

Contents

Table of Figures	3
ABSTRACT	4
1. INTRODUCTION	5
4. LITERATURE REVIEW	10
4.1. Introduction.....	10
4.2 The history of festivals in South Africa.....	11
4.3 A brief overview of the Light Up Umngeni (LUM) Festival	11
4.4 Demographic characteristics of uMngeni Municipality	12
4.5 Tourist attractions in Umngeni Municipality	12
4.5.1 The Howick falls	13
4.5.2 Karkloof falls.....	14
4.5.3 Nelson Mandela capture site	15
4.5.4 Karkloof canopy tour	16
4.5.5 Midmar dam and Alber falls	17
4.5.6 Karkloof farmer's market	18
4.5.7 Karkloof Nature Reserve	19
4.6 Role of festivals in job creation.....	20
4.7 Entrepreneurial and small-business development opportunities	21
4.8 Return on investment (ROI):.....	21
4.9 Visibility of host communities.....	22
4.10 Impact on hospitality industry.....	22
4.10.1 Impact on transportation	23
4.10.2 Impact on tourist attractions:.....	23
4.11 The impact of festivals in terms of infrastructural development in KZN	24
4.12 The role of festival marketing	25
5. RESEARCH METHODOLOGY	29
5.1 Data collection and recruitment strategy	29
5.2 Sampling strategies.....	30
5.3 Data analysis	30
5.4 Reliability and validity	30
5.5 Ethical considerations	30
5.6 Data usage and storage	31
5.7 Exclusion criteria.....	31
6. RESULTS & DISCUSSION.....	32

PART 1: ATTENDEES	32
PART 2: VENDORS	58
PART 3: STAKEHOLDERS	80
7. CONCLUSION	104
8. REFERENCES	105

Table of Figures

Figure 4.1: uMngeni Tourism Map	13
Figure 4.2: The Howick Falls	14
Figure 4.3: Karkloof falls	15
Figure 4.4: Nelson Mandela Capture Site	16
Figure 4.5: Karkloof canopy tours	17
Figure 4.6: Midmar Dam	18
Figure 4.7: Karkloof Famers Market	19
Figure 4.8: Karkloof Nature Reserve	20

ABSTRACT

Festivals and special events serve as important attractions for visitors as they provide unique experiences. These events also have the capability of providing both tangible and intangible benefits for communities. Most studies dealing with festivals and events have focused on either understanding attendees' behaviour or delineating the economic impact of visitation upon communities in which such events are held. However, little research has been conducted to examine the wholistic socio-economic importance and impact of festivals. Thus, the purpose of this study was to determine the economic impact of the Light Up UMngeni festival. The study was conducted at the Mandela capture site, where the festival took place between the 17 and 18 December 2022. The target population for this study were festival attendees, vendors, and sponsors. The participants were randomly selected to form part of the study. The findings of the study revealed that the festival adds tremendous benefits in terms of boosting the local economy and job creation. On average over 2.5 million rands in revenue was generated by the festival within 2 days. Furthermore, the fair created employment for over 100 people within the uMngeni municipality. The LUM festival does boost the local economy by contributing towards socio-economic growth and sustainability. The festival boosts local businesses and has a remarkable impact on social cohesion. The future of the LUM event is very bright as the majority of the attendees, stakeholders, and vendors revealed that they were most likely going to attend future events and even recommend it to friends and family members. Empirical evidence and statistics reveal that the LUM event did achieve its key strategic objectives.

1. INTRODUCTION

Light Up uMngeni (LUM) Festival is a festive season campaign that strives to bring the local uMngeni community and businesses together to celebrate unity and the festive spirit. The LUM Festival aims to create a festive season campaign that not only showcases the town's festive spirit, but also showcases local talent through cuisine, arts, activities and music over a two-day period. The LUM festive fair leverages the iconic Nelson Mandela Capture Site as the host site of the 2022 Light Up uMngeni festive fair. The year 2022 marked the 60th anniversary of the capture of Nelson Mandela. Through collaboration with tourism members, local businesses, NPO's, NGO's and the uMngeni Municipality the festival strives to create a festive season campaign branded under the LUM festive fair for the entire festive season. The LUM festive fair is the anchor event linking festive activities, experiences and events planned throughout the uMngeni region over the festive season period. In 2021 the festival was hosted for one night at the iconic Howick Falls and was attended by more than 4500 residents. In 2022) uMngeni tourism aimed to reach between 8,000 - 10,000 visitors over the 2-day period.

1.1 Light Up uMngeni (LUM) festive fair objectives

The LUM festive fair aimed to achieve the following objectives:

- Create a unique platform for local artisan vendors to sell, market and promote their locally made products.
- Attract more visitors to the Nelson Mandela Capture Site.
- Attract visitors from outside the uMngeni region to attend the LUM Festival and all other activities, experiences and events planned as part of the LUM campaign.
- Increase external economic spend into the uMngeni region.
- Boost tourism in the area and expose a broader market to the quality wares of local producers.
- Promote the people and places of the Midlands and showcase entrepreneurs in the food and hospitality industry.
- Promote and highlight local partners, sponsors and businesses that partnered with uMngeni Tourism on the LUM festive fair.

- Promote and develop responsible tourism.
- Advance environmental conservation and nature-based tourism attraction and activities (NBTAAs)
- Highlight the objectives, goals, achievements of our local NPO/NGO's and provide them with an opportunity to raise funding throughout the LUM festive fair.

1.2 The Light UP uMngeni (LUM) Strategy

The vision for the LUM festival is to:

- Partner with uMngeni Municipality to host the inaugural Light Up uMngeni Festive season campaign.
- Collaborate with Tourism KwaZulu-Natal (TKZN) and other destination management organizations to promote, market and showcase the LUM campaign offering.
- Empower local schools through the Build Your Own Box (BYOB) campaign and fostering social cohesion.
- Showcase the real people empowered through the LUM campaign.
- Provide a unique platform for uMngeni local heroes and sponsors to be showcased and celebrated.

1.3 Key campaigns and projects for the LUM festival:

I. Environmental conservation and nature-based tourism attractions and activities (NBTAAs) with the uMngeni region.

- The development and promotion of Eco-tourism in the uMngeni region is the core focus when delivering on the goals and objectives set out in the uMngeni Tourism constitution.
- Leveraging the Light UP uMngeni festive fair to promote responsible travel that safeguards the integrity of ecosystems and produces economic benefits for local communities that can encourage conservation is what uMngeni Tourism is setting out to do.

II. Build Your Own Box (BYOB) campaign.

- Community outreach campaign and social cohesion initiative.

- Fostering partnerships with local schools from all communities and all backgrounds. Specifically focus on rural farm schools in the Karkloof, Dargle and Nottingham Road area.

III. Promoting and investing into responsible tourism

- Actively participate, train, and educate all LUM strategic partners, vendors, businesses to conserve and protect the environment.
- LUM festive will seek to lessen the adverse effects of mass tourism by ensuring the LUM festive fair promotes local cultures, protects the environment, boosts the local economy, and involves the local communities in environmental sustainability efforts.
- LUM is driven by an awareness of tourism's effects on the uMngeni host cultures, economy, ecology, and local people will be involved in taking strategic steps to lessen these effects.

IV. Local arts, crafts, and culture empowerment

- Key strategic partnerships have been established with local uMngeni artists and crafters to develop and create arts and crafts required for LUM festive fair. Providing them with a platform to showcase their talent and work to all LUM festive fair visitors.

V. NPO/NGO participation:

- Key strategic partnerships have been established with local uMngeni NPO's and NGO's to provide them with a platform to showcase their organizations to all LUM festive fair visitors.

VI. Light UP uMngeni festive season campaign:

- Showcasing and highlighting ALL festive season events, activities and experiences taking place from 1 - 31 December 2022 through the uMngeni region.

VII. The Midlands Influencer:

- Utilization of social media influencers to market, promote and publicize the LUM festive fair on various online social media platforms.

VIII. Sponsor a tree initiative:

- Various economic benefits are offered to local uMngeni businesses that purchase a LUM sponsored tree.

IX. Light UP uMngeni Festive Season Campaign:

- Market, promote and publicize all festive season activities and experiences taking place throughout the uMngeni region for the festive season period (1-31 December 2022).

2. PROBLEM STATEMENT

Festivals and events are becoming increasingly popular in the tourism industry, especially in regional areas, where the possible sources of gross regional product are more limited than in metropolitan areas. In recognition of the potential economic contribution of festivals and other special events to regional economies, there is a need for a rigorous study that will assess and unpack the impact of festivals such as Light Up uMngeni festival. Festivals are said to play a vital role in boosting the local economy as well as tourism. Additionally, with the high levels of unemployment in South Africa, festivals have a potential to create temporary employment for the host community. However, there is limited research and studies on the actual economic impact derived from festivals. Hence, the main objective of the study was to determine the economic impact of the LUM festival, that is hosted by the uMngeni Municipality during the festive season.

3. AIMS & OBJECTIVES

The following were the aims and the objectives of this study:

- Determining the impact of the LUM festive fair event on the uMngeni community and environment.
- Measuring the overall economic impact in a holistic manner and establishing whether the LUM festive fair achieved its desired outcomes.
- Measuring spending and the net impact of the LUM festive fair within the local economy.
- Determining visitors and residents' expenditure.
- Developing and monitoring mechanisms to promote, invest and expand environmental conservation and nature-based tourism attractions and activities within the uMngeni region.

- Establishing and interpreting the net impact (economic, environmental, and social) of all responsible tourism initiatives undertaken as part of LUM campaign.
- Identifying key investment and route development opportunities within the uMngeni nature-based tourism attractions and activities sector.
- Monitoring the impact of the BOYB community outreach campaign initiatives and efforts made towards fostering social cohesion with local rural communities.
- Assessing the overall impact of the LUM festive fair on the local uMngeni arts, crafts and culture industry and make recommendations on how to empower and drive investment into the industry.
- Analyzing the impact of the strategic partnership created between local NPO/NGO's and the LUM festive fair.
- Assessing the effectiveness of all marketing and promotion initiatives undertaken by the LUM festive fair team.
- Analyzing the usage of social media influencers to market, promote and publicize the LUM festive fair.

4. LITERATURE REVIEW

4.1. Introduction

Drummond and Snowball (2019) asserted that cultural and creative industries have emerged as popular policy instruments for fostering economic growth and development. These are considered essential activities for identifying cultural attributes, creativity, and interests that are essential in serving as marketing catalysts for tourist destinations. In this light, the LUM festival presents a myriad of social and economic opportunities for the uMngeni residents and surroundings, such as job creation, income generation and tourism promotion, amongst many others. This is in congruence with Long and Perdue (1990), who argued that hosting events such as festivals can enhance the local economy and its communities in a number of ways. For example, these events generate employment, bring in revenue, attract investment opportunities, and extend the tourist season. Additionally, they function as educational platforms, enhance the quality of life for residents, improve infrastructure, promote an area or destination, advance the arts and culture, generate tax revenue, and raise local pride and morale. According to the uMngeni Integrated Development Plan (IDP, 2022), poverty and unemployment are some of the critical challenges faced by the municipality. A significant portion of the population in the municipality lives in poverty, which is caused by a wide range of factors, including but not limited to a lack of employment opportunities in the area, a lack of opportunities for earning an income, and a lack of education required to qualify for better-paying employment opportunities (uMngeni IDP, 2022). In this light, grassroots events such as the LUM Festival provide an immense opportunity for the community and the municipality to fight against the weight of poverty and unemployment that the municipality lives under.

Beyond economic opportunities, festivals present the host communities with other social, cultural, and infrastructural benefits. This is observed by Quinn (2019) who postulated that festivals and events are a cornerstone of urban landscapes, and feature extensively in urban development, revitalization, and tourism policies. Following this line of thought, Higgins-Desbiolles (2016) also highlighted how festivals can be tools for cultural maintenance and revitalisation, cultural sharing, and economic opportunities for indigenous communities. Therefore, not only do festivals provide opportunities for economic growth and income generation, but they also contribute to cultural preservation and may serve as platforms for the co-creation and sharing of knowledge. Similar socio-economic outcomes have been observed in KwaZulu-Natal (KZN). The province hosts a variety of events that are of a global calibre and take place at various times throughout the year. The city of Pietermaritzburg, also

the province's capital, is closely associated with most of the major events that take place in the province. These events contribute towards the expansion of the province's economy, the stimulation of the local economy, and the increased development of infrastructure and facilities for tourism (Tourism KwaZulu-Natal, 2016).

4.1 The history of festivals in South Africa.

Since 1994, the South African government has consciously set about rebuilding the country and seeking cultural unity (Hauptfleisch, 2006). The late Archbishop Desmond Tutu put forward 'the rainbow children of God', which led to the popular but much debated notion of the 'rainbow nation' to express the idea of unity within diversity (Buqa, 2015). This, in turn, was later to have clear links with former President Thabo Mbeki's own Pan-Africanist notion of an eventual 'African Renaissance' (Sesanti, 2016). The task facing the country was not easy and has never really been so: there are eleven official languages, plus several subcultural forms representative of a range of political, social, cultural, artistic, religious, economic, and other value systems. Furthermore, there is a very fraught and tumultuous history which has left people scarred and deeply suspicious. For the past decade or more, philosophers, linguists, sociologists, theologians, politicians, strategists, and others have debated the concept of "one country" and the processes (and practicality) of "Nation Building" (Hauptfleisch, 2006). Arts and theatre were some of the weapons used for "Nation Building" as well as fighting the Apartheid regime (Kanduza, 2004). During the 'cultural struggle' period, from 1971 to 1986, the eventifying power of the performing arts was consciously used to shift perceptions, highlight injustices and confront realities, and proved to be one of the more celebrated successes of that dark period (van Heerden, 2008). In the face of the enormous task of reconstruction, reconciliation and self-realization now facing the country, the arts (in the very broadest sense) have once more been mobilized in a most remarkable fashion in a new 'cultural struggle'. Both the theatrical event and the theatrical system as a whole have become increasingly crucial for understanding and reinterpreting the past and shaping the future, thus transforming views and perceptions across a wide spectrum that divide people and communities in this process, the arts and culture festival has come to hold a special place (Hauptfleisch, 2008).

4.2 A brief overview of the Light Up uMngeni (LUM) Festival

The Light Up uMngeni (LUM) Festival is a festive season campaign that strives to bring together the local uMngeni community and businesses to celebrate our collective community and the

festive spirit. The LUM Festival aims to create a festive season campaign that showcases the town's festive spirit and local talent through cuisine, arts, activities and music over two days. Through collaboration with the tourism members, local businesses, Non-Profit Organisations (NPOs), Non-Governmental Organisations (NGOs) and the uMngeni Municipality, the festival strives to create a festive season campaign branded under the LUM festive fair for the entire festive season. The LUM festive fair is the anchor event linking festive activities, experiences and events planned throughout the uMngeni region over the festive season. In 2021 the festival was hosted for one night at the iconic Howick Falls and was attended by more than 4500 residents.

4.3 Demographic characteristics of uMngeni Municipality

UMngeni Local Municipality is an administrative area in the uMgungundlovu District of KwaZulu-Natal in South Africa. The municipality is named after the Umngeni River that runs through the municipal area. The municipality has a total population of 109,867 people, making it the third biggest by population in the district of uMgungundlovu. Furthermore, the population of uMngeni comprises 51% females and 49% males (uMngeni Integrated Development Plan, 2022). The working population accounts for approximately 67% of the total population, with an unemployment rate of 22%. The unemployment rate among the youth (15-34) is approximately 32%. The municipality's key economic sectors contributing to the municipal economy are community services (23%); manufacturing (16%); finance (15%); trade (14%); agriculture (12%); transport (9%); electricity (5%); construction (5%); and mining (1%) respectively (uMngeni IDP, 2022). In addition, the municipality is endowed with large agricultural land and many tourist attractions (which will be discussed in detail in the following sections). Tourism within the municipality is linked to activities such as the Midlands Meander and Agri-tourism sparsely spread within different farms. These include attractions that are linked to nature-based tourism, farm stays, hiking, biking and other related adventure tourism activities. Most of these activities are directly linked to the agricultural sector. One of the most striking features of uMngeni's landscape character are natural and picturesque views that exist within and around the prominent urban centres of the municipality (uMngeni IDP, 2022).

4.4 Tourist attractions in Umngeni Municipality

Tourism is one of the key industries within the municipality contributing to the growth of the trade sector (uMngeni IDP, 2022). Examples of tourism and heritage assets that are located within uMngeni Municipality include historical buildings, historical sites, local landmarks, and

memorial and archaeological sites. UMngeni is characterised by a series of beautiful waterfalls surrounding the region, located around 29 kilometres Northwest of Pietermaritzburg. At the centre of this system, nestling on the banks of the uMngeni River in the heart of the Natal Midlands, is the beautiful town of Howick and its pride, the 94m-high Howick Falls. The area is also the home of the Mandela Capture Site, which attracts many local and international tourists, the Midmar Dam and several recreational areas that have become tourist attractions located near Howick (uMngeni Municipality, n.d).

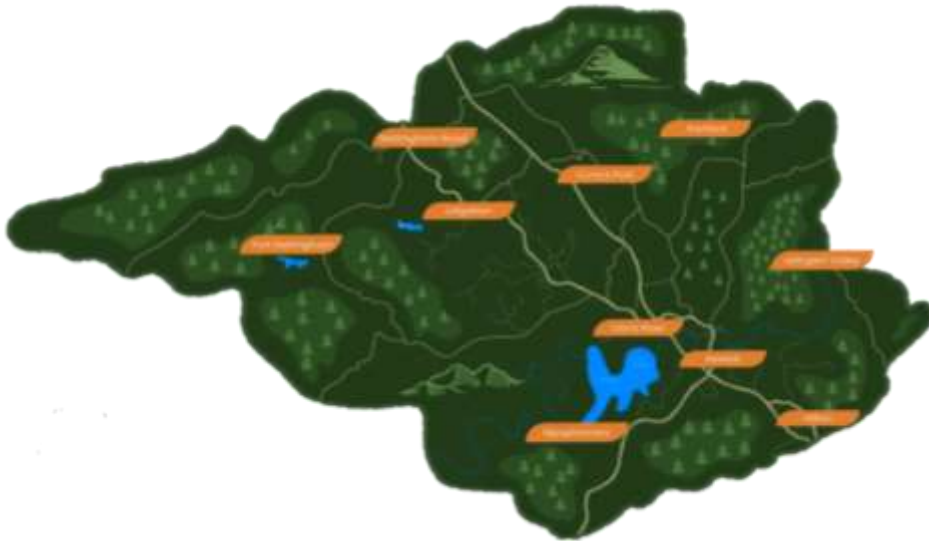


Figure 4.1: uMngeni Tourism Map

Source: Umngeni tourism (n.d)

4.4.1 The Howick falls

Howick Falls is a national historic monument that attracts many local and international tourists all year round. The waterfall is approximately 111m/364 feet in height and lies on the uMngeni River. The Zulu people named the falls “KwaNnogqaza”, which translates to "Place of the Tall One." Along the subtropical river, the fall is home to crowned eagles, rope down, rock climbing and boating (The Saunter, n.d)



Figure 4.2: The Howick Falls

Source: The Saunter (n.d)

4.4.2 Karkloof falls

The Karkloof Nature Reserve is located in the Natal Midlands, 22km North of Howick on the Karkloof Road to Rietvlei, close to Mooi River. The Karkloof Nature Reserve has 936ha indigenous forest (KZN Amafa and Research Institute, 2020), and is a pristine environment home to several mammals, most common of which is the Samango monkey, abundant bird life with the opportunity of spotting Knysna Loeries, the elusive Narina Trogon or endangered Cape Parrot.



Figure 4.3: Karkloof falls

Source: SA-VENUES (n.d)

4.4.3 Nelson Mandela capture site

On August 5, 1962, Mr Nelson Mandela, the first Post-Apartheid democratically elected president of South Africa was arrested outside Howick, KwaZulu-Natal. After his capture, Mr Mandela spent 27 years of his life in prison. Mr Mandela was charged with having organized an illegal strike and with leaving the country without valid travel documents. On the trip in question, he had travelled to Addis Ababa to attend the Pan-African Freedom Movement of East and Central Africa Conference in February 1962 to rally support for uMkhonto we Sizwe (MK), an underground wing of the African National Congress. The Nelson Mandela Capture Site commemorates this moment in history (Tourism KZN, n.d). Today, a visitor centre and a shape-shifting sculpture mark the site of Mandela's arrest. The museum inside the centre tells Mr Mandela's life story, with a focus on the time around his arrest and his subsequent 27 years in jail. The information presents his story in a thoughtful and creative way. Nelson Mandela Capture site is funded by the KwaZulu-Natal cooperative Governance and Traditional Affairs Department and managed by the Apartheid Museum, opened to the public in December 2019. The new immersive exhibition includes 360 surround film, a dazzling display of historical

artefacts and photographs, as well as a replica of the Austin Westminster that Mr Nelson Mandela was driving in when he was arrested along R103 on 5 August 1962 (The Capture Site, n.d).



Figure 4.4: Nelson Mandela Capture Site

Source: TripAdvisor (n.d).

4.4.4 Karkloof canopy tour

Karkloof Canopy Tours offers the unequalled experience of gliding along steel cables between eight canopy level platforms built high within the indigenous Karkloof forest, based in the KwaZulu-Natal Midlands. The Karkloof Canopy Tour was built in a spectacular valley of the mist belt podocarpus Karkloof forest. The Karkloof Canopy Tour begins with a detailed safety briefing followed by a “kitting up” session where full body harness, pulley and climbing equipment are put on and checked for safety. The Karkloof Canopy Tour consist of 12 platform and 10 zip-line slides, the longest of which is 200m. A tour lasts approximately two hours, this is a safe, fun adventure for people between the ages of 6 and 80+ and includes refreshments during the tour.



Figure 4.5: Karkloof canopy tours

Source: Karkloof canopy tour (n.d).

4.4.5 Midmar Dam and Alber Falls

Midmar Dam and Albert Falls Dam are popular for water sports- boating, fishing, skiing, sailing, canoeing, and swimming. The countryside is ideal hiking country and horse riding is offered at some of the many hotels and bed and breakfast establishments, it is also good cycling country, with several annual cycling events being well patronized. Several well-known sporting events are held within the municipality- Midmar mile (KZN Top Business Portfolio, n.d). Day visitors to the Midmar Dam will find shady picnic spots along the shoreline of the dam and braai (barbecue) facilities that make picnicking a pleasure. Midmar offers a wide variety of activities including game viewing, water sports, angling, and cycling. Sailing power boating, kite boarding and jet skiing are all catered for on different sections of the dam (SA Venues, n.d).



Figure 4.6: Midmar Dam

Source: Google images (n.d)

4.4.6 Karkloof farmer's market

For the ultimate in fresh produce, delicious indulgences, and family fun close to Durban, the Karkloof farmers' market is a weekend go-to during South African holidays. This indoor market is open every Saturday and is just a fantastic spot to relax in the heart of the Natal Midlands. There is an array of stalls and vendors, which combine to make the market vibrant and unique. Local farmers converge to sell the fresh produce, such as fruits, vegetables, and herbs. More than this, there is traditional French artisan bread, homemade pickles, and preserves. Moreover, the market offers ready-made meals for visitors that want to take a bit of the deliciousness home, decadent nougats biscuits, tarts, and cakes for those hankering after a treat.



Figure 4.7: Karkloof Farmers Market

Source: Google images (n.d)

4.4.7 Karkloof Nature Reserve

Karkloof Nature Reserve is situated on the eastern side of the Midlands Meander north of Howick. The nature reserve is filled with vast grasslands, wetlands and indigenous yellowwood and stinkwood forests. The reserve has a significant number of endemic and near-endemic species of flora and fauna which include the Karkloof Blue Butterfly. The Karkloof is a flat-trooped range that forms a wall between the coast and Drakensberg. Popular activities are hiking, mountain biking and canopy tours for adventure seekers.



Figure 4.8: Karkloof Nature Reserve

Source: Midlands-Info (n.d).

4.5 Role of festivals in job creation

Festivals often present the host communities with several employment opportunities ranging from permanent to temporary jobs. It is important to note, however, that temporary work, usually for one day to one week, is the most common form of employment during festivals and that these jobs are often lower-paying occupations (South Africa Cultural Observatory, 2017). While temporary employment can pose a sustainability risk, these types of jobs still play a significant role in providing young people with industry exposure, practical experience, opportunities to improve their skills and networking opportunities, all of which can lead to more permanent opportunities. A study conducted by South Africa Cultural Observatory (2017) identified the following typical jobs that are created through festivals, these include but are not limited to festival logistical support (including transport), event coordination and management, marketing, broadcasting through community radio stations, billboard advertising, printing and supply of signage and newsletters, sales, fundraising, catering and security.

These events can also boost business activity in the area, leading to increased sales and revenue for local businesses, which can create new jobs and support existing ones. The increased demand for goods and services can also lead to the creation of new businesses, further boosting employment in the area (Shelton, 2017). Local events and festivals can also stimulate the local economy, encouraging growth and development and creating new employment opportunities (Department of Economic Development and Tourism Directorate, n.d.). Overall, local events and festivals play a crucial role in job creation and support the long-term economic stability of the host community.

4.6 Entrepreneurial and small-business development opportunities

The South African government has prioritized entrepreneurship and the advancement of Small Medium Micro-Sized Enterprises (SMME's) as the catalyst for economic growth and development (IDP, 2022). Entrepreneurs at arts festivals are sometimes categorised as vendors or exhibitors. They play a momentous role in attracting both visitors and income (Smith, 2009). Festival entrepreneurs include both direct providers of tourism products (accommodation, tour services) and indirect providers of goods and services {crafts, food} (Ndabeni and Rogerson, 2005). The LUM festival has opened doors for small to medium businesses to join as vendors for the fair. This has provided local artisans with the opportunity and platform to sell their locally produced goods which presents an enormous opportunity to contribute towards achieving the national government's vision of empowering and advancing small businesses and entrepreneurs.

4.7 Return on investment (ROI):

Local festivals and events attract tourists and visitors to the area, boosting the local economy and increasing revenue for local businesses. Additionally, the presence of local events and festivals can raise property values, leading to higher ROI for property owners (Mxunyelwa and Tshetu 2018; Pereira et al., 2021). These events also drive business activity and provide exposure for local businesses and attractions, attracting new customers and increasing brand recognition. Furthermore, local events and festivals such as LUM bring people together and improve the sense of community, which can have a positive impact on the overall investment climate of the area. By creating a lively and dynamic atmosphere, local events and festivals play a significant role in promoting economic growth and development (Pereira et al., 2021).

4.8 Visibility of host communities.

Derrett (2005) stated that events attract visitors, tourists and media attention. These events can also increase the visibility of the host community and promote its unique features and attractions. For example, hosting a food festival can highlight the community's local cuisine, while a music festival can highlight its cultural and artistic heritage (Apostolakis and Viskadouraki, 2017). According to Kim (2018), local events and festivals also provide opportunities for local businesses and organizations to participate and showcase their products, services and offerings, which can increase their visibility and exposure to potential customers. Furthermore, by creating a lively and dynamic atmosphere, local events and festivals can also help to enhance the reputation and image of the host community, making it more appealing to potential investors, residents and tourists (Zaei and Zaei, 2013). Overall, local events and festivals play a vital role in promoting the visibility and recognition of host communities and contribute to their long-term economic growth and development.

