statistical Package for the Social Sciences (SPSS version. 27 software). The software enabled the researcher to run statistical analysis to test the reliability of the survey questionnaire and to generate frequency tables, graphs, and charts to present the data and discuss the findings based on the objectives of the study. Qualitative data were collected by means of interviews using an interview schedule and the data were analysed by means of content analysis. This method enabled the researcher to identify common trends in the responses and the respondents' perceptions and views regarding the topic under investigation could thus be determined so that valid conclusions could be drawn. The results that emerged from the data analysis process were then interpreted to make meaning of the participants' views regarding issues related to the chosen topic.

The first objective of the study was to establish if there were strategies in place that promote tourism through the uMkhosi weLembe event in KwaDukuza. The study revealed that various strategies had been introduced by means of the uMkhosi weLembe initiative to promote tourism in the study area. However, the community in the study area was unaware of the strategies, which made the potential for their sustainability to remain questionable. The second object of the study was to establish if existing policies effectively guided tourism promotion in KwaDukuza. It was found that various policies guided tourism promotion in the KwaDukuza Local Municipality. Notwithstanding, the study suggests that those who are part of planning, organising, and implementing tourism policies need to conduct regular monitoring and evaluation

campaigns or surveys to assess the effectiveness of these policies on the intended audience. The third objective of the study was to examine the factors that might enable the uMkhosi weLembe event to become a viable tourism promotion strategy in KwaDukuza. It is suggested that the KwaDukuza Municipality has great potential for attracting both international and domestic tourists due to its amenities and attractions. It also transpired that safety protocols were observed during the uMkhosi weLembe festivities, particularly as police officers' visibility and the warm hospitality of the inhabitants of the study area were noted. The fourth objective of the study was to explore the local community's perceptions of the uMkhosi weLembe event in the KwaDukuza. It was apparent that the local community of KwaDukuza had a positive attitude towards the uMkhosi weLembe event. The study found that the local community and community leaders attended uMkhosi weLembe and that local businesses benefited from the event. It was evident that community leaders participated actively in uMkhosi weLembe planning and management processes on behalf of the community. However, a problem that was identified was that these community leaders did not share their insights and plans with the inhabitants they represented. It was clear that uMkhosi weLembe was perceived by the community as a sacred traditional and cultural event and that it has the potential to become a powerful strategy for tourism promotion in KwaDukuza as it attracts visitors from various areas. Attendees of the uMkhosi weLembe event seemed to be attracted mainly by its cultural appeal as visual displays and live performances evoked a sense of belonging and cultural pride. However, the COVID-19 pandemic had a devastating impact on the event and this limited the thickness of the data that could be generated.

The study concluded that the uMkhosi weLembe event has the potential to become a viable strategy for promoting tourism in KwaDukuza. However, when the theoretical underpinning of the study is taken into consideration, the low level of community awareness of the strategies and policies in place to promote uMkhosi weLembe compels the recommendation that community outreach campaigns should be launched to assess the concerns of community members regarding uMkhosi weLembe and to address their recommendations. Clearly, the effectiveness of existing policies should be enhanced as only then will the intended purposes of this cultural initiative be achieved.

TABLE OF CONTENTS

Content	Page
Declaration	i
Acknowledgements	ii
Dedication	iii
Abstract	iv
Table of contents	vi
Chapter 1: Orientation to the Study	01
1.1 Introduction	01
1.2 Statement of the problem	02
1.3 Aim and objectives of the study	03
1.3.1 Aim	03
1.3.2 Objectives	03
1.4 Research questions	03
1.4.1 Primary question	03
1.4.2 Subsidiary questions	04
1.5 Contextual setting of the study	04
1.5.1 Socio-economic demographic profile of KwaDukuza LM	06
1.5.2 Contributors to the economic sector of KwaDukuza LM	06
1.6 Definitions of operational concepts	07
1.6.1 Tourism promotion	07
1.6.2 Tourism policies	07
1.6.3 Tourism strategies	07
1.6.4 Cultural events	08
1.6.5 Local community	08
1.7 Research methodology and procedures	08
1.8 Ethical considerations	09
1.9 Structure of the study	09
1.10 Conclusion	10
Chapter 2: Literature Review	12
2.1 Introduction	12
2.2 Cultural events as a strategy to promote tourism	13

2.3 Policies guiding cultural tourism events	14
2.4 Cultural events as a catalyst for tourism promotion	16
2.5 Factors that render cultural events a tourism promotion strategy	17
2.6 Local communities' involvement in tourism promotion	18
2.7 History of uMkhosi weLembe	19
2.8 Theoretical framework	21
2.9 Conclusion	22
Chapter 3: Research Methodology and procedures	23
3.1 Introduction	23
3.2 Research paradigm	23
3.3 Research design and approach	24
3.4 Target population	24
3.5 Sampling	24
3.5.1 Determining the sample size	25
3.5.2 Sampling methods	27
3.5.3 Sampling technique	28
3.6 Recruitment of the research assistants	28
3.7 Instrumentation and data collection	29
3.8 Pilot study	29
3.9 Main study	30
3.10 Validity and reliability	31
3.10.1 Content validity	31
3.10.2 Internal reliability	32
3.11 Analysis of the data	33
3.11.1 Analysis of quantitative and qualitative data	33
3.12 Presentation of results	34
3.13 Interpretation of results	34
3.14 Conclusion	35
Chapter 4: Analysis of data and interpretation of results	36
4.1 Introduction	36
4.2 Reiteration of the objectives of the study	36
4.3 Analysis of the socio-economic demographic data	36

4.4 Analysis and interpretations related to objective 1 of the study	40
4.5 Analysis and interpretations related to objective 2 of the study	44
4.6 Analysis and interpretations related to objective 3 of the study	47
4.7 Analysis and interpretations related to objective 4 of the study	51
4.8 Conclusion	56
Chapter 5: Summary, conclusions, and recommendations	59
5.1 Introduction	59
5.2 Summary of the study	59
5.3 Conclusions and recommendations	60
5.4 Limitation(s) of the study	62
5.5 Areas for future research	63
5.6 Conclusion	63
References	64

LIST OF FIGURES

Figure 1.1: Geographical demarcation of KwaDukuza Local Municipality	05
Figure 4.1: Awareness of the strategies for promoting tourism through uMkhosi weLembe in KwaDukuza	40
Figure 4.2: Popularity of uMkhosi weLembe within KwaZulu-Natal	42
Figure 4.3: Attractiveness of uMkhosi weLembe to all age groups	49
Figure 4.4: Perception of adherence to safety protocols during uMkhosi weLembe	50

LIST OF TABLES

Table 2.1: Stakeholders involved in uMkhosi weLembe	22
Table 3.1: Distribution of the respondents	27
Table 4.1: Socio-economic demographic data	37
Table 4.2: Platforms for marketing uMkhosi weLembe attractive to potential clients	43
Table 4.3: Participants' participation in policy-making processes	45

Table 4.4: Availability of infrastructure and amenities to stimulate tourism growth	47
Table 4.5: Perception rate of KwaDukuza as a tourist destination	48
Table 4.6: Most enjoyable activities and experiences during the uMkhosi weLembe event	49
Table 4.7: Community members' perception of uMkhosi weLembe	51
APPENDICES	74
Appendix A: Consent form (English)	74
Appendix B: Consent form (IsiZulu)	75
Appendix C: Survey questionnaire (English)	76
Appendix D: Survey questionnaire (IsiZulu)	83
Appendix E: Interview schedule: Economic Development Planning Manager of the KwaDukuza Municipality	90
Appendix F: Interview schedule: Tourist Information Officer of the KwaDukuza Municipality Tourism Office	91
Appendix G: Interview schedule: Tourism and Marketing Officer of Enterprise iLembe	92
Appendix H: Interview schedule: Marketing Officer of Pearl Mkhwanazi	93
Appendix I: Interview schedule: Heritage Officer of the King Shaka Centre	94
Appendix J: Interview schedule: Assistant Director of the KwaZulu-Natal Department of Arts and Culture	95
Appendix K: Ethical clearance certificate	96
Appendix L: Editing certificate	97

CHAPTER 1

ORIENTATION TO THE STUDY

1.1 Introduction

Culture is a cornerstone that binds societies together while it is also a way of life for particular nations and people around the world (Mokoena, 2020). South Africa is no exception. Every year on 24 September, the Zulu nation hosts an event that they call uMkhosi weLembe, which is a cultural event in honour of the former king of the Zulu Nation, King Shaka. The King is known to be the founder of the Zulu tribe and the ruler of the Zulu empire from 1816 until his death in 1828 (Cele, 2001). The event takes place annually in KwaDukuza which is one of the five local government municipalities that fall under the iLembe District in KwaZulu-Natal Province. This area comprises approximately 633 km² and stretches from the Zinkwazi River in the north to the Tongathi River in the south (KwaDukuza Local Municipality, 2019/2020). However, due to the outbreak of the COVID-19 pandemic and the lockdown restrictions imposed by the South African government to try to contain the spread of the virus, uMkhosi weLembe was hosted for the first time at eNyokeni Royal Palace in Nongoma, Northern KwaZulu-Natal in 2020. In adherence to restriction protocols, the event was attended by no more than 250 people in that year (Matiwane, 2020). The event was also celebrated although virtually during 2021. Unsurprisingly, few people attended due to the global outbreak of COVID-19 in March 2020.

INKosi Shaka was the first son of King Senzangakhona and Princess Nandi from the Elangeni clan. After the death of King Senzangakhona, Shaka took over the kingship of the clan. As an illegitimate son who had no claim to the chieftaincy, Shaka had to take the position by force from his brothers (Mtombeni, 2017). During his reign, King Shaka initiated many military, social, cultural, and political reforms. His impi defeated many smaller clans and integrated them into a mighty Zulu nation during the first years of the 19th century. The annual uMkhosi weLembe event commemorates King Shaka's cultural contributions to the Zulu people (Mbatha, 2018).

The study sought to establish the potential of the uMkhosi weLembe event as a sustainable tourism promotion strategy in the KwaDukuza area. According to Nguyen (2017), a well marketed event can be a useful strategy for tourism promotion as it

encourages visitors to select desirable destinations. Moreover, it is undeniable that the presence of large numbers of tourists ensures huge benefits for local communities (Nguyen, 2017) as all lucrative sectors such as leisure, tourism, sport, hospitality and events are affected when tourists flock to an area (Robinson, Wale & Dickson, 2010). South Africa, like most other countries globally, has recently experienced an increase in reliance on events for marketing and branding specific tourist destinations (Calitz, Cullen & Nyamutsambira, 2017). Apleni, Vallabh and Hanama (2017) assert that tourism has grown to such an extent in South Africa that it has become a leading sector for job creation. However, it must be noted that although South Africa has fascinated tourists from across the globe, tourism events require massive communication and marketing efforts to maintain interest among potential tourism consumers (Leibold & Seiber, 2015). Moreover, as a result of the COVID-19 pandemic most countries have been negatively affected by travel restrictions, and the tourism industry continues to experience debilitating impacts due to this phenomenon (Rogerson & Rogerson, 2021). A current trend in South Africa is that people prefer to visit friends and relatives and they frequent less crowded places while avoiding beaches, exhibitions, and crowded events (Bama & Nyikana, 2021).

1.2 Statement of the problem

The tourism sector in KwaDukuza Municipality is considered one of the most important economic drivers in the area as it is placed third following agriculture and manufacturing (KwaDukuza Local Municipality, 2019/2020). The sector's economic contribution is estimated at 28% with uMkhosi weLembe as the most popular cultural event that draws numerous tourists who wish to witness celebrations of the heroism and prominence of the late King of the Zulu Nation, Shaka kaSenzangakhona (KwaDukuza Local Municipality, 2019/2020). However, despite the popularity of the event, no single study has been conducted to establish if the strategies to ensure the promotion and sustainability of the uMkhosi weLembe event are effective and sustainable. Based on this identified gap, the current study sought to establish the potentiality of the uMkhosi weLembe event as a strategy for promoting tourism in the KwaDukuza Local Municipality. Gazini and Tseane-Gumbi (2017) acknowledge that even though events (including those that are tourism-related) are growing in number and size, they are unevenly distributed in South Africa and this is why very little research has been conducted on them, especially in rural settings.

1.3 Aim and objectives of the study

By establishing various objectives that need to be achieved, a study transforms research questions into behavioural aims. This is done by using action-oriented phrases such as ‘to find out’, ‘to determine’, ‘to ascertain’ or ‘to examine’. The wording of objectives should express the researcher’s intentions clearly, specifically, and completely to inform the readers of the outcomes of the study (Kumar, 2019). The current study’s aim and objectives were the following:

1.3.1 Aim of the study

To establish the potential of the uMkhosi weLembe cultural event as an effective strategy for promoting tourism in KwaDukuza.

1.3.2 Objectives

The objectives of the study were to:

- 1) Establish if there were strategies in place that promote tourism through the uMkhosi weLembe event in KwaDukuza;
- 2) Establish if existing policies effectively guided tourism promotion in KwaDukuza;
- 3) Examine the factors that might enable the uMkhosi weLembe event to become a viable tourism promotion strategy in KwaDukuza; and
- 4) Explore the local community’s perceptions of the uMkhosi weLembe event in the KwaDukuza.

1.4 Research questions

Flick (2010) states that research questions are like a door to the research field under study and further advises that such questions should be clear, unambiguous, and answerable. The research questions that gave impetus to this study were divided into main and subsidiary questions. Maree (2016) defines the main research question as a reformation of the statement of purpose so that it forms a question. Veal (2011) defines subsidiary questions as the necessary steps towards answering the main (or primary) research question.

1.4.1 Primary research question

How can uMkhosi weLembe be utilised as a tourism promotion strategy in KwaDukuza?

1.4.2 Subsidiary questions

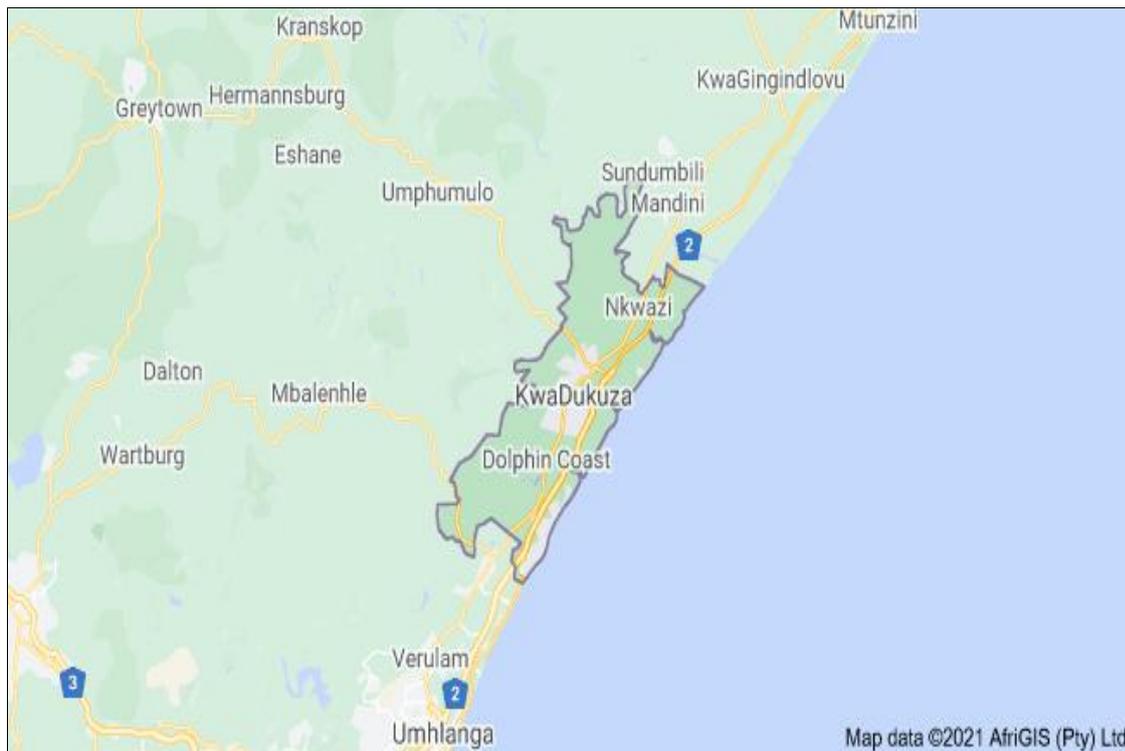
The subsidiary questions of the study were the following:

- 1) What strategies are in place for tourism promotion within KwaDukuza?
- 2) What policies are in place for guiding tourism promotion in KwaDukuza?
- 3) Which factors enable the uMkhosi weLembe event to be a viable tourism promotion strategy in KwaDukuza?
- 4) What are the local community's perceptions regarding uMkhosi weLembe in KwaDukuza?

1.5 Contextual setting of the study

The study was conducted in the KwaDukuza Local Municipality that falls under the iLembe District in KwaZulu-Natal, South Africa. KwaDukuza is a category B municipality. For the benefit of the reader, category B municipality refers to 'a municipality that shares municipal executive and legislative authority in its area with a category C municipality within whose area it falls' (Steytler, 2003: 228). The author defines the latter as 'a municipality that has municipal executive and legislative authority in an area that includes more than one municipality'. The area comprises both coastal and inland locations and stretches about 50 km in length and 14 km in width. It covers approximately 633 km² from the Zinkwazi River up to the north of the Tongathi River. It has a variety of clustered and ad hoc settlements and small towns. The rural areas in the municipality are linked by a well-developed network of roads and railway lines. The key feature of KwaDukuza is the N2 Development Corridor (KwaDukuza Local Municipality, 2020/21) that runs across its length.