4.9 Impact on hospitality industry

The hospitality industry in South Africa has grown rapidly over the last decade and is now regarded among the sectors changing and improving the economy. It includes tourism, food and beverage and hotel industries (Sucheran, 2021). Local festivals and events can have a significant impact on the hospitality industry, which can be both positive and negative. SiteMinder (2018) and Parsons et al. (2018) argued that local festivals and events can increase demand for hotel rooms, food and beverage sales, and tourism, which can result in higher occupancy rates and revenue for hotels, restaurants, and bars. This can provide a boost to the local economy and create employment opportunities in the hospitality sector. However, Lill and Ren (2015) and Moisescu et al. (2019), contradicted this view and stated that high demand during festivals and events can result in noise pollution, overbooking and higher prices, which may discourage some visitors from attending. Additionally, the increased foot traffic and activity in the area can also strain local infrastructure, such as transportation and public safety, which can negatively impact the overall experience of visitors. Nevertheless, if managed effectively, local festivals and events can provide a valuable source of revenue and exposure for the hospitality industry.

4.9.1 Impact on transportation

Scholars have had differing views on the impact of local festivals and events on the transportation industry. Pereira et al. (2021) stated that the increased demand for transportation services during festivals and events provides a significant boost to the industry, creating new revenue streams and employment opportunities. However, Eck and Montag (2003) argued that the negative effects of increased traffic congestion and strain on local infrastructure outweigh any potential benefits. For this reason, transportation providers should invest in alternative modes of transportation, such as bike-sharing or electric scooters, to reduce traffic congestion and provide more sustainable transportation options during festivals and events (Eck and Montag, 2003). U.S. In addition, the Department of Transportation Federal Highway Administration Office of Operations (2005) suggested implementing transportation management plans, such as road closures, traffic diversions, and increased public transportation services, to minimize the impact of festivals and events on local transportation systems. Evidently, the impact of local festivals and events on the transportation industry is a complex issue that requires careful consideration of the local context and available resources and may be viewed differently depending on the perspectives and interests of different scholars.

4.9.2 Impact on tourist attractions:

Festivals and events can bring increased attention and exposure to tourist attractions, , bringing more visitors and boosting tourism in the area. For example, the Nelson Mandela Capture Site, which marks the spot where Nelson Mandela was arrested in 1962, can benefit from increased visitor numbers during local festivals and events, as more people learn about the history and significance of the site (Xulu, 2022). Similarly, Howick Falls, a popular tourist destination known for its scenic beauty and recreational opportunities, can see an increase in visitor numbers during festivals and events, providing a boost to the local economy (Xulu, 2022). Yet, Eck and Montag (2003) cautioned that the increased foot traffic and activity in the area can also put strain on local infrastructure and resources, such as parking and access to tourist attractions.

4.10 The impact of festivals on infrastructural development in KZN

The events for tourism and economic development in Pietermaritzburg attract many visitors. Normally out of season, there is often a demand for accommodation, shopping, and entertainment. Therefore, because of this new accommodation establishments may be developed, shopping centres may be expanded or built, and more entertainment facilities may be introduced (such as casinos, bars, and restaurants). Not only do these developments provide an opportunity for increased spend and economic growth, but they also stimulate the local economy as the locals will then spend more money at these new developments {barring the accommodation} (Tourism KwaZulu Natal (TKZN), 2013). The increased development of infrastructure and facilities for tourism not only adds to the competitiveness of the destination but it also has the potential of attracting visitors to the destination out of season. This could occur during major holidays and at other times of the year when events are not taking place (TKZN, 2013).

A paper on the Howick falls precinct in Umngeni Municipality discussed the infrastructural development because of Howick Tourism stakeholder engagement (Sokhela, 2020) and noted the following:

- RDP houses for the resettlement of the informal community currently residing in the Howick falls precinct is recommended. The project comprises 1 500 units and the beneficiaries are largely from *Shiyabazali*, an informal settlement adjacent to Howick falls. The project has received consent for the development of 500 units. The remaining units can only be developed once the Mpophomeni treatment works has been completed.
- The Department of Human Settlement has provided sewer pump station and handed it over to uMgungundlovu District Municipality. An agreement has been reached with the district for bulk water provision as well as with KZN Department of Transport for services.
- Over 5 million has been set aside by the KZN Department of Economic Development, Tourism and Environmental Affairs for the development of Howick falls precinct through uMgungundlovu District Municipality.
- Howick museum offers a wide range of curriculum enrichment and educational lectures for pupils from grade 4 upwards. The education exhibition has specimens, heritage sites and tourist attractions including Howick falls.

The city of Durban has throughout the years hosted a diverse range of events. These include sporting events, for example the comrade's marathon, the 2010 FIFA World Cup and the African Nations Cup. There have also been cultural and social festivals, such as the annual Durban July and Amashova festival (Mejabi, 2018). Support for major events has been predominantly justified by government and tourism agencies in terms of the narrow perspective of their economic contribution in the city (Mejabi, 2018). However, evidence also suggests that events caused traffic congestion and parking difficulties in the city of Durban. This is not to mention the socio-psychological displacement and disruption of community life, crime and crowding effects (Mejabi, 2018).

The Last Dance music festival has achieved Msunduzi desired goal to promote local and economic development and attract investments. For the duration of this event, travelers, crew members from SABC and other organizations were all booked at local establishments for accommodation. Vendors were also provided with free space to sell their products, which contributed towards boosting the local economic activities and entrepreneurial endeavours. However, the democratic Alliance's (DA's) Ross Strakhan complained that "under the financial, administration and ongoing collapse of infrastructure, the city should be focusing on core functions such as paying creditors and making sure basic service delivery is prioritized" (Xulu, 2022). This was a legitimate concern because Eskom enforced load reduction leading to services not being executed in term of electricity, water, waste collection in the city (Xulu, 2022).

4.11 The role of festival marketing

Festival marketing activities have been widely adopted by local governments and business owners as marketing strategies to attract tourists and investors, thus boosting local economic development (Wu, 2016). Local activities and festivals, such as the LUM festival, do not only attract tourists, but also serve as the most direct and specific promotional channels of local culture and demonstrate the cultural characteristics explicitly. Marketing can thus help preserve historical heritage and culture. In addition, festival marketing campaigns can attract more tourists and shape the regional image effectively (Wu, 2016; Hinch, 1996). Festival marketing is conducted through various channels and different types of materials. It can be distributed through printed media advertising (brochures, advertisements in the press and magazines), active media (television, radio, and cinema), outdoor advertising (billboards, transport advertising, banner-towing, ambient advertising), public relations, corporate image,

branding, packaging, and merchandising, telemarketing calls, e-mails, event sponsorships and by means of word-of-mouth (Roodt, 2008; George, 2021).

The subsections that follow, outline four marketing strategies that can be undertaken in relation to festivals.

4.11.1 Online/ Social Media Marketing

Online marketing refers to the process of using information and communication technologies (ICT) and digital media to deliver marketing messages. Online marketing offers opportunities to businesses to distribute and promote their products and services (Madondo, 2016:16). These involve the use of social media that provides a cheaper approach where users generate content and share it with their friends and family members on a real-time basis. Platforms that are used for online marketing include Instagram, Facebook, LinkedIn for business travellers and Twitter (KZN Integrated Aerotropolis Strategy, 2014). Social media has an impact on the tourism industry, both before and after travel, with the former mainly comprising information seeking and the later primarily concentrating on sharing the trip experience (Nzeku, 2020). The arrival of social media has resulted in organisations paying increased attention to online marketing. Such platforms offer organisations a rapid communication platform to influence their customers.

4.11.2 Print media marketing

Print media is the most effective for delivering a message that requires the absorption of details and contemplation by the receiver. Printed media can be read repeatedly and kept for future reference. Various potential tourists keep special editions of tourism products for later reference. Newspapers are the fastest mode of marketing, with the most widespread impact. Magazines, while slower, are better directed and positioned to special interest audiences, such as trade and professional groups (Kotze, 2005: 16). Magazines differ markedly from newspapers in content, time frame and method of operation. In contrast to the daily newspaper with its daily deadlines, magazines are published weekly, monthly, or sometimes quarterly. Because these publications usually deal with subjects in greater depth than newspapers do, magazine editors may allow months for the development of an article (Kotze, 2005: 16).

4.11.3 Broadcast media marketing

Broadcast marketing is a type of service or product advertisement that uses television and radio broadcasts to capture the attention of viewers and listeners and remains the most visible and prestigious form of advertising and the most convenient way to reach an audience of millions (Yapparova, 2013). Broadcast media differs from print advertisements and marketing tactics in that broadcast marketing techniques include traditional commercials, product placement on television shows and endorsements by radio personalities based on demographic information collected by broadcast and marketing companies. Broadcast media such as the radio and television allow individuals to interact with one another and build relationships (Trattner and Kappe, 2012). TV channels and radio as marketing mediums are essential for shaping an image and building an attitude towards the brand since people like trying new things and sharing experiences (Yapparova, 2013). While broadcast media marketing is generally known to be expensive, there has been a proliferation of community radio stations and community TV programmes that assist in marketing local events such as festivals. Research conducted by Chikaipa and Gunde (2021) revealed that recent establishment of community radio stations, centred on local community development, has created an opportunity for promotion of languages, events and cultures, as practised by minorities in local areas surrounding the radio stations.

4.11.4 Word of Mouth

Word-of-Mouth (WOM) has recently become one of the most frequently cited terms in marketing. It describes informal conversations and recommendations from current and potential customers about products and services. Due to their credibility, these conversations and recommendations have a massive effect on sales (Karlíček, Tomek and Křížek, 2010). Word-of-mouth promotion may be considered as being extremely important when exploring marketing communications for music festivals given the social and experiential nature of music festivals (Kerr, 2011). There are several factors that distinguish word-of-mouth marketing from traditional marketing strategies. First, word-of-mouth marketing is about interpersonal communication, which allows consumers to connect naturally (Ries and Ries, 2002). The second factor is that consumers usually perceive word-of-mouth as non-commercial. Therefore, it plays a significant role in shaping consumers' behaviour and changing their attitudes toward products and services because it is considered unbiased and sincere (Ahn, Choi and Joung, 2020). Several scholars note that informal information, such as word-of-

mouth, is a more significant source of information compared to mass media such as print or television advertising (Buttle, 1998; Rusticus, 2007; Katz and Lazarsfeld, 2017). This is mainly because word-of-mouth marketing is more persuasive and relies on credible sources of information that are not easily manipulated, such as family members, friends and peers. This is different when compared to traditional marketing channels, such as advertising (Katz and Lazarsfeld, 2017). With the spread of the Internet and social media in the modern era, a new form of Online Word-Of-Mouth (eWOM) has emerged. Instead of only communicating with their friends, family and acquaintances face-to-face, online word-of-mouth involves consumers actively engaging in online discussions to share their experiences with others (Ahn, Choi and Joung, 2020).

5. RESEARCH METHODOLOGY

In this study, data were collected using quantitative research approach. Quantitative research refers to the data that can be quantified. Due to the sample size being generally large and considered representative of the population, the results are taken as if they constitute a general and sufficiently comprehensive view of the entire population (Martin and Bridgmon, 2012).

5.1 Data collection and recruitment strategy

Data were collected at UMngeni Local Municipality (Figure 5.1). The target groups for this study were LUM festival attendees, stakeholders, and vendors who were 18 years and above. Data were collected using survey questionnaires that were delivered and collected physically from the respondents. Prior to the collection of data, permission was obtained from the survey respondents and LUM Festival organisers. The collected data were analysed using Statistical Package for Social Sciences (SPSS) to compute descriptive statistics from the data. The analysis focused on frequency tables and charts to illustrate trends in each of the data categories included in the questionnaire. An interpretation of each data category was then provided to enable the researcher to draw conclusions from the data set.



Figure 5.1: UMngeni Local Municipality

(Source: www.municipalities.co.za)

5.2 Sampling strategies

Sampling strategy refers to the process of selecting suitable individuals, entities and events as representatives of a larger population for the study (Sekaran and Bougie, 2013). The sample size for this study was 1000 respondents from the LUM festival. Subjects were randomly selected to participate in this research. Convenience sampling is a type of nonprobability or non-random sampling where members of the target population that meet certain practical criteria, such as easy accessibility, geographical proximity, availability at a given time, or the willingness to participate are included for the purpose of the study (Dörnyei, 2007).

5.3 Data analysis

The quantitative data underwent a data cleaning and validation process, whereby all duplicate records and identified errors were removed and all typing errors corrected. To produce the expected outputs, descriptive statistical procedures in form frequencies were then used to analyse the data. The frequency tables with corresponding summary charts produced using the Statistical Package for Social Sciences (SPSS) and Microsoft Excel as data analysis tools are presented in Annexure B.

5.4 Reliability and validity

Validity in research refers to the accuracy and truthfulness of the findings based on the integrity and application of the methods undertaken and the precision in which the findings accurately reflect the data (Long and Johnson, 2000). A valid study should demonstrate what exists and a valid instrument should measure what it is supposed to measure. Reliability is concerned with the consistency, stability, and repeatability of the employed analytical procedures (Long and Johnson, 2000). It refers to the ability of a research method to produce consistently the same results over repeated testing periods. In this study, a panel of experts was used to validate the instrument (questionnaire) through content validity and cognitive interviewing. Content Validity Index (CVI) that was used in this study is the Item - Content Validity [I-CVI] (Shi et al., 2012). Three academic content experts were requested to review the relevance of each question on a 4-point Likert scale: 1= not relevant; 2= somewhat relevant; 3= relevant; 4= very relevant. These experts were only responsible for rating the questionnaire, they did not form part of the study. Then for each question, number of experts giving 3 or 4 score were counted (3,4 - relevant; 1,2 - nonrelevant). The recommended I-CVI is between 0.78 to 1.00 and the rating that we obtained was 0.9.

5.5 Ethical considerations

Informed consent has been recognized as an integral part of ethics in research conducted in different fields (Sanjari et al., 2014). Important ethical standards that were considered while

conducting this research study were honesty, transparency and openness, anonymity, confidentiality, accountability and informed consent. Research subjects participated in this study freely, without being coerced or paid to do so. Informed consent is a pivotal part of research ethics. The researcher and data collectors ensured that the rights of the participants were not infringed. Furthermore, an information letter was shared with participants and stakeholders pertaining the purpose of the study, the type of information that was going to be gathered, how the data was to be used and who will have access to it. The principle of informed consent stresses the researcher's responsibility to completely inform participants of various aspects of the research in comprehensible language (Orb et al. 2001).

5.6 Data usage and storage

Data collected in this study is stored on the MKI data portal for safe keeping and future reference. This data was only used for the purpose of this study. Furthermore, the subjects remained anonymous, personal information such as name, surname, contact details were not disclosed. The data will be kept for 5 years, thereafter it will be disposed of by deleting it from MKI Information Technology Enterprise Environment.

5.7 Exclusion criteria

Due to the nature of the study, minors below the ages of 18 were excluded from participating in the survey. The participants were 18 years and older.

5.8 Limitations of the study

One of the limitations of this study is the fact that the event started late, hence attendees that use public transport ended up leaving the event early to catch public transport before it finishes. Moreover, on the first day of the event (17 December 2022) it was raining heavily which made it impossible for the attendees, vendors, and stakeholders to participate in the study.

6. RESULTS AND DISCUSSION

This report presents the analysis of survey data collected from the survey conducted to assess and examine the impact of the Light Up uMngeni (LUM) event on the community and the environment. Moreover, the survey was intended to see if the LUM event culminated towards socio-economic growth, social cohesion, and the upliftment of the local economy. In addition to the latter mentioned, the survey also aimed to measure the spending and net impact of the LUM event on the local economy.

The LUM event was composed of three types of survey participants, namely:

- Attendees
- Stakeholders
- Vendors

Thus, the research survey was divided into three different components to assess and understand how LUM affects each type of participant. This was done to avoid the one size fits all umbrella notion so that policy and decision-makers can devise solutions dedicated to each participant group in future.

PART 1: ATTENDEES

6.1 Travel Behaviour: Distribution of LUM festival attendees

There were 691 attendees that participated in the survey on the economic impact of the LUM survey. Most of the attendees were from the uMngeni Local Municipality (69%), followed by day visitors (19%) and the least (12%) being overnight visitors (Figure 6.1). The day and overnight visitors (31%) contribute immensely to boosting the economy of the uMngeni Local municipality in terms of supporting local businesses and promoting tourism.

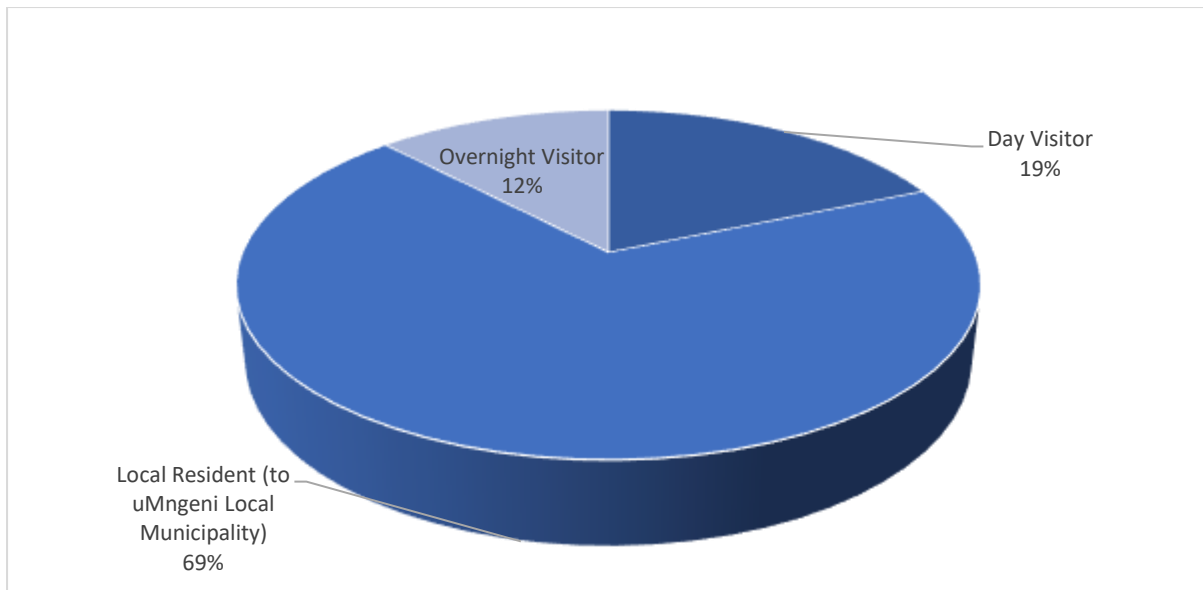


Figure 6.1: The breakdown of the LUM festival attendees

6.2 Attendees' location

Most of the attendees were originally from the KwaZulu-Natal Province (87.7%), suggesting that local residents support provincial initiatives, such as the LUM festival. This was followed by 4.8% from Gauteng and 1.9% from Western Cape (Figure 6.2). Some attendees were from Malawi (0,3%) and London UK (0.1%) and Britain (0.1%). Attendees indicated that they look forward to the LUM festival every year since it unites the community and promotes the economy of the municipality. It is worth noting that the LUM festival brings cheers and joy to the attendees, as it highlights the beginning of the festive season.

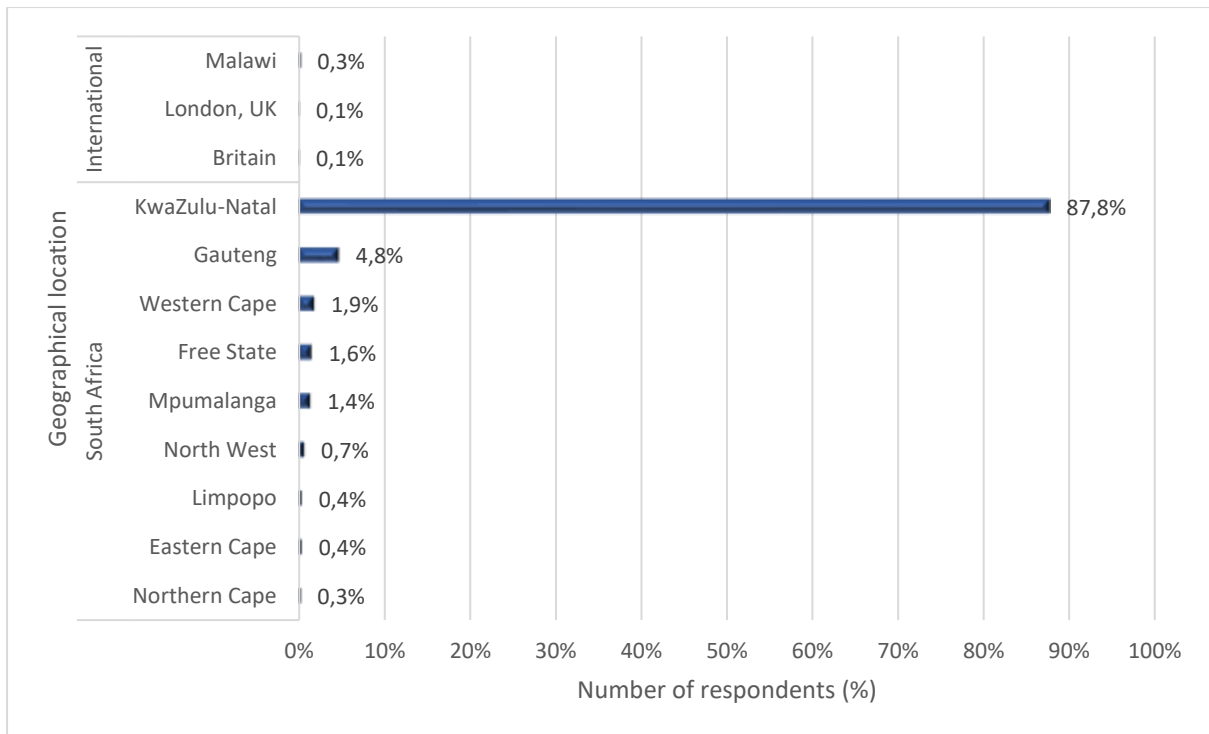


Figure 6.2: The geographical location of LUM festival attendees

6.3 Future LUM festival event attendance

Most of the respondents are keen and willing to attend the future LUM festival as highlighted in Table 6.1, where 564 respondents indicated that they will be attending the future events. Only 7 respondents indicated that they were less likely to attend future festivals.

Table 6.1: Future LUM festival event attendance

LUM festival future attendance	Number of respondents
Don't Know	95
Maybe	25
No	7
Yes	564
Grand Total	691

6.4 Attendance of Light the Fall Holiday Festival in 2021

Figure 6.3 shows that 44% of the respondents attended the Light up the Fall Festival in 2021, and 56% did not attend. This highlights the need to promote and market the festival well in advance to promote awareness and thus, boosting the attendance. Consistent with the findings of this study, Wu (2016) and Hinch (1996) reported that festival marketing campaigns can attract more tourists and shape the regional image. Festival marketing can be conducted through various channels and different types of materials such as using print media, word of mouth and social media.

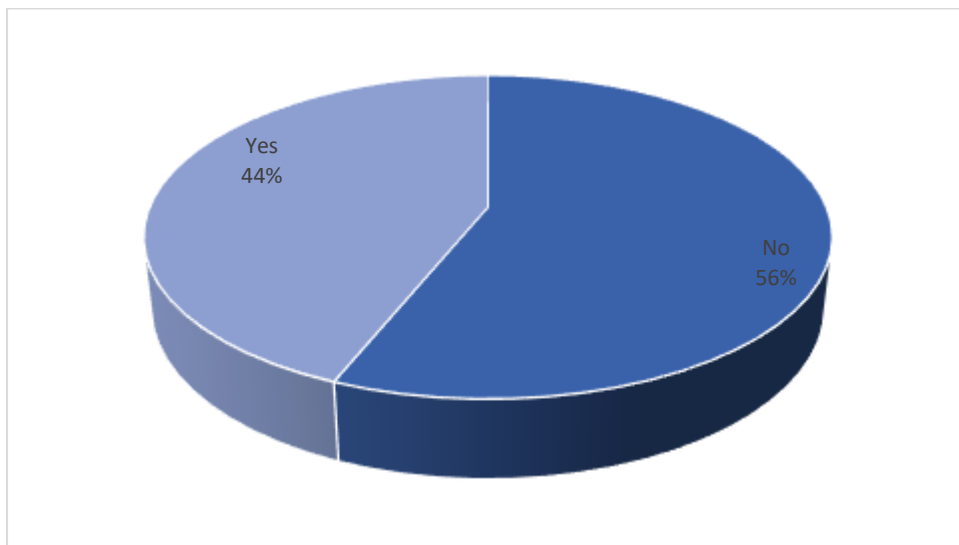


Figure 6.3: Attendance of Light the Fall Holiday Festival in 2021

6.5 Accommodation used by the attendees

The majority of the attendees used a guest house or a bed and breakfast type of accommodation (20%). The second mostly used accommodation was that of family and friends' accommodation (19%). Some (19%) attendees used luxury hotels, holiday homes (12%) and family hotels (12%). Only 5% and 1% used holiday flats and camping caravan respectively (Figure 6.4). Consistent with the findings of this study, Esu and Arrey (2009) confirmed that festival tourism is being used as a tool to boost the local economy and has the potential to combat seasonality and enable the demographic spread of tourism across a developing tourist. Festivals such as LUM, do not only boost the economy of the area, but they also create employment opportunities (one in twenty-two employed people in South Africa works in the tourism industry) and are an important motivation for tourists to travel (Saayman and Rossow, 2011).

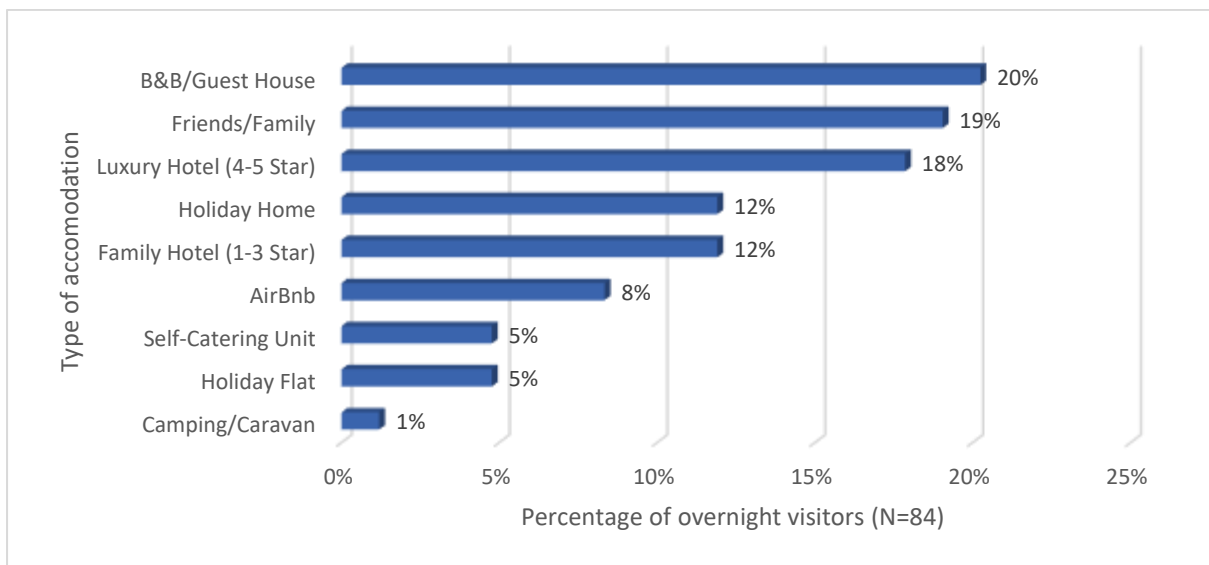


Figure 6.4: Accommodation for overnight visitors

6.6 Duration of the visit or stay

Most of the attendees that stayed in hotels, B&Bs, self-catering establishments and Air BnB stayed for two days. This was followed by the attendees that stayed for more than 4 nights and visitors that stayed for 2 nights (Figure 6.5). These findings highlight the effectiveness of the festival in boosting not only the tourism industry but also the hospitality industry that has been adversely affected by Covid-19 pandemic. Similarly, SiteMinder (2018) and Parsons et al. (2018) claimed that local festivals and events can increase demand for hotel rooms, food and beverage sales, and tourism, which can in turn result in higher occupancy rates and revenue for hotels, restaurants and bars.

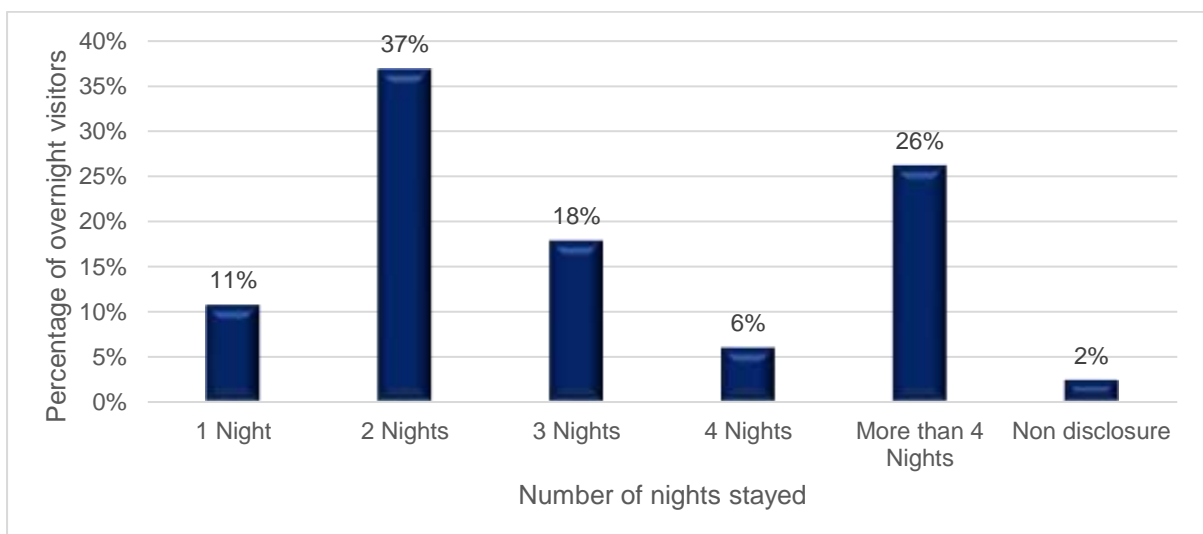


Figure 6.5: Duration of the visit or stay

6.7 Primary reason of attending the LUM festival

Most attendees were at the event as part of their vacation and leisure (92%) time whereas a small group of attendees were there for business and work purposes (8%), as depicted in Figure 6.6. Festivals play an important role in local tourism development, as they can draw visitors to the area and attract them to stay longer and spend more in the host community (Mxunyelwa and Tshetu, 2018). Similarly, Allen et al. (2002) reported that festivals also help to create a positive image for the locality and provide a competitive marketing advantage in relation to similar areas.

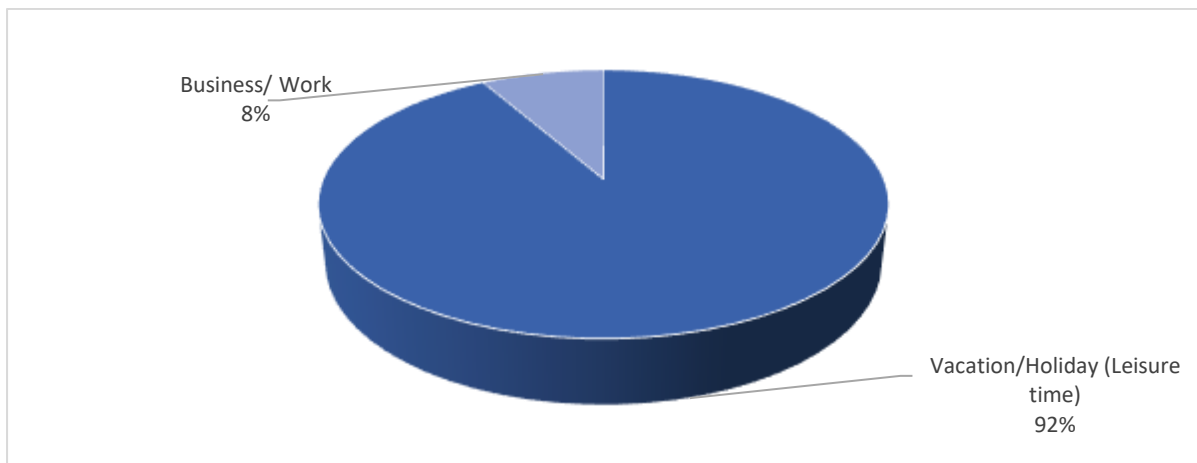


Figure 6.6: Primary reason of attending the LUM festival

6.8 Scheduling visit to coincide with the LUM festival

Most of the attendees (54%) did not schedule their visit to coincide with LUM festival. They visited uMngeni Municipality purely for the festival and leisure (holiday). However, 33% scheduled their visit to coincide with the event (Figure 6.7). This shows just how popular the LUM festival is for uMngeni Local Municipality and for the whole country.

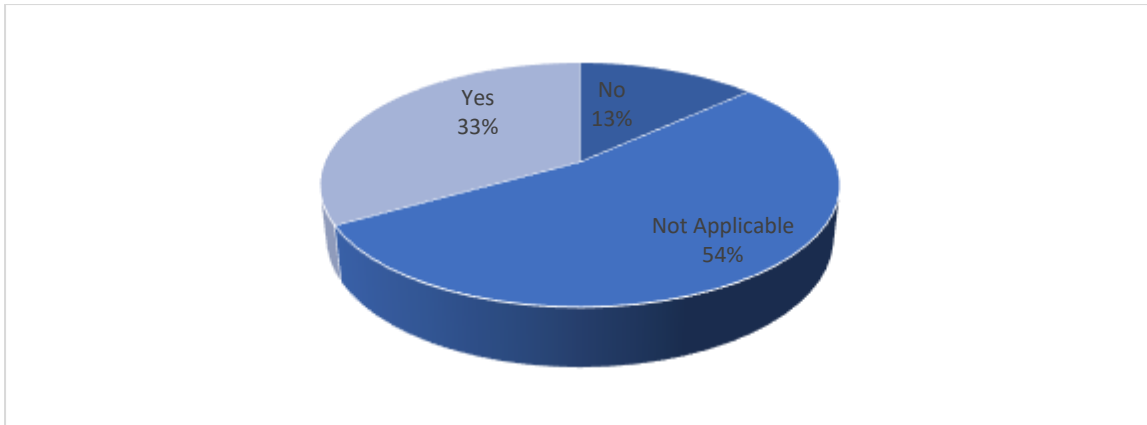


Figure 6.7: Attendees scheduling visit to coincide with the LUM festival

6.9 Mode of transportation used to attend the festival

A staggering majority of the attendees (82%) used their private transportation to get to the event. The second largest group that used rental vehicles (11%) (Figure 6.8) were mainly the visitors coming from outside the province of KwaZulu-Natal. Other attendees used mini-bus taxis (4%), airplane or bus (1% respectively) and train (0.4%). Pereira et al. (2021) reported that the increased demand for transportation services during festivals and events provides a significant boost to the industry, creating new revenue streams and employment opportunities.

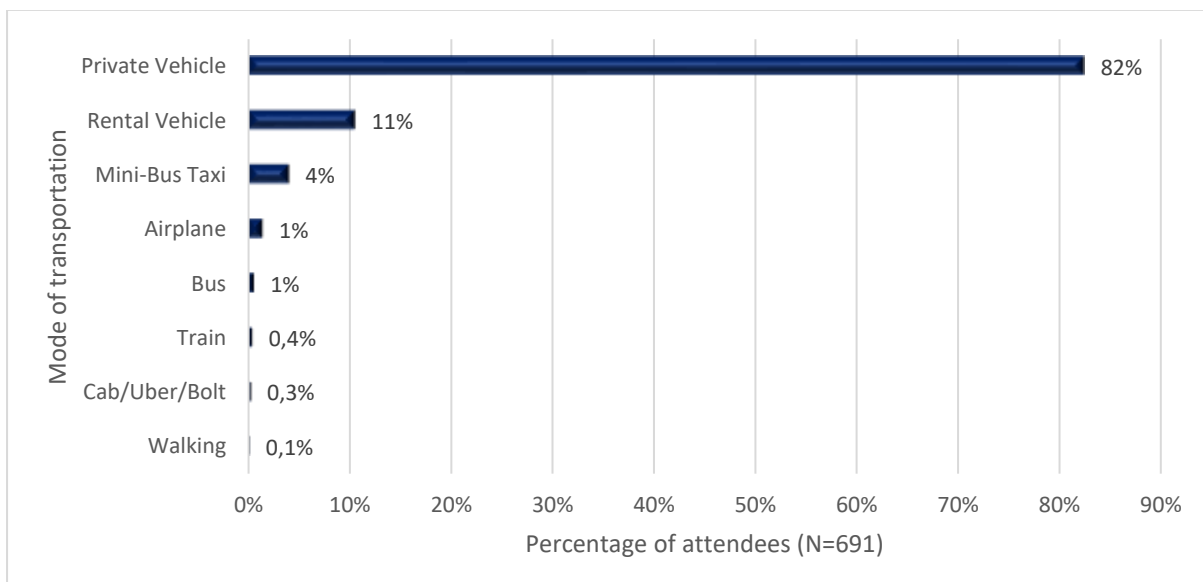


Figure 6.8: Mode of transportation to attend the LUM festival

6.10 Marketing strategy influencing attendance

The dominant marketing strategy that influenced attendance was the utilisation of social media (58%) followed by word of mouth (51%) and empirical experience of those that have previously attended previous LUM festival (20%). The least effective mode of marketing was print media, municipality invitation, family invitation and deployment by the company (Table 6.2). Silvia (2019) concurs that social media and digital marketing activities are pivotal for gaining revenue and reducing the cost of conventional marketing activities.

Table 6.2: Marketing strategy influencing attendance

Marketing methods influencing attendance	No. of attendees	Number of responses (%)
Deployed by company	1	0,1%
Family invitation	1	0,1%
Municipality invitation	1	0,1%
Print media	46	7%
Emails	51	7%
Digital Media (e.g. Websites)	90	13%
Attended Before	137	20%
Word-of-Mouth	352	51%
Social Media (e.g. Facebook)	399	58%

6.11 Festival attractions

The LUM event attendees proclaim that live entertainment, kids' activities, food stalls and many other all contribute to the success and attractiveness of the LUM event (Figure 6.9). Live entertainment (33%), festive season lights (30%), food stalls (28%) and tourism experience and activity were also popular with the festival attendees. The least favourable activity was the educational activities (10%). This presents a unique opportunity for festival organisers to make the educational activities more interesting and fun to attract scholars and youngsters towards such activities. A strategy that might be effective might be the incorporation of Legos and

digital educational games (including fun mathematical activities, quizzes and prizes that will intrigue young minds).

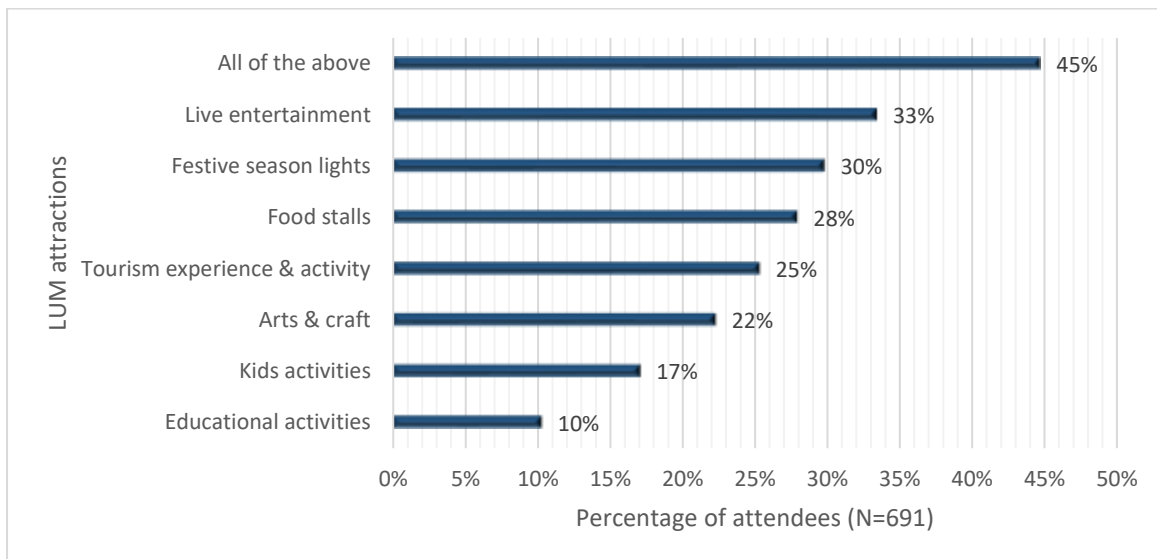


Figure 6.9 : LUM Festival attractions

6.12 Impact of LUM festival on local businesses

The results showed that most of the attendees (79%) were of the view that LUM festival does promote local businesses, whereas only 4% did not believe LUM promotes local businesses (Figure 6.10). Although the majority of the attendees are pleased with the participation of local businesses at the fair, there is always a room for the incorporation of smaller to medium businesses as vendors and exhibitors at the festival so as to boost their participation and enhance the overall economy of the uMngeni Local Municipality. The LUM festival has opened doors for small to medium businesses to join as vendors for the fair and it has provided local artisans with the opportunity and platform to sell their locally produced goods. This opportunity presents a platform to contribute towards achieving the national government's vision of empowering and advancing small businesses and entrepreneurs.

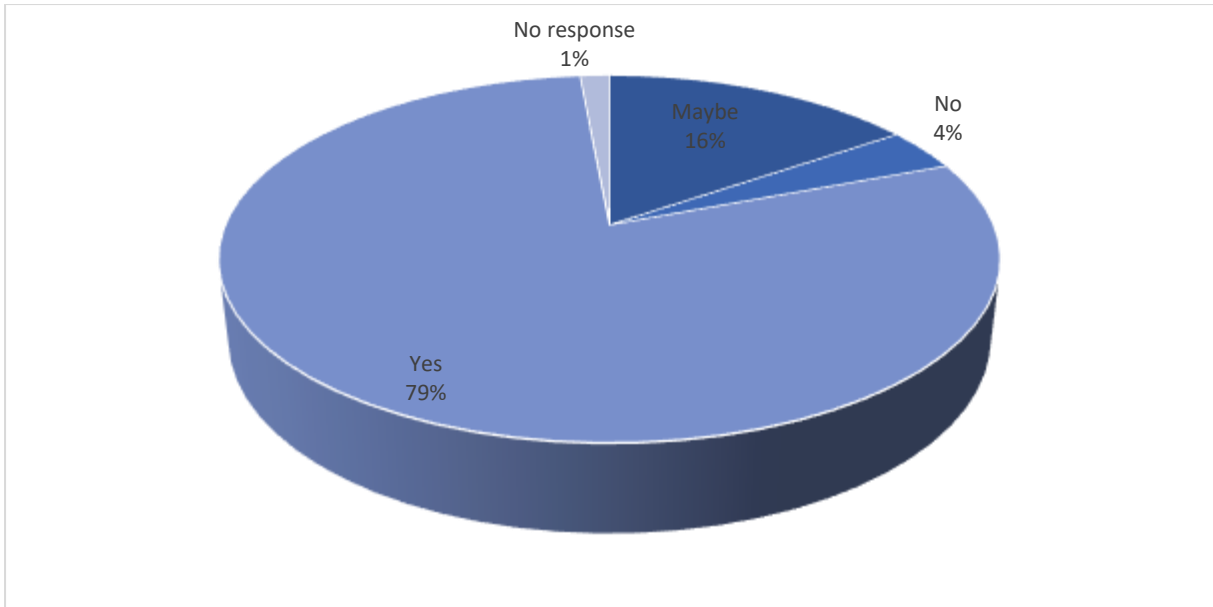


Figure 6.10: Impact of LUM festival on local businesses

6.13 Satisfaction with communication and information provided

The majority of attendees (95%) were happy with the dissemination and provision of information regarding the LUM festival (Figure 6.11). Only a handful of attendees (5%) were not satisfied with the communication strategy pertaining the event. According to Kelvin-Iloafu (2016) communication is the art of passing information from one person to another so that they can be received in the manner they were meant. Ineffective communication may result in uncertainty, apprehension and dissatisfaction.

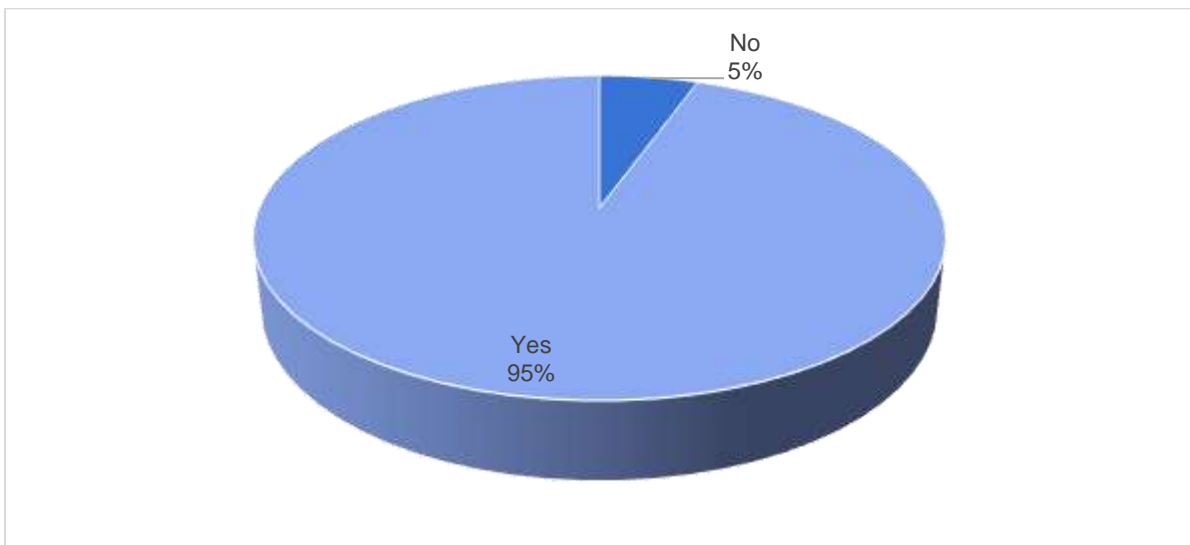


Figure 6.11: Attendees satisfaction regarding LUM festival information

6.14 LUM festival dissatisfying elements

The aspects that most attendees were not happy with were the public toilets (27%) followed by parking (26%). Equally concerning were the lighting (24%), seating (17%), poor event signage and entertainment (11%) respectively (Figure 6.12). The facets of the event that the attendees were not satisfied with requires immediate improvement to ensure that the next festival is a huge success. The attendees can either break or make the event, hence, it is crucial that corrective measures are adopted to improve attendees' satisfaction (Figure 6.12).

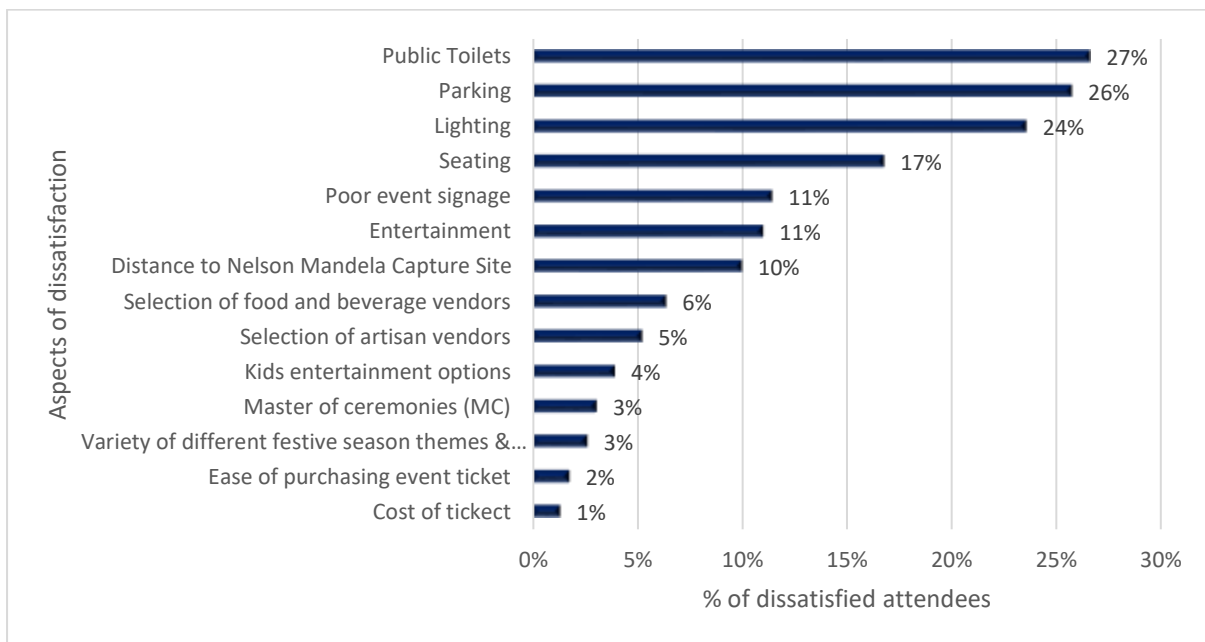


Figure 6.12: Dissatisfying aspect of the LUM festival

6.15 Satisfying elements of the LUM festival

Some attendees (21%) were not happy with kids' entertainment options, as depicted in Figure 6.13. However, it is worth noting that a greater portion of the attendees were content with the entertainment (39%) followed by the cost of the tickets (38%), selection of food and beverages vendors (33%) and ease of purchasing the tickets (31%). The results indicate that the festival was a huge success, however, there is a room for improvement to make future events even more exciting and worth attending (Figure 6.13).

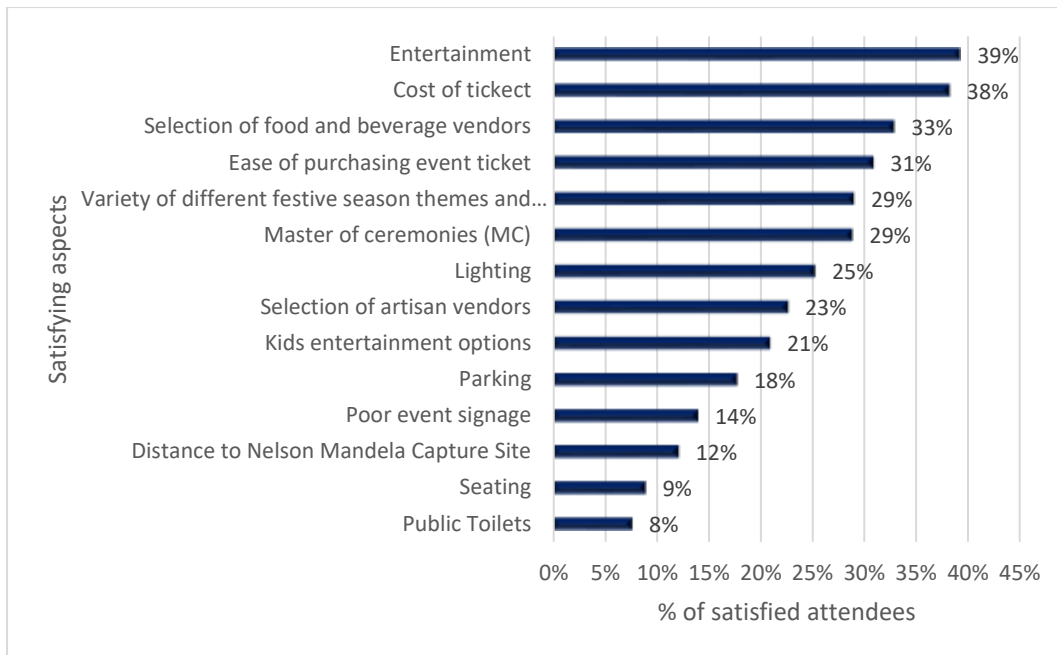


Figure 6.13: Satisfying aspects of the LUM festival

6.16 LUM festival overall event experience

The majority of attendees were happy with the overall experience of the event. Most attendees alluded that they had an excellent experience (51%), followed by those who felt that the event was good (41%). Additionally, an insignificant portion of attendees felt that they had a fair experience (8%) and only 0.3% indicated that they had a poor experience (Figure 6.14). Considering the aspects of the festival that were dissatisfying, it is crucial that the festival organisers implement a turnaround strategy pertaining the ablution facilities, parking, lighting, and seating. This may greatly improve the attendees experience and the overall atmosphere surrounding the fair.

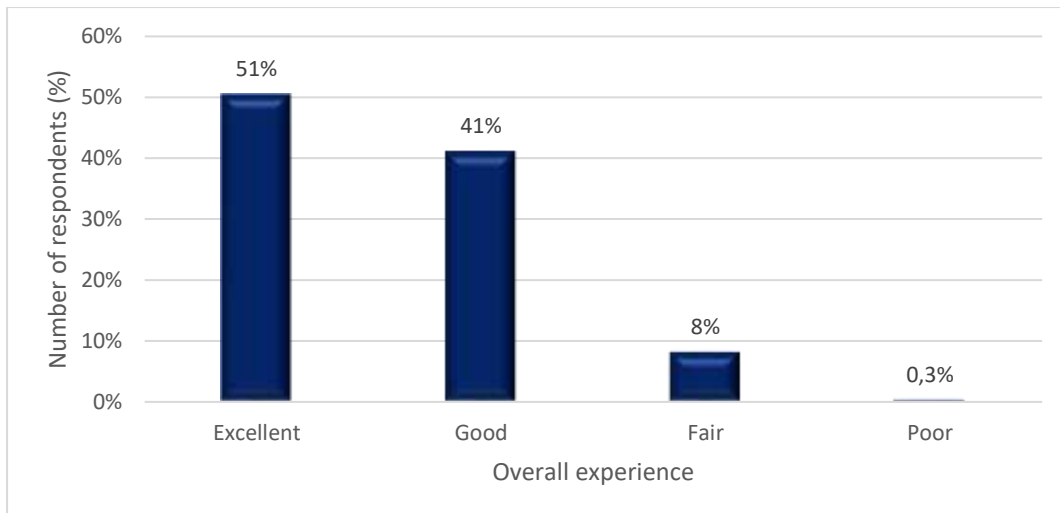


Figure 6.14: Attendees overall experience

6.17 Experience at the Mandela Capture site

Most of the attendees felt that the Mandela Capture site experience was excellent (56%) followed by those who felt that it was a good experience (38%). A minority felt that their experience was fair and average (6%). These findings highlight the importance of choosing the perfect venue for the festival (Figure 6.15). The venue should be easily accessible (especially for those using public transport), clean, hold monumental history or cultural significance. Thus, hosting the event at the Mandela capture site was very strategic for the municipality. The Nelson Mandela Capture Site is a cultural and historical exhibition that is situated at the site at which the late Mr Nelson Mandela was apprehended for his anti-Apartheid activism acts in August 1952. The rich history, culture and significance surrounding this site is immeasurable. Hence, the uMngeni municipality and residents should strive to embody some of Nelson Mandela traits and capitalise on attracting both local and international tourists.