Figure 1.1: Geographical demarcation of KwaDukuza Local Municipality



Source: KwaDukuza Local Municipality, 2020/21

Highly immersed in a rich history and heritage, KwaDukuza municipality is the proud resting place of iNkosi uShaka, who is recognised as one of the world's greatest strategists and nation builders of all time (KwaDukuza Local Municipality, 2020/21). Among the greats that the municipality is proudly associated with historically are King Shaka and iNkosi Albert Luthuli, who was born and raised at the Groutville Mission, KwaDukuza (KwaDukuza Local Municipality, 2020/21). Luthuli, who put this municipality on the map, was a great leader, teacher, and visionary. He was the first Nobel Peace Prize Laureate on the African continent in 1960 (KwaDukuza Local Municipality, 2020/21). According to KwaDukuza Local Municipality (2020/21), in the late 19th to the early 20th centuries, families of Indian origin arrived at KwaDukuza. These people came to work in the sugar cane plantations and to seek a better life for themselves and their families. This influx of an Indian community in the area inevitably contributed to establishing the foundations for a colourful social tapestry that has become part of the municipality today (KwaDukuza Local Municipality, 2020/21). The municipality has two primary economic hubs, namely the towns known as KwaDukuza and Ballito. The latter is a suburb that is situated slightly to the south of the municipality.

1.5.1 Socio-economic and demographic profile of the KwaDukuza Local Municipality

At the time of the study, the KwaDukuza Local Municipality was inhabited by approximately 276 719 people. It had 29 electoral wards that were predominantly occupied by people of the African/Black racial group which constituted 76% of the total population of this area (StatsSA, 2016; KwaDukuza Local Municipality, 2020/21). With regards to gender distribution, the female gender was the majority (51%) with males accounting for 49% of the population. In terms of age distribution, youths between the ages of 15 to 34 years accounted for 42% of the population followed by the 35-64 age group (35%) and those who were 65 years and older (23%). Regarding the education profile of the population, people with a basic education (lower than matric) accounted for the highest percentage (48%), followed by those with matric/Grade 12 (36%) and those with a tertiary education (9%). Those without formal education accounted for only 7% of the total population of the KwaDukuza Local Municipality. The total number of unemployed inhabitants was 56% which exceeded the employed inhabitant rate (44%) by almost 20% (StatsSA, 2016; KwaDukuza Local Municipality, 2020/21).

1.5.2 Contributors to the economic sector of KwaDukuza Local Municipality

The main economic contributors in KwaDukuza are generally agriculture, manufacturing, and tourism (KwaDukuza Local Municipality, 2020/21). The region boasts a number of seaside resorts and popular coastal towns to which holiday makers flock, particularly Ballito. The economy of KwaDukuza Municipality is dominated by primary and secondary sectors with a smaller portion falling in the tertiary sector, which means that the economy is supported by a well-balanced range of sectors. According to the KZN Provincial Growth and Development Plan (which is aligned to the NGP) as presented in the 2035 development vision, the agricultural sector contributes 8% towards employment in the iLembe District Municipality. While this is a relatively low contribution to employment in any district, the agricultural sector is growing and this increases employment opportunities within the KwaDukuza Local Municipality (StatsSA, 2016; KwaDukuza Local Municipality, 2020/21).

1.6 Definitions of operational concepts

The term 'operational concepts' refers to the specific concepts that will be used throughout the manuscript for a meaningful understanding of the interrelated aspects of tourism promotion in the study area.

1.6.1 Tourism promotion

'Tourism promotion' refers to the efforts that were made to encourage actual and potential customers to travel to a destination through the spreading of information. Promotion is deemed the most effective marketing tool to encourage tourists to visit a particular destination and a variety of strategies are used to market a tourist product (Hasan, 2015). In this study, tourism promotion refers to all the initiatives that were taken or strategies that were in place to facilitate tourism development within the KwaDukuza Local Municipality area.

1.6.2 Tourism policies

The umbrella term 'tourism policies' refers to a set of regulations, rules, guidelines, directives, development initiatives, promotional activities, objectives and strategies that collectively provide a framework within which collaborative and individual decisions directly affect long-term tourism development and daily activities within a particular demographic area (Oloidi, 2019). It must be noted that these policies provide a framework for conditions that should prevail in the tourism sector so that it will thrive within existing regulations in the country (UNWTO Position Paper on Tourism Policy and Strategic Planning, 2019). In line with the above definition, tourism policies were understood in this study to be all laws, bylaws, and/or legislations adopted to ensure that all stakeholders, including community members, worked collaboratively towards facilitating tourism development within KwaDukuza Local Municipality.

1.6.3 Tourism strategies

Tourism strategies involve the development of tour packages, the marketing of a destination's image, a tourism attraction's accessibility by tourists, tourism amenities, and supporting facilities such as 24/7 health clinics and police stations (Satriadi, Haryani & Agusven, 2020). The term also refers to robust promotional programmes according to which tourism administrators, acting in greater or lesser coordination with private initiatives, try to carve out a market niche for the tourism destination in question (Fayos-Solfi, 1996). In this study, tourism strategies were considered to be all the

initiatives and/or interventions adopted by relevant stakeholders that were meant to promote tourism development within KwaDukuza Local Municipality.

1.6.4 Cultural events

Cultural events are those important activities that cherish tradition, history, customs, folklore and handicrafts and that provide spending outlets for both locals and visitors (Blešić, Pivac, Đorđević, Stamenković & Janičević, 2014). Cultural events have had a very positive impact on tourism and destination promotion and they are positioned as important attractions that boost tourism in a specific region. These events also contribute to economic and cultural development in the target area (Amorim, 2020). In this study cultural events were understood as those events that promoted culture and generated revenue.

1.6.5 Local community

The term 'local community' refers to residents who permanently live in the tourism destination. They may work in the tourism sector, but usually the majority is not involved in the tourism industry (Al-Orainat, 2020). In line with the above definition, in this study local community refers to all those inhabitants who shared similar resources and had the common aspiration to promote tourism development in the KwaDukuza Local Municipality area.

1.7 Research methodology and procedures

Research methodology can be understood as the procedures that researchers employ to address an identified problem [by] making use of the findings from the analysis of data collected from the research participants (Thomas, 2017). In the data analysis process, the study adopted the pragmatism paradigm on the basis that it subscribes to the sensible and practical forms of phenomenal understanding rather than fixed ideas and/or theories (Ivankova, Creswell & Plano Clark, 2016). Moreover, it is a straightforward philosophical foundation when one needs to successfully mix the quantitative and qualitative approaches in a single study (Ivankova, Creswell & Plano Clark, 2016). The study employed an exploratory design on the basis of the nature of the main research question. A mixed methods approach was adopted for the collection and analysis of the primary data. Hurmerinta-Peltomaki and Nummela (2006) acknowledge that the mixed methods approach enables one to merge quantitative and qualitative sets of data in order to strengthen the validity and reliability of the results.

The methodological techniques and procedures that were adopted thus best facilitated the collection, organisation, analysis, verification, and interpretation of the data. These are discussed in detail in the third chapter of this dissertation.

1.8 Ethical considerations

According to Thomas (2017), ethics is the principles of conduct about what is right and wrong. The researcher thus considered all ethical principles when the literature review was conducted and when the data and findings were evaluated to guard against plagiarism. The anti-plagiarism software called Turnitin was used to detect possible plagiarism in the research paper before submission for external examination. Prior to the data collection process, ethical clearance was sought and a certificate numbered: UZREC 171110-030 PGM 2020/56 was issued in this regard by the University of Zululand Research Ethics Committee [UZREC]. The researcher also ensured that a letter of informed consent was signed by all the participants while every measure was taken to ensure that the research was professionally and ethically conducted and reported. During the collection of data from various stakeholders, the respondents' consent, needs, and choice of language were respected. All sources that were consulted are appropriately acknowledged as citations and in the Reference List. It is envisaged that the findings of the study will contribute to the pool of academic knowledge in the tourism sector. Moreover, it is hoped that the findings will encourage future researchers to continue to contribute towards the improvement of the tourism industry in KwaDukuza, KwaZulu-Natal Province and, by extension, in South Africa.

1.9 Structure of the dissertation

The dissertation comprises five chapters that are organized as follows:

Chapter 1: Orientation to the study

The first chapter outlines the background to the study and provides the problem statement. The research aim, questions, and objectives are listed and the significance of the study is briefly discussed. The operational concepts used in the dissertation are clarified while a brief description of the methodological procedures and techniques that were adopted is also presented. To conclude, the need to adhere to ethical considerations is iterated and those that were deemed most important are briefly referred to.

Chapter 2: Literature review

The second chapter deals with the related literature that was reviewed. This review was conducted by thoroughly interrogating secondary data obtained from a variety of sources such as electronic scholarly journals, textbooks, policy documents, and unpublished theses. In line with the objectives of the study, the chapter highlights the following themes: the origin of uMkhosi weLembe, cultural events as a tourism promotion strategy, and the positive and negative impacts that events may have on a tourist destination. To conclude, the chapter presents a discussion on the social exchange theory and its relevance to the study

Chapter 3: Research methodology and procedures

In this chapter the research methodology and procedures are discussed. The processes of data collection and analysis are discussed and it is explained how the research questions and objectives were addressed in order to achieve the aim of the study.

Chapter 4: Analysis of data and interpretation of results

In this chapter the data that were collected from the respondents are presented and analysed in order to address the research questions and objectives. The results that emerged from the analysis of data are interpreted in order to achieve the aim of the study.

Chapter 5: Summary, conclusions, and recommendations

In this chapter a summary of the entire study is presented with specific attention to the main topics and sub-topics as discussed in each chapter. The researcher also draws various conclusions based on the data analysis and findings with emphasis on the objectives of the study and how these were attained. Recommendations are offered based on the findings while the limitations that impacted the results are also acknowledged.

1.10 Conclusion

This chapter introduced the reader to the main focus of the study namely the uMkhosi weLembe cultural event and its potential for impacting tourism promotion in the study area. uMkhosi weLembe is one of South Africa's many cultural events and draws tourists from various regions in the country and even overseas. It is a very popular tourism event among the locals and is held annually in KwaDukuza which is a local

municipality that is managed under the auspices of the iLembe District in KwaZulu-Natal [KZN] Province. Although there are various strategies for the promotion of tourism in KZN, the effectiveness of the uMkhosi weLembe event in facilitating the sustainability of tourism in the study area has not been investigated empirically. As a consequence, this study sought to establish the potential of the uMkhosi weLembe event as a strategy for promoting tourism in KwaDukuza Local Municipality area.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This chapter presents a review of literature related to the research topic. A literature review forms an important basis for the presentation of a study's problem statement (Gumede, 2016) and, to do so, the researcher should review various published articles and other material related to the topic. A literature review is thus a focused, organised, and in-depth study of books, articles, and earlier research on a specific topic with the purpose of discovering themes, unearthing gaps in previous research, exposing inconsistencies, and establishing agreements (Thomas, 2017). The researcher therefore reviewed international, national, and local literature on the phenomenon under study. The specific purpose was to explore scholarly debates on the role of cultural events as a tourism promotion strategy to encourage tourists to visit a particular destination. The reviewed literature was highly relevant in addressing issues related to the researched phenomenon and was used to formulate the aim, objectives, and research questions that gave impetus to the study. The headings and sub-headings in this chapter are thus aligned with the literature and to assist in presenting the discourse in a structured and meaningful manner.

This chapter aligns arguments from related literature in support of the decision to explore the potential of a specific cultural event in a specific area as a strategy to promote tourism within the target area. Key issues related to tourism promotion strategies and tourism policies that generally guide cultural events are highlighted. Related issues such as the notion that cultural events serve as a catalyst for tourism promotion, factors that render cultural events successful for the promotion of tourism, the importance of a local community's involvement in tourism promotion, and the history of the uMkhosi weLembe event are addressed. These key issues formed part of the critical discourse that underpinned the methodological approaches that were employed to investigate the research topic under study.

During the discourse various peer reviewed authors in the field of tourism are cited as knowledgeable sources. Moreover, the researcher engages in an in-depth interrogation of the role of cultural events in the promotion of tourism. The current study intended to demonstrate that, regardless of certain negative effects, cultural

events play an important role in motivating tourists and marketing destinations for enhanced tourism experiences (Ezeuduji, 2015). The social exchange theory, which was the theoretical framework that was adopted to give direction to the study, is also discussed.

2.2 Cultural events as a strategy to promote tourism

Countries around the globe adopt unique strategies to promote tourism, of which hosting cultural events is one. It is undeniable that planning, effective marketing strategies, and appropriate approaches to encourage visitors play a significant role in successful event hosting (Shanshan, Weiwei & Jiuchang, 2019). Lopez, Atlaminaro and Valarezo (2016) highlight the point that tourism communication is undergoing a process of transformation that has evolved from controlled mass communication and the asymmetrical and one-way promotion of popular tourist destinations to a new era of web-based multimedia information. Those engaged in hosting cultural events, like all other services in every field, must find new modalities to make their products known and they must do so as efficiently and appealingly as possible (Bader, 2017). For instance, Kaunas City in Lithuania promoted local cultural events and all other tourism services by focusing on the city's reputation as the European 'capital of culture'. Good infrastructure to host cultural events and supportive policies have subsequently been put in place by the state and the municipality to lure tourists to this city and surrounding area (Kuizinaite & Radzevicius, 2020).

The use of transmedia branding such as Facebook and Twitter has also been implemented to market forty-nine world cultural heritage sites in Spain for cultural events, and these strategies have proven to be very successful (Campillo-Alhama & Martnez-Sala, 2019). The authors argue that transmedia branding enables tourists to actively participate in the planning of activities for cultural events as they connect with others and share their experiences on social media platforms even after the event. Transmedia branding is conceived by Campillo-Alhama & Martnez-Sala (2019) as a process whereby cultural offerings of a particular destination are marketed to potential clientele using a mass media strategy.

In Europe, cultural events are hosted annually in cities known as a European Capitals of Culture [ECoC]. Such cities are awarded the right to plan and host events and this has proven to be a successful strategy for promoting the countries in which such cities

are located. Jones (2019) argues that, as a result of integrating ECoC cities such as Liverpool and Genoa, the tourism industry, infrastructure, and these destinations' image have improved drastically (Jones, 2019). Moreover, an event called Thematic Evening that was initiated by a travel agency to promote a series of cultural events ranging from conferences to gastronomic experiences in Timisoara, Romania, has also been hugely successful (Bader, 2017). Thematic Evening events have become so popular that the travel agency is now recognised by tourists from a number of countries for its contribution to cultural and entertainment events (Bader, 2017).

The state remains the main stakeholder in tourism and is responsible for promoting tourism activities through funding, monitoring, and supportive policies. Nyawo and Masha (2019) argue that governments' strategies to promote tourism should be aligned with funding activities and plans for implementation. However, South Africa has experienced challenges in promoting tourism as service delivery and industrial development seem to be prioritised in order to address high levels of unemployment (Nyawo & Mashau, 2019). It is therefore imperative to exercise creativity in establishing effective strategies for the promotion of tourism as it can earn extensive revenue for an area and the country at large.

2.3 Policies guiding cultural tourism events

In general, tourism policies refer to guidelines and frameworks within which planning and development actions related to tourism activities operate (Harilal, Tichaawa & Saarinen, 2019). Baptista, Poacho and Nechita (2019) argue that tourism policies involve the idea of regulation as a means of gaining a stronger element of control in the formatting and implementation of products. Like all other sectors, the tourism industry operates within certain guidelines that are driven by governmental policies that need to be properly and appropriately implemented. Tourism policies should thus be properly planned and effectively implemented if tourism initiatives are to be successful.

Baptista, Poacho and Nechita (2019) emphasise that a lack of planning in the tourism industry can cause limited growth. The latter authors emphasise the importance of effective policy implementation to guide tourism activities such as cultural events. Konagaya (2020) highlights how effectively the Japanese government implemented a law to protect cultural property using guidelines from the United Nations Educational,

Scientific and Cultural Organisation [UNESCO]. The Ryukyuan event, for instance, has been hugely successful and ensures the influx of tourists and revenue into the country. Moreover, the involvement of the Ryukyuan performers in the reconstruction of the policy and the adoption of UNESCO's concept of Cultural Property further helped to promote tourism in this country (Konagaya, 2020).

Lak, Gheitasi and Timothy (2019) highlight how a declining urban tourist destination in Iran was resuscitated through cultural events. These authors' suggestions led to the successful regeneration of an urban area through cultural tourism as the city of Birjand began to apply maximum use of opportunities in four areas: cultural policy making, holding cultural events, participatory management, and enhancement of public urban spaces through competitive pro-action, diversification, revision, and defence strategies (Lak et al., 2019).

In Latvia, the importance of local communities' cooperation in rural tourism development and promotion is highlighted. The people in this country organised themselves into forums that collaborated with tourism entrepreneurs to initiate various developments for the benefit of tourists who now flock to rural areas (Kaufmane & Paula, 2020). A lesson that can be learnt from this country is that the coordination and cooperation among local communities are essential. Also, it is essential that policies, strategies, and measures need to be established to coordinate the activities of different actors, both public and private, in the tourism industry (Kaufmane & Paula, 2020).

Best practices will be drawn from other countries that are found beyond the borders of South Africa such as Botswana and Nigeria in order to serve as a guide to South Africa and the study area. Botswana has a number of tourism policies but only the National Policy on Culture Act of 2001 directly addresses the issue of cultural heritage (Brown, Mokgalo & Chipfuna, 2020). The latter authors argue that, despite numerous legislations related to tourism, the Botswana government seems to centralise everything, thus leaving local communities high and dry in the tourism promotion race. In South Africa, the Department of Environmental Affairs and Tourism [DEAT] (1996) issued a White Paper on Development and Tourism which provides a policy framework and guidelines for the tourism industry. This White Paper categorically establishes guidelines on issues such as cultural heritage resources management which involves

cultural events as well as other cultural activities. The White Paper ensures the protection of cultural resources and the cooperation of all stakeholders (Department of Environmental Affairs and Tourism, 1996).

2.4 Cultural events as a catalyst for tourism promotion

Cultural monuments and events are two primary motivators that attract tourists to specific destinations (Mura & Kajzar, 2019). Dychkovskyy and Ivanorvy (2020) concur that cultural events assist in increasing the global community's awareness of a country's history, its level of culture, and its richness of traditions. This awareness is undeniably instrumental in developing a positive image of a country and its cultural heritage. Cultural tourism events also position rural areas as destinations where culture can be lived and experienced and this adds value to existing tourism offerings and encourage tourists to visit a specific destination (Derpic & Rudan, 2019). Moreover, the popularity of cultural events is confirmed in the literature as they are able to showcase tourism resources, attract visitors, harness community support, and enhance the image of a country (Draigin-Jansen & Kwiatkowski, 2018).