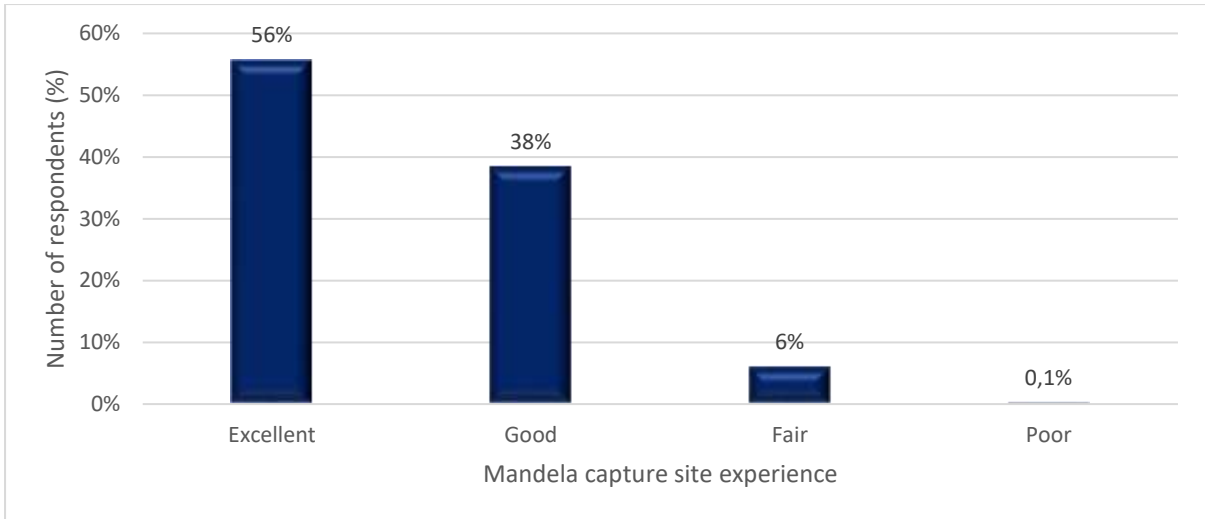


Figure 6.15: Mandela Capture site experience

6.18 Venue satisfaction

The site distance and traveling time did not have any bearing on the attendee's decision to purchase a LUM festive fair ticket (Figure 6.16). Moreover, an upright majority of the attendees were satisfied with the LUM festive fair event venue (85%). The findings highlight the significance of the Mandela Capture site.

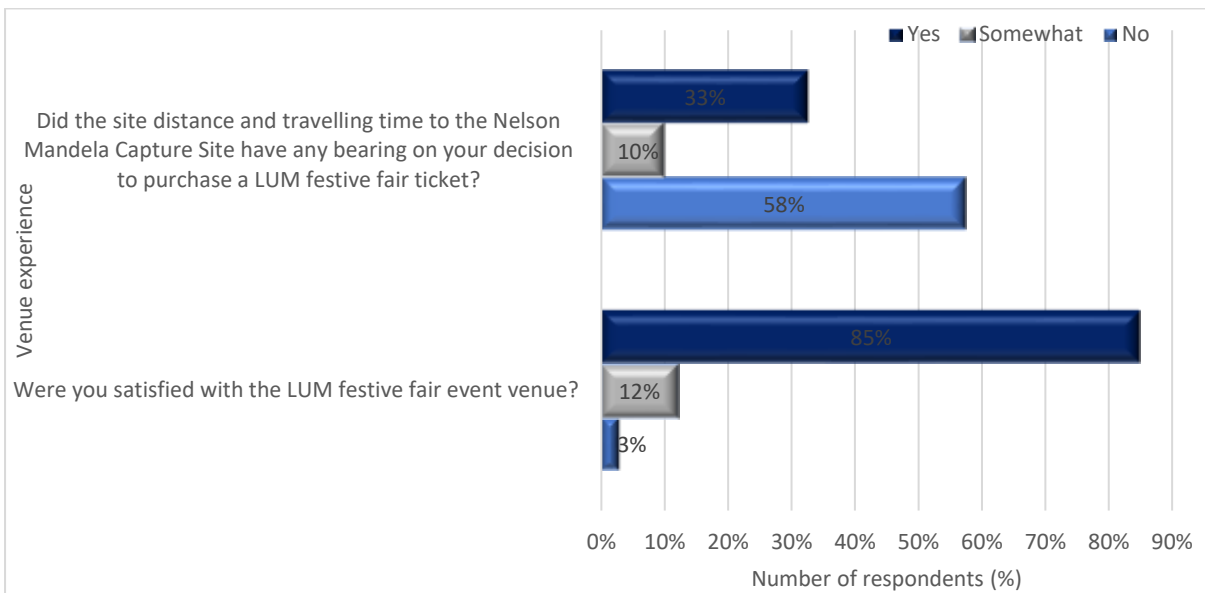


Figure 6.16: Venue satisfaction

6.19 Challenges experienced at the LUM festival

Most of the attendees did not experience problems during the LUM festival (68%). However, a relatively small minority experienced problems during the event (32%), as depicted in Figure 6.17. This indicates that the festival was well organised, although there is still room for improvement, as discussed in detail the section above.

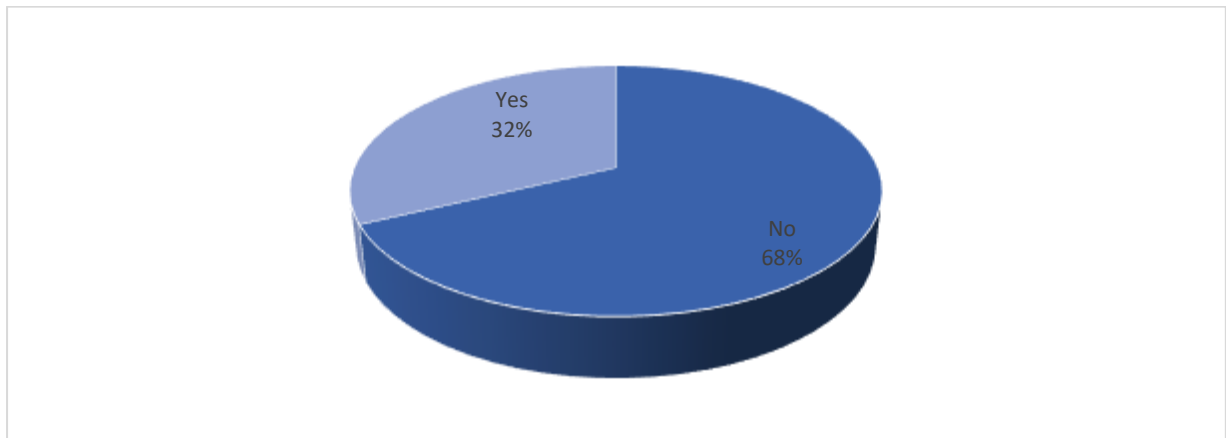


Figure 6.17: Challenges or problems experience during the LUM festival

6.20 LUM festival event recommendation

Almost all the attendees were comfortable to recommend the LUM festival to other people to attend similar future events (Figure 6.18). This was confirmed by 99% of the attendees that indicated that they would recommend the fair to others. The venue, overall experience, entertainment, food and beverages and atmosphere of the fair were some of the reasons that the attendees would recommend this festival.

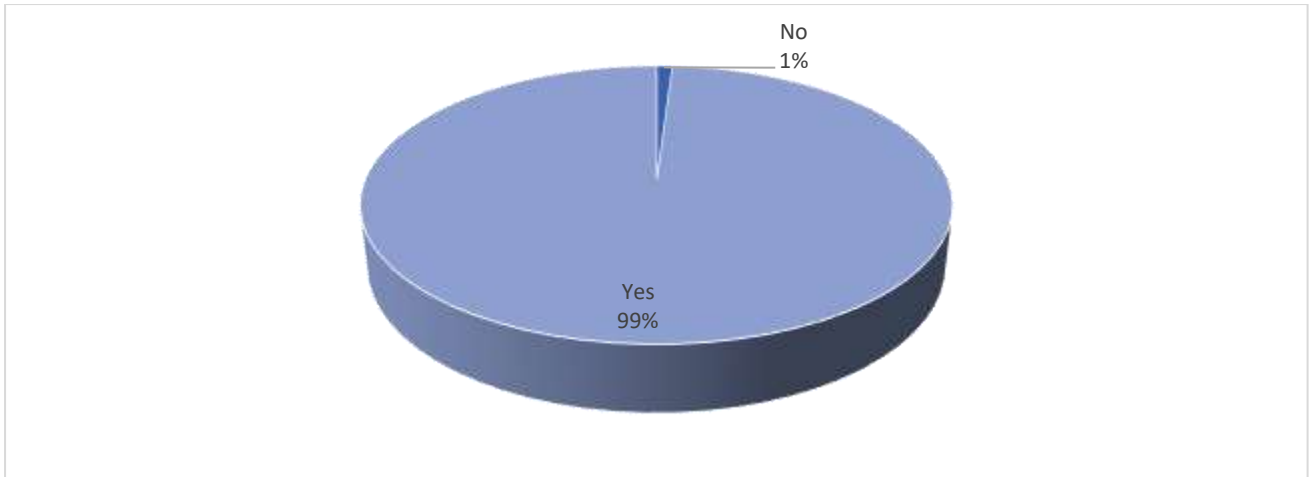


Figure 6.18: Recommendation of the fair to others

6.21 LUM festival activity ratings

Most attendees enjoyed the selection of food options (46%) followed by the conservation corner (40%) and the selection of non-alcohol beverages (33%). They gave these activities a rating of 5. Additionally, other attendees gave the following activities a rating of 4, that is, overall impression of each sponsored tree signature (42%); selection of beverage options {non-alcoholic} (41%); selection of artisan good and products (40%), nature-based activities (40%) and mayor walk (40%). The results suggest that almost all the activities were well organised and structured except for the public toilet facilities issue (Figure 6.19).

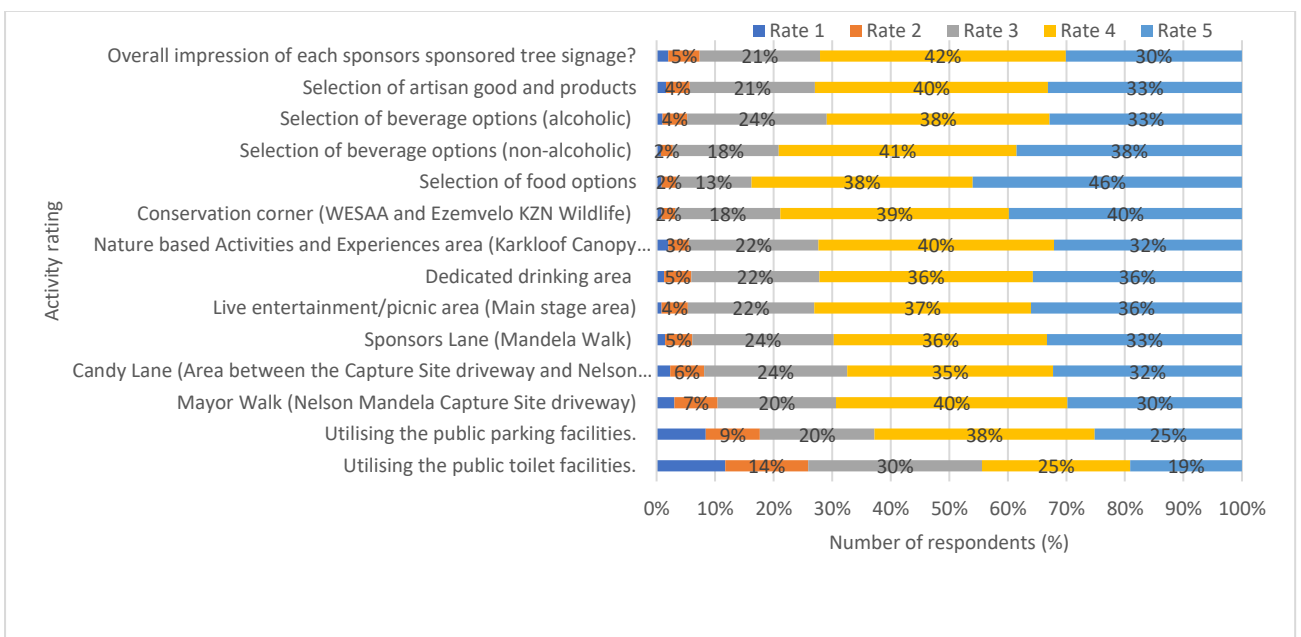


Figure 6.19: LUM festival activities rating

6.22 LUM Sponsorship: Sponsors Ratings and Experience

Figure 6.20 shows that most attendees (66%) were aware who were the LUM festival sponsors. Moreover, the statistics showed that attendees would even recommend other businesses to become sponsors of the future LUM event (87%). Furthermore, most of the attendees indicated that they had attended the sponsors online business platforms (65%). It is apparent from the findings of this study that LUM festival sponsors derived enormous value from the festival (Figure 6.20).

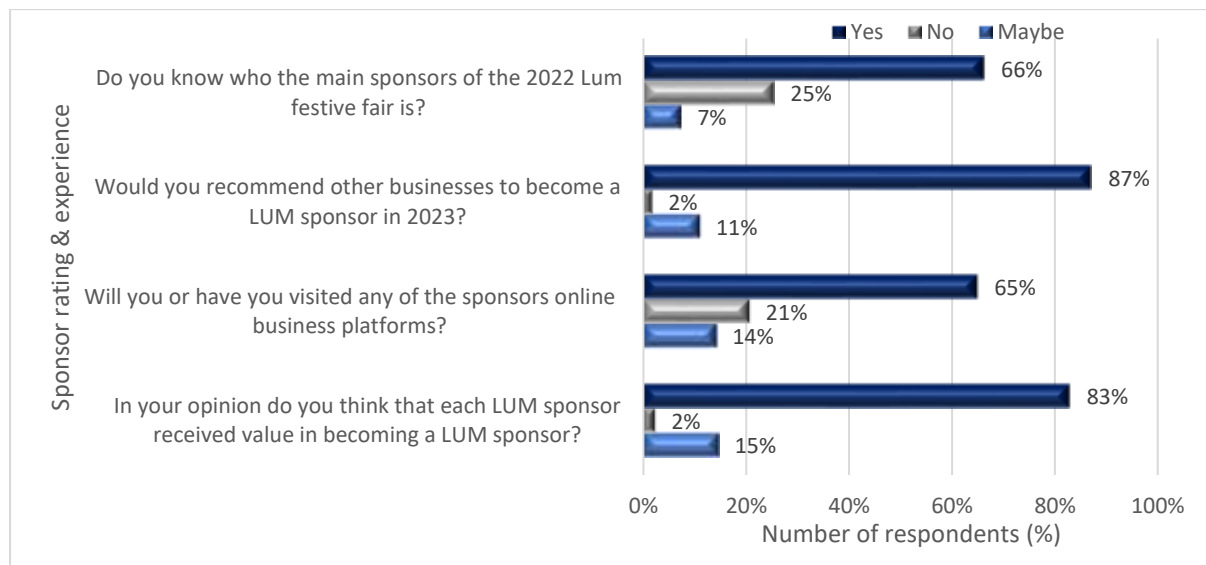


Figure 6.20: Sponsor experience rating

6.23 UMngeni Tourism: Future travelling plans to the Midlands and uMngeni in the next 12 months

An upright majority of the attendees responded positively on that they were planning to travel to and around Midlands and uMngeni in the next 12 months (Figure 6.21) This is indicated by 92% of the respondents that confirmed that they are planning to visit uMngeni in the near future (Figure 6.21). UMngeni and the Midlands have magnificent attractions that are linked to nature-based tourism, farm stays, hiking, biking, and other related adventure tourism activities. Most of these activities are directly linked to the agricultural sector. One of the most striking features of uMngeni's landscape character are natural and picturesque views that exist within and around the prominent urban centres of the municipality (uMngeni Integrated Development Plan, 2022). Only 8% of the respondents had no plans nor desire to travel to uMngeni in the next 12 months (Figure 6.21).

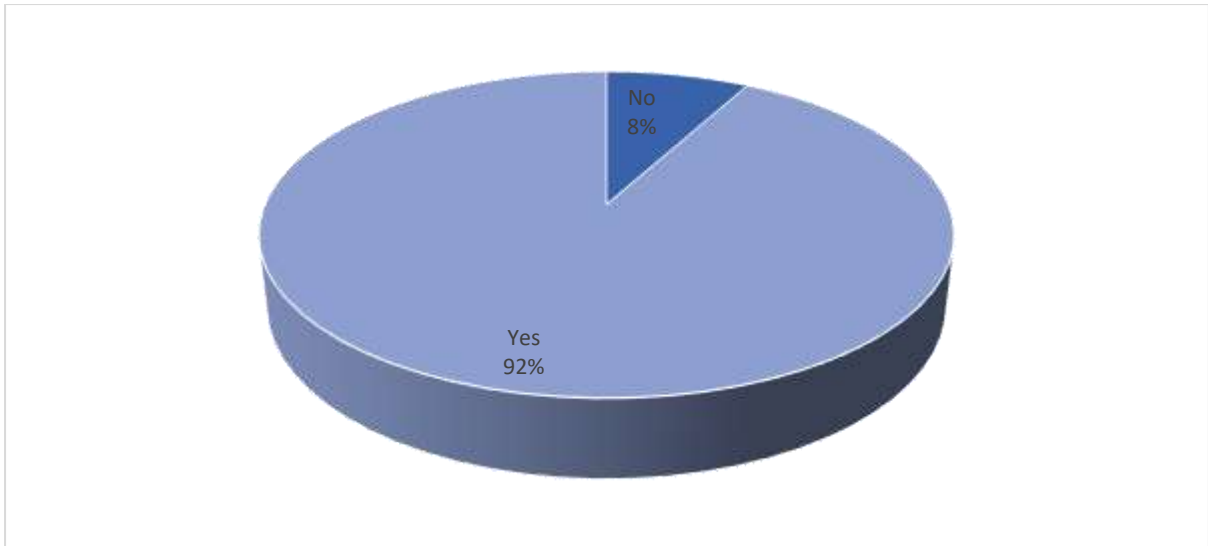


Figure 6.21: Future travelling plans to the Midlands and uMngeni

6.24 Recommendation of uMngeni as a tourist destination

All the attendees responded that they would recommend uMngeni as a tourism destination to friends and family (Figure 6.22). This was not surprising considering what uMngeni and the Midlands have to offer, as highlighted in the literature review.

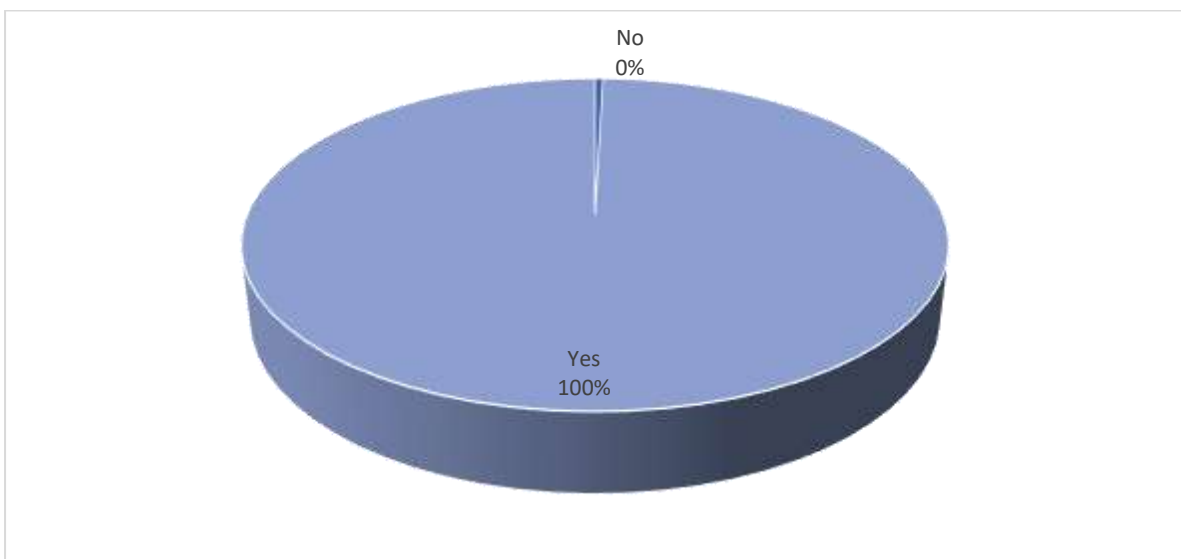


Figure 6.22: Recommendation of uMngeni as a tourist destination

6.25 #Midlands My Way

Most of the attendees were familiar with the #Midland's way (Figure 6.23). Only 23% of the respondents were not familiar with the hashtag. Noteworthy was that the popularity of this hashtag was more prominent among the youth and young adults that use social media frequently.

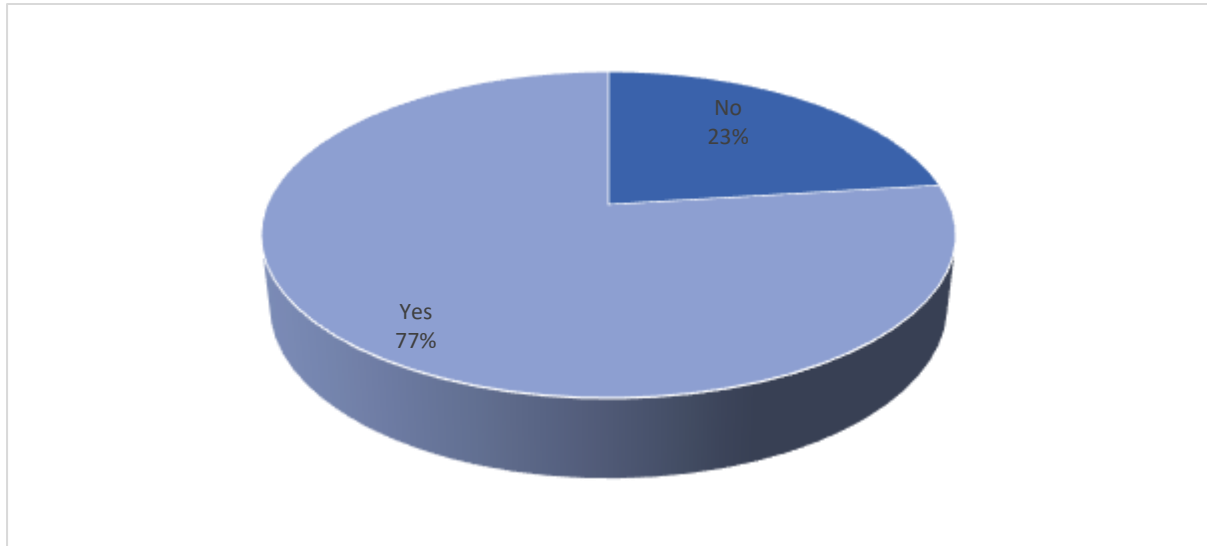


Figure 6.23: Familiarity with hashtag (#) Midlands My Way

6.26 Light Up uMngeni and uMngeni Tourism Logo

Most of the attendees (90%) have seen the Light Up uMngeni logo as illustrated on Figure 6.24. Only 10% of the respondents had not seen the logo. Similarly, the majority of attendees (91%) were aware of and had seen the uMngeni tourism logo (Figure 6.25). According to Gustafson and Chabot (2007), brand awareness refers to how aware costumers and potential customers are of your business, products, and services. The more aware the customers are of your brand, product, and services, the more they are likely to buy from you.

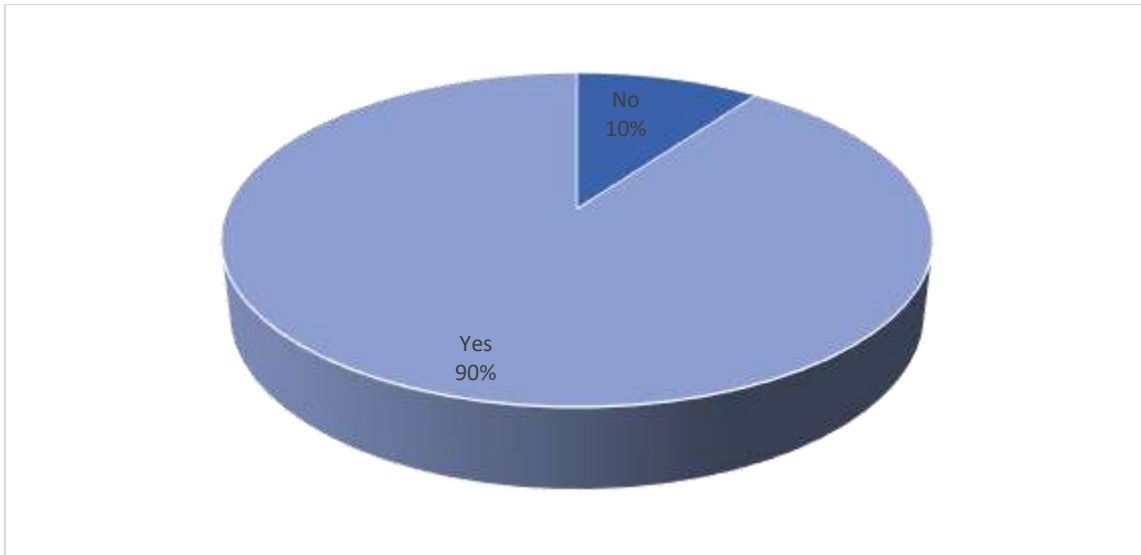


Figure 6.24: Light Up uMngeni Logo

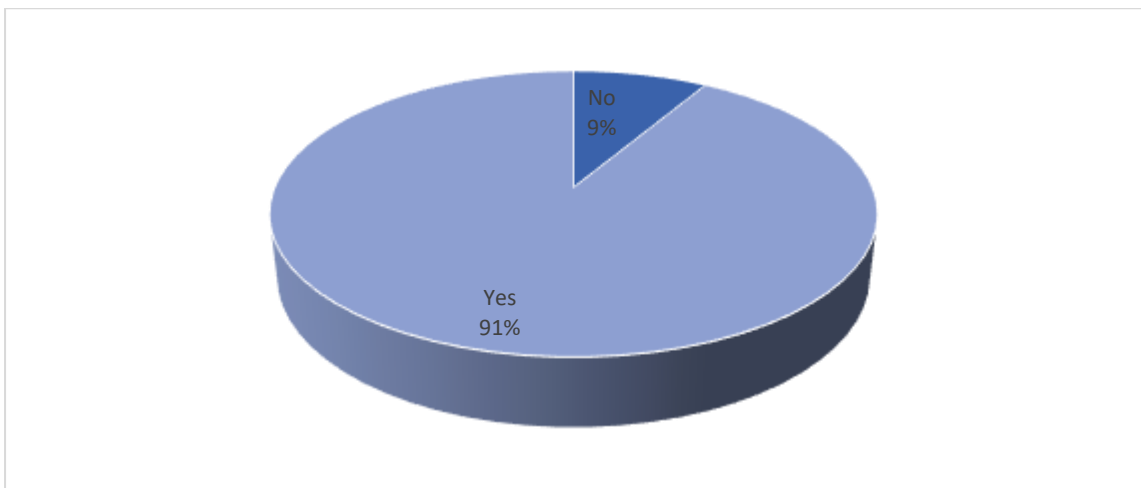


Figure 6.25: uMngeni Tourism Logo

6.27 Attendees total expenditure at the LUM Festival

Most of the attendees spent between R100 to R500 rands (40%) during the event followed by those that spent between R600 to R1000 rands (27%) and by those that spent R1100 to R1500 (10%). Three percent (3%) of the attendees spent over R5000, whereas 1% spent between R4100 to R4500 and R4600 to R5000 respectively (Figure 6.26). This indicates the impact of the LUM festival in boosting the uMngeni Local municipality's economy. The LUM festival presents an innumerable of social and economic opportunities for the uMngeni residents and

surroundings, such as job creation, income generation and tourism promotion, amongst many others. This is in congruence with Long and Perdue (1990), who argued that hosting events such as festivals enhances the local economy and its communities in several ways.