Dychkovskyy and Ivanorv (2020) highlight how small towns and large cities in the United Kingdom such as Hay-on-Wayne, York, and Edinburgh have become so popular because of the cultural festivals that are held there annually. Hay-on-Wayne, a small town in the UK, was saved from decline after it first hosted a literary festival in 1988. Since then this event has grown so big that today it attracts famous writers from all over the world as well as about 500 000 tourists annually. The town is now referred to as 'The book town' and boasts forty hotels and more than sixty restaurants that offer employment to most residents (Dychkovskyy & Ivanorv, 2020). KwaDukuza is a small town just like Hay-on-Wayne and this suggests that if the uMkhosi weLembe event can be developed into a series of build-up events throughout September that culminate in a final celebration on 24 September, the study area could become an attractive cultural destination and a hub of activities.

Seraphin, Zaman and Fotiads (2019) comment on how cultural events such as carnivals and festival contributed to the improvement of the image of Haiti as a tourist destination. These authors suggest that, among many events, a carnival seems to be an event that has the best potential to educate visitors at the pre-visit stage. In Haiti the Ministry of Culture adopted the idea of hosting a carnival event to promote other

attractions for sightseeing (Seraphin et al., 2019). Sadd and Musikavanhu (2018) list the impacts that cultural events have on both developed and developing countries such as the United Kingdom and Zimbabwe. These two countries both experienced an increase in employment, a better developed infrastructure, and positive exposure as a result of the cultural events they hosted (Sadd & Musikavanhu, 2018). Ele and Alexander (2017) argue that numerous cultural events in Nigeria attract millions of tourists and that this has also resulted in improved infrastructure, job creation, stability, unity, and peace. Nyawo and Masha (2019) emphasise that cultural events that focus on food, housing, arts and craft products and others can be a powerful tool to improve the tourism sector at large. These authors recommended the improved commitment of the South African government in supporting cultural heritage as they argued that this would promote the tourism industry and the country's economy (Nyawo & Masha, 2019).

2.5 Factors that render cultural events a tourism promotion strategy

Event organisers world-wide are now adopting cultural and historical themes to attract visitors (Blešić, Pivac, Đorđević, Stamenković & Janičević, 2014). The latter authors highlight various factors that enable cultural events to become tourism promotion strategies such as secure parking and safety, affordable and quality products, services, innovation, entertainment, and benefits for the local community. In China the strength of an event to become a tourist attraction relies on the size of the event, its duration, the location where it takes place, its continuity without interruptions, and government support (Lu, Zhu & Wei, 2019). Sambor and Apatin, who conducted their research in various regions in Serbia, argue that local communities believe that good organisation of an event increases the number of tourists, generates extra income for locals, has a positive economic influence in general, and improves the quality of life within the micro area (Blešić, Pivac, Đorđević, Stamenković & Janičević, 2014).

A study that was conducted in Nigeria on the Ikeji festival's potential as a pull factor for tourism development for the Arondizuogu community revealed that the destination's unique features, facilities, and services attracted visitors to attend the festival (Osuagwu, 2020). The latter author recommends three improvements to enhance the Ikeji festival, which are wider stakeholder engagement, infrastructure improvement, and improved services. Chivandi, Samuels and Muchie (2020) argue that innovative cultural events in South Africa attract thousands of tourists. Examples

are various national arts festivals such as the Makhanda festival in the Eastern Cape Province, the Aardklop festival in Potchefstroom, and the Vry Fees festival in Bloemfontein. It is a sad reality that the COVID-19 pandemic seriously impacted these cultural events, but all indications are that they will be revived as soon as possible, even for smaller audiences.

2.6 Local communities' involvement in tourism promotion

Citing the Festival International Cervantino, Hernandez-Escampa and Barrera-Fernandez (2020) argue that it is important for local residents to be actively involved in a cultural event because they own it and associate the event with their own identity. The attitude of a community towards a tourism activity is thus determined by their level of involvement. Boonsiritomachai and Phonthanukitithaworn (2019) argue that event planners and developers who are aware of local residents' perceptions of an event and its impact on the community can proactively address their concerns and alleviate any problems in a timely manner. Kala and Bagri (2018) posit that, as the growth of tourism affects locals directly and has an emotional impact on their lives, community participation is of immense significance. This narrative emphasises the importance of the community's active involvement in the planning and execution of tourism activities.

Kala and Bagri (2018) identified various factors that impacted the non-participation of locals in tourism development in the mountainous state of Uttarakhand in India. The findings became the voice of the locals and helped remove the barriers that had delayed inclusive tourism development in this area. For instance, the authors recommended that tourism policy-makers should involve all stakeholders—including minority and underprivileged groups rather than only community leaders, the elite, and dominant interest groups (Kala & Bagri, 2018). Also in India, the community of Udaipur Rajasthan acknowledged the positive impact of tourism promotion in their area. However, they also highlighted negative impacts such as increased cost of living, commercialization of human relations, and monetary loss (Sanjeeb & Yashwant, 2020).

Petrus and Mosimane (2019) assessed the community's level of involvement and participation in tourism activities in the King Nehale Conservancy in Namibia. These authors recommended that all opinions be considered by the conservancy authorities while also holding a number of consultative workshops and meetings to benefit the

community. However, Manwa and Modirapula (2019) identified a situation in South Africa where the locals did not benefit from tourism activities. This was in the Botsalano Game Reserve that operated near Mafikeng in the North West Province. The majority of the Mafikeng residents are very poor and depend on government grants despite the proximity of a game reserve that attracts many visitors. The reason for the exclusion of the local community seemed to be the inclusivity of the management strategies employed by the owners of this game reserve.

Machisa, Muresherwa and Steyn (2018) argue that, in order to determine the social and economic impacts of cultural events such as the Cape Town Carnival [CTC], the local community's perceptions should be considered. Their study demonstrated that the majority of the local residents who attend the CTC agreed that this cultural event increased interaction between the locals and tourists (Machisa et al., 2018). The latter authors emphasised that the active involvement of the locals in the running of the Botsanelo Game Reserve could have alleviated their dependency on government grants (Manwa & Modirapula, 2019). Findings like the latter challenge the validity of the South African government's recognition of the importance of community participation in conservation-tourism initiatives that could improve the livelihoods of local communities and contribute to the reduction of poverty that is prevalent in natural settings and rural areas (Manwa & Modirapula, 2019).

It is significant to note that most of the literature that was perused confirmed the importance of involving local communities in any tourism-related activity.

2.7 History of uMkhosi weLembe

The uMkhosi weLembe event was first launched in 1953 with the official unveiling of the memorial monument of King Shaka by the late King Cyprian kaDinizulu (Buverud, 2007). uMkhosi weLembe is an annual event held in KwaDukuza on the 24th of September. KwaDukuza was the homestead of the historical icon, King Shaka, whose brilliant military tactics caused him to conquer and unite some small Nguni clans into a powerful Zulu nation (Biyela, 2013). King Shaka was born around 1787 and died in 1828 (Brooks, 1992). He was born as the illegitimate son of an Elangeni clan princess called Nandi and his father was a Zulu clan prince called Senzangakhona. Because the baby was illegitimate, Shaka and his mother were banished by the then King Senzangakhona. They lived in exile and Shaka grew up in Elangeni where he was

constantly bullied. Later on, Shaka and his mother lodged with King Dingiswayo of the Mthethwa clan where he proved himself a brave warrior. Shaka earned King Dingiswayo's respect due to his bravery, so much so that when King Senzangakhona had died, he assisted Shaka to take over the Zulu throne (Wyle, 2000).

With his brilliance and bravery, Shaka conquered large parts of the eastern part of Southern Africa, causing many tribes to flee as far as Tanzania (Wyle, 2000). Shaka had a powerful servant called Jeqe, who was the son of Sikhunyana of the Buthelezi clan and who attended to his personal needs. When Shaka became king he built his homestead, KwaDukuza, between the Umdloti and Nonoti Rivers with the Madundube Hills to the West and the Indian Ocean to the East (Dube, 1951). The death of King Shaka in 1828 was a culmination of a plot by his own half-brothers, Dingani and Mhlangane, his Chief Induna, Mbopha, and his paternal aunt, Mkabayi (Wyle, 2000). King Shaka kaSenzangakhona was buried in KwaDukuza. His reign lasted just 12 years and he died at the young age of 41 (Buthelezi, 2017). With its rich heritage as the former homestead of King Shaka, KwaDukuza's economy has the potential to grow, and the uMkhosi weLembe event as a tourist attraction may be the catalyst that sets this process in motion.

In 2020 this celebration was held virtually on 24 September and marked the 67th anniversary of this event. Only a few people were invited to attend it at the Enyokeni Royal Palace in Nongoma instead of KwaDukuza due to COVID-19 restrictions. King Zwelithini, the great-great grandnephew of King Shaka, delivered the keynote address and led the singing of the traditional hymn, *amahubo*. His keynote address focused on condemning gender-based violence which is prevalent in South Africa (Matiwane, 2020).

UMkhosi weLembe is one of many celebrations that foster unity and pride among the Zulu nation and it draws people from all over South Africa, even from neighbouring countries (Buthelezi, 2017). This event is open to everyone. On the day of commemoration, the Royal Poet, or Praise Singer, praises the King. This is followed by speeches presented by distinguished guests as well as international visitors. Later on the current Zulu monarch delivers a keynote address followed by chanting and songs. The songs are calm and dignified and most carry messages about former

kings. Once the commemoration has come to the end, all attendees enjoy a traditional meal (Mthembu, 2020).

2.8 Theoretical framework

The theoretical framework that was selected to underpin the study guided the investigation and prevented the researcher from deviating from the confines of the research topic and aim. It helped the researcher to validate the findings and to predict and control the situation within the context of a scholarly research inquiry (Adom, Hussein & Adu-Agyem, 2018). A theory is a philosophical thesis expressed by an expert or experts in the field in which the researcher plans to work (Mensah, Agyemang, Acquah, Babah & Dontoh, 2020). This study employed the social exchange theory [SET] as it could be used to emphasise the role of a healthy relationship between stakeholders of a cultural event as a catalyst for promoting tourism at a specific destination. Essentially, SET focuses on a balance in power relations and on trust between the actors in the tourism exchange and promotion process (Nunkoo, 2016). The tourism industry has many benefits but may also have negative impacts on a tourist destination. However, by understanding the dynamics of the exchange of resources amongst the relevant actors, the benefits are maximized while negative impacts are minimized (Nunkoo, 2016). In the tourism events industry about seven stakeholders have been identified whose expectations and interactions determine the potential of the event as a tourism promotion strategy. These actors are sponsors, visitors, vendors/local businesses, volunteers, local residents, the local government authority, and the organisers (Adongo, Kim & Elliot, 2019). Figure 2.1 presents a model of the social exchange relationship and highlights the expectations of and benefits that can be gained by an event's stakeholders. The social exchange theory emphasizes the importance of understanding stakeholder relationships in order to improve an event as a growing component of the tourism system (Adongo, Kim & Elliot, 2015).

Table 2.1: Stakeholders involved in uMkhosi weLembe

Sponsors	Royal family	Visitors	Vendors/ local businesses	Volunteers	Local residents	Local government authority	Organisers
-Event financing -Brand image -Media exposure	-Provides guidance on the event's procedures and delivers the keynote address to the nation.	-Attend the event -Family together-ness -Event enjoyment -Exploring Culture	-Provision of services to visitors. -Profit motivation	-Skills recognition -Meeting new people -Excite-ment	-Enhanced community pride & relations -Improved community image -Appre-ciation for community culture	-Supports & sets policies in place -Locality promotion -Socio-economic benefits -Political benefits	-Planning, implementation & maintenance -Satisfaction -Increasing participation in the event

Source: Created by the researcher, undated.

2.9 Conclusion

The literature review confirmed the notion that cultural events play a significant role in impacting a tourist destination's image by increasing awareness and familiarity and encouraging future visits (Draigin-Jensen & Kwiatkowski, 2018). Hosting cultural events can also be seen as a strategy for the social and economic development of a location or area as such events contribute towards improving tourism (Cravidao & Santos, 2020). The onus is therefore on the destination's authority to establish sound policies and to put appropriate strategies in place for the successful marketing and execution of such events. Moreover, the literature emphasises the fact that local communities should be involved and that and cultural events and other tourism resources should be repackaged in such a way that tourism is promoted.

CHAPTER 3

RESEARCH METHODOLOGY AND PROCEDURES

3.1 Introduction

This chapter focuses on the methodological techniques that were used to address the research questions and achieve the objectives of the study. The various methods and procedures that were adopted to address the research problem are discussed. The research methods were essentially all the methods and techniques that were adopted during the collection and analysis of the data. Kothari (2004) describes research methodology as a strategy, an action plan, or a design process by which the appropriateness of the chosen methods linked to the desired results is informed. By utilising an appropriate research methodology, the researcher is enabled to provide a clear description of the paradigms and methods within which the problem under investigation is embedded (Daniel, Kumar & Omar, 2017). The methodological aspects that are discussed in this chapter include the research paradigm, the research design and approach, the target population, sampling.

The themes under which the collected data were presented include: instrumentation and data collection processes, information regarding the pilot study that was conducted, procedures that were followed during the main study, establishment of validity and reliability, the data analysis methods, and the presentation and interpretation of the results.

3.2 Research paradigm

A paradigm within which the problem that is studied is embedded should be clearly articulated as part of the research methodology (Daniel et al., 2017). After careful consideration, this study adopted a pragmatist paradigm on the basis that it advocates sensible and practical forms of phenomenal understanding rather than fixed ideas and/or theories. Proponents of this paradigm believe that any phenomenon under study can be understood better when practical facts are used as a basis for empirical evidence (Ivankova, Creswell & Plano Clark, 2016). Furthermore, pragmatism was considered appropriate for the study for two reasons: (1) It would provide the researcher an opportunity to find appropriate answers to the research questions based on practical facts as experienced and expressed by the respondents; and (2) it would

adequately justify the combination of qualitative and quantitative approaches in the study.

3.3 Research design and approach

Research design refers to a strategy which emanates from the philosophical approach chosen for the study and is informed by the nature of the main question that the study poses (Nieuwenhuis, 2007). In accordance with this assertion, this study adopted an exploratory design. The chosen design is viewed by Creswell and Plano Clark (2011) as the most straightforward mixed methods design as it enables studies to use qualitative findings in clarifying and explaining quantitative results. The study thus scrutinizes the responses that emerged from in-depth one-on-one interviews to support, substantiate, or refute (where appropriate) the quantitative results. In other words, the design enabled the study to use qualitative findings to explain, refine, and elaborate on the quantitative findings. A mixed methods approach was thus used for the collection, analysis, and interpretation of primary data. The basis for employing a mixed methods approach includes, but is not limited to, the fact that the approach is effectively used when researchers intend to explore a chosen topic using qualitative findings to build on quantitative results (Ivankova et al., 2016). It is important to note that the mixed methods approach was pertinent as it strengthened the validity and reliability of the results. Similarly, Hurmerinta-Peltomaki and Nummela (2006) concur that the combination of quantitative and qualitative modes of enquiry in a single study assists in strengthening the validity and credibility of the results obtained from the collected data.

3.4 Target population

As proposed by Maree and Pietersen (2016), the target population in this study was a pool of cases from which a sample was drawn. This sample consisted of all sampling units that would have knowledge that would be pertinent to the research question and ultimately address the aim of the study. The target population of this study comprised municipal officials, King Shaka Memorial Centre personnel, Enterprise iLembe personnel, KwaZulu-Natal Department of Arts and Culture personnel, community leaders, and community members residing in the study area.

3.5 Sampling

According to Maree and Pietersen (2016), sampling refers to the process of drawing scientific samples to represent a population so that that findings that are drawn from the sample depict the views of the general population. In this study 6 officials were recruited (1x Planning Manager of the Economic Development Department of the KwaDukuza Local Municipality, 1x Tourism Information Officer of the KwaDukuza Local Municipality, 1x Assistant Director of the KwaZulu-Natal Department of Arts and Culture, 1x Heritage Officer of the King Shaka Visitors' Centre, 1x Tourism and Marketing Officer of Enterprise iLembe, and 1x Marketing Officer of Pearl Mkhwanazi). Community leaders comprised 11 participants (2x Chiefs, 3x Headmen, and 6x Ward Councillors) while 108 community members were also recruited (18x local business people and 90x household members). The officials were selected based on their potential knowledge of the chosen topic, whereas community members were selected by virtue of being local business people and members of households in the study area. Maturity in terms of age was an inclusion criterion for the latter as they had to be between 18 and 65 years of age. To ensure age diversity, only 1 member of a household in the above age categories was selected. Moreover, no recruit was coerced to participate and willingness to participate was thus a primary inclusion criterion.

3.5.1 Determining the sample size

On the basis that it is neither feasible nor effective to include all members of a particular population in a research study (Finn, Elliot-White & Walton, 2000), a specific sample size had to be determined. The researcher therefore determined a specific sample size using a chosen sampling method so that the population would be adequately represented (see sub-section 3.5.3). Four determinants were considered as proposed by Finn et al. (2000) and Maree and Pietersen (2016): (1) level of the available resources; (2) purpose for collecting the data; (3) size of the population; and (4) the need for a pilot study to test the validity and reliability of the data collection instrument.

3.5.1.1 Level of available resources

The researcher did not have sufficient financial support to cover all the expenses of an extensive or longitudinal data collection process due to restrictions in the University's Research and Innovation Office policy. According to the policy, research

funds could be claimed and/or accessed upon submission of expenditure documentation by the researcher to the UniZulu's Research and Innovation Office. This meant that the researcher had to be as efficient as possible to ensure that sufficient data were collected with the meagre financial resources at her disposal. The researcher also encountered challenges with regard to time. Similar to any other project, this research had stipulated start and end dates and a contingency plan was considered when impediments were identified that might adversely impact the anticipated outcomes. Time turned out to be an extremely limited resource during data collection as this happened during a period when the movement of people within and outside the country's boundaries was severely restricted due to the COVID-19 pandemic. Consequently the researcher had to use every opportunity to collect as much information as possible to ensure the elicitation of rich and thick data.

3.5.1.2 Purpose for collecting the data

Data were collected to address the research questions and achieve the objectives of the study. To achieve this purpose, a specific sample of people was drawn for two reasons: (1) they needed to possess knowledge of and information about the issues that would be explored; and (2) these people needed to be in proximity of a certain geographical setting in the study area. The population's knowledge of the chosen topic equated to credibility of the responses to the research questions whereas the population's geographical proximity equated to their first-hand experience of the topic under investigation. The combination of these attributes (credibility of the responses and first-hand experience of the chosen topic) ensured that the purpose of data collection was achieved.