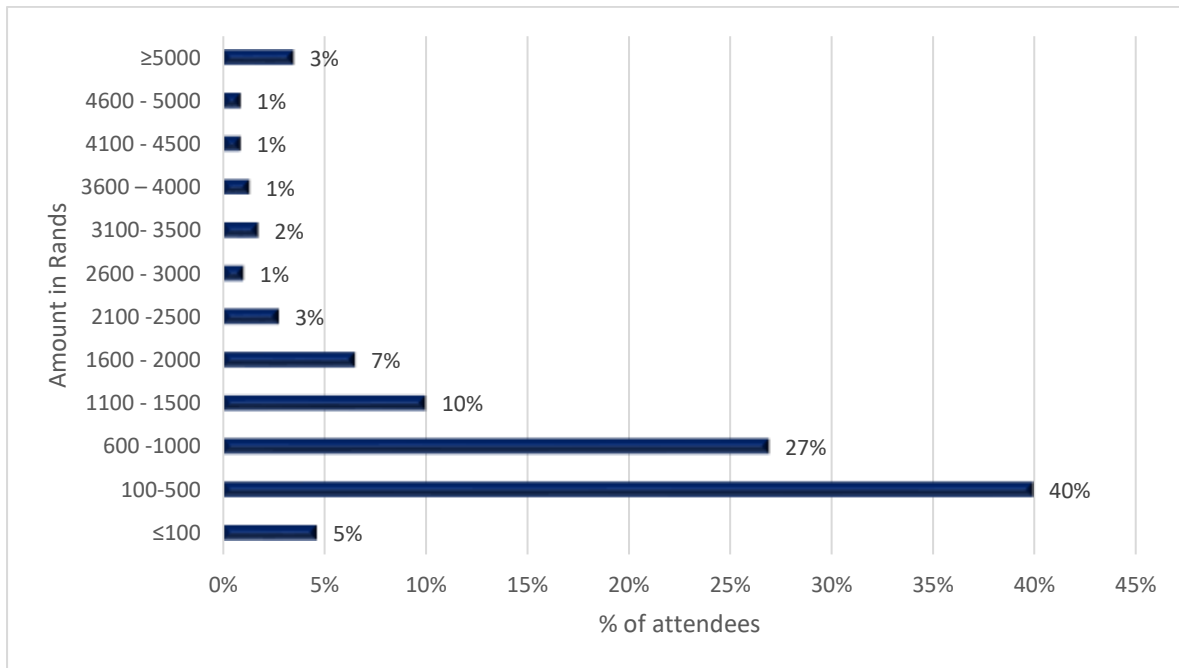


Figure 6.26: Expenditure Attendees total expenditure at the LUM Festival

6.28 LUM festival attendees' expenditure

In terms of overall expenditure, attendees spent R336 719,00 on food and beverages and R176 092,00 was spent on souvenirs /crafts as reflected on Figure 6.27. Activities such as entertainment, nature-based activities and non-natured based tourism activities should be modified so that attendees can start taking more interest in all the activities offered at the festival.

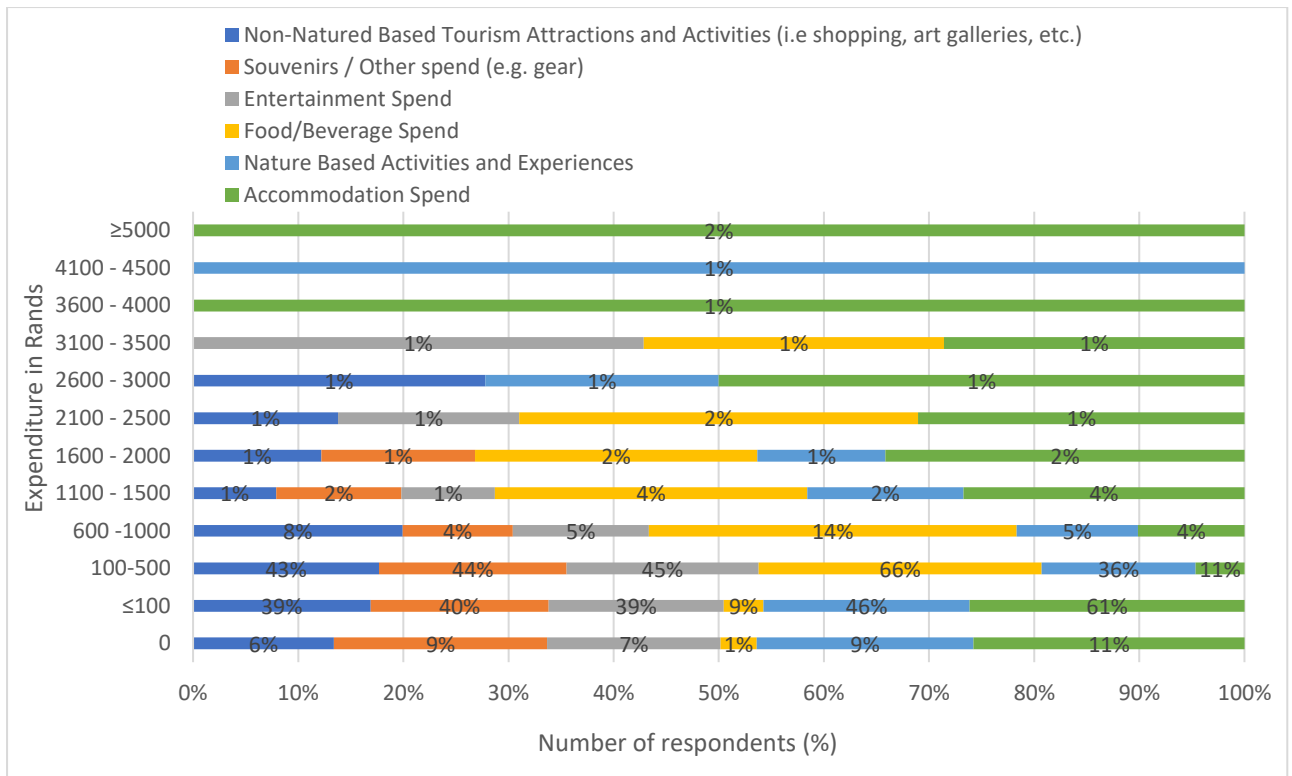


Figure 6.27: LUM attendees spending breakdown.

6.29 Income levels of the attendees per month

The attendees were not comfortable in disclosing their income level (51%). This was followed by 13% of the respondents that earn between R10 000 and R20 000, while others were earning between R20 000 and R30 000 (Figure 6.28).

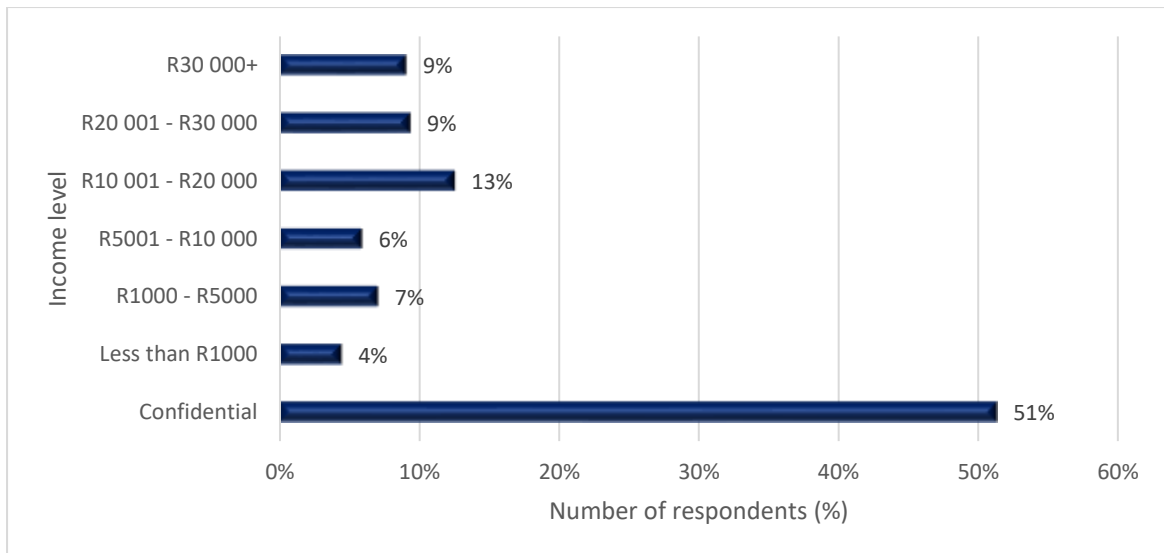


Figure 6.28: Income level of the LUM festival attendees

6.30 Demographic: Race and Gender of the LUM festival attendees

Figure 6.29 depicts the race and gender of the respondents. It can be deduced that the LUM festival attendees were predominantly females (56%) and only 44% were males. In terms of race groups, most of the attendees were White (57%) followed by Blacks, Coloured and Indians (Figure 6.29)

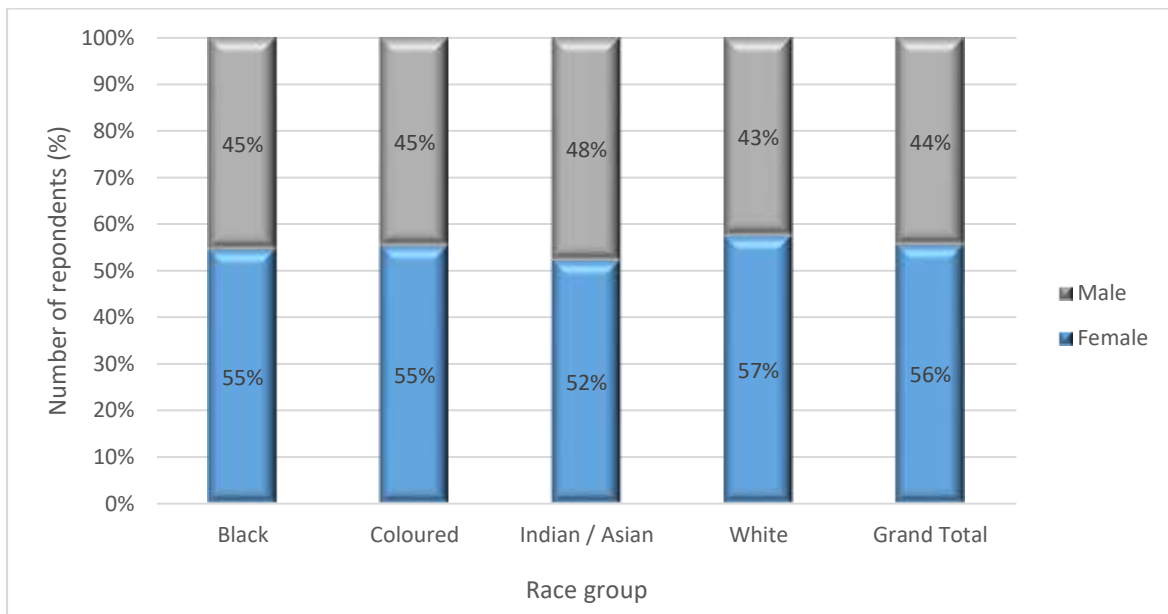


Figure 6.29: Race and gender of the LUM festival attendees

6.31 Age group of LUM festival attendees

The majority of the people that attended the event were between the ages of 30-39 (38%) followed by the age group of 18-29 (21%). Approximately 15% of the attendees were between the age of 50 and above (Figure 6.30). Thus, the event was primarily attended by the youth. Thus, LUM festival organisers should also involve the youth in the planning of the festival to ensure that the entertainment and festival attractions are appealing to the younger demographics.

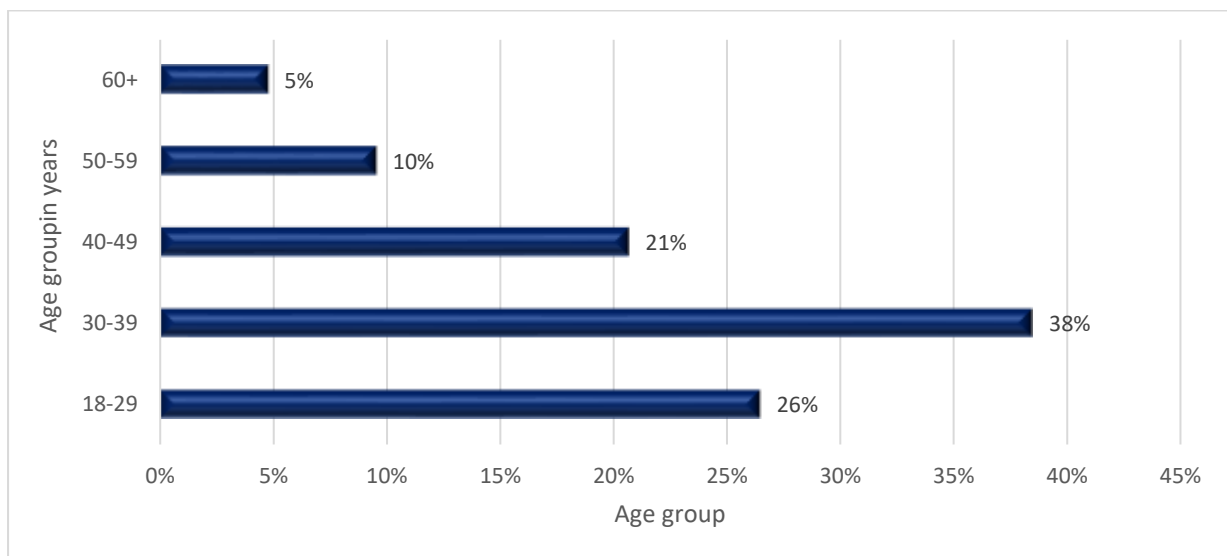


Figure 6.30: Age group of the LUM festival attendees

6.32 Recommendations by the festival attendees

The following are the recommendations by the attendees on how the festival can improve:

- Additional stalls should be included for variety of food and beverages (both alcoholic and non- alcoholic beverages).
- More undercover seating (tents) and appropriate parking should be provided.
- Vendors should have speed points so that it is easier for attendees to purchase items.
- Entrance fee to the museum should be paid at the entrance to avoid unfairness whereby some tourists pay, and some don't pay.
- The festival should be marketed and planned well in advance to attract more attendees, sponsors, and vendors.

- Toilets should be well lit, flushable, and easily accessible even for people with disabilities.
- The fair should be inclusive and promote diversity by catering for the elderly and people with disabilities.
- More candy stations with a variety of snacks and treats for the children and improvement is required for kids' entertainment.
- Improvement is required on the sound and selection of music. Music should accommodate attendees across different age groups.
- Source local artists that can perform at the fair, including locals that do gumboot dance and Zulu dance.
- Recycling bins, such as those from Sappi, should be provided to promote conserving the environment for future generations.
- More lights should be added especially those that are water resistance, as some of the lights were not working on Sunday following the heavy rain that poured the previous night.
- There should be signs for parking, stalls and toilets to avoid confusion.
- More advertisements of the event on radio and television should be done to draw more sponsorship and attendance.
- More marshals and volunteers are required to guide and provide information to the attendees.
- The event should start early on a Saturday to allow attendees to engage with both the vendors and sponsors. This can also boost the sales.
- More emphasis is required in terms of the event signage and lighting.
- The festival should be held in a much bigger venue just so there could be more food and artisan vendors.
- Public transport should be organised and made available especially if the festival is held in an area where there is no public transport.
- The festival should run for 3 days, commencing on a Friday (which will be a build up to the main event) to Sunday.

- Lights under the tents were insufficient, not enough spaces in between the vendors. Art galleries were not properly displayed.
- More publicity and more advertisements for the event. The venue should be maintained for next year if possible.
- The organisers should cater for adverse weather conditions and have a backup generator in case of loadshedding.
- Communication strategy should be developed to ensure that attendees, vendors, and sponsors are kept informed prior to the event and highlighting what to expect at the fair.
- Pharmacies should form part of the event as well. There should be diversity in terms of stalls / vendors not only showcase food, beverages and art but include medication or herbs.
- Develop an online system that will allow attendees to buy tickets online.
- The festival organisers should partner with the municipality to provide transportation for impoverished local people that cannot afford to travel to the venue. For example, kids in Mpophomeni are multitalented and a platform like this, can help them in showcasing their talents.
- There should be a detailed programme for the event, and it should be handed over to the attendees just so they know what to expect.
- Crafters should be allowed to participate and have stalls on both days rather than only on day one.
- Contact numbers of parents should be placed on kids' bracelets or tickets in case they get lost.
- Proper traffic control and direction of traffic would make the hugest improvement.
- Attendants at the public toilets would be a good idea, ensuring cleanliness and sufficient toilet paper and soap. More activities are required for teenagers. The play area was more suited for younger children. Even if it's activities that would be paid for per game.

- Improve network connection, after 8pm, most of the stalls could not accept card payments due to network issues. It was so frustrating wanting to buy (support local businesses) but not being able to do so because all the cash on hand had been used up.

PART 2: VENDORS

6.32 Race of the LUM festival vendors

Most of the vendors at the festival were white (39%) followed by the Indian and Asian group (32%). The least represented population group were blacks (24%) and coloureds (5%). The festival organisers should strive to have fair and equal distribution of vendors from all ethnic groups (Figure 6.31).

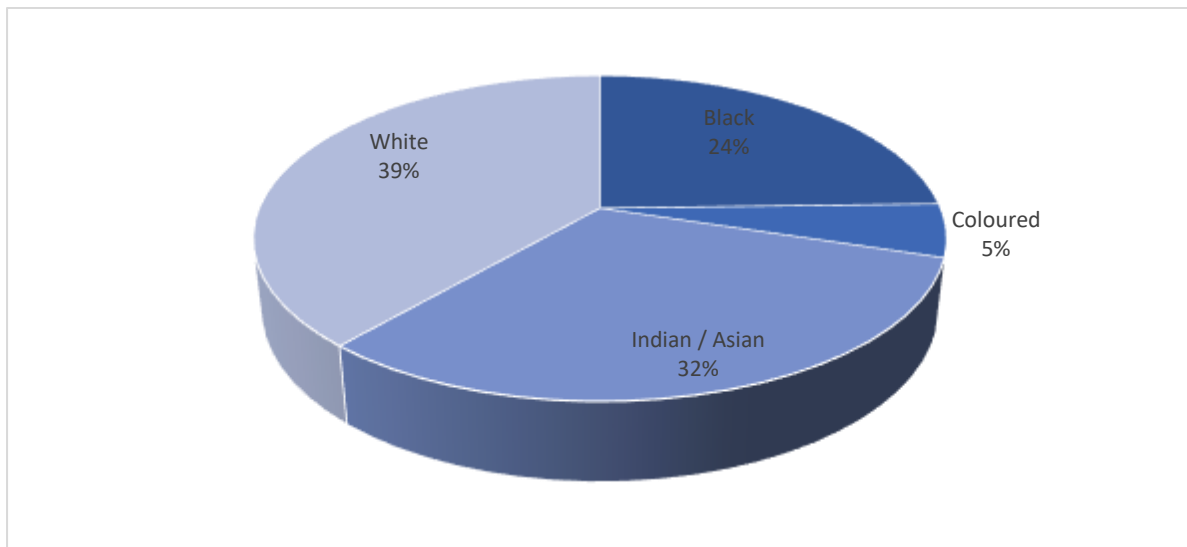


Figure 6.31: Race of the Lum Festival vendors

6.33 Local residence and visitor attendance statistics

Figure 6.32 depicts that a staggering majority of the vendor population that attended the event were from within the uMngeni Local municipality (82%), the minority were day visitors (14%) and few overnight visitors (4%). Encouragingly, 37% of overnight visitors stayed for 3 nights, followed by those that stayed for over 4 nights (Figure 6.33). This highlights the contribution of the fair to the hospitality industry at Midlands.

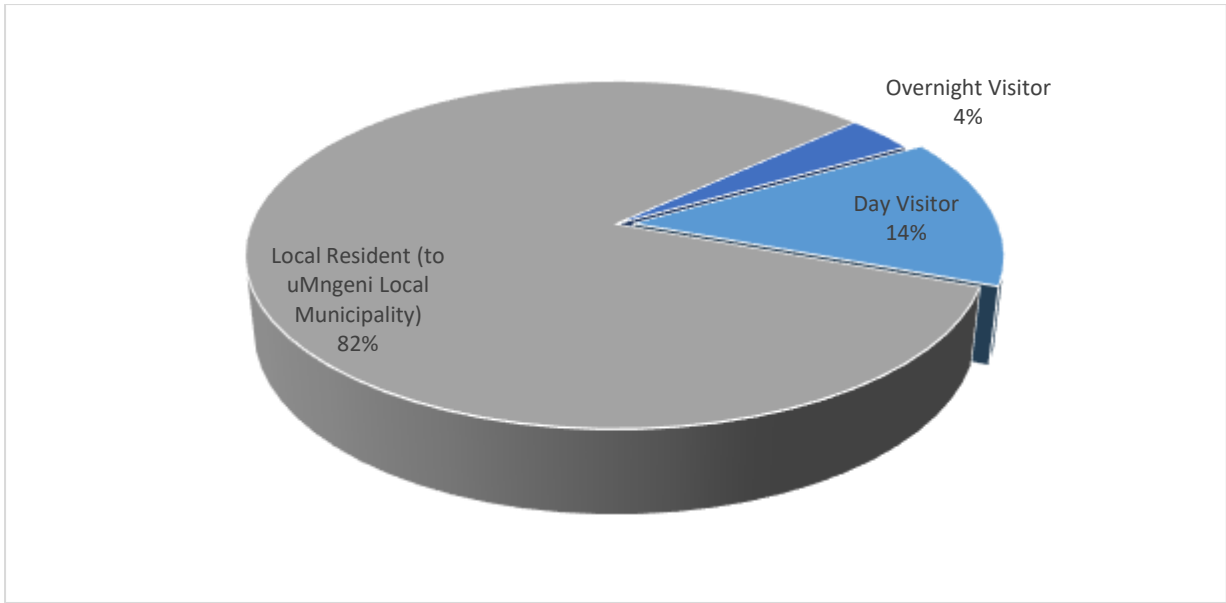


Figure 6.32: The breakdown of the LUM festival vendors in terms of location

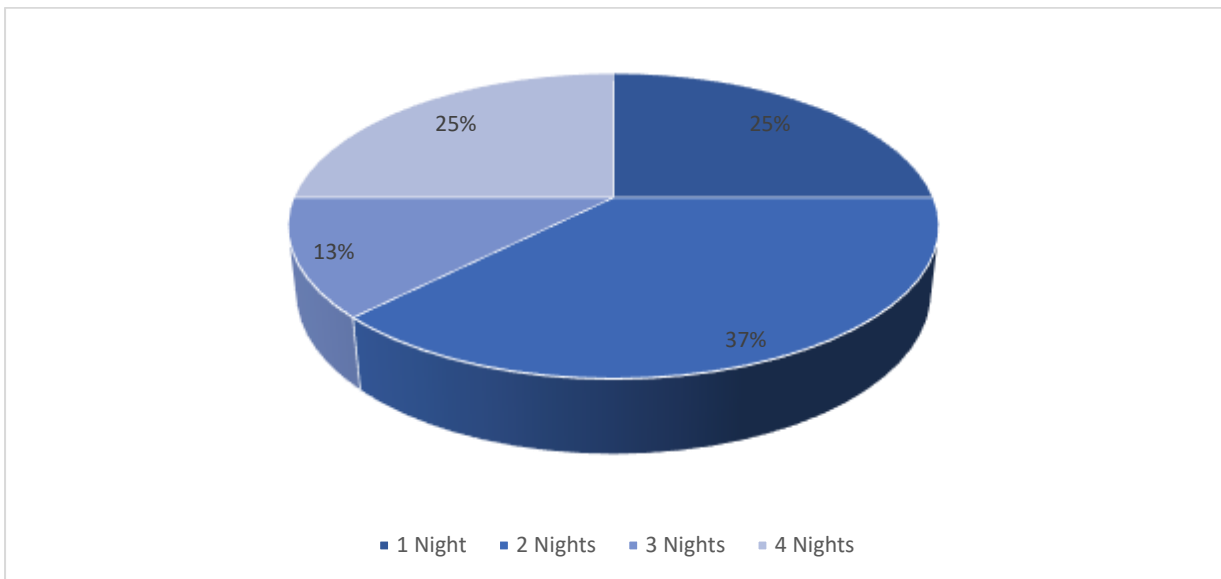


Figure 6.33 : Number of overnight stays for sponsors

6.34 Mode of transportation used by the vendors

Most vendors that were present at the festival used private transportation (93%) whilst only 3% of the vendors used mini-bus taxis, followed by the vendors that used municipal transport (2%) and rental vehicles (2%) (Figure 6.34).

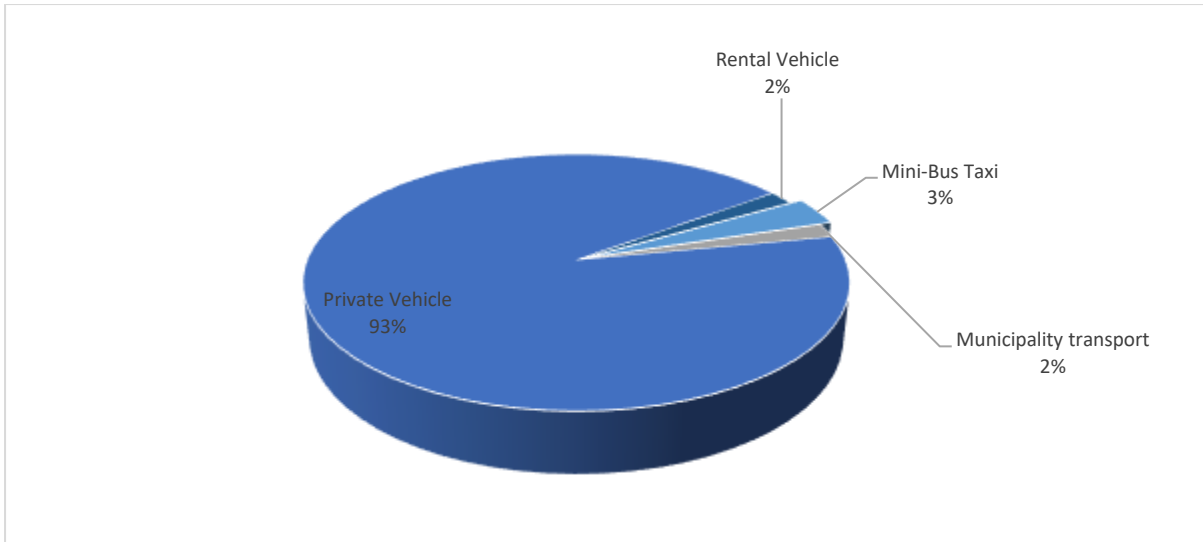


Figure 6.34: Mode of transportation used by the vendors

6.35 Distribution of vendors per sector

Most vendors were operating within the food sector in that restaurants were the highest at 35%. This was followed by those in arts and culture (25%). The entertainment (5%) and accommodation sector (2%) were not adequately represented (Figure 6.35).