3.5.1.3 Population size

The total population of the study area was 276 719 (StatsSA, 2016) and this figure was carefully considered when determining the sample size.

3.5.1.4 Sample size

Having taken the above-mentioned determinants into consideration, the distribution of the participants and total sample size were as shown in Table 3.1 below:

Table 3.1: Distribution of the participants and total sample size

Participant(s)	Number
Planning Manager Economic Development of the KwaDukuza Local Municipality	01
Tourism Information Officer of the KwaDukuza Local Municipality	01
Assistant Director of the KwaZulu-Natal Department of Arts and Culture	01
Heritage Officer of the King Shaka Visitors' Centre	01
Tourism and Marketing Officer of Enterprise iLembe	01
Marketing Officer of Pearl Mkhwanazi	01
Community leaders (2 Chiefs, 3 Headmen, and 6 Ward Councillors)	11
Community members (18 local business people and 90 members of households).	108
Total sample size	125

Source: Created by the researcher, undated

3.5.2 Sampling methods

Nieuwenhuis (2007) defines sampling methods as methods and/or techniques used to select a possible group of respondents, events, behaviours, and other components used to conduct a research study. Kothari (2004) cautions that the choice of a sampling method(s) should be cautiously made as determining an appropriate sampling method entails a rigorously planned strategy for obtaining an appropriate sample from a chosen population. Basically, there are two generic types of sampling: probability and non-probability sampling (Maree & Pietersen, 2016). The non-probability sampling method was considered appropriate for the study on the basis that it is suitable in situations where there is limited time. However, non-probability sampling does not allow every element in the population equal opportunity to be selected for the sample as they are selected on the basis of convenience (McDaniels & Gates, 2001). Based on this understanding, the next sub-section (3.5.4) discusses the sampling technique that was used to select the respondents from the population.

3.5.3 Sampling technique

The study used convenience sampling by utilising the non-probability sampling method to select participants from the population because it was considered suitable for the study. Etikan, Musa and Alkassim (2016) argue that convenience sampling is suitable for a study of this nature as it allows the researcher to select participants based on their accessibility, geographical proximity, willingness to participate in the study, and their knowledge of and information about issues that relate to the chosen topic. Upon agreement to participate, those recruits who were able to read and write were provided with consent forms in order to read the instructions and voluntarily declare their interest in participating in the study by signing the consent forms. The researcher accorded the participants an opportunity to choose between the English and IsiZulu versions of the consent form to accommodate their language preference. Those who were unable to read and/or write in both languages but who were willing to participate in the study were assisted by the researcher to read the instructions on the consent form. They were requested to indicate their willingness to participate in the study by making an 'X' in the section where they were supposed to write their names and sign.

3.6 Recruitment of the research assistants

The researcher recruited two research assistants who were thoroughly trained on the duties that they were expected to perform during the administration of survey questionnaires to the potential participants. This was done mainly to minimize the researcher's burden, to meet the anticipated research deadlines, to achieve the anticipated response-rate, and to improve the quality of the results. Singh (2007) maintains that well-trained and dedicated assistants should be recruited in order to minimize the researcher's burden and improve the quality of the results emerged from the analysis of data captured from the survey questionnaires. Accordingly, the research assistants ensured that the participants understood every details pertaining to the study during the administration of the survey questionnaires. These included explaining the reason for conducting the research and the role of the participants in the study.

3.7 Instrumentation and data collection

Copies of the survey questionnaire were disseminated to collect quantitative primary data from 119 participants while an interview schedule was used to collect qualitative data by means of one-on-one interviews from 6 official respondents within the KwaDukuza Local Municipality, KwaZulu-Natal. The data were collected mainly to establish the potential of the uMkhosi weLembe cultural event as an effective strategy for promoting tourism in KwaDukuza. By definition, a survey questionnaire refers to a document containing a coherent list of written questions that can be distributed, mailed, or emailed to a group of respondents. Such a survey may make use of various forms of responses such as Likert scale, fill-in-the-blank, and multiple choice units to elicit specific information that will result in appropriately thick data for analysis (Rowley, 2014). The questionnaire that was used in the study comprised of structured (closed-ended) questions and follow-up unstructured (open-ended) questions that enabled the participants to explain why things were as they perceived them to be. The interview schedule comprised of unstructured questions that were posed by the researcher and that enabled the respondents to express their feelings or views regarding issues related to the chosen topic freely and frankly. The interview schedule was used to collect qualitative data from those respondents who were selected based on their potential knowledge of the chosen topic. Qualitative data were thus collected by means of in-depth interviews. The responses were recorded and transcribed verbatim for analysis purposes.

3.8 Pilot study

Generally, a pilot study has to be conducted to test the validity and reliability of the data collection instrument and often when there are limited financial resources (Maree & Pietersen, 2016). The researcher thus conducted a pilot study to test the validity and reliability of the survey instrument. The validity of the survey instrument determines whether it measures what it intends to measure, whereas reliability of the survey instrument measures the repeatability and consistency of the results obtained through data collection (Maree & Pietersen, 2016). The pilot study was conducted in a different context from that of the main study and with different participants from those used in it. Zailinawati, Schattner and Mazza (2006) state that pilot studies should preferably be conducted using participants who are not used in the main study. The reason for this is that the experience encountered by the participants in the pilot study may render

their responses biased and their responses may thus skew the results of the main study. The survey questionnaire was piloted once in 4 days to 25 participants (x5 community leaders and x20 household members). Finn et al. (2000) affirm that a small scale of at least 25 questionnaires is usually sufficient for pilot studies. During the pilot study, the researcher observed that the participants understood the instructions, wording that was used, the sequence of the questions, and the flow of statements in the questionnaire. It was also observed that the length of the questionnaire met acceptable standards and was completed within the expected time frame.

In light of the above findings, it appeared that the survey questionnaire (presented in both isiZulu and English) had been well designed and thus no further amendments and/or alterations were needed prior to the main study.

3.9 Main study

The main study was conducted immediately after the data of the pilot study had been processed and it was clear that there were no shortcomings in the data collection instrument. A total of 119 questionnaires were administered to collect quantitative data from selected participants, while an interview schedule was used to collect qualitative data from 6 respondents who had been approached to participate in face-to-face interviews. In a nutshell, the total number of participants in the study was 125 (119 participants and 6 respondents). Transmittal letters requesting their permission to conduct the research were provided to the officials and community leaders (as they represent the local community members) in order to obtain their consent to participate in the study. The letters outlined the purpose and nature of the study and were written in English and IsiZulu to accommodate every potential participant of the study. The recipients were requested to read and respond to the letters within 5 working days. This was done to provide them with ample time to read and respond without compromising their daily responsibilities and/or obligations to the communities they served.

The hard copies of the survey questionnaires were hand administered by the research assistants. In order to cater for potential withdrawals from participating in the study, spoilage of some of the survey questionnaires, and to improve the rate of return; supplementary (x20) in addition to 119 survey questionnaires (139 in total) were administered. The participants were allowed a period of two weeks to fill the

questionnaires, which were thereafter hand-fetched by the research assistants. Notably, the rate of return turned out to be 100% as all 119 questionnaires were completely and correctly filled. Those that were not spoilt from an additional array were returned to the research assistants. With regard to the in-depth interviews, the researcher made appointments with the officials through telephone calls. Upon their agreement to participate in the study, the officials were sent copies of interview schedules via their email addresses in order to familiarize themselves with the interview questions and make necessary preparations for the interviews. The officials had to sign a consent form to confirm their agreement to participate in the study before the interviews were conducted. The interviews were conducted within 30 minutes at the officials' respective places of work.

3.10 Validity and Reliability

Validity and reliability are important requirements for a data collection instrument (such as a survey questionnaire) in quantitative research (Cooper & Schindler, 2003) as these factors address the psychological characteristics of the survey questionnaire and its accuracy (Singh, 2007). The issues of validity and reliability cannot be compromised during the collection of data or the reporting of the results and avoiding or compromising these two methods during the collection of data prejudices the credibility of the findings of the survey (McKinnon, 1988). As was highlighted earlier, the validity of the survey questionnaire was determined as the instrument should measure what it intends to measure, and the findings may then be deemed reliable as the questions contained in the survey questionnaire may yield similar results in repeated trials (Singh, 2007). Achieving validity and reliability is discussed in the next sub-sections (3.10.1 and 3.10.2).

3.10.1 Content validity

Content validity focuses on the extent to which the content of a survey questionnaire aligns with the literature on the chosen topic (Singh, 2007; Maree & Pietersen, 2016). Singh (2007) cautions that if the researcher omits some of the essential principles in the exploration of a chosen topic, the study may lack content validity. In this study, the reviewed literature (see Chapter 2) focused on the principles that aligned with the chosen topic and the objectives of the study, namely: strategies for promoting cultural tourism events, policies guiding cultural tourism events, role of cultural events in promoting tourism activities, factors influencing perception of cultural events as a

tourism promotion strategy, local community involvement in tourism promotion processes, and historical background of uMkhosi weLembe.

The structured and semi-structured questions in the survey questionnaire addressed the requirement for content validity as they aligned with the chosen topic and emanated from the objectives of the study such that the questions in *Section 2* related to the strategies for promoting cultural tourism events, the questions in *Section 3* covered the aspect of policies that guide the planning and hosting of cultural events, the questions in *Section 4* dealt with the role of cultural events in promoting tourism activities, and the questions in *Section 5* addressed issues that related to factors that influence people's perception of cultural events as a tourism promotion strategy.

All the items in the questionnaire were thus informed by the literature and therefore addressed the intention to measure the construct of interest from a scholarly platform.

3.10.2 Internal reliability

The researcher tested the internal reliability of the survey questionnaire to determine its relevance and applicability as a quantitative data collection instrument (Pietersen & Maree, 2016). Internal reliability is sometimes referred to as internal consistency. This means that when different items are used to measure a certain construct, they should generate a high degree of similarity among themselves because they intend to measure one common construct. Thus internal reliability can be achieved by a high degree of similarity (Pietersen & Maree, 2016). In this study, the Cronbach's alpha coefficient was used to measure internal reliability. Cronbach's alpha coefficient is a statistical technique that is used to measure the internal consistency of the responses (Pietersen & Maree, 2016). Procedurally, if the items strongly correlate with one another, their internal reliability will be interpreted as high and their internal consistency will be close to 1 or 0.90. If there is poor formulation of items and they do not strongly correlate, the Cronbach's alpha coefficient will be close to zero. This measurement technique can be interpreted in terms of the guidelines where 0.90 denotes high reliability, 0.80 denotes moderate reliability, while 0.70 denotes low reliability.

Different degrees of reliability can be generated during data collection depending on what the measurement technique intends to measure. In most applications internal reliability estimates of 0.80 are considered as acceptable, while those lower than 0.60

are considered to be unacceptable (Pietersen & Maree, 2016). The results of the current study indicated acceptable internal reliability or consistency as the Cronbach's alpha coefficient was 0.80.

3.11 Analysis of data

Data analysis is defined as a process whereby data is broken up into themes and/or sub-themes, patterns, trends, and relationships (Mouton, 2008: 108). Based on the nature of the research approach, the data analysis processes in this study comprised both quantitative and qualitative techniques and procedures. This section thus commences with a discussion of the quantitative data analysis techniques and procedures that were adopted, followed by a discussion of the qualitative data analysis techniques and procedures.

3.11.1 Analysis of quantitative and qualitative data

This study adopted a descriptive quantitative data analysis approach. The quantitative data that were extracted from the survey questionnaires were scrubbed, coded, and captured using a Microsoft Excel spreadsheet. Thereafter, the data were transferred to the Statistical Package for the Social Sciences [SPSS v. 27] software for statistical analysis. The SPSS enabled the generation of frequency tables as well as bar graphs and pie charts that were used to present the results as extracted from the data in the survey questionnaire. These results were analysed and interpreted.

The qualitative data were analysed by means of the content analysis process. By definition, content analysis refers to a qualitative data analysis technique that is used to identify, categorise, and summarise the meanings of raw qualitative data into themes (Nieuwenhuis, 2016). In this study, content analysis was used to analyse the data that were collected from 6 officials by means of face-to-face interviews and 119 community leaders and community members by means of a survey questionnaire. The recorded responses that emerged from the in-depth interviews and those that emerged from the unstructured questions were transcribed and typed out verbatim on the interview transcript sheets. The researcher then sifted the meanings embedded in the responses in order to establish the respondents' in-depth understandings and interpretations of their experiences regarding the topic under study. The successive parts of data were classified according to their categories in order to establish a common thread amongst the responses for coding, analysis, and interpretation

purposes. The researcher used direct narrative analysis to demonstrate pure qualitative data analysis with the aim of addressing the research questions and achieving the objectives of the study. Narrative analysis involves qualitative data analysis in a manner that preserves the integrity and narrative value of the data, thereby avoiding data fragmentation. This involves ensuring fair representation of the respondents' attitudes and opinions regarding the phenomenon under investigation (Snyman, 2016). In this dissertation the direct words of the respondents and participants are used to illuminate their attitudes and perceptions regarding the uMkhosi weLembe event and its potential for tourism promotion within the study area.

3.12 Presentation of results

In order to provide a clear understanding of pure descriptive data, a series of data is presented in frequency tables, bar graphs, and pie charts in this dissertation. Frequency tables are presented to illustrate frequency counts of the responses in order to present the values in the tables regarding the actual numbers or categories of frequencies and percentages. Bar graphs are used to present countable but not continuous data. Moreover, pie charts are used to present a few variables as Pietersen and Maree (2016) affirm that pie charts are suitable when presenting some categories of data.

3.13 Interpretation of results

Interpreting results is an integral aspect of research, and these interpretations are concerned with drawing conclusions based on the analysed data (Verma & Verma, 2006). In other words, interpretation is a vital process whereby the researcher attaches his/her own meaning(s) to the analysed data (Blaxter, Hughes & Tight, 2001). Researchers are cautioned that any misinterpretation of results may result in wrong conclusions and meaningless findings (Sontakki, 2006). In this study the researcher utilised this process to bring her analytical understandings into context and to explain what influenced the findings. In so doing, the researcher fulfilled two fundamental requirements of results interpretation: (1) the analysed data were aligned with the reviewed literature to determine whether the former corroborated or refuted the latter, and (2) the researcher focused on the fundamental aspects of the results in order to address the main research question and achieve the aim of the study.

3.14 Conclusion

In this chapter the methods and procedures that were adopted to address the research questions and achieve the objectives of the study were discussed. Specific attention was paid to the specific paradigm, design, and methods that had been adopted to guide the research techniques in order to achieve the aim of the study. The population from which the sample was drawn, the determination of the sample size, and the sampling methods that were used to select the questionnaire respondents and interview participants were discussed. The methods and instrumentation that were employed for data collection, analysis, and interpretation of results were discussed while their suitability for the study was also explained. The next chapter (Chapter 4) will present the data analysis and the interpretation of the results.

CHAPTER 4

ANALYSIS OF DATA AND INTERPRETATION OF RESULTS

4.1 Introduction

In the previous chapter the methods and procedures that were adopted for data collection and analysis were discussed. The current chapter discusses the analysis of the data and the interpretation of results that emerged from the primary data that had been collected from interview participants and questionnaire respondents. These results aimed to address the research questions and achieve the objectives of the study. The chapter commences with a reiteration of the study objectives to remind the reader what the study sought to achieve. This is followed by the analyses of the data with specific reference to the socio-economic demographics of the respondents, the presentation of results by means of relevant graphs and frequency tables, a discussion of the results in terms of the objectives of the study, meaning making of the findings and what might have influenced them, contextualising the reviewed literature in the context of the findings to confirm support or dispute it, and drawing conclusions based on the findings.

4.2 Reiteration of the objectives of the study

Sub-section 1.3.2 lists four objectives that the study sought to achieve, namely:

- 1) Establish if there were strategies in place that promoted tourism through the uMkhosi weLembe event in KwaDukuza;
- 2) Establish if existing policies effectively guided tourism promotion in KwaDukuza;
- 3) Examine the factors that might enable the uMkhosi weLembe event to become a viable tourism promotion strategy in KwaDukuza; and
- 4) Explore the local community's perceptions of the uMkhosi weLembe event that is annually held in KwaDukuza.

4.3 Analysis of socio-economic demographic data

This section presents an analysis of the socio-economic demographic variables that were deemed important, namely gender, age, social standing, education level, and type of occupation. The data are presented in Table 4.1 and discussed below.

Table 4.1: Socio-economic demographic data

Variable and sub-variables	Frequency	Percentage %
Gender		
Males	59	47
Females	66	53
Total	125	100
Age Category		
18-25	52	42
26-39	30	24
40-59	34	27
60-65	9	7
66 and above	0	0
Total	125	100
Social standing		
Member of the public	104	83
Tourism business owner	3	2
Tourism business personnel	5	4
Municipal personnel	13	11
Total	125	100
Education level		
Primary education	8	6
Secondary education but below matric	27	22
Matric	43	34
Diploma	22	18
Degree	25	20
Total	125	100
Type of occupation		
Unemployed	57	46
Temporarily employed	12	10
Permanently employed	44	35
Self-employed	9	7
Retired	2	2
Other	1	0
Total	125	100
Working in a tourism-related business		
Yes	28	43
No	37	57
Total	65	100

Occupation within KwaDukuza Municipality		
Yes	17	26
No	48	74
Total	65	100

4.3.1 Distribution of the study participants by gender

The gender of the participants was considered important in order to determine which gender category dominated in terms of participation and why this was the case. The data (Table 4.1) indicate that females dominated as study participants study as they constituted 53% of the total number of participants, while males accounted for 47% of the total number of participants. These findings may be attributed to two factors: (1) the total number of females exceeded that of males in the study area; and (2) the majority of females in the study area were not employed at the time of the study (StatsSA, 2016) and this may have resulted in their more ready availability during the data collection period.

4.3.2 Distribution of the study participants by age

The age of the participants was considered an important variable as the researcher wanted to determine which age category(s) dominated in terms of participation in the study and why this was the case. Table 4.1 indicates that there were five age categories. People between 18-25 years constituted the majority (42%), followed by those in the 40-59 year group at 27%, those in the 26-39 year-old-group at 24%, and the 60-65 year-old-group at 7%. Nobody above 66 years participated in the study.

The findings were aligned with population statistics (StatsSA, 2016) as the latter indicated that youths between the ages of 15-34 years constituted the highest percentage (42%) of the study area population while the 65 and above age group accounted for 7% of the total population of the study area. Based on the researcher's observations during data collection, the relatively low response rate of the latter age category (65 and above) may have been triggered by two factors: (1) the fact that the latter age category constituted only 10% of the total population of the iLembe Municipality (StatsSA, 2016; KwaDukuza Local Municipality, 2020/2021); and (2) the fact that the majority of people within the older age category may have been reluctant to participate in the study due to information in the public domain that elderly citizens would be more vulnerable to COVID-19 compared to other age groups.

4.3.3 Distribution of study participants by social standing

Determining the social standing of the participants was considered important to ascertain which social category dominated the participation rate and why this was the case. The findings revealed that the most significant portion (83%) was the community member category. This group was followed by municipal employees at 11%, while tourism business employees accounted for 4% of the total number of study participants. The minority (2%) was those who owned tourism-related businesses. These findings suggest that most people within the study area were not involved in tourism-related activities and this may further suggest that tourism made a relatively low contribution to the economy of the study area compared to other economically viable sectors (StatsSA, 2016).

4.3.4 Distribution of the study participants by education level

The education level of the study participants was considered an important variable to determine which education category dominated in terms of participation and why this was the case. According to the data, the majority (34%) of the participants had a matric [Grade 12] certificate. Those who had a below-matric high school education were 22% followed by 20% who had university degrees. Those who had diploma certificates constituted 18% while those who did not study beyond primary school level accounted for 6% of the total number of the study participants. The finding that the category with a matric certificate dominated in terms of participation was supported by the StatsSA (2016) data that people with matric constituted the highest percentage (34%) of the total population of the study area at the time.

4.3.5 Distribution of the study participants by type of occupation

The occupation status of the participants was considered important to determine the rate of those who worked in the tourism-related field for two reasons: (1) to determine the employment rate within the study area; and (2) to ascertain the contribution of tourism toward employment rate of the study area. The data (Table 4.1) indicated that 48% (46% unemployed and 2% retired) of the study participants was unemployed whereas 52% was employed on a permanent basis. These rates were followed by those who were employed on a temporary basis at 10%, while 7% of the total number of study participants was self-employed. Those who were retired accounted for 2%. It was interesting, although a relatively low percentage was reflected, to discover that those who were employed in tourism-related enterprises accounted for 43% compared

to those (57%) who were employed in other sectors. However, those who were employed by the KwaDukuza Local Municipality were in the minority (26%) compared to those (74%) who were not employed by the municipality. Against this backdrop, it could be said that the employment rate within the study area was relatively high as there was a slight difference (4%) between those who were employed (52%) and those who were unemployed (48%). Furthermore, it was concluded that the tourism sector contributed toward the employment rate in the study area as 43% of the total number of study participants was employed in tourism-related enterprises.

4.4 Analysis and interpretations related to objective 1 of the study

The first objective of the study was to establish if there were strategies in place to promote tourism by means of the uMkhosi weLembe event in KwaDukuza. In order to achieve this objective, questions were posed differently based on the social standing and capabilities of the official and community respondents to ensure appropriate responses. For instance, the officials were expected to identify the strategies whereas other participants were expected to reveal their *awareness* of such strategies. The findings in terms of community members' awareness regarding strategies for promoting uMkhosi weLembe in KwaDukuza are presented in Figure 4.1.

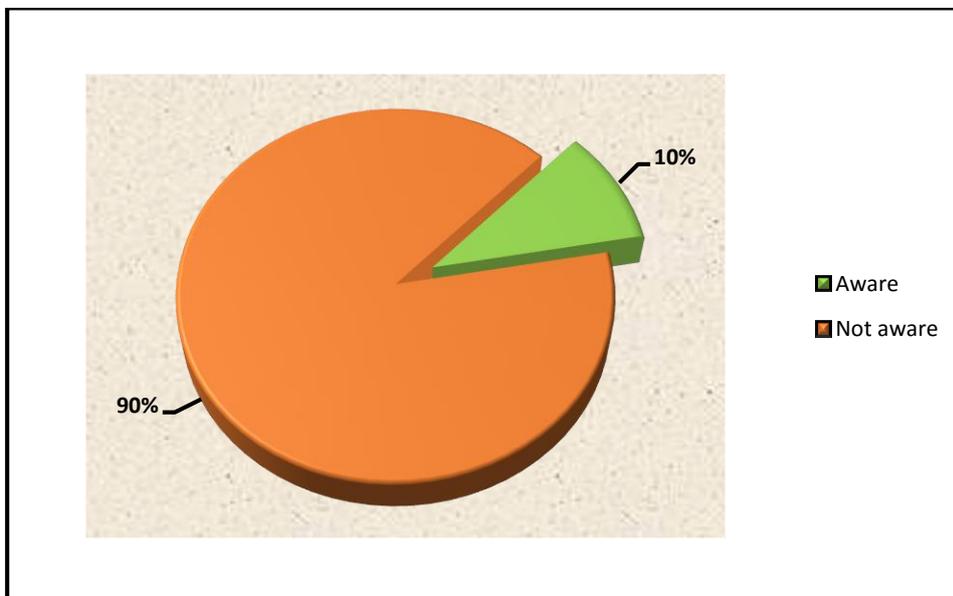


Figure 4.1: Awareness of strategies for the promotion of tourism through the uMkhosi weLembe event in KwaDukuza

The data as presented in Figure 4.1 indicated that a significant portion (90%) of the participants (n=125) was not aware of any strategies aimed at promoting tourism through uMkhosi weLembe. Only 10% of the total number of the participants was aware of such strategies. Based on these findings, it may be safe to say that community members in the study area were not aware of any strategies aimed at promoting tourism through uMkhosi weLembe. Li (2006) attests to the fact that most local people within the South African context do not participate in tourism development activities even if they are undertaken in the proximity of these communities. In line with Li's assertion, Tosun (2000) and Nyaupane, Morais and Dowler (2006) assert that lack of community awareness of tourism initiatives is as a fundamental barrier to effective local community participation in tourism development activities.

When asked to identify strategies aimed at promoting tourism through the uMkhosi weLembe event in the KwaDukuza Municipality, the officials acknowledged the availability of such strategies:

"We do have both tourism and communication strategies that are aimed at promoting tourism through uMkhosi weLembe" (Tourism and Marketing Officer, Enterprise iLembe).

A similar sentiment was shared by another respondent who stated:

"There are strategies enacted at national level and adopted by the municipality aimed to promote tourism through uMkhosi weLembe. For example, the National Responsible Tourism Strategy, Framework for Registration of Tourism Businesses, and the Framework for Community Participation. These strategies make provision for the promotion of tourism in the Republic of South Africa and for further regulation and rationalisation of the tourism industry, measures aimed at the maintenance and enhancement of the standards of facilities and services hired out or made available to tourists; and the co-ordination and rationalisation, as far as practicable, of the activities of persons who are active in the tourism industry" (Economic Development Planning Officer: KwaDukuza Municipality).

The participants (n=125) were asked to share their perceptions regarding the popularity of the uMkhosi weLembe event in KwaZulu-Natal. The response rate in this regard is presented in Figure 4.2 below.

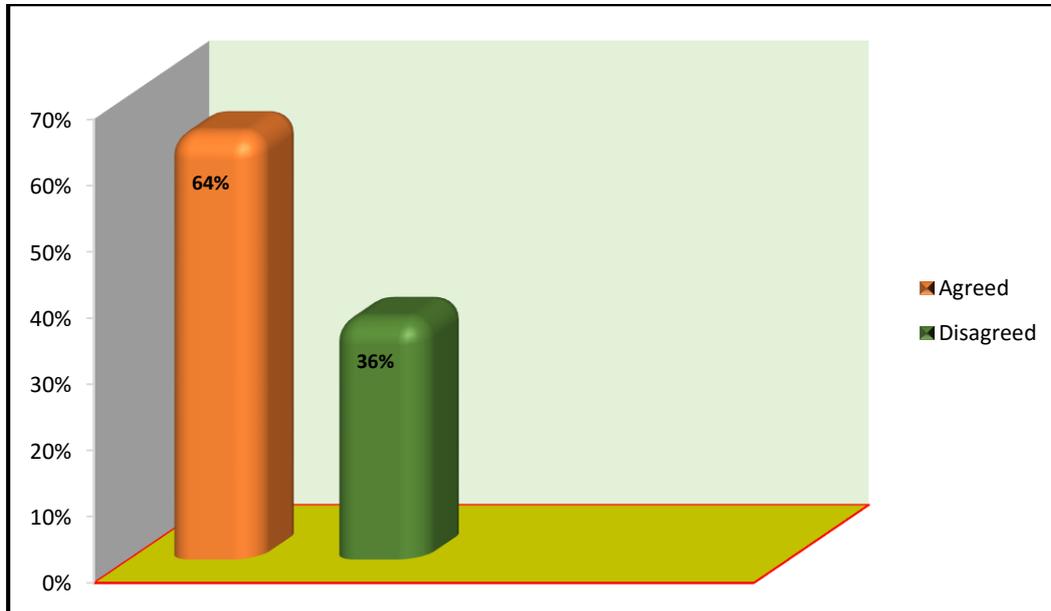


Figure 4.2: Popularity of the uMkhosi weLembe event in KwaZulu-Natal

As presented in Figure 4.2, the majority (64%) of the participants agreed that uMkhosi weLembe was the most popular event in KwaZulu-Natal, while the minority (36%) did not agree. Based on the response rate, it was concluded that uMkhosi weLembe was the most popular event in KwaZulu-Natal. However, it must be acknowledged that this could have been a biased perception as all the participants resided in the study area and many may not have been aware of any other similar events held across the province. They may also have been biased based on their pride in this event which is annually held in the area where they reside.

When asked to state their reasons for perceiving uMkhosi weLembe as the most popular event in KZN, the participants argued that the event attracts numerous international and domestic tourists who are interested in cultural heritage tourism as it is associated with commemorating the heroism of a prominent historical figure, the erstwhile King of the Zulu Nation, King Shaka kaSenzangakhona. As a supplementary question, the participants were asked if they were aware of other cultural activities that promote tourism in KwaDukuza except uMkhosi weLembe. A significant portion (66%) revealed no knowledge of such events while 34% revealed awareness of other events. In line with this finding, the United Nations World Tourism Organization Report on

Tourism and Culture Synergies [UNWTORTCS] (2018) reveals that cultural heritage tourism has had an estimated annual increase of 15% in the past decade and accounts for at least 39% of global tourism. Apparently, the cultural heritage tourism growth rate has surpassed those of numerous other sub-sets within the global tourism industry (Viljoen & Henama, 2017).

It is interesting to note that those who revealed their awareness (34%) of other activities mentioned the Beach Festival, the Ballito Pro Surfing competition, Luthuli Fun Run (Luthuli Memorial Walk), the Winter Fair, the Maskandi Festival, and picnic events as some of the activities that promote tourism in KwaDukuza apart from uMkhosi weLembe.

It was also important to determine platforms through which uMkhosi weLembe is marketed to draw potential visitors and tourists. This was done by providing the participants with a list from which they had to select media platforms that were considered most effective in marketing uMkhosi weLembe. The results are presented in Table 4.2 below:

Table 4.2: Platforms for marketing uMkhosi weLembe to draw potential visitors/tourists

Response	Frequency	Percentage
Radio	101	39
Television	59	23
Newspapers	68	26
Social media	22	8
Bill boards	8	3
Brochures	3	1
Other	0	0
Total	261*	100

*Some respondents selected more than one response

Radio was the most used platform for marketing uMkhosi weLembe as the rate for this platform was 39%, followed by newspapers at 26%. Third was television at 23% while social media was the fourth most used platform for marketing uMkhosi weLembe at 8%, which was an interesting finding considering the prevalence of social media in

both urban and rural areas. Those who considered billboards as a marketing platform were only 3%, while those who viewed brochures as the most used platform to market uMkhosi weLembe accounted for only 1%. Based on the multiple platforms through which uMkhosi weLembe was deemed to be marketed, the majority (60%) felt that uMkhosi weLembe was adequately promoted. However, 40% felt that the Department of Arts and Culture was not doing enough to promote the event.

In view of the above findings, it may be deduced that there were various strategies in place that aimed to promote tourism through the uMkhosi weLembe event in the study area. However, it was obvious that there was lack of awareness among community members regarding these strategies. This suggests that there is a need to launch community outreach campaigns championed by all relevant stakeholders, including members of the local community, to market and promote such an important cultural event and also others in the study area.

Based on the findings, it may safely be concluded that KwaDukuza may become one South Africa's most attractive tourist destinations as there are numerous activities in the area that have great potential to attract people who are interested in different tourism niches, including cultural heritage tourism. uMkhosi weLembe is an event that falls within the cultural heritage tourism niche and is mostly marketed through radio, newspapers, and television. Surprisingly, social media was not seen as an effective platform to market uMkhosi weLembe, and this could be remedied by devising creative and effective social media marketing initiatives, especially among the youth who are known to be well versed in the use of social media platforms, as various studies (Lai & Shafer, 2005; Donohoe & Needham, 2008; Sangpikul, 2010) have indicated. These authors argue that it is an accepted fact that social media (particularly the Internet and platforms such as WhatsApp, Facebook, and Twitter) are the most widely used and cheapest modern-day marketing platforms in the tourism industry. Nonetheless, there was a general perception that uMkhosi weLembe was being well promoted.

4.5 Analysis and interpretations related to objective 2 of the study

The second objective of the study sought to establish if there were adequate policies in place that guided tourism promotion in KwaDukuza. To achieve this objective, the researcher separated questions into those that were directed at the officials based on their capabilities and/or expertise, and those that were directed at community leaders

and community members residing in the study area to assess whether they were knowledgeable about such policies. In short, a similar question presented in different versions (structured question in the survey questionnaire) and (unstructured question in the interview schedule) were asked from the participants of the study. Policies are basically designed and implemented to address problems and issues that threaten the well-being of citizens (De Vries, 2006). It is therefore important that all relevant stakeholders participate in policy-making processes based on their level of expertise and capacity (De Vries, 2006). Against this background, the questionnaire participants (community members residing in the study area) were asked whether they participated in policy-making processes or not. The data are presented in the Table 4.3 below.

Table 4.3: Participants’ participation in policy-making processes

Response	Frequency	Percentage
Yes	21	17
No	104	83
Total	125	100

The findings indicated that a significant portion (83%) of the participants did not participate in policy-making processes in the KwaDukuza Municipality. Those who confirmed their participation in this regard accounted for only 17%. One of the official respondents explained this low rate of participation as follows:

“Since it is impossible to invite all community members, we always ensure that community leaders such as chiefs and ward councillors participate on behalf of their respective communities in every community development-related discussion, including those that are related to tourism policies” (Municipal Economic Development Planning Manager).

Based on the findings a twofold conclusion could be drawn: (1) those who agreed that they participated in policy-making processes were community representatives; and (2) community members in the KwaDukuza Municipality participated in policy-making processes by virtue of their representatives. Perhaps the reason that so many respondents (83%) held a negative view regarding their participation in policy-making processes resulted from the fact that their community representatives did not share information with them by means of minutes of meetings, discussions, or information

pamphlets. There was thus evidence of a communication gap between residents and the municipal officials as well as their representatives.

As a follow-up to the preceding question, the participants were asked to reveal their awareness regarding tourism policies adopted by the KwaDukuza Municipality. As may be expected from the responses to the preceding question, the majority (96%) was not aware of any such policies, while only 4% confirmed their awareness in this regard. It is most likely that those in the minority (4%) who confirmed their awareness were community representatives and officials. Those who were aware (4%) of policies guiding tourism were asked if there was any need for these policies to be improved or not. Interestingly, they shared the sentiment that there was a need for improving tourism policies adopted by the KwaDukuza Municipality. One of the officials, who was an interview participant, stated:

“Perhaps some policies and strategies used to promote events with great potential for attracting numerous tourists and enhancing economic growth such as uMkhosi weLembe need to be reviewed and improved frequently to align with the needs and expectations of all stakeholders including the municipality, adjacent communities, and visitors” (Assistant Director: KwaZulu-Natal Department of Arts and Culture).

Stating a similar perspective, a community member said:

“Most inhabitants of the KwaDukuza Municipality like myself never benefited from uMkhosi weLembe. We were never informed how the revenue generated from the event was distributed. Our understanding is that the event is staged with the aim of benefiting government officials and their families and friends” (Community member of the study area).

In view of the above responses, the study concludes that there are policies guiding tourism promotion in KwaDukuza Local Municipality. However, those who pull the strings for this event, be it planning, organising, or implementing tourism policies, need to conduct regular monitoring and evaluation campaigns to assess the effectiveness of these policies and the impact they have on revenue generation for the benefit of the community. This could also assist in identifying potential shortfalls and other factors that might improve the effectiveness of the policies.

When the study was conceptualised, it seemed important to determine if there was adequate capacity to stimulate tourism activities in the KwaDukuza Municipality area. George (2017) argues that factors such as physical infrastructure and the local community's attitude towards tourists may stimulate or derail tourist turnout. It was thus important to find out if the municipality had the capacity to stimulate tourism activities. To address this concern, the participants were asked if there was the necessary infrastructure and transport facilities and if there was the necessary ambience for tourism development in the municipality. The responses are summarised in Table 4.4.

Table 4.4: Availability of infrastructure and amenities to stimulate tourism growth

Response	Frequency	Percentage
Yes	59	47
No	66	53
Total	125	100

There was a slight difference between those who agreed (47%) and those who disagreed (53%) that KwaDukuza Municipality had adequate amenities to stimulate tourism. Therefore, although the necessary amenities might not be adequate for the growth of tourism in the KwaDukuza Municipality area, the results suggest that the potential for tourism growth exists as it is regarded as an important stimulant for economic development in this area (StatsSA, 2016).