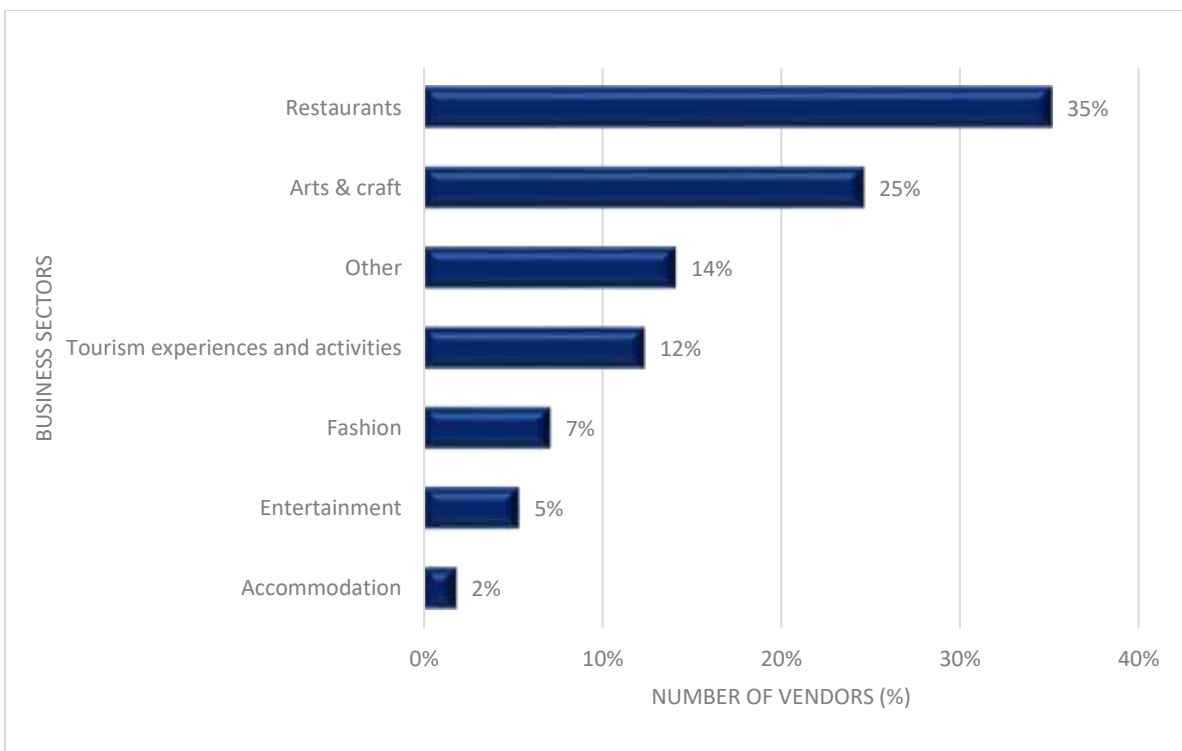


Figure 6.35: Distribution of vendor per sector

6.36 Number of employees employed for the LUM Festival

It is clear from the results that the Lum Festival provides employment for the local community members, which assists in addressing the crisis of high unemployment. Vendors confirmed that they employ between 1- 10 people. Fifty six percent (56%) of the vendors employ between 1- 3 people, whereas 2% employ over 10 people (Figure 6.36). Consistent with the findings of this study the Department of Economic Development and Tourism Directorate postulated that local events and festivals stimulate the local economy, encouraging growth and development whilst creating new employment opportunities. Generally, local events and festivals play a crucial role in job creation and support the long-term economic stability of the host community.

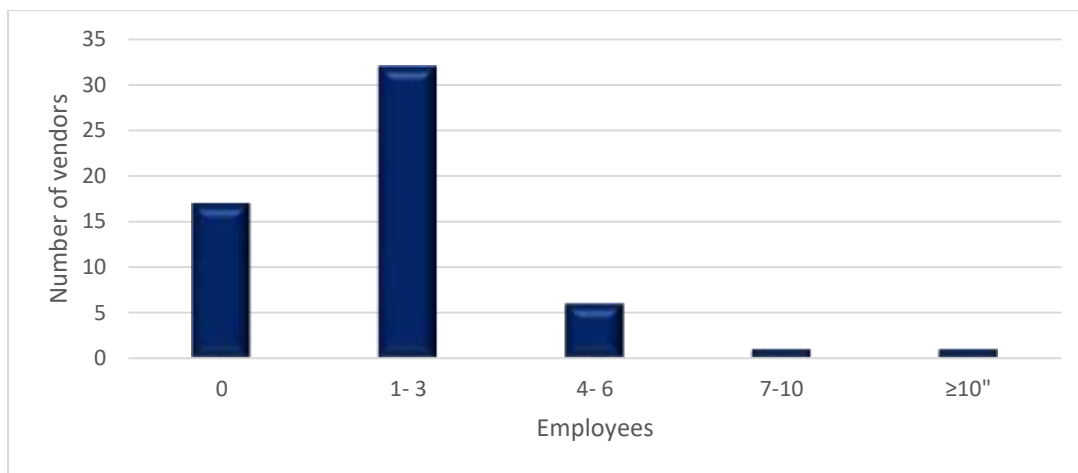


Figure 6.36: Number of employees employed for the LUM festival

6.37 Impact of LUM Festival on the local economy

Most of the vendors indicated that the festival does contribute immensely to boosting the local economy (Figure 6.37). This is apparent from the attendees' expenditure and the number of jobs created during the festival. Only 4% of the vendors indicated that the festival did not boost the local economy.

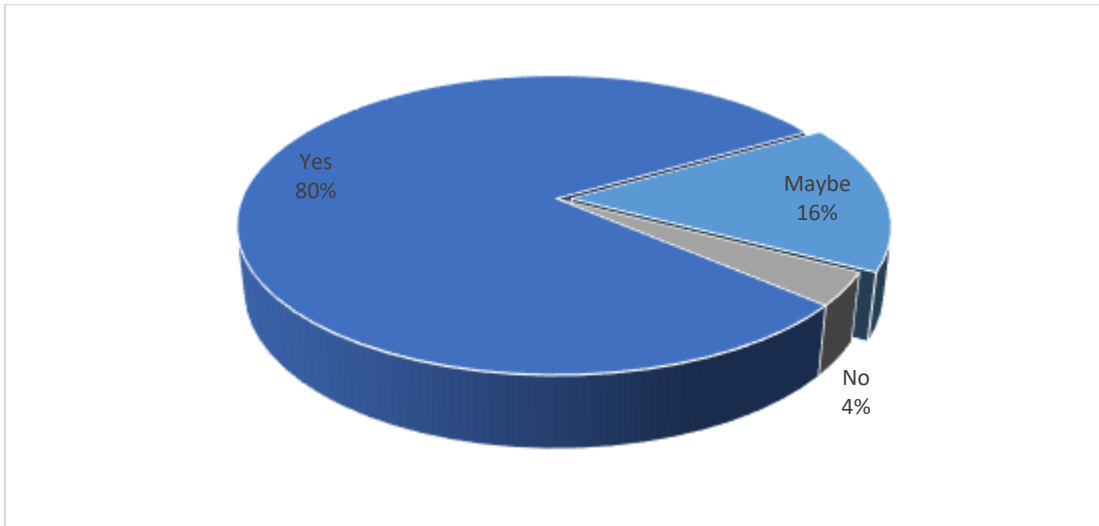


Figure 6.37: Impact of LUM festival on the economy

6.38 Impact and or benefit of LUM festival and likelihood to attend future LUM festivals

Table 6.3 shows that the vendors benefited immensely in terms of growing their business (18), followed by exposure (16) and networking (9). It is disheartening to note that one (1) vendor did not benefit from the festival as they had no sales and others could not afford to pay for vendor registration. The vendors indicated that they are highly likely (rating of 4) to attend future LUM festivals.

Table 6.3: Impact and or benefit of LUM festival

Benefit from the festival	Frequency
Exposure	16
Growing my business/ sector	18
Networking	9
All the above	7
Other (No benefits due to zero sales, unable to qualify for vendor registration)	6
Grand Total	56

6.39 Marketing strategy that influenced attendance of vendors

The most effective marketing strategies that influenced vendors' attendance are social media (35%), followed by vendors that had attended the fair before (27%) and word of mouth (23). The least effective marketing strategies were the emails (0%) and print media (3%). Vendors that selected 'other' were influenced by previous sales and the venue for the fair (Mandela capture site) as depicted in Figure 6.38. Consistent with the findings of this study, Nzeku (2020) noted that social media has an impact on the tourism industry both before and after travel, with the former mainly comprising information seeking and the later primarily concentrating on sharing the trip experience. Undoubtedly, social media has resulted in organisations paying increased attention to online destination marketing.

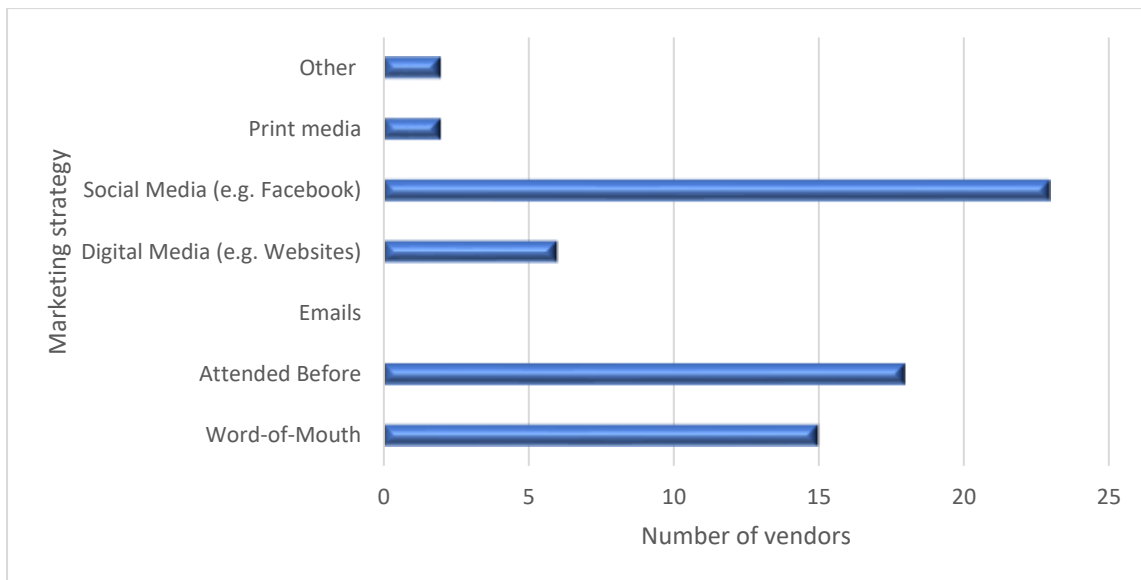


Figure 6.38: Marketing strategy that influenced attendance of vendors

6.40 Attraction to the LUM festival

Vendors were mainly attracted to the festival by tourism experience (17%), food stalls (14%) and arts and craft (12%), as highlighted in Figure 6.39. Interestingly most of the vendors (41%) indicated that they were attracted by all the offering at the fair (Figure 6.39).

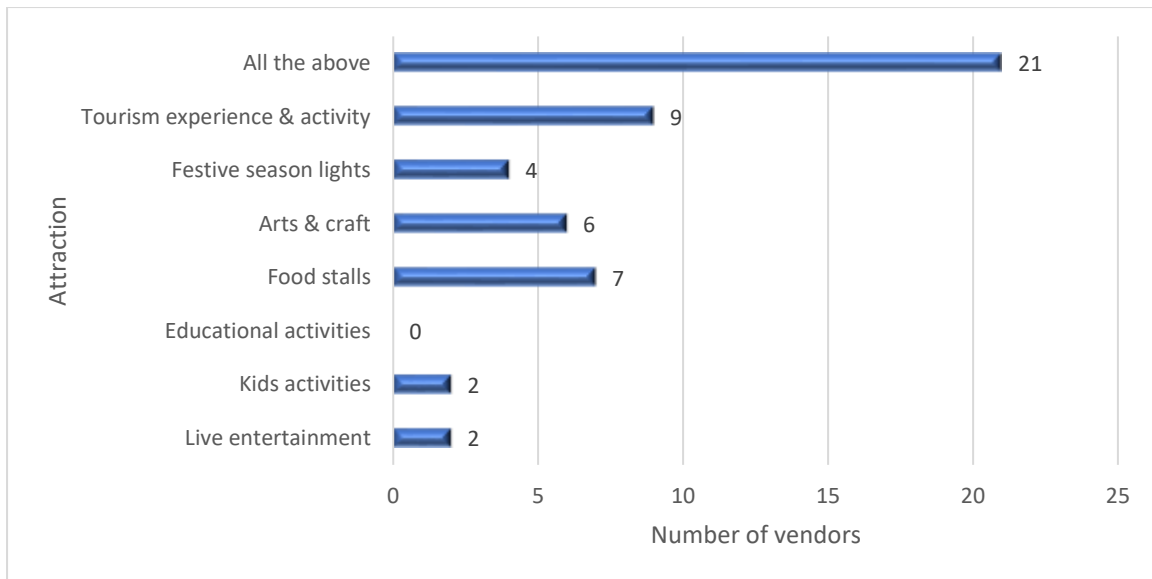


Figure 6.39: Attraction to the LUM festival

6.41 Effort by LUM festival organisers to gain sponsors and promote local businesses.

The majority of vendors (67%) felt that LUM festival had put sufficient effort to get sponsors and to promote local businesses (Figure 6.40). Furthermore, 16% reported that not enough effort was placed to attract sponsors for the festival. Focus should be placed in soliciting sponsorship for the future LUM festival by aggressively marketing the fair and highlighting the value that could be derived by the sponsors. Moreover, the festival organisers should promote diversity in terms of the race of the vendors and or sponsors.

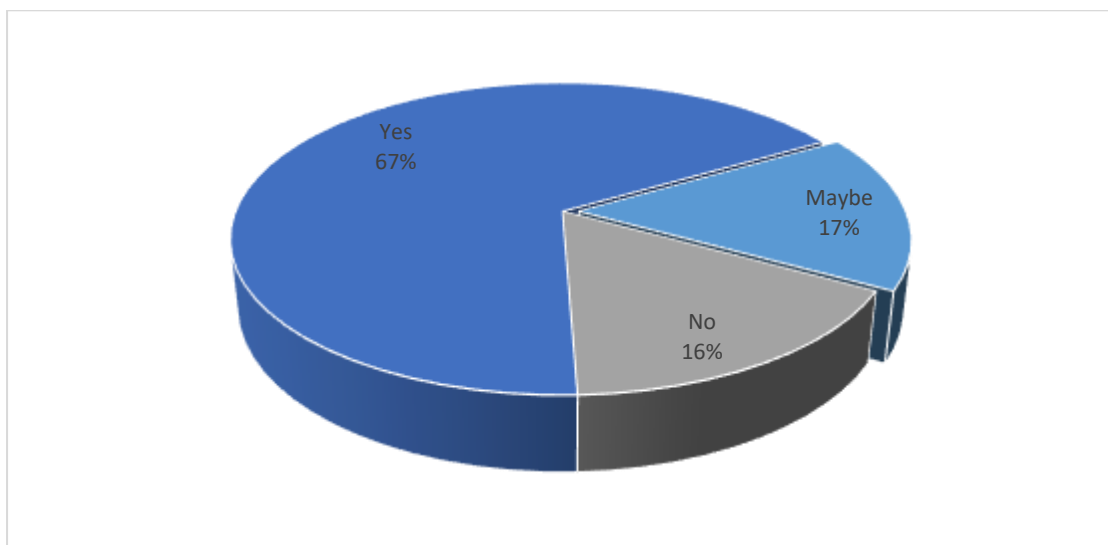


Figure 6.40: Effort by LUM festival organisers to promote local businesses

6.42 Aspects of LUM that were satisfactory and unsatisfactory

The aspects of the Lum festival that were satisfactory, according to the vendors, were selection of vendors (20), entertainment (19), parking (17) and variety of festive season themed lights (15). Unsatisfactory aspect of the festival included insufficient lights (17), cost of stall fee (17), ease of reserving the stalls (16) and poor event signage (17). Other aspects that vendors were not pleased with included the layout, arts and craft not being allowed on both days, the time it took to set up and poor communication (Figure 6.41).

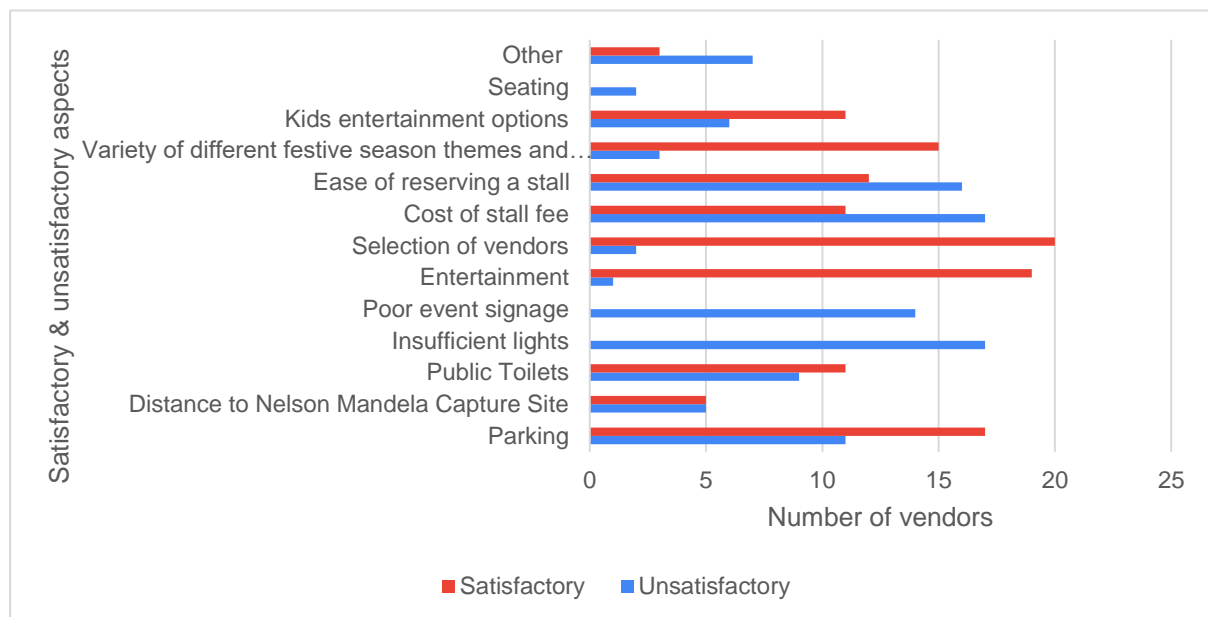


Figure 6.41: Aspects of LUM that were satisfactory and unsatisfactory

6.43 Attendance of the next LUM event

Eighty- four percent (84%) of the vendors were highly likely to attend the next LUM event (Figure 6.42). Only 14% of the vendors were unsure whether they would attend future events.

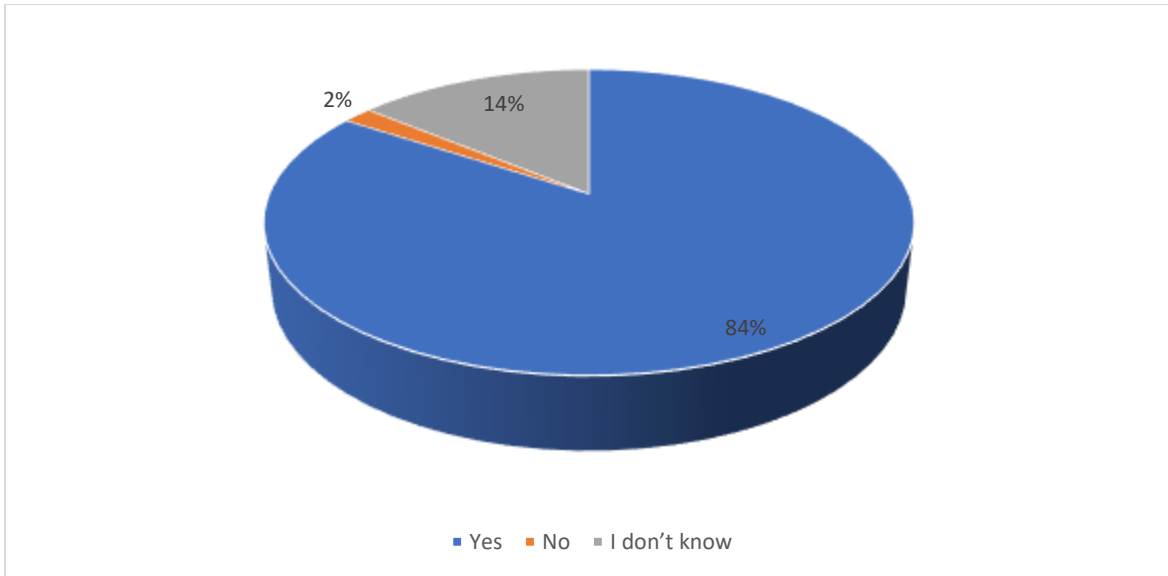


Figure 6.42: Attendance of the next LUM event

6.44 Vendor satisfaction concerning the information provided about the event

Figure 6.43 shows that most vendors (79%) were satisfied with the information provided regarding the event. Only 21% indicated that the information provided was not sufficient.

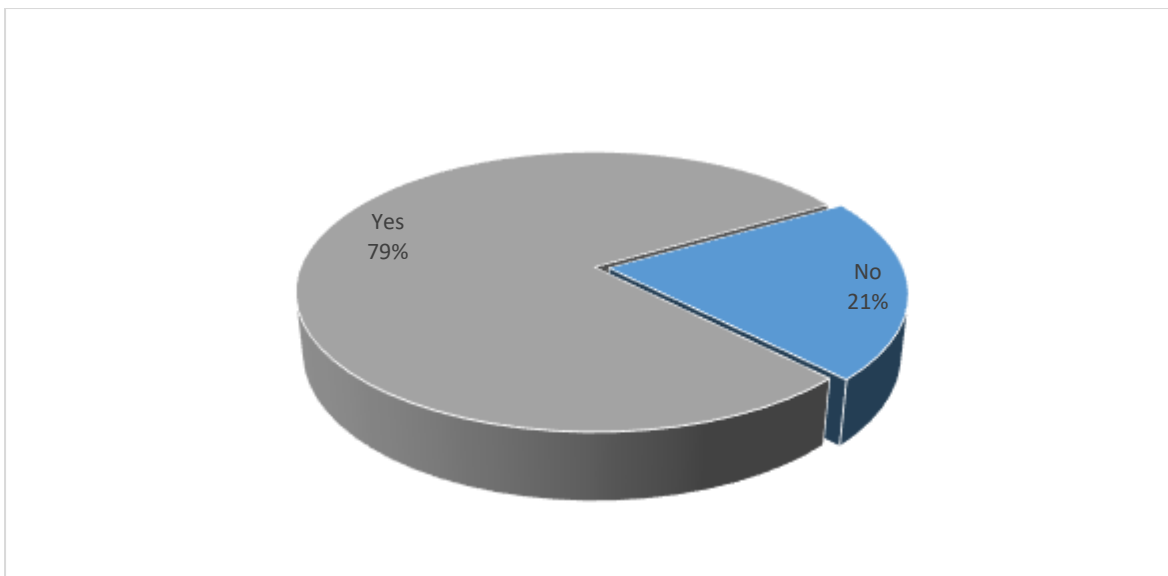


Figure 6.43: Vendor satisfaction concerning the information provided about the event

6.45 Vendor attendance of the Light up, the Fall Holiday Festival in 2021

Deduced from Figure 6.44, it is conclusive that most of the vendors (53%) were present in the Light Up the Fall Holiday Festival in 2021. Approximately 47% of the vendors were not part of the Light up the Fall Holiday Festival.

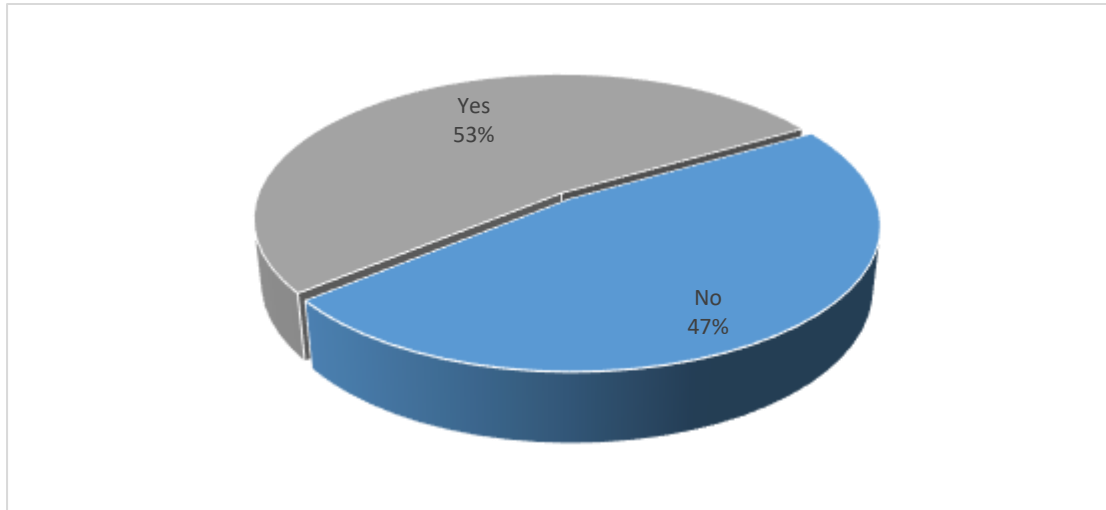


Figure 6.44: Vendor attendance of the light the fall holiday festival in 2021

6.46 LUM festival overall event experience

The overall rating of the festival, according to the sponsors, was 4.2, as most of the activities were rated either a 4 or a 5. The aspects of the fair with the lowest rating were public toilet facilities, nature-based activities and experiences area, beverage options (alcoholic), artisan goods and products. These activities had a rating between 3 and 3.9 (Figure 6.45).