4.6 Analysis and interpretations related to objective 3 of the study

The third objective of the study was to identify and examine the factors that might render the uMkhosi weLembe event viable as a tourism promotion strategy in KwaDukuza. This meant that the study had to identify and scrutinise the factors that could enable uMkhosi weLembe to serve as impetus for tourism activities in KwaDukuza. To achieve this objective, it had to be determined if KwaDukuza was perceived as an ideal tourist destination, if uMkhosi weLembe appealed to people of different age groups, which activities and experiences were most enjoyed during the uMkhosi weLembe event, and whether safety protocols were adequately adhered to during the celebrations. The findings are unpacked in the following discussions.

Table 4.5: Perception rate of KwaDukuza as a tourist destination

Response	Frequency	Percentage
Yes	77	62
No	48	38
Total	125	100

The data indicated that the majority (62%) of the participants perceived KwaDukuza as a viable tourist destination while 38% felt that it was not. In view of these findings, it may be concluded that KwaDukuza is considered as a viable tourist destination. As a supplementary question, the participants were asked to state their reasons for perceiving KwaDukuza as a viable tourist destination, and some of the responses are quoted below:

“KwaDukuza has numerous amenities that could attract tourists such as beautiful and safe beaches and many recreation facilities” (A community member).

Likewise, another respondent said:

“KwaDukuza is considered a tourist destination as its economy relies mostly on tourism generated revenue. Amongst the popular attractions within the municipality are the King Shaka monument and the Chief Albert Luthuli Museum” (Tourism and Marketing Officer: Enterprise iLembe).

In view of the findings, it may safely be said that the KwaDukuza Municipality has great potential for attracting both international and domestic tourists due from its various amenities and attractions. The data regarding the attractiveness of the uMkhosi weLembe event for different age groups are presented in Figure 4.3 below:

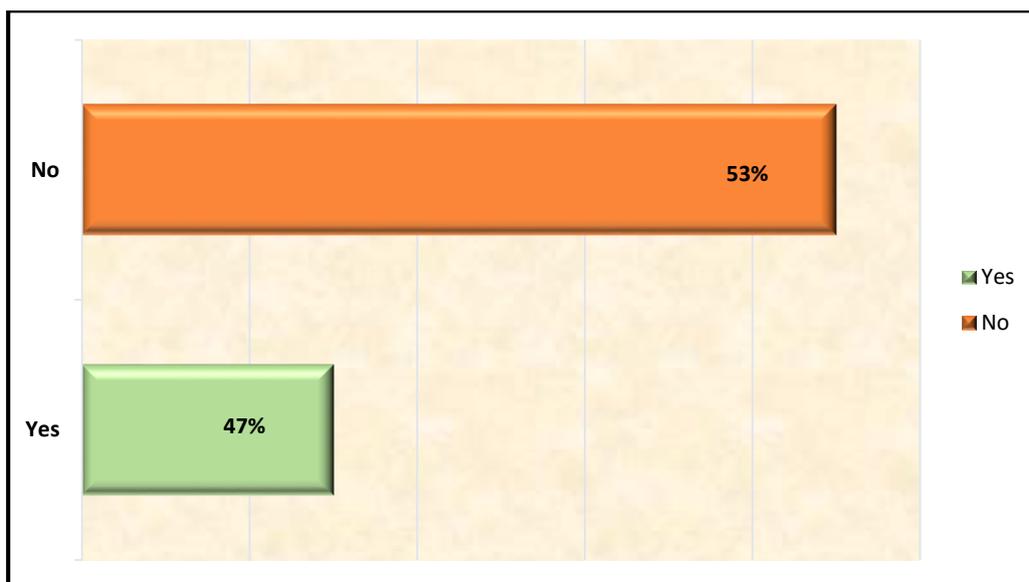


Figure 4.3: Attractiveness of uMkhosi weLembe for all age groups

The data (from both questionnaire participants and interview respondents) revealed that the majority (53%) did not perceive that the uMkhosi weLembe event attracted all age groups while 47% perceived the event as attended by people of all ages. A common reason for not regarding the event as attractive for all age groups was that the study participants stated that few youths, especially males, attended the event. The participants were provided with a list of choices from which to select the activities and experiences that they deemed most enjoyable during the uMkhosi weLembe event, and the findings are presented in Table 4.6 below:

Table 4.6: Most enjoyable activities and experiences during the uMkhosi weLembe event

Response	Frequency	Percentage
Colourful traditional attire	80	29
Traditional music and dance	73	26
Speeches	41	15
Traditional food	45	16
Safety and order	29	11
Other	8	3
Total	276*	100

*The participants could select more than one option

The data indicated that the majority (29%) of the participants perceived the wearing of colourful traditional attire as the most enjoyable experience. This was followed by those (26%) who believed that traditional music and dance were most enjoyed by the attendees, while the portion that rated traditional food as the most enjoyable experience during the event accounted for 16%. Those who believed that the speeches were highly enjoyable accounted for 15%. Only 11% rated safety and order as a feature that attracted tourists to the event while only 3% highlighted other experiences and activities that might be found enjoyable by tourists, such as the ambience, artefacts, and the hospitality of the local community. In total, all the activities and experiences during the uMkhosi weLembe event were rated as attractive and enjoyable to some degree. Various authors such as Ivanovic (2008), Jimura (2011) and Timothy (2011) concur that domestic and international visitors travel to specific communities, regions or institutions outside their host communities to experience authentic lifestyles, history, artefacts, gastronomy, architecture, clothing, and music. The data in terms of adherence to safety protocols are presented in Figure 4.4 below:

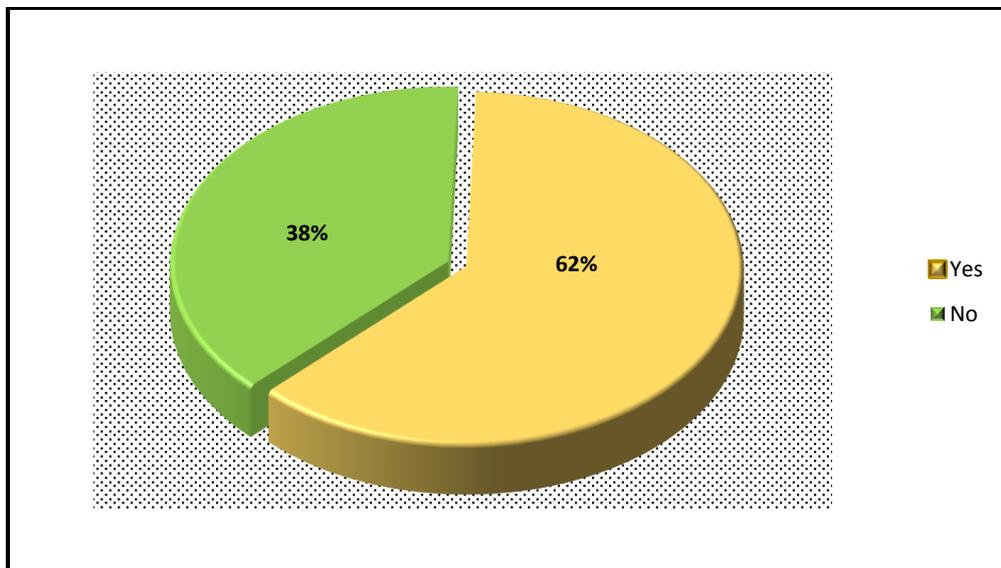


Figure 4.4: Perceptions of effective adherence to safety protocols during uMkhosi weLembe

The data indicated that the majority (62%) of the participants (n=125) were of the view that safety protocols were adhered to during the uMkhosi weLembe event. Those who held a contrary view in this regard constituted 38%. When asked to state reasons for

their response, some of those who agreed (62%) mentioned police visibility and hospitality as reasons for feeling safe during the event:

“Police officers are always visible during the event” (Tourist Information Officer: KwaDukuza Municipality).

“Inhabitants of the municipality and surrounding areas are hospitable towards tourists as they know that ill-treatment of tourists may result into the country’s bad image and decreased tourist inflow, and subsequently impact negatively on the already wobbling economy of the country” (Local business person).

It may thus be safely said that safety and security were among the top priorities during the uMkhosi weLembe event and that this is one of the factors that will render this event as a viable tourism promotion strategy in KwaDukuza. Overall, the availability of attractive amenities and other tourist attractions in the area, enjoyable activities and experiences during the uMkhosi weLembe event, and safety and security features are factors that will make this event a strong tourism attraction in the KwaDukuza Local Municipality.

4.6 Analysis and interpretations related to objective 4 of the study

Objective 4 of the study intended to explore the local community’s perception of uMkhosi weLembe and questions directed mainly at community members were thus formulated. The participants (n=119) were provided with statements that had to be assessed according to a five-point Likert scale as they were expected to express their levels of agreement, uncertainty, or disagreement according to this scale. The data are presented in Table 4.7 below.

Table 4.7: Community members’ perception of uMkhosi weLembe

Statement	Strongly agree		Agree		Neutral		Disagree		Strongly disagree		Total	Percentage
		%		%		%		%		%		
The local community has a negative attitude	10	8.4	12	10.1	29	24.4	43	36.1	25	21	119	100

toward uMkhosi weLembe												
The local community has a positive attitude towards uMkhosi weLembe	29	24.3	47	39.4	30	25.2	11	9	2	2	119	100
The local community of KwaDukuza attends the uMkhosi weLembe event every year	27	23	34	29	43	36	12	10	3	2	119	100
The local community of KwaDukuza attends uMkhosi weLembe in large numbers	26	22	38	32	34	29	18	15	3	2	119	100
The local community's tourism-related businesses benefit from uMkhosi weLembe	15	13	29	24	47	39	20	17	8	7	119	100
Community leaders of KwaDukuza attend uMkhosi weLembe	35	29	53	45	21	18	7	6	3	2	119	100
UMkhosi weLembe is a sacred traditional and cultural event	50	42.1	29	24.3	22	18.4	13	11	5	4.2	119	100
UMkhosi weLembe has the potential to become an	54	45	42	35	15	14	3	2	5	4	119	100

important tourism promotion strategy in KwaDukuza												
UMkhosi weLembe has the potential to become one of South Africa's most popular events	53	45	44	37	15	13	4	3	3	2	119	100
UMkhosi weLembe attracts visitors from different places	55	46.2	47	39.4	11	9.2	1	1	5	4.2	119	100
The spectacle (appeal, visual displays, and performances) of uMkhosi weLembe is the main attraction for attendees	40	34	52	44	15	13	9	7	3	2	119	100
UMkhosi weLembe evokes a sense of belonging and national pride among attendees	63	53	40	34	13	11	1	1	2	1	119	100

The data (Table 4.7) indicated that the majority (57%) of the participants generally disagreed (36.1% disagreed and 21% strongly disagreed) that the local community had a negative attitude towards uMkhosi weLembe. Those who agreed (8.4% strongly agreed and 10.1% agreed) that the local community had a negative attitude towards uMkhosi weLembe accounted for 19%, while those who were uncertain in this regard accounted for 24%. It was therefore concluded that the local community of KwaDukuza had a positive attitude towards uMkhosi weLembe. This was confirmed when a significant portion (64%) of the participants agreed (24.3% strongly agreed and 39.4%

agreed) that the local community had a positive attitude towards uMkhosi weLembe. Those who disagreed accounted for 11% (9% disagreed and 2% strongly disagreed), while those who were uncertain in this regard accounted for 25% of the total number of the participants.

The majority (52%) of the participants affirmed (23% strongly agreed and 29% agreed) that the local community of KwaDukuza attended uMkhosi weLembe every year. Those who disagreed (10% disagreed and 2% strongly disagreed) constituted only 12%, while those who were uncertain regarding community attendance levels of the event accounted for 36% of the total number of the participants. It may therefore safely be said that the local community of KwaDukuza attended the uMkhosi weLembe event. This was confirmed when the majority (54%) of the participants (22% strongly agreed and 32% agreed) affirmed that the local community of KwaDukuza attended the event in large numbers, while 17% disagreed (15% disagreed and 2% strongly disagreed). Those who were uncertain accounted for 29% of the total number of the participants.

It was interesting to note that the participants felt that local businesses benefited from the uMkhosi weLembe event as the majority (37%) agreed (13% strongly agreed and 24% agreed) that this was the case. Those who disagreed (17% disagreed and 7% strongly disagreed) constituted 24%, while those who were uncertain regarding the impact of the event on businesses accounted for 39% of the total number of the participants. A recent report by StatsSA (2019) confirms that the tourism sector has been the lifeblood for numerous of South Africa's small, medium and micro enterprises [SMMEs] that also contribute significantly to the country's economy. The study found that uMkhosi weLembe attracted community leaders such as Amakhosi, Izinduna, and ward councillors. The participants who affirmed this statement accounted for 74% (29% strongly agreed and 45% agreed). Those who held a contrary view (6% disagreed and 2% strongly disagreed) accounted for only 8%, while 18% of the respondents was uncertain whether uMkhosi weLembe attracted community leaders or not.

It was evident that the participants were not sure whether the community members of the study area participated in the planning and management of the uMkhosi weLembe event. However, this statement was affirmed by the distribution of the responses as

those participants who held a neutral stance turned out to be the majority (37%) as opposed to those who agreed (35%) and disagreed (28%) with this statement. As highlighted in the preceding section (see discussion under section 4.5), perhaps the problem could be laid at the door of the community representatives who did not share the minutes of meetings or at least information generated by these meetings with other stakeholders such as the communities they represented.

The study found that uMkhosi weLembe was perceived as a sacred traditional and cultural event as the majority (66.4%) of the participants agreed (42.1% strongly agreed and 24.3% agreed) that it was highly revered by the community. Those who felt differently (11% disagreed and 4.2% strongly disagreed) accounted for 15.2%, while those who held a neutral standpoint in this regard accounted for 18.4% of the respondents.

Based on the generally positive perceptions of the community members the study concludes that the uMkhosi weLembe event has the potential to become an important tourism promotion strategy for the KwaDukuza area, particularly as 80% of the participants affirmed (45% strongly agreed and 35% agreed) that uMkhosi weLembe could attract many tourists to KwaDukuza. Only 6% of the participants disagreed (2% disagreed and 4% strongly disagreed) with this statement. Those who were uncertain regarding the potential of uMkhosi weLembe as a tourism promotion strategy for the KwaDukuza area constituted only 14% of the total number of the participants.

Likewise, the majority (82%) of the participants (45% strongly agreed and 37% agreed) felt that uMkhosi weLembe had the potential to become one of the most popular events in the country. Those who disagreed with this statement (3% disagreed and 2% strongly disagreed) constituted only 5%, while those who held a neutral stance with regard to this statement accounted for 13% of the total number of the participants. The study also found that uMkhosi weLembe was perceived as an event that attracted visitors from different parts of the country as a significant portion (86%) of the participants agreed (46% strongly agreed and 39%) with this statement. Those who disagreed (1% disagreed and 4% strongly disagreed) constituted only 5% whereas those who were uncertain in this regard accounted for a mere 9% of the total number of the participants.

Based on the data of community members of KwaDukuza, it was found that attendees of uMkhosi weLembe were attracted mainly by its appeal, visual displays, and live performances during the event. The data showed that a significant portion (78%) of the participants confirmed (34% strongly agreed and 44% agreed) this positive perception, whereas only 9% disagreed (7% disagreed and 2% strongly disagreed). Those who were uncertain regarding this statement accounted for 13% of the total number of the participants. Based on the perception of the community members, the study also found that uMkhosi weLembe evoked a sense of belonging and national pride among the attendees. The response distribution confirmed this finding as a significant portion (87%) of the participants concurred (53% strongly agreed and 34% agreed), while only (2%) of the participants disagreed (1% disagreed and 1% strongly disagreed). Those who held a neutral standpoint regarding the perception concerned constituted 11% of the total number of the participants.

4.7 Conclusion

The aim of the study was to establish the potential of uMkhosi weLembe as a strategy for promoting tourism in KwaDukuza. This chapter presented the data and the interpretation of the results that assisted the researcher to address the research questions and thus to achieve the objectives and ultimately the aim of the study. In terms of the objective 1, the study found that there were indeed strategies in place to promote tourism through the uMkhosi weLembe event in the study area. These strategies that guide cultural events are generally enacted at national level and then adopted at local municipality level. In KwaDukuza, these local strategies aimed to promote tourism by means of the uMkhosi weLembe event. For instance, municipalities adopt numerous legislative frameworks and strategies that make provision for the promotion of tourism within the Republic of South Africa. These include the National Responsible Tourism Strategy, the Framework for the Registration of Tourism Businesses, and the Framework for Community Participation. However, the community members who participated in the study were not aware of these strategies while only the officials could speak knowledgeably of them, or some of them. Based on this finding, the study suggests that there is a need to launch community outreach campaigns that will be championed by all relevant stakeholders, including members of the various communities in the KwaDukuza area.

With regard to the second objective, the study found that there were policies guiding tourism promotion in the KwaDukuza Local Municipality. However, those people who participated in the planning, organisation, and implementation of these tourism policies need to conduct regular monitoring and evaluation campaigns to assess the effectiveness of existing policies on the intended audience.

In terms of the third objective, the study asserts that the KwaDukuza Municipality has great potential for attracting both international and domestic tourists due to the amenities and attractions in the area. In addition, there are numerous activities and experiences that could be marketed to attract visitors to attend the uMkhosi weLembe event which includes, inter alia, colourful traditional costumes, traditional music and dances, speeches, traditional food, safety and security, and an enjoyable ambience. Moreover, safety protocols were observed during uMkhosi weLembe and there was evidence of police visibility, which should ensure tourists of their safety during the event. All these factors will ensure that the uMkhosi weLembe event, when properly and widely marketed, will draw many more tourists and it may thus become a tourism promotion strategy for the KwaDukuza area.

When exploring the local community's perceptions of uMkhosi weLembe to address the fourth objective of the study, it was found that the majority of the study participants, which included a large portion of local community members, viewed this event in a positive light. It was found that not only the local community but also community leaders attended the event and that local businesses benefited from it. The study also found that community leaders in the study area participated in the planning and management of the event on behalf of the community. However, these community leaders did not share information and details of the event with other inhabitants and this caused a serious lack of knowledge about it among the community. It was also found that the uMkhosi weLembe event was perceived as a sacred traditional and cultural event and that it has the potential to become a leading tourism promotion strategy to entice tourists from far and wide to visit the area and attend the uMkhosi weLembe event that is annually held in KwaDukuza.

The study found that uMkhosi weLembe attracts visitors from far and wide. It was found that the attendees of uMkhosi weLembe were attracted mainly by its cultural and historical appeal, visual displays, and live performances that evoked a sense of

belonging and national pride in the local attendees. Based on the findings, the study concludes that the uMkhosi weLembe event has the potential to become a viable strategy for promoting tourism in KwaDukuza. However, the fact that it was difficult to execute all the intended interviews and questionnaire exposure as well as the researcher's observations during the data collection period confirmed that the COVID-19 pandemic had an adverse impact on the potential response rate.

CHAPTER 5

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter summarises the study and draws conclusions based on the analysis of the data which was a process that served to address the objectives of the study. Recommendations are made based on the findings that were intended to address the research questions and achieve the aim and objectives of the study. The study limitation(s) are highlighted and a suggestion for future empirical research is offered.

5.2 Summary of the study

This dissertation comprises of five chapters. The first chapter presented the orientation to the study, unpacked the background to the problem under investigation, presented the problem statement, elucidated the aim, objectives and the research questions, provided definitions of key concepts, discussed the ethical issues that were considered important, and presented a summary of the structure of the dissertation. Chapter 2 (Literature review) presented a review of related literature that was relevant to the chosen topic and that informed the objectives of the study while the theoretical framework that guided the study was also unpacked. In summary, Chapter 2 contained the following sub-headings: strategies for promoting cultural tourism events, policies guiding cultural tourism events, events as a catalyst for tourism promotion, factors that influence people's perception of cultural events as a tourism promotion strategy, local community involvement in tourism promotion, the history of uMkhosi weLembe, and the theoretical framework that informed the study.

In Chapter 3 (Research methodology and procedures) the methods and procedures that were employed for the collection and analysis of the data were presented, while Chapter 4 (Analysis of data and interpretation of the results) presented the data, data analysis, and the interpretation of the results with the foci being on addressing the objectives and the research questions and, ultimately, to achieve the aim of the study. The current chapter (Chapter 5) presents a summary of the study and the main conclusions based on the interpretation of the results. Recommendations are also offered based on the findings of the study that emerged from the analysis of data from the survey questionnaires and interview schedules.

5.3 Conclusions and recommendations

The aim of the study was to establish the potential of uMkhosi weLembe as a strategy for promoting tourism in KwaDukuza. The previous chapter (Chapter 4) dealt with the analysis of the data and interpretation of the results in order to address the research questions and achieve the objectives and aim of the study. The following conclusions were drawn based on the findings that emerged from the data. These findings are presented in relation to the objectives of the study.

In terms of the first objective, it was concluded that some strategies were in place to promote tourism in the study area and that the uMkhosi weLembe cultural event was instrumental in achieving this purpose. This conclusion was reached because various official strategies had been enacted at national level had been adopted by the KwaDukuza Local Municipality to promote tourism, and it became clear that the uMkhosi weLembe event had achieved some level of success in this regard. For instance, the KwaDukuza Municipality utilised the National Responsible Tourism Strategy, the Framework for the Registration of Tourism Businesses, and the Framework for Community Participation, all of which make provision for the promotion of tourism within the Republic of South Africa. However, based on the findings that were presented and discussed in the previous chapter, it was found that community members in the study area were not aware of these strategies to promote tourism. A main recommendation will be made in this regard at the end of this section.

In terms of the second objective, it was concluded that although policies existed that guided tourism promotion in the KwaDukuza Local Municipality, a lack of monitoring and evaluation initiatives limited the potential of the uMkhosi weLembe event to achieve greater recognition and popularity and thus to draw more tourists to the area. Therefore, those who are part of planning, organising, and implementing tourism policies need to conduct regular monitoring and evaluation campaigns to assess the effectiveness of the policies they adopted and their impact of on the intended audience.

In terms of the third objective, the study concluded that the KwaDukuza Municipality has great potential for attracting both international and domestic tourists as its amenities and attractions were deemed to be of a high standard. In addition, the numerous activities and experiences on offer have the potential to draw large crowds

of tourists to attend the uMkhosi weLembe event and whatever the else the region has to offer. In this regard, the attractiveness of the colourful traditional attire the participants and community members wear, the lively traditional music and dances, powerful speeches, delectable and plentiful traditional food, safety and security, and a warm and friendly ambience were highlighted. The study found that safety protocols were observed during the uMkhosi weLembe event as there was high police visibility, while the hospitability of the residents also served as a magnet for visitors. The study thus concluded that the availability of attractive amenities, the lively performances, the gastronomic experiences that visitors will enjoy, and the sense of security and safety that visitors will experience during this cultural event may collectively ensure that it will become a powerful tourism promotion strategy in the KwaDukuza Local Municipality area.

It was found that both local community members and leaders in the KwaDukuza area attended the annual uMkhosi weLembe event with gusto and that local businesses benefitted from this event. The study thus concluded that the role and contributions of local community members living in KwaDukuza had a positive impact on the event. It is thus argued that, because community leaders participate in planning and management processes on behalf of the local community to ensure the success of the uMkhosi weLembe event, it is an enriching and positive experience for residents and, by extension, for visitors. The study also found that the uMkhosi weLembe event was perceived by the community as a sacred traditional event and it was thus concluded that it has the potential to become a well-supported and highly popular tourism promotion strategy that will draw even more visitors to the area of KwaDukuza from far and wide if it is better marketed and promoted on a greater variety of platforms, particularly on social media networks. The latter recommendation is based on the fact that various platforms were used to market the event, but that social media seemed to be marginalised to some extent. Therefore, as social media is the communication platform of entire communities, and particularly of the youth, using them effectively and creatively will extend exposure of the uMkhosi weLembe event to a larger support base.

The study also found that the attendees of the uMkhosi weLembe event were attracted mainly by its cultural and historical appeal, visual displays, and live performances that evoked a sense of belonging and national pride among the community in particular.

All these findings collectively support the conclusion that uMkhosi weLembe has the potential to become a viable and powerful strategy for the promotion of tourism in the KwaDukuza area.

Based on the analysis of data and interpretation of the results, the researcher wishes to offer the following as a recommendation of urgency. Due to the finding that community representatives did not share information or decisions regarding the event under study with other stakeholders, it is strongly recommended that regular community outreach campaigns aimed at assessing the concerns of community members about uMkhosi weLembe and the effectiveness of adopted policies in serving the intended purposes of this event be facilitated. This recommendation is underpinned by the social exchange theory which emphasises the importance of a healthy relationship among all stakeholders of any cultural event in order to promote tourism development.

5.4 Limitation(s) of the study

Based on the participants' views and the researcher's observations during the sampling phase of the study, some inhabitants, especially those who were 65 years and older, were reluctant to participate in the study. These inhabitants felt that a face-to-face survey (which was one of the data collection methods used in the study) was in conflict with COVID-19 restrictions and that not adhering to social distancing regulations would expose them to the virus. The researcher thus argues that participation in the study was limited in terms of age categories as the participation of more elderly residents was adversely impacted by the COVID-19 pandemic. It was therefore considered a limitation to the study that wider age categories could not be recruited, particularly as the views and experiences of the older generation regarding the cultural event under study would have contributed significantly to the richness of the data. An obvious limitation was that the study focused on one cultural event only as a driver of tourism development, while some participants were aware of other events in the study area that could also contribute to tourism development. Although the limited scope of the study could thus be regarded a limitation, the argument was that the historic and cultural value of the event under study would be sufficiently extensive to warrant empirical investigation. This was shown to be a viable decision as the research questions could be answered and the study objective were achieved.

5.5 Area for future research

Although it was concluded that uMkhosi weLembe has the potential to become a viable and powerful strategy for the promotion of tourism in KwaDukuza, the researcher suggests that future empirical research be conducted to establish if other strategies can be set in motion to ensure the sustainability of the uMkhosi weLembe event in the midst of COVID-19 or other impactful pandemics in the KwaDukuza Local Municipality area.

5.6 Conclusion

The chapter provided a brief summary of the entire study. Based on the analysis of the data and the findings that addressed the objectives of the study, various conclusions could be drawn. The researcher also suggested an area for future research to establish if any other strategies may be devised to ensure the sustainability and expansion of the uMkhosi weLembe and similar events in the midst of the COVID-19 or any other impactful pandemics in the study area.

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APPENDICES

APPENDIX A: CONSENT FORM (ENGLISH)

Researcher's and research details:

I am **SIBIYA THEODORAH NOKUZOLA**, a Masters student in the Department of Recreation and Tourism at the University of Zululand. I am conducting a research study on uMkhosi weLembe and tourism promotion. The aim of this study is to establish the potential of uMkhosi weLembe as the strategy to promote tourism in KwaDukuza. The results of this research project are intended to contribute to the recognition, improvement, enhancement and sustenance of tourism events as an identified strategy for tourism promotion.

Note to the participant:

Your participation in this project is voluntary. You have a right to withdraw from or refuse to partake in the research project at any time without suffering negative consequences. There will be no monetary gains from participating in this research project. Both anonymity and confidentiality of respondents are guaranteed. It should take you about 10-20 minutes to completely fill the questionnaire and/or interview schedule.

Consent:

I (Full names of the participant) hereby confirm that I understand the contents of this document and the nature of the research project, and I voluntarily participate in this research project. I am aware that I have a right to withdraw from the research project at any stage, should I feel so.

Signature of the participant

Date/...../ 2021

APPENDIX B: CONSENT FORM (ISIZULU)

Imininingwane yomcwaningi kanye nocwaningo:

Mina ngingu-**SIBIYA THEODORAH NOKUZOLA**, umfundi owenza iziqu ze-Masters kumnyango we-Recreation and Tourism, kuNgqondonkulu wa-KwaZulu. Inhloso yalolucwaningo ukuthola kabanzi ukuthi ingabe uMkhosi weLembe ungakwazi ukusetshenziswa njengesu lokufukula ezokuvakasha KwaDukuza-na. Imiphumela yalolucwaningo ingasetshenziswa ekuhlonipheni kanye nasekuthuthukisweni kwemicimbi njengendlela yokufukula ezokuvakasha.

Obambe iqhaza:

Ukubamba kwakho iqhaza kulolucwaningo kakusiyo impoqo. Unelungelo lokungalibambi iqhaza ngaphandle kokuhlukumezeka. Ayikho inzuzo efana nenkokhelo yemali ozoyithola ngokubamba kwakho iqhaza kulolucwaningo. Uyaqinisekiswa ukuthi imininingwane yakho eyimfihlo angeke idalulwe. Kungahle kukuthathe imizuzwana eyishumi kuya kwengamashumi amabili ukugcwalisa ifomu eliqukethe imibuzo.

Ukuzibophezela:

Mina (Amagama aphelele kanye nesibongo sobambe iqhaza) ngiyaqinisekisa ukuthi ngiyazi ngemininingwane equkethwe kulelifomu kanye nohlobo locwaningo. Ngiyavuma ukubamba iqhaza kulolucwaningo ngaphandle kokuphoqwa. Ngiyazi ukuthi nginayo imvume yokuhoxa ekubambeni iqhaza kulolu cwano noma nini.

Kusayina obambe iqhaza

Usuku / / 2021

APPENDIX C: SURVEY QUESTIONNAIRE (ENGLISH)



UNIVERSITY OF ZULULAND

KWADLANGEZWA

Questionnaire for the study participants

No.....

This study is conducted by a Masters Degree student from University of Zululand's Department of Recreation and Tourism with an aim of investigating **UMKHOSI WELEMBE AS A POTENTIAL TOURISM PROMOTION STRATEGY IN KWADUKUZA**. Provision of honest answers to these questions may take approximately only 10 minutes. All participants will remain anonymous and all provided information will be utilised for research purposes only.

It is requested that response to the questions below may be honest and accurate as possible. Please answer by ticking (✓) where it is necessary in the box. Other questions will expect your view.

SECTION 1: DEMOGRAPHIC DETAILS

1.1 Gender

Male	1	
Female	2	

1.2 Age

18-25	1	
26-39	2	
40-59	3	
60-65	4	

1.3 Formal Education

Primary	1	
Secondary	2	
Matric certificate	3	
Diploma	4	
Degree	5	

1.4 Occupation

Unemployed	1	
Temporary employed	2	
Permanently employed	3	
Self-employed	4	
Retired	5	

Other, specify	6	
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1.5 Social Standing

Member of public	1	
Tourism business owner	2	
Tourism business employee	3	
Municipal employee	4	

1.6 Are you working with any tourism-related business in KwaDukuza?

Yes	1	
No	2	

If your answer is yes, what is name of that tourism-related business and where is it situated in KwaDukuza?

1.7 Is your occupation in the KwaDukuza Municipality (KDM)?

Yes	1	
No	2	

If your answer is yes, what is your occupation in the KDM?

SECTION 2: STRATEGIES IN PLACE AIMED AT PROMOTING TOURISM THROUGH UMKHOSI WELEMBE.

2.1 Are you aware of any strategies the KwaDukuza Municipality has which are aimed at promoting uMkhosi weLembe in KwaDukuza?

Yes	1	
No	2	

2.2 If your answer is yes, specify those strategies.

2.3 Would you agree that uMkhosi weLembe is the most popular event in KwaZulu-Natal?

Yes	1	
No	2	

If your answer is yes, what are your reasons?

If your answer is no, what are your reasons?

2.4 Beside uMkhosi weLembe, are you aware of other activities that promote tourism in KwaDukuza?

Aware	1	
Unaware	2	

If you are aware, what are those activities?

2.5 Which media channel does the Department of Arts and Culture use to announce uMkhosi weLembe?

Radio	1	
Television	2	
Newspapers	3	
Social media	4	
Bill boards	5	
Other, specify	6	

2.6 Do you think that the Department of Arts and Culture is doing enough to promote uMkhosi weLembe as an event?

Yes	1	
No	2	

If your answer is yes, what are your reasons?

If your answer is no, what are your reasons?

SECTION 3: THE POLICIES IN PLACE THAT GUIDE TOURISM PROMOTION IN KWADUKUZA.

3.1 Have you ever been invited by KwaDukuza Municipality to participate in discussions about policies that promote tourism?

Yes	1	
No	2	

3.2 Are you aware of any tourism policies that promote tourism adopted by the KwaDukuza Municipality?

Aware	1	
Unaware	2	

If you are aware what those policies are?

3.3 Do you think that the KwaDukuza tourism polices need to be improved?

Yes	1	
No	2	

If your answer is yes, specify aspects that need some improvement.

3.4 Specify other tourism activities supported by the KwaDukuza Municipality that you are aware of.

3.5 Do you agree that KwaDukuza is ready to host events in terms of available infrastructure, hospitality, and transport?

Yes	1	
No	2	

If your answer is no, which areas need improvement in KwaDukuza?

SECTION 4: FACTORS ENABLING UMKHOSI WELEMBE TO BE A POSSIBLE TOURISM PROMOTION STRATEGY IN KWADUKUZA.

4.1 Do you agree that KwaDukuza is a tourist destination that attracts visitors?

Yes	1	
No	2	

If your answer is yes, list those tourist attractions in KwaDukuza.

4.2 Do you agree that uMkhosi weLembe is appealing to all age groups?

Yes	1	
No	2	

If your answer is yes, what are your reasons?

If your answer is no, what are your reasons?

4.3 Identify what you enjoy the most when attending uMkhosi weLembe:

Colourful traditional attire	1	
Traditional music & dance	2	
The speeches	3	
Food	4	
Safety & order	5	
Others (specify)	6	

4.4 Would you say that safety protocols are adhered to during uMkhosi weLembe?

Yes	1	
No	2	

If your answer is yes, what are your reasons?

If your answer is no, what are your reasons?

SECTION 5: LOCAL COMMUNITY MEMBERS' PERCEPTIONS REGARDING UMKHOSI WELEMBE

Scale and tick (✓) the appropriate response you subscribe to:

Statement	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
The local community has a negative attitude towards uMkhosi weLembe.					

The local community has a positive attitude towards uMkhosi weLembe					
The local community in KwaDukuza likes to attend the uMkhosi weLembe event every year.					
The local community in KwaDukuza attends uMkhosi weLembe in large numbers.					
The local community's tourism related businesses benefit from uMkhosi weLembe.					
It is mostly the traditional members of the community in KwaDukuza who like to attend uMkhosi weLembe.					
The local community in KwaDukuza is involved in planning and managing the uMkhosi weLembe event.					
UMkhosi weLembe is just an ordinary cultural event for people who speak isiZulu.					
UMkhosi weLembe is a sacred event.					
UMkhosi weLembe has the potential to become a tourism promotion strategy in KwaDukuza.					
UMkhosi weLembe has the potential to become one of the most popular events in the country.					
UMkhosi weLembe attracts visitors from different places.					
The spectacle (appeal of the event, visual displays and live performances) of UMkhosi weLembe is the main attraction for attendees.					
UMkhosi weLembe evokes a sense of belonging and national pride among attendees.					

APPENDIX D: SURVEY QUESTIONNAIRE (ISIZULU)



UNIVERSITY OF ZULULAND

KWADLANGEZWA

Ucwaningo oluthinta umphakathi waKwaDukuza Local Municipality

No.....

Lolu ucwaningo ngo Mkhosi weLembe ukubheka amathuba awo ekubeni yindlela yokuthuthukisa ezokuvakasha KwaDukuza, olwenziwa umfundi owenza i Master's Degree e University of Zululand emnyangweni wakwa Recreation and Tourism. Ukuphendula ngokwethembeka kule mibuzo kungathatha imizuzu eli 10. Imininingwano yalaba abaphendulayo izoba imfihlo kanti ulwazi esizoluthola ngenxa yokuphendula kwakho luzosetshenziselwa ucwaningo kuphela.

Uyanxuswa ukuthi izimpendulo zemibuzo elandelayo zibe neqiniso nokwethembeka. Phendula ngokufaka uphawu ebhokisini (✓) le mpendulo yakho. Eminye imibuzo ,sizocela ubeke umbono wakho.