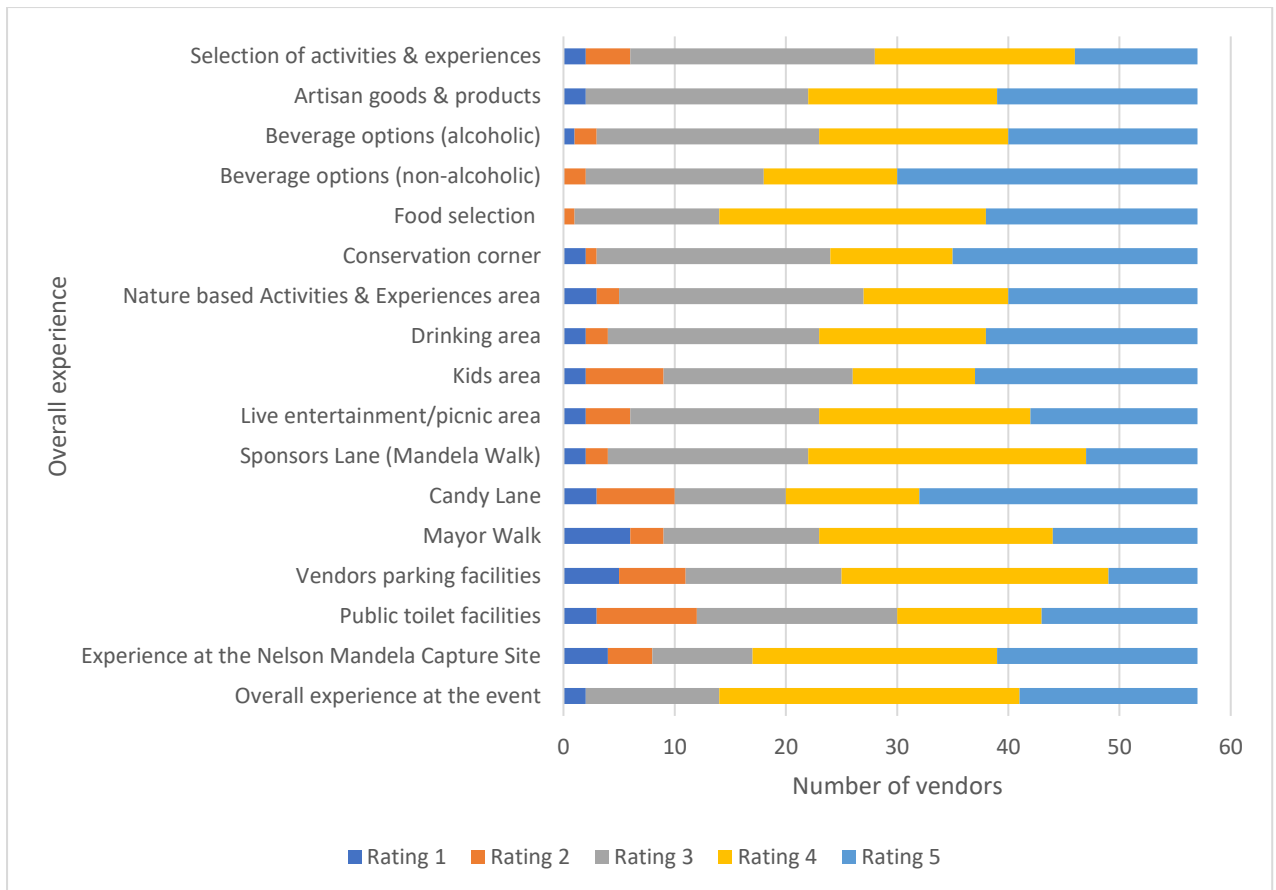


Figure 6.45: LUM festival overall event experience

6.47 Travelling to the Mandela Capture Site

The majority of vendors were not adversely affected by travelling to the Mandela Capture Site because they were able to reserve stalls. However, a significant portion (31%) of the vendors indicated that travelling distance does have a bearing in reserving stalls (Figure 6.46).

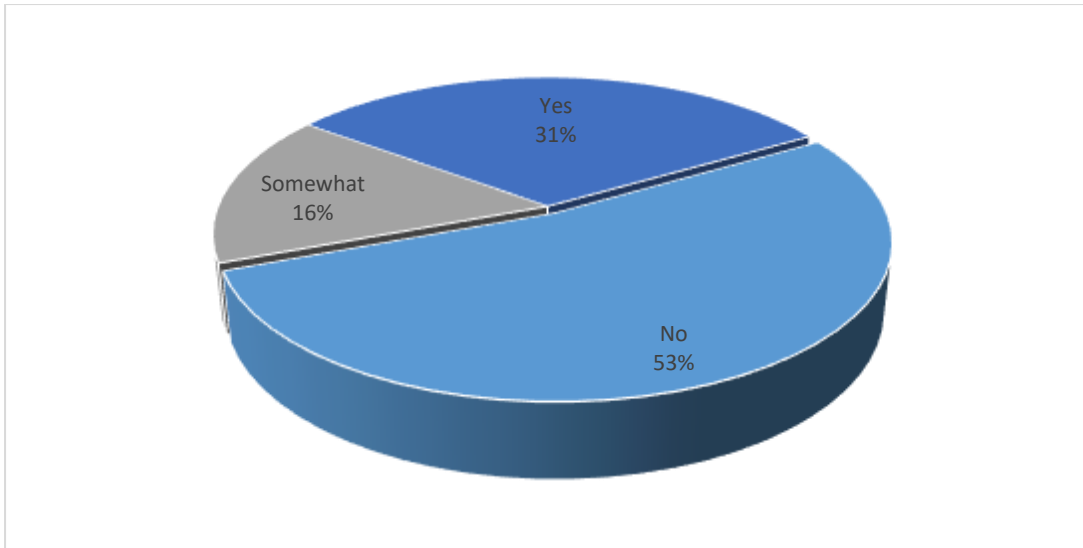


Figure 6.46: Travelling to the Mandela Capture Site and its impact on reserving the stall

6.48 Problems and or challenges experienced by vendors

Figure 6.47 indicates that 40% of the vendors experienced several challenges, ranging from reserving stalls, transportation issues, parking issues and to not making sales. Encouragingly, 60% of the vendors did not experience any challenges.

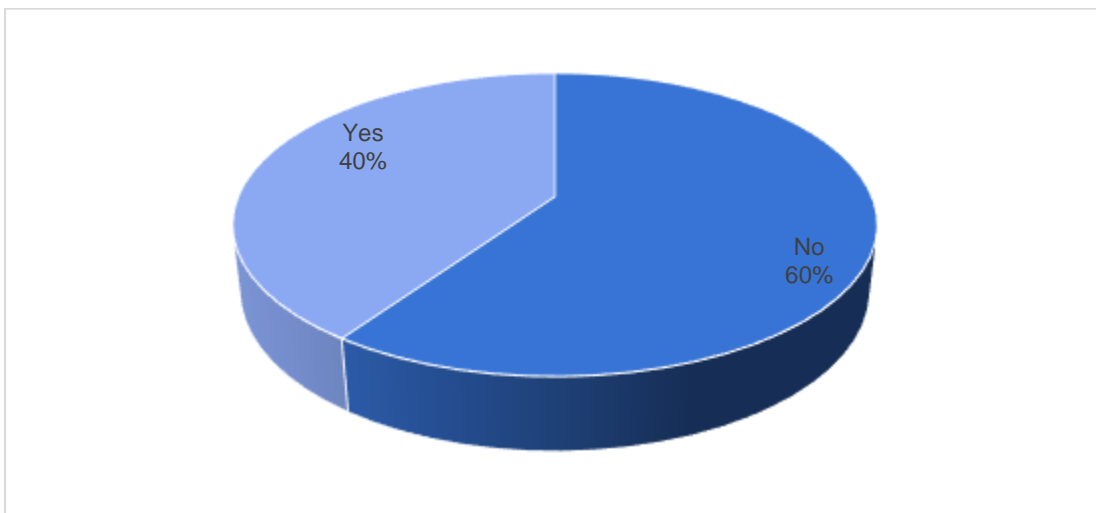


Figure 6.47: Problems and or challenges experienced by vendors

6.49 Recommendation of LUM festival to family and friends

Almost all the vendors (91%) indicated that they would recommend the festival to family and friends (Figure 6.48). Only a handful of vendors reported that they would not recommend the festival. Hence, the challenges experienced by the vendors during the festival should be adequately addressed to avoid negative publicity.

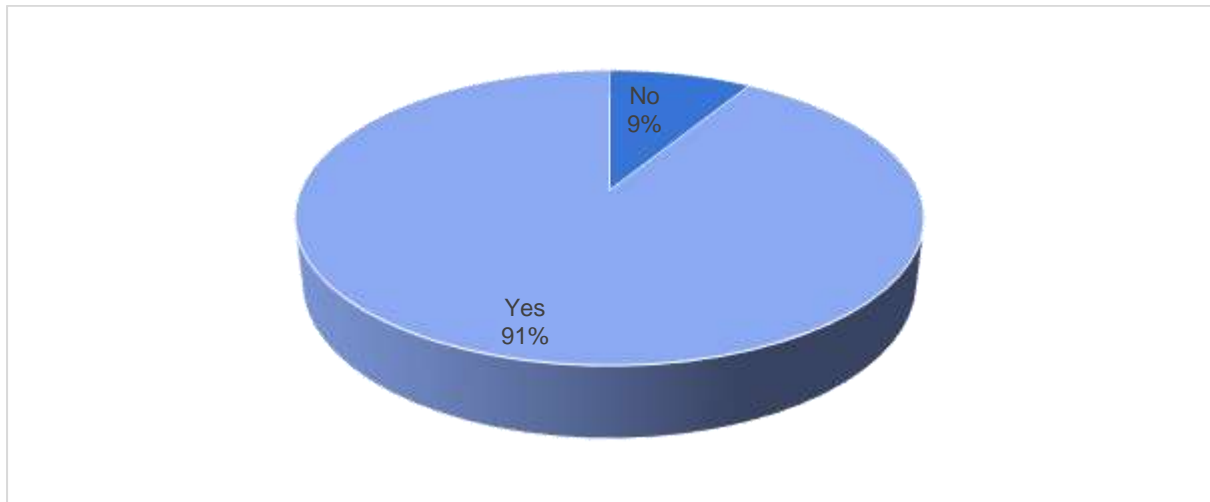


Figure 6.48: Recommendation of LUM festival to family and friends

6.50 Return on investment or value derived by LUM festival vendors

It is apparent from the results that vendors did receive sufficient valuable returns from the event (72%). A small proportion of vendors were uncertain (25%). Some of the vendors (3%) were not convinced that they derived sufficient value from the festival (Figure 6.49).

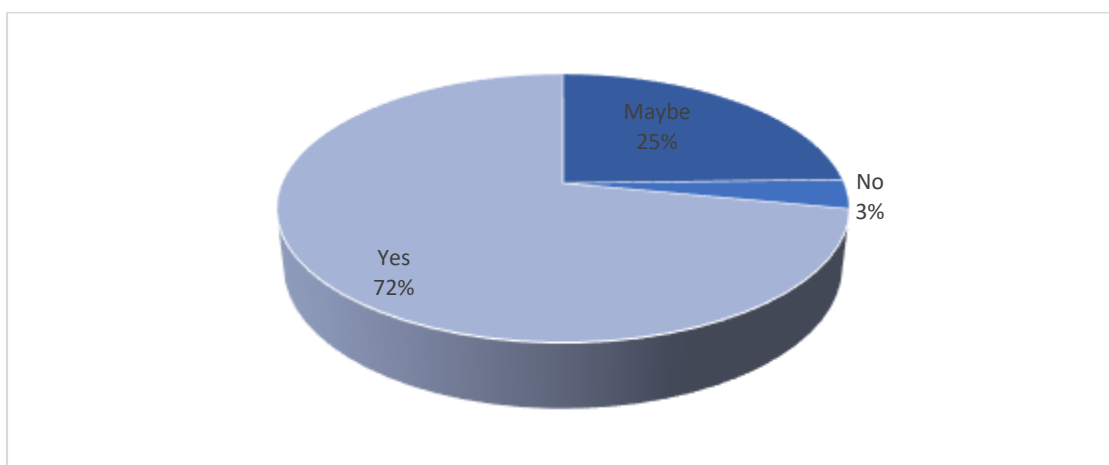


Figure 6.49: Return on investment or value derived by LUM festival vendors

6.51 Vendors interest in visiting sponsors

Most of the vendors (68%) were willing to find out more about sponsors whereas others (14%) had already gone through the online business platforms. This enabled them to find out more about the sponsor and the offerings by other vendors (Figure 6.50).

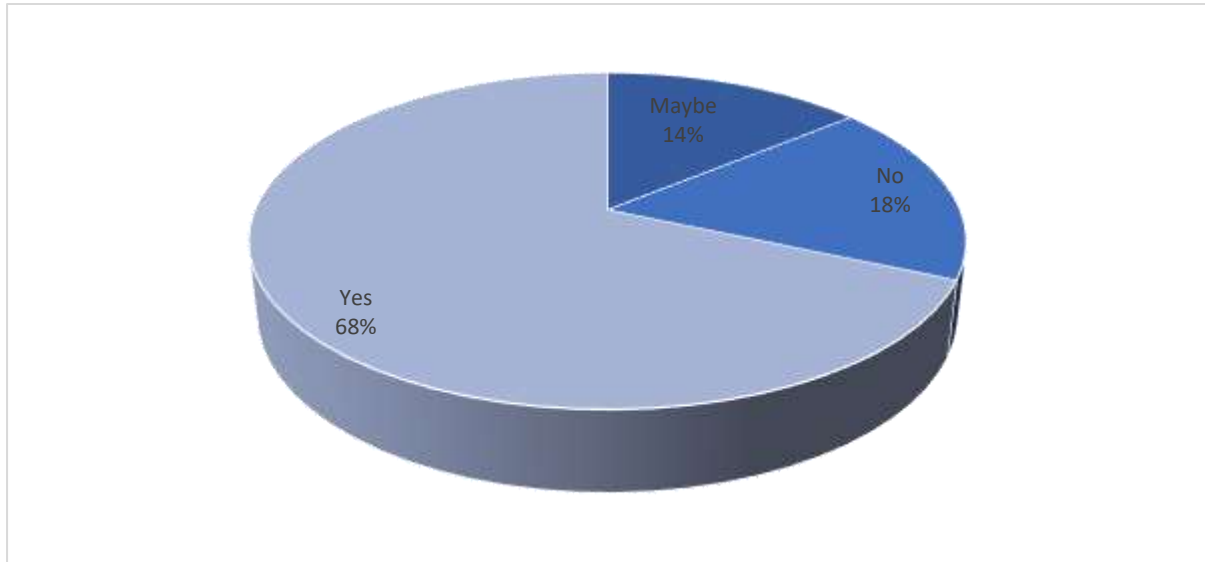


Figure 6.50: Vendors interest in visiting sponsors

6.52 Vendors knowledge of sponsors.

Figure 6.51 depicts that 75% of the vendors were aware of the principal sponsor for the LUM festival sponsor. A handful of vendors were not aware of the primary sponsor for the event. This necessitates the development of a proper communication strategy not only for the vendors and stakeholders but also for the potential attendees.

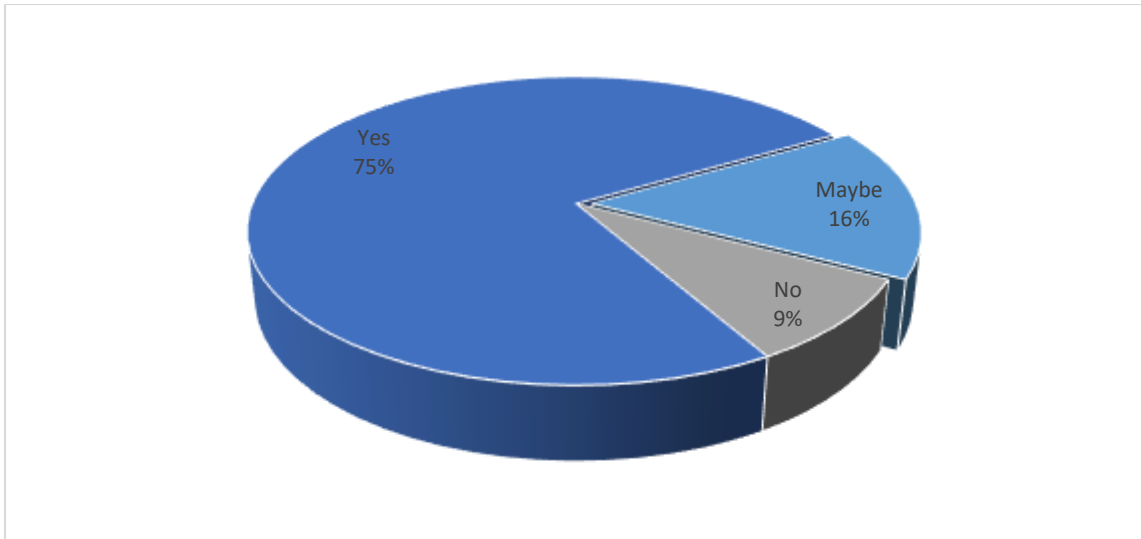


Figure 6.51: Knowledge of the Lum Festival main sponsor

6.53 Recommendations of uMngeni as a tourist destination

An absolute majority of vendors (96%) believed that uMngeni is a magnificent tourist destination and would recommend friends and family to visit the area (Figure 6.52). This is not surprising since the Midlands boast numerous, breathtakingly beautiful scenery with majestic waterfalls, rivers and hiking trails.

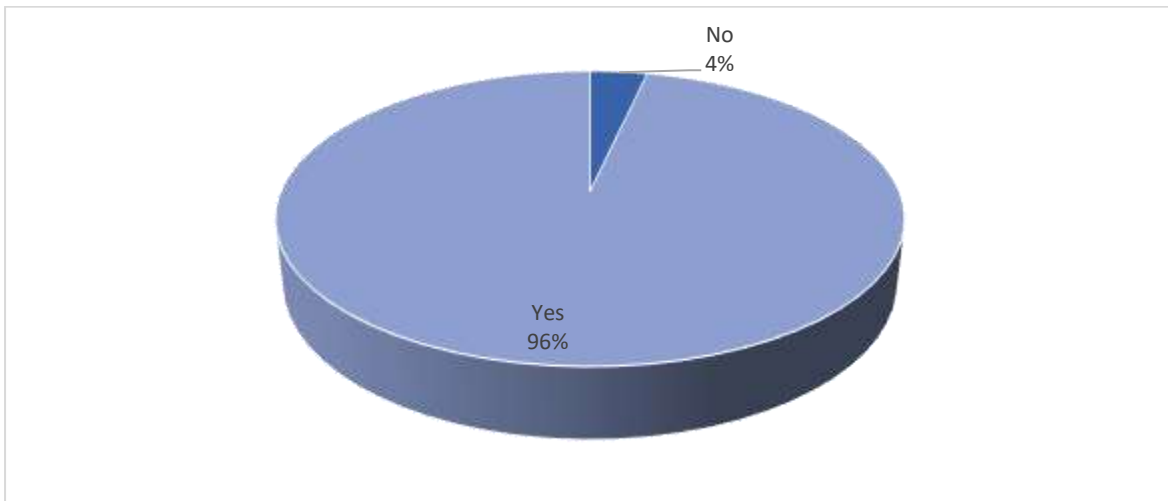


Figure 6.52: Recommendations of uMngeni as a tourist destination

6.54 Prospect of visiting the Midlands by the vendors in the near future

The results show that the majority (82%) of the vendors were planning to travel to Midlands in future. Only 18% of the vendors had no intention of visiting the Midlands (6.53).

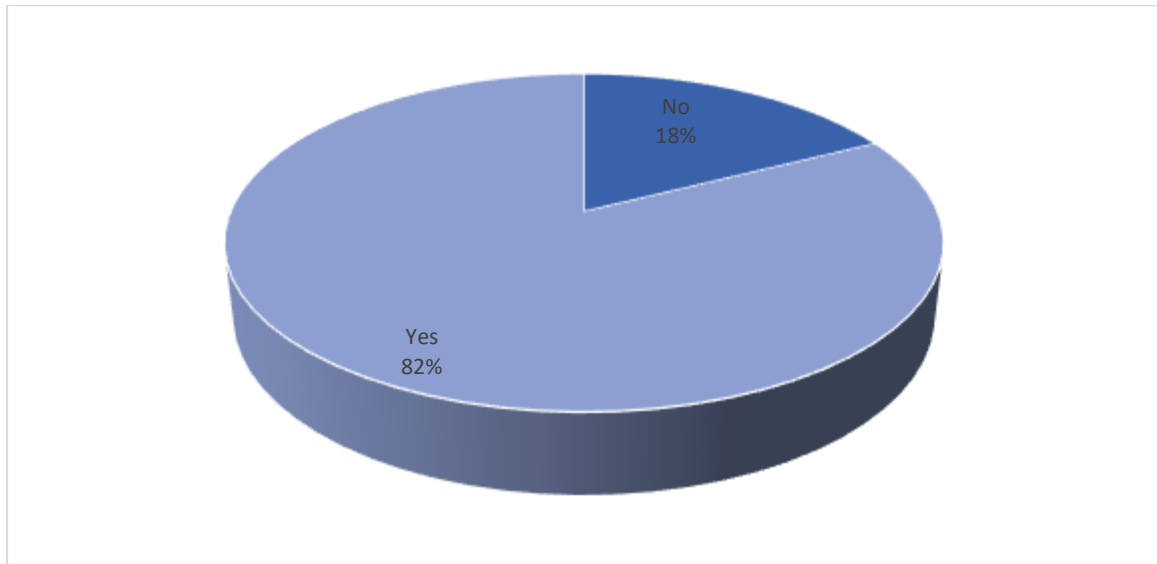


Figure 6.53: Prospect of visiting the Midlands by the vendors in the near future

6.55 Expenditure on tickets by vendors

The majority (67%) of the vendors spent less than R100 on tickets, whereas 19% spent over R280 on tickets. Only 2% of the vendors spent between R180- 260 (Figure 6.54)

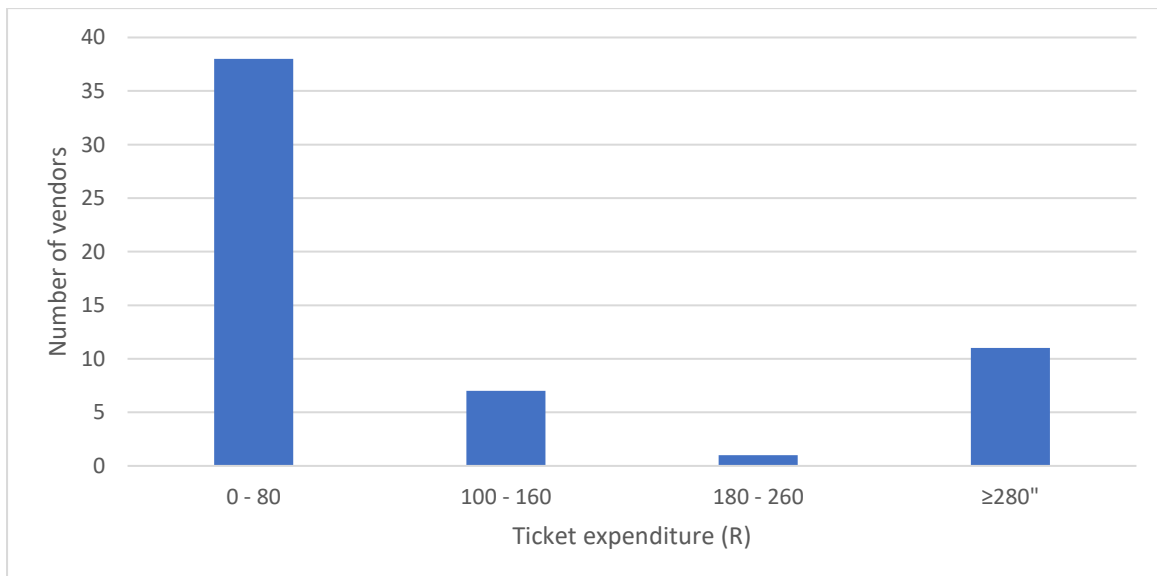


Figure 6.54 Expenditure on tickets by vendors

6.56 Expenditure at the festival by vendors

There was less expenditure on the festival activities by the vendors as most of them spent approximately R100 on all the activities (Figure 6.55). Only 1% of the vendors spent over R5000 on accommodation, food and beverages, nature based and non-nature-based activities. There was less expenditure on the festival activities by the vendors as most of them spent approximately R100 on all the activities. Only 1% of the vendors spent over R5000 on accommodation, food and beverages, nature based and non-nature-based activities.

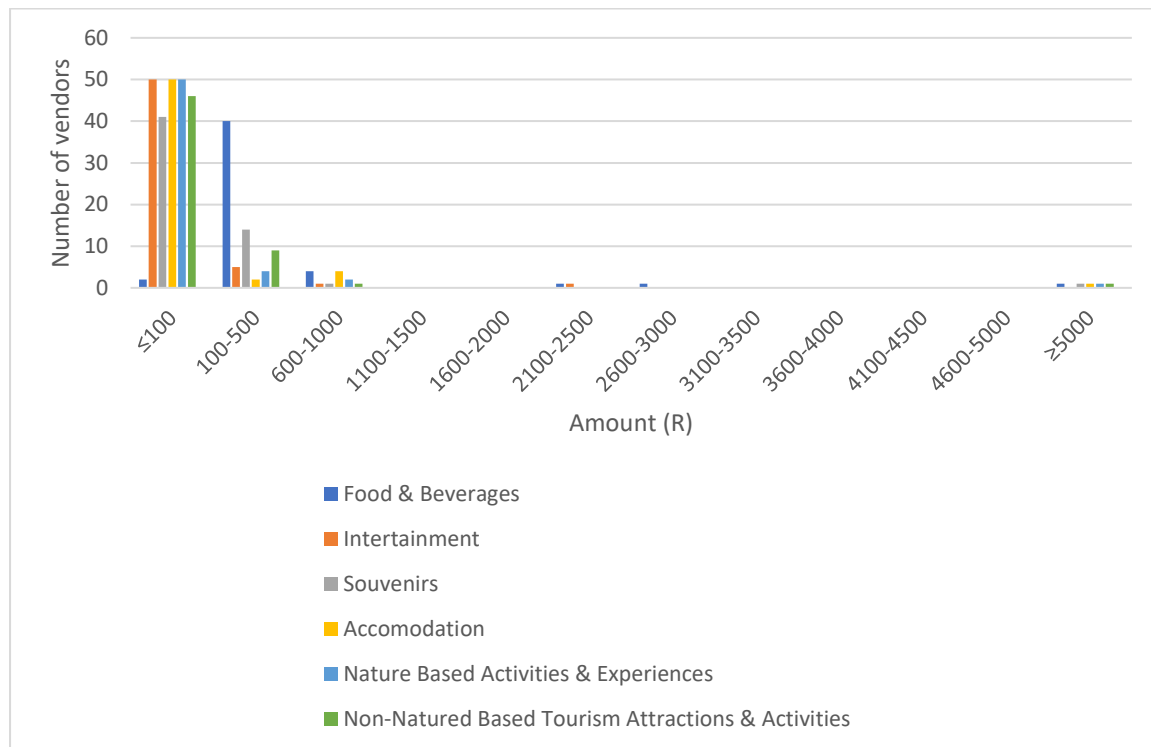


Figure 6.55: Expenditure at the festival by vendors

6.57 Revenue generated by the vendors at the LUM festival

Most of the vendors (32%) made between R4600 and R5000, followed by the 20% of the vendors that made between R100 and R1000. Eleven percent (11%) of the vendors made between R1100 and R1500 (Figure 6.56). Some of the vendors did not benefit from the festival since 9% indicated that they made less than R100.