INGXENYE 1: IMININGWANO NGOPHENDULAYO

1.1 Ubulili

Ungowesifazane	1	
Ungowesilisa	2	

1.2 Iminyaka yokuzalwa

18-25	1	
26-39	2	
40-59	3	
60-65	4	

1.3 Izinga lemfundo

Amabanga aphansi	1	
Amabanga aphezulu	2	
Isitifiketi sebanga le shumi(matric)	3	
iDiploma	4	
iDegree	5	

1.4 Uhlobo lomsebenzi

Awusebenzi	1	
Uqashwe nge toho	2	
Uqashwe ngokugcwele	3	
Unebhezini la uzi qashe wena	4	
Usumpesheshile	5	
Okunye, kuchaze	6	

1.5 Iqhaza emphakathini

Uyilungu lo mphakathi	1	
Ungumnikazi we bhizinisi elimayelana nezokuvakasha	2	
Ungumsebenzi ebhizinisini lezokuvakasha	3	
Ungumsebenzi kaMasipala waKwaDukuza	4	

1.6 Ngabe usebenzisana ne bhizinisi elimayelana nezokuvakasha KwaDukuza?

Yebo	1	
Qhabo	2	

Uma impendulo ithi yebo, yisho igama le bhizinisi lakho nokuthi lingakuphi naKwaDukuza

1.7 Ingabe uqashwe uMasipala waKwaDukuza?

Yebo	1	
Qhabo	2	

Uma impendulo ithi yebo, hlobo luni lomsebenzi owenzayo kuMasipala waKwaDukuza?

INGXENYE 2: IZINDLELA EZILANDELWAYO NGOKUTHUTHUKISA EZOKUVAKASHA ngoMKHOSI WELEMBE.

2.1 Ingabe unalo ulwazi ngezindlela zikaMasipala azisebenzisayo ukuthuthukisa ezokuvakasha mayelana noMkhosi weLembe KwaDukuza?

Yebo	1	
Qhabo	2	

2.2 Uma impendulo ingu yebo, zibalule lezo zindlela

2.3 Uyavumelana yini nokuthi uMkhosi weLembe umcimbi othandwayo kakhulu KwaDukuza.

Yebo	1	
Qhabo	2	

Uma impendulo yakho ithi yebo, yisho izizathu zakho

Uma impendulo yakho ithiqhabo, yisho izizathu zakho.

2.4 Ngale koMkhosi woMhlanga ingabe kukhona ezinye izinto ezenziwayo KwaDukuza ezithuthukisa ezokuvakasha?

Nginolwazi	1	
Anginao ulwazi	2	

Uma unolwazi lwazo, ake uzigagule.

2.5 Ingabe uMnyango weZobuciko naMasiko usebenzisa ziphi izindlela ukuqhakambisa ngoMkhosi weLembe?

Umsakazo		
Umabonakude		
Amaphephandaba		
Izindlela zokuxhumana nge internet		
Izingqwembe eziphanyekwayo		
Okunye, chaza		

2.6 Ingabe uMnyango weZobuciko wenza kahle kakhulu ukuqhakambisa uMkhosi weLembe?

Yebo	1	
Qhabo	2	

Uma uthi impendulo yakho ingu yebo, yisho izizathu zakho.

Uma impendulo yakho ingu qhabo, yisho izizathu zakho.

INGXENYE 3: IMIGOMO ELAWULA UKUTHUTHUKISA EZOKUVAKASHA KWADUKUZA

3.1 Sewake wamenywa uMasipala wakwaDukuza kwizingxoxo ezimalungana nemigomo elawula ezokuvasha?

Yebo	1	
Qhabo	2	

3.2 Unalo ulwazi lwemigomo elawula ezokuvakasha KwaDukuza Municipality?

Ngingalo	1	
Anginalo	2	

Uma unalo ulwazi, awusho leyo migomo?

3.3 Ucabanga ukuthi imigomo yezokuvakasha KwaDukuza ingadinga ukwenziwa ngcono?

Yebo	1	
Qhabo	2	

Uma impendulo yakho ithi yebo, izinto ezingalungiswa mayelana nemigomo yezokuvakasha.

3.4 Awusho ezinye izinto ezixhaswa ngu Masipala wa KwaDukuza ozaziyo ezithuthukisa ezokuvakasha.

3.5 Uyavumelana nokuthi KwaDukuza indawo ekulungele ukuba nemicimbi ngokwezinga lezingqalasizinda, ezokulala kanye nezokuthutha abantu?

Yebo	1	
Qhabo	2	

Uma impedulo yakho ithi qhabo, iziphi izinto okumele zilungiswe KwaDukuza?

SECTION 4: IZIMO EZIVUNA UMKHOSI WELEMBE UKUTHI UBE NGENYE YEZINDLELA ZOKUTHUTHUKISA EZOKUVAKASHA KWADUKUZA.

4.1 Uyavumelana nokuthi KwaDukuza indawo eheha izivakashi?

Yebo	1	
Qhabo	2	

Uma impendulo yakho ithi yebo, gagula izinto okanye izindawo eziheha izivakashi KwaDukuza.

4.2 Uyavuma ukuthi uMkhosi weLembe ujabulelwa iwona wonke umuntu abadala nabancane?

Yebo	1	
Qhabo	2	

Uma impendulo yakho ithi yebo, yisho izizathu zakho.

Uma impendulo yakho ithi qhabo, yisho izizathu zakho.

4.3 Tomula okuthokozela kakhulu uma uhambele uMkhosi weLembe?

Imibala egqamile yokuhloba	1	
Umculo we sintu nendlamu	2	
Izinkulumo ezethulwayo	3	
Okuya ngasesiswini(ukudla)	4	
Ukuphepha noku hleleka	5	
Okunye, chaza	6	

4.4 Ubungasho na ukuthi ezokuphepha laphaya kuMkhosi weLembe ziyalandelwa?

Yebo	1	
Qhabo	2	

Uma imendulo yakho ithi yebo, yisho izizathu zakho.

Uma impendulo yakho ithi qhabo, yisho izizathu zakho.

INGXENYE E: INDLELA UMPHAKATHI WA KWADUKUZA OWUBUKA NGAYO UMCIMBI WOMKHOSI WELEMBE.

Kulezi tatimende ezilandelayo ngezansi beka uphawu (✓) maqonda nomuzwa wakho ngombono wakho kulena emihlanu efakiwe .

Isitatimende	Ngiyavuma kakhulu	Ngiyavuma	Ngiphakathi ne ndawo	Angivumi	Angivumi kakhulu
Umphakathiwa kwaDukuza unokungawuthandisi uMkhosi weLembe.					
Umphakathi wakwaDukuza uaywuthakasela uMkhosi weLembe.					
Umphakathi wa KwaDukuza uhlale uya eMkhosini weLembe minyaka yonke					
Umphakathi wa KwaDukuza uya ngobuningi emcimbini woMkhosi weLembe.					
Amabhizinisi abantu bomphakathi wa KwaDukuza amayelana ne zokuvakasha ayahlomula ngenxa wo Mkhosi weLembe.					
Abantu abasabambe isintu emphakathini wa KwaDukuza kuphlaabahambela uMkhosi weLembe kakhulu?					
Umphakathi wa KwaDukuza uyingxenywe yokuhlela nokungamelwa kom'uMkhosi					

weLembe.					
UMkhosi weLembe ungumcimbi wesiZulu futhi wesintu ofana neminye imicimbi ejwayelekile.					
UMkhosi weLembe ngumcimbi ongcwele kanye nesizotha.					
UMkhosi weLembe unamathuba okuba ngenye yezindlela okungathuthukiswa ngazo ezokuvakasha KwaDukuza.					
UMkhosi weLembe unamathuba okuba ngomunye wemicimbi ethandwa kakhulu ezweni.					
UMkhosi weLembe uheha izivakashi ezisuka ezindaweni ezahlukene.					
Ukugqamanemibhiyozo yikhona okuheha kakhulu izihameli					
UMkhosi weLembe ugqugquzela ukuzazi nokuziqhenya ngobuzwe kulabo abawuhambe.					

APPENDIX E: INTERVIEW SCHEDULE FOR THE KWADUKUZA MUNICIPALITY'S ECONOMIC DEVELOPMENT PLANNING MANAGER



INTERVIEW SCHEDULE

This study is conducted by a Master's Degree student from the University of Zululand's Department of Recreation and Tourism with the aim of using the findings for the promotion of Tourism in the KwaDukuza Local Municipality. Provision of honest answers to these questions may take approximately only 10 minutes. All respondents will remain anonymous and all provided information will be utilized for research purposes only.

Name of the Institution: _____

Job title of the participant: _____

Gender: _____

Race: _____

Semi-structured questions for KwaDukuza Municipality tourism section

- 1) Do you have policies and strategies in place responsible for tourism promotion in KwaDukuza?
- 2) How often do you review the tourism policies and strategies that you have?
- 3) What is your role of the uMkhosi weLembe event in the KwaDukuza Municipality?
- 4) Do you know of other events that the KwaDukuza Municipality promotes?
- 5) What is your view regarding the utilization of uMkhosi weLembe as one of your tourism promotion strategies?
- 6) What do you think should be done to in order to further develop uMkhosi weLembe to be one of the most effective tourism promotion strategies in KwaDukuza?
- 7) What is the role of the local community in the promotion of tourism in KwaDukuza?
- 8) Which national and provincial departments do you work with in promoting tourism in KwaDukuza?

**APPENDIX F: INTERVIEW SCHEDULE FOR TOURIST INFORMATION OFFICER
OF THE KWADUKUZA MUNICIPALITY TOURISM OFFICE**



INTERVIEW SCHEDULE

This study is conducted by a Master's Degree student from the University of Zululand's Department of Recreation and Tourism with the aim of using the findings for the promotion of Tourism in the KwaDukuza Local Municipality. Provision of honest answers to these questions may take approximately 10 minutes. All respondents will remain anonymous and all the provided information will be utilized for research purposes only.

Name of the Institution: _____

Job title of the participant: _____

Gender: _____

Race: _____

Semi-structured questions for KwaDukuza Municipality tourism section

- 1) Do you have policies and strategies in place that guide tourism promotion in KwaDukuza?
- 2) How often do you review the policies and strategies that you have?
- 3) What is your role of the uMkhosi weLembe event in the KwaDukuza Municipality?
- 4) Do you know of the events which KwaDukuza Municipality promotes?
- 5) What is your view regarding the utilization uMkhosi weLembe as one of your tourism promotion strategies?
- 6) What do you think should be done to in order to further develop uMkhosi weLembe to become one of the most effective tourism promotion strategies in KwaDukuza?
- 7) What is the role of the local community in the promotion of tourism in KwaDukuza?
- 8) Which national and provincial departments do you work with in promoting tourism in KwaDukuza?

**APPENDIX G: INTERVIEW SCHEDULE FOR THE TOURISM AND MARKETING
OFFICER OF ENTERPRISE ILEMBE**



INTERVIEW SCHEDULE

This study is conducted by a Master's Degree student from the University of Zululand's Department of Recreation and Tourism with an aim of using the findings for the promotion of Tourism in the KwaDukuza Local Municipality. The provision of honest answers to these questions may take approximately 10 minutes. All respondents will remain anonymous and all the provided information will be utilized for research purposes only.

Name of the Institution: _____

Job title of the participant: _____

Gender: _____

Race: _____

Semi-structured questions for iLembe enterprise staff

- 1) What is your role as an iLembe Enterprise staff member in the promotion of tourism in KwaDukuza and other local municipalities within the District?
- 2) Do you have policies and strategies responsible for tourism promotion?
- 3) What is your role as an iLembe Enterprise staff member regarding the uMkhosi weLembe event in KwaDukuza?
- 4) What is your view about the utilization of uMkhosi weLembe as one of your tourism promotion strategies?
- 5) What do you think should be done to develop uMkhosi weLembe to become one of the most effective tourism promotion strategies for iLembe district Municipality?
- 6) What is your view regarding the perception of the locals regarding uMkhosi weLembe?
- 7) Which national and provincial departments do you work with to promote tourism in the district?

**APPENDIX H: INTERVIEW SCHEDULE FOR THE MARKETING OFFICER
Of PEARL MKHWANAZI**



INTERVIEW SCHEDULE

This study is conducted by a Master's Degree student from the University of Zululand's Department of Recreation and Tourism with the aim of using the findings for the promotion of Tourism in the KwaDukuza Local Municipality. The provision of honest answers to these questions may take approximately 10 minutes. All respondents will remain anonymous and all the provided information will be utilized for research purposes only.

Name of the Institution: _____

Job title of the participant: _____

Gender: _____

Race: _____

Semi-structured questions for the Marketing Officer of Pearl Mkhwanazi

- 1) What is your role as an iLembe Enterprise staff member in the promotion of tourism in KwaDukuza and other local municipalities within the District?
- 2) Do you have policies and strategies responsible for tourism promotion?
- 3) What is your role as an iLembe Enterprise staff member regarding the uMkhosi weLembe event in KwaDukuza?
- 4) What is your view about the utilization of uMkhosi weLembe as one of your tourism promotion strategies?
- 5) What do you think should be done to develop uMkhosi weLembe to become one of the most effective tourism promotion strategies for the iLembe district municipality?
- 6) What is your view regarding the perception of the locals regarding uMkhosi weLembe?
- 7) Which national and provincial departments do you work with to promote tourism in the district?

APPENDIX I: INTERVIEW SCHEDULE FOR THE HERITAGE OFFICER OF THE KING SHAKA VISITORS' CENTRE



INTERVIEW SCHEDULE

This study is conducted by a Master's Degree student from the University of Zululand's Department of Recreation and Tourism with the aim of using the findings for the promotion of Tourism in the KwaDukuza Local Municipality. The provision of honest answers to these questions may take approximately 10 minutes. All respondents will remain anonymous and all the provided information will be utilized for research purposes only.

Name of the Institution: _____

Job title of the participant: _____

Gender: _____

Race: _____

Semi-structured questions for Shaka memorial Centre Manager

- 1) What is the role of the Centre regarding tourism promotion in KwaDukuza?
- 2) Are you aware of any policies that the KwaDukuza Municipality has in place regarding the promotion of tourism using uMkhosi weLembe in KwaDukuza?
- 3) What is the role of the Centre in the uMkhosi weLembe event?
- 4) Do you work together with the municipality in promoting tourism in KwaDukuza?
- 5) Which national and provincial department/s do you work with to entice visitors to KwaDukuza?
- 6) What do you think should be done to develop uMkhosi weLembe to become an effective tourism promotion strategy in KwaDukuza?
- 7) Can you suggest actions that the KwaDukuza Local Municipality need to take in order to attract more tourists to the area?
- 8) How is your working relationship with the Municipality and iLembe Enterprise in terms of tourism promotion activities in KwaDukuza?

APPENDIX J: INTERVIEW SCHEDULE FOR THE ASSISTANT DIRECTOR OF THE KWAZULU-NATAL DEPARTMENT OF ARTS AND CULTURE



INTERVIEW SCHEDULE

This study is conducted by a Master's Degree student from the University of Zululand's Department of Recreation and Tourism with the aim of using the findings for the promotion of Tourism in the KwaDukuza Local Municipality. The provision of honest answers to these questions may take approximately 10 minutes. All respondents will remain anonymous and all the provided information will be utilized for research purposes only.

Name of the Institution: _____

Job title of the participant: _____

Gender: _____

Race: _____

Semi-structured questions for uMkhosi weLembe organisers (KZN DAC)

- 1) Are you aware of policies KwaDukuza Municipality has regarding the event?
- 2) What is your view regarding uMkhosi weLembe as one of your strategies to promote tourism?
- 3) Do you have any plans to develop uMkhosi weLembe as one of the biggest events that promote tourism in KwaDukuza, KwaZulu-Natal or even in South Africa?
- 4) What challenges do you mostly face when hosting uMkhosi weLembe in KwaDukuza?
- 5) What is the role of the local community regarding uMkhosi weLembe?
- 6) Would you say uMkhosi weLembe benefits local businesses?
- 7) How do you work with the local authorities in preparation for uMkhosi weLembe?
- 8) How do you work with the local community in preparation for uMkhosi weLembe?



ETHICAL CLEARANCE CERTIFICATE

Certificate Number	UZREC 171110-030 PGM 2020/56			
Project Title	Umkhosi Welembe as a potential tourism promotion strategy in Kwadukuza, KwaZul-Natal, South Africa			
Principal Researcher/ Investigator	T.N Sibiya			
Supervisor and Co-supervisor	Dr G.S Nkosi	Dr M.S Nkwanyana		
Department	Recreation and Tourism			
Faculty	Arts			
Type of Risk	Medium Risk – Data collection from people			
Nature of Project	Honours/4 th Year	Master's	x	Doctoral
				Departmental

The University of Zululand's Research Ethics Committee (UZREC) hereby gives ethical approval in respect of the undertakings contained in the above mentioned project. The Researcher may therefore commence with data collection as from the date of this Certificate, using the certificate number indicated above.

Special conditions:

- (1) This certificate is valid for 1 year from the date of issue.
- (2) Principal researcher must provide an annual report to the UZREC in the prescribed format [due date-12 October 2021]
- (3) Principal researcher must submit a report at the end of project in respect of ethical compliance.
- (4) The UZREC must be informed immediately of any material change in the conditions or undertakings mentioned in the documents that were presented to the meeting.

The U R

Z EC wishes the researcher well in conducting research


 Professor Mashupye R. Kgaphola
 University Research Ethics Committee
 Deputy Vice-Chancellor: Research & Innovation

12 October 2020

<p>CHAIRPERSON UNIVERSITY OF ZULULAND RESEARCH ETHICS COMMITTEE (UZREC) REG NO: UZREC 171110-30</p> <p>12-10-2020</p> <p>RESEARCH & INNOVATION OFFICE</p>
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APPENDIX L: EDITING CERTIFICATE

DECLARATION OF PROOF-READING TO WHOM IT MAY CONCERN



I, **Nicolina D. Coertze**, declare that I meticulously perused the manuscript referred to below for proof-reading and language editing purposes. I identified and corrected linguistic and stylistic inaccuracies to the best of my knowledge and ability. Using the *Word Tracking* system, I kept track of any changes that I made for consideration and review by the author. I also offered annotations as recommendations to the author and supervisor for review of areas that I considered might need additional attention in terms of the logical flow of language. I declare that I adhered to the general principles that guide the work of a language editor and that I remained within my brief as had been agreed with the author of the manuscript.

TITLE:	UMkhosi weLembe as a Potential Tourism Promotion Strategy in KwaDukuza, KwaZulu-Natal, South Africa
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Respectfully submitted on: **02 November 2021**

**(MRS) N.D. COERTZE
LANGUAGE EDITOR**