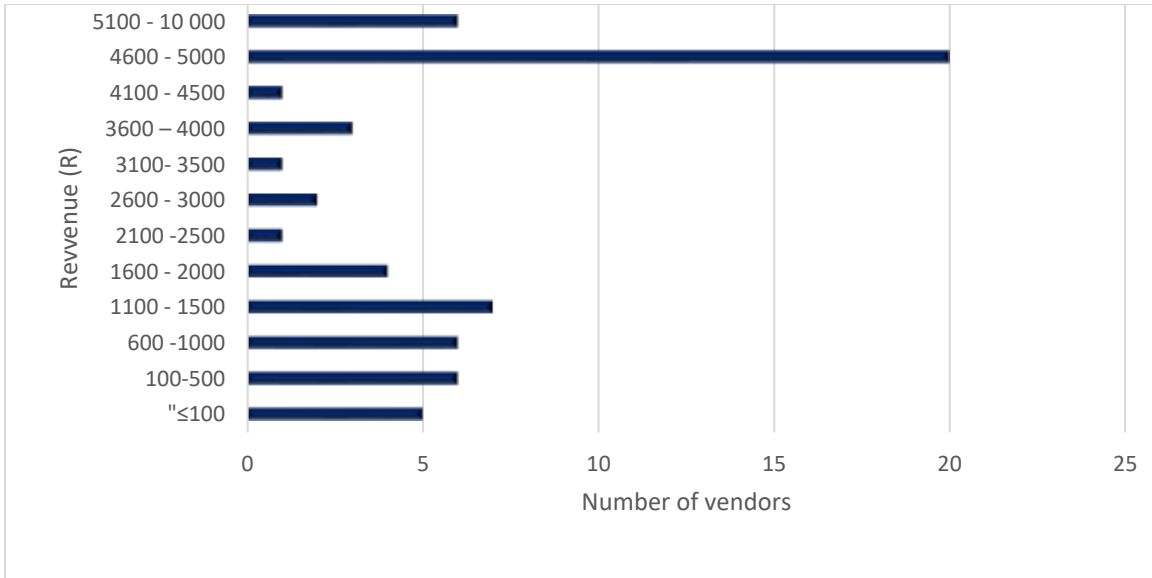


Figure 6.56: Revenue generated by the vendors at the LUM festival

6.58 LUM festival attendance by vendors

Most vendors attended the festival on both the days, whereas, about 20% attended only on the second day of the festival. Some vendors attended the festival only on the first day (Figure 6.57).

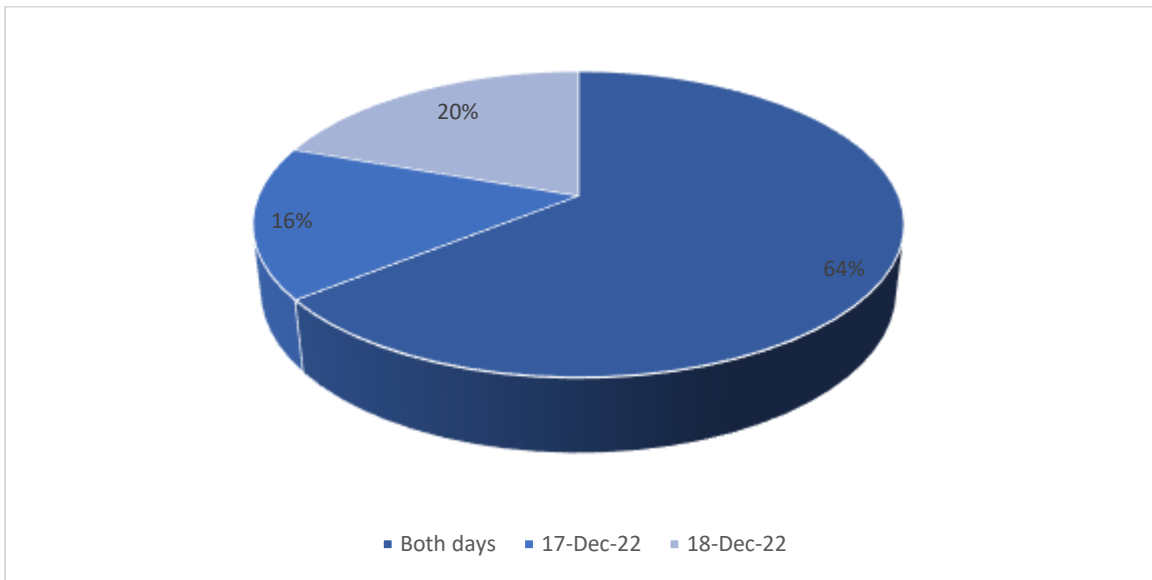


Figure 6.57: LUM festival attendance by vendors

6.59 Age group of the vendors

The majority of the vendors (32%) were in the age group of 40- 49, followed by 30-39-year-olds. Only a small proportion (14%) of the vendors fell under the youth category (Figure 6.58).

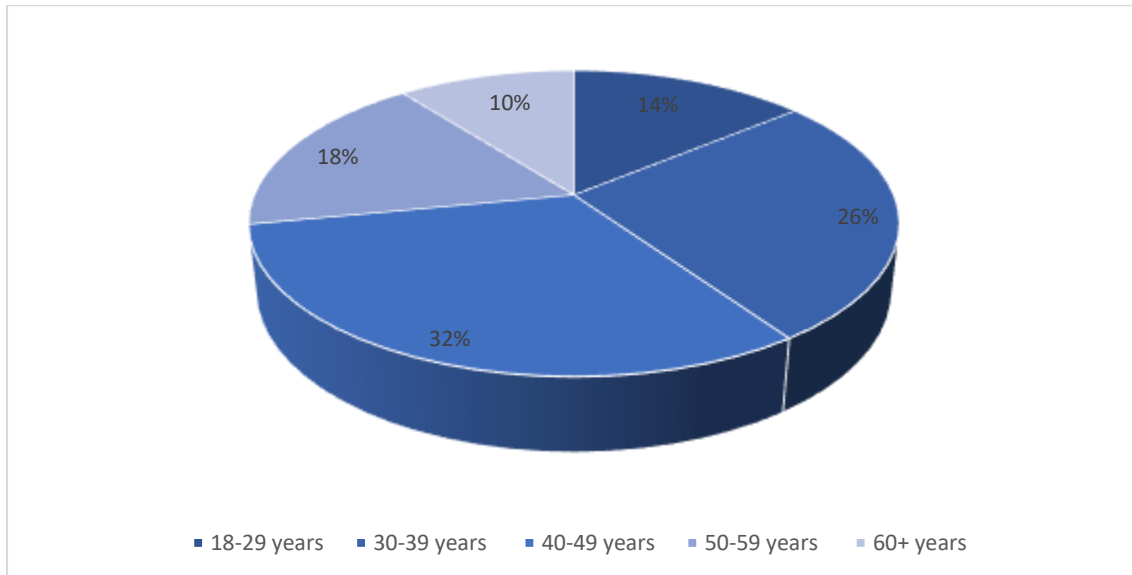


Figure 6.58: Age group of the vendors

6.60 Race and gender of the vendors

Figure 6.59 depicts the race and gender of the respondents. Like the LUM attendees, the festival vendors were predominantly females (61%) and only 39% were males. In terms of the race group, most of the vendors were White (57%) followed by Indians (32%), Blacks (24%) and Coloureds (5%), as illustrated in Figure 6.60.

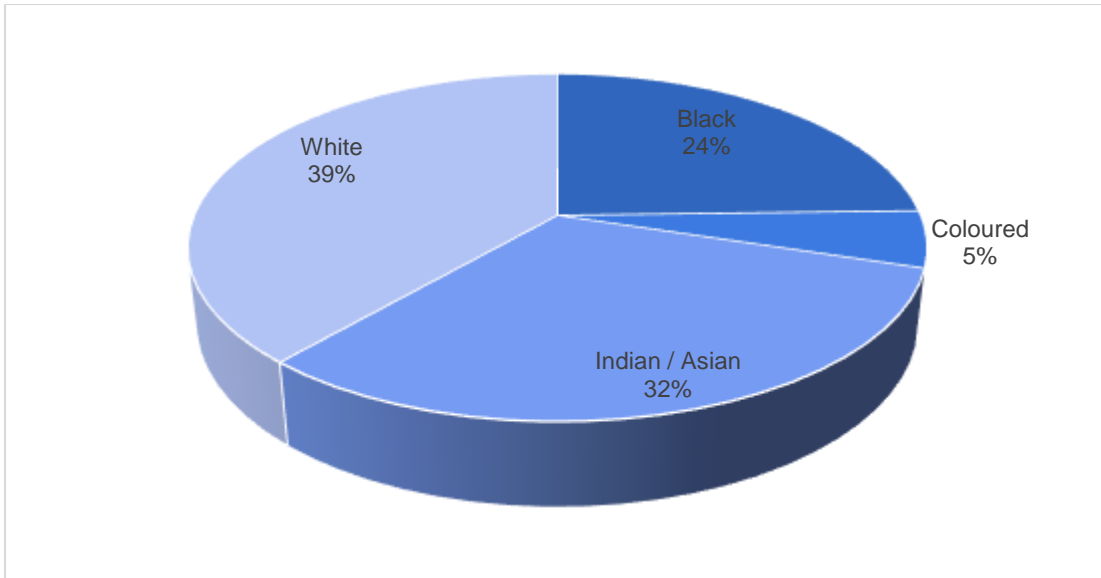


Figure 6.59: Race group or ethnicity of the vendors

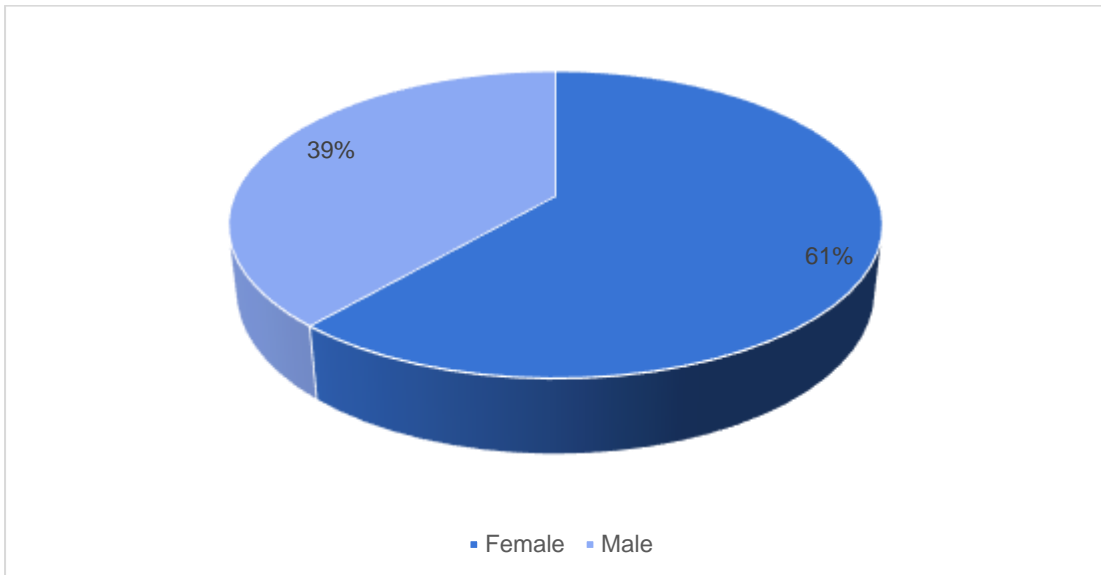


Figure 6.60: Gender of the vendors

6.61 Recommendations from vendors

- Better planning and more exposure for vendors and sponsors.
- The event should be organised well in advance and the set up should be done 3 days before the event to avoid last minute pushing and shoving.
- The parking issue should be addressed so that attendees don't have to walk long distance to the vendors.
- Organisers should put more backup generators to circumvent loadshedding.

- Advertising more and put-up directions to the vendors to promote customer interest.
- More organising and planning of stall location.
- Vendors should have a say in organizing the event, moreover organisers should consider hiring an expert in festival planning and execution.
- Better communication and feedback by the organising team/ planning team.
- Better advertising of the event to vendors, booking stalls and reservations.
- Vendors' toilets should be located near the stalls.
- Incorporate more local artists as part of the entertainment.
- The event should have sufficient lighting to avoid people tripping and falling.
- The falls site should have tarred roads and easy parking to make it easy for vendors to offload their goods.
- Put all food vendors closer together, do not move stalls on the second day and allow crafters for the full event.
- Be considerate of the vendors by providing proper parking and electricity requirements.
- The event should start early to allow parents with young kids to enjoy the fair.
- Don't allow tourists access to the back of the Mandela site on the day that the market is held to enable organisers time to lay out proper signage and connect electrical points to the gazebos.
- Keep the communication simple and frequent.
- The fair must be advertised aggressively and constantly on social media.
- Organising staff and volunteers should be trained properly.
- Bring in the Christmas atmosphere and make provision for adverse weather conditions.
- Flat surface for all food stalls maybe on the open field especially if fryers are used.
- Refreshments or catering should be provided to the vendors and sponsors as they attract the public.
- There should be people that are designated to communicate and deal with vendor applications, payment, and email responses. If there are too many unknowns' vendors won't attend, especially if the weather is not great.
- It takes a lot of time and effort to prepare and set up for a market and if it's not organised or you are placed in the wrong area, it is soul destroying.
- Vendors should have more say with their placement and should be able to communicate with the organizers. There should not be more than two of the same stalls.
- It was said that vendors would get 2 free tickets, however, these tickets were for the vendors. Does this mean that if we did not receive free tickets, we would be expected

to pay an entrance fee as well? Many vendors were under the impression that these free tickets were for their guests, not for the vendors themselves.

- Vendor organization, planning and management needs to be handled better. There should be dedicated group of people that will manage vendors from start to finish.
- Lighting is a massive issue, as most of the festival attendees were using cellphone lights to walk around the fair.
- The more popular stalls and "bigger brands" were located at the entrances. This led to visitors not needing to walk through all the stalls to find the bigger attractions. It also meant that the smaller home business vendors did not have as much foot traffic as they were in more remote areas. Stall locations should be more mixed making visitors walk the full length of the festival.

PART 3: STAKEHOLDERS

6.62 Attendance of sponsors

An upright majority of the stakeholders (62%) attended the event on both days, whilst a small number of the stakeholders (19%) attended one day respectively Figure 6.61. This indicates how important the LUM festival is to sponsors.

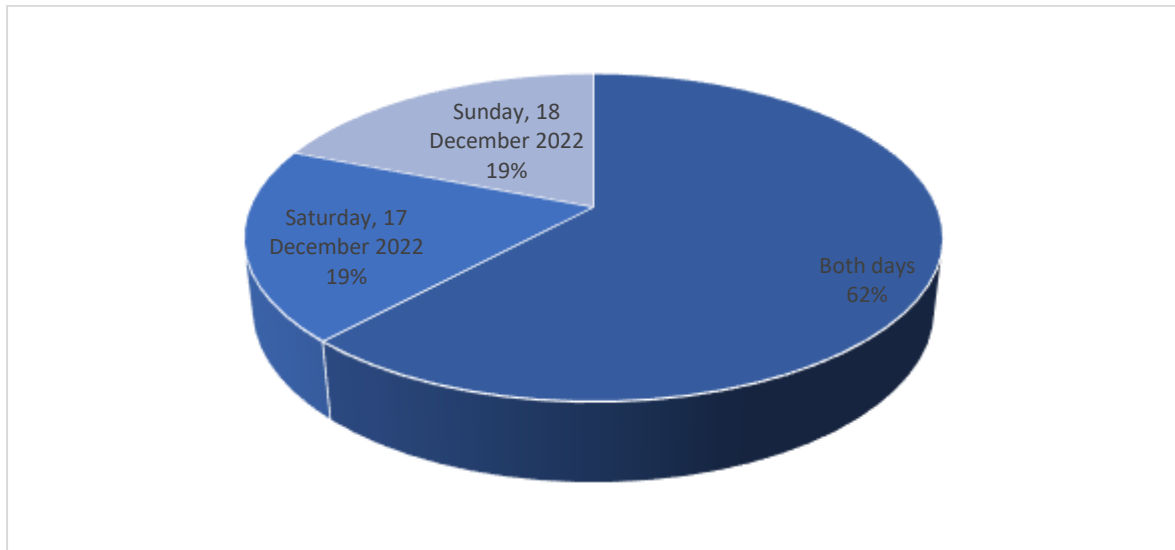


Figure 6.61: LUM festival attendance by sponsors

6.63 Types of attendees

Sponsors that attended the event were mostly residents of the uMngeni Local Municipality and very few sponsors (10%) were day visitors (Figure 6.62). Since most of the sponsors were local, there were no sponsors that stayed overnight. The findings indicate that local community and businesses support the festival. They understand the value it adds in boosting the local economy. There is an opportunity to attract sponsors outside the municipality and even international sponsors. This can greatly enhance the visibility and festival attendance.

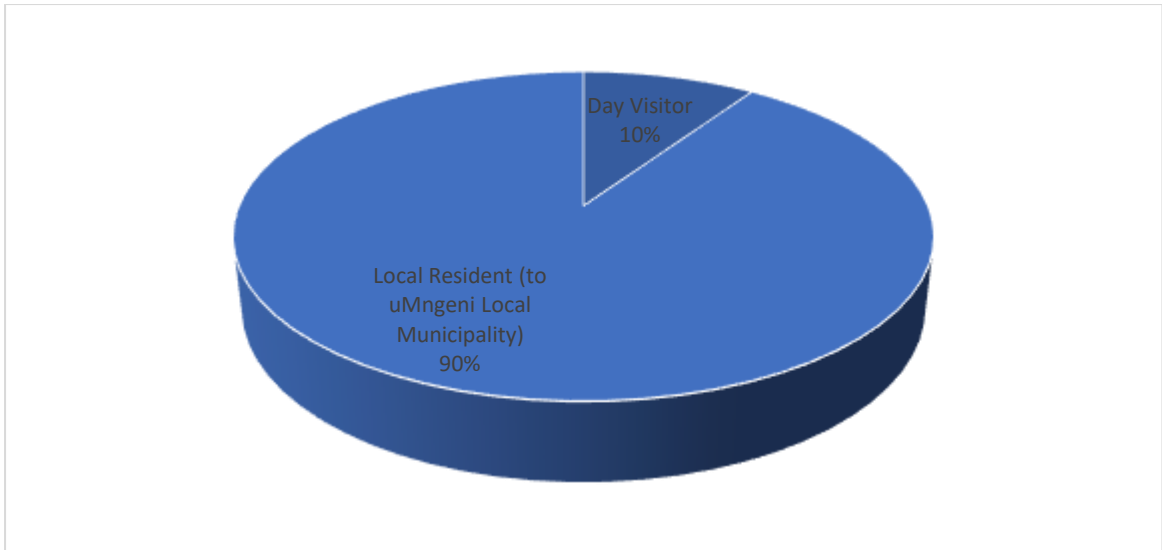


Figure 6.62: Location of the LUM festival sponsors

6.64 Impact of LUM festival in boosting the local economy

The majority of sponsors believed that the LUM festival (81%) does boost the local economy. Whereas the minority was uncertain (19%). As highlighted in the previous sections, festivals play a crucial role in boosting local economy (Figure 6.63).

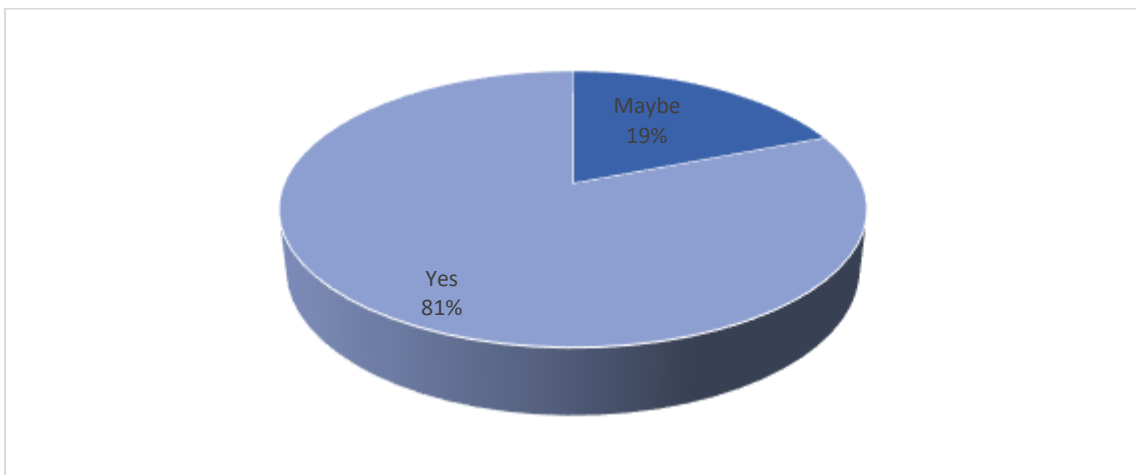


Figure 6.63: Impact of LUM festival in boosting the local economy

6.65 Business Sector of the sponsors or stakeholders

Majority of sponsors of the event came from the tourism experiences and activities (17%) followed by sponsors from the accommodation sector (13%). The third highest sector was from

the communication (news) sector (9%). The rest of the sponsors were spread evenly across all the other sectors (Table 6.4)

Table 6.4: Business sector representation of the sponsors or stakeholders

Business Sectors	Sponsors
Accommodation	3
Tourism experiences and activities	4
Artisan Food	1
Arts & craft	1
Entertainment	1
Fabrication	1
Hair and beauty	1
Handyman	1
Communications (News)	2
Other (specify), Agricultural	1
Other (specify), Environmental consulting	1
Other (specify), Sponsor from company	1
Other (specify), Volunteer - communications and graphics	1
Professional	1
Renewable resource	1
Supermarket	1
Wildlife and Environment society	1
Grand Total	21

6.66 LUM Festival impact on the community

Most sponsors indicated that the LUM Festival has a positive impact on social cohesion (33%), boosts local economy (24%) and promotes local tourism (10%). Moreover, 33% of the sponsors indicated that the festival boosts all the initiatives of intervention (Figure 6.64)

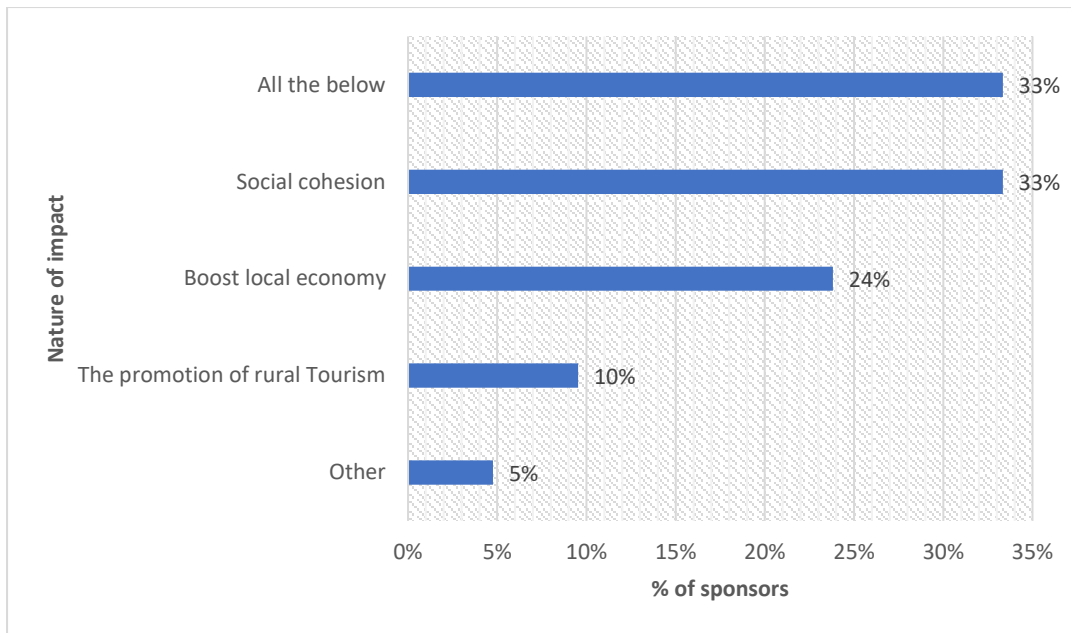


Figure 6.64: LUM Festival impact on the community

6.67 Benefit derived from the LUM festival by stakeholders

The value and or benefit that was derived by the sponsors was in a form of exposure, growing their business or sector and networking. Additionally, sponsors confirmed that they derived value in terms of all the items depicted in Figure 6.65. Business exposure encouraged repeat purchases, but it also helped generate new revenue. Furthermore, it increased brand awareness for both existing and new customers.

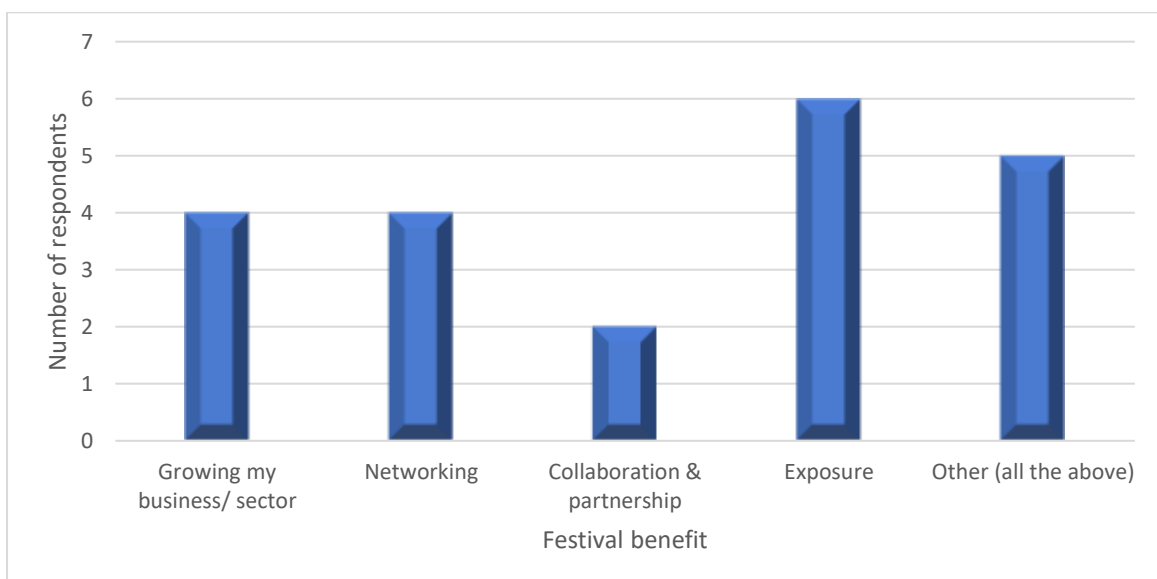


Figure 6.65: Benefit derived from the LUM festival by stakeholders

6.68 Awareness of the strategic goals and objectives of the 2022 LUM festival

Most of the stakeholders (71%) were aware of the strategic objectives of the LUM festival. Yet, 19% were not aware of the strategic objectives of the event (Figure 6.66). Furthermore, 10% of the stakeholders were uncertain of the strategic objectives of the event. This highlights a need for awareness campaign in a form of roadshows and stakeholder engagements to familiarise the sponsors of the key strategic objectives of the event. This could aid in attracting more sponsors for the event.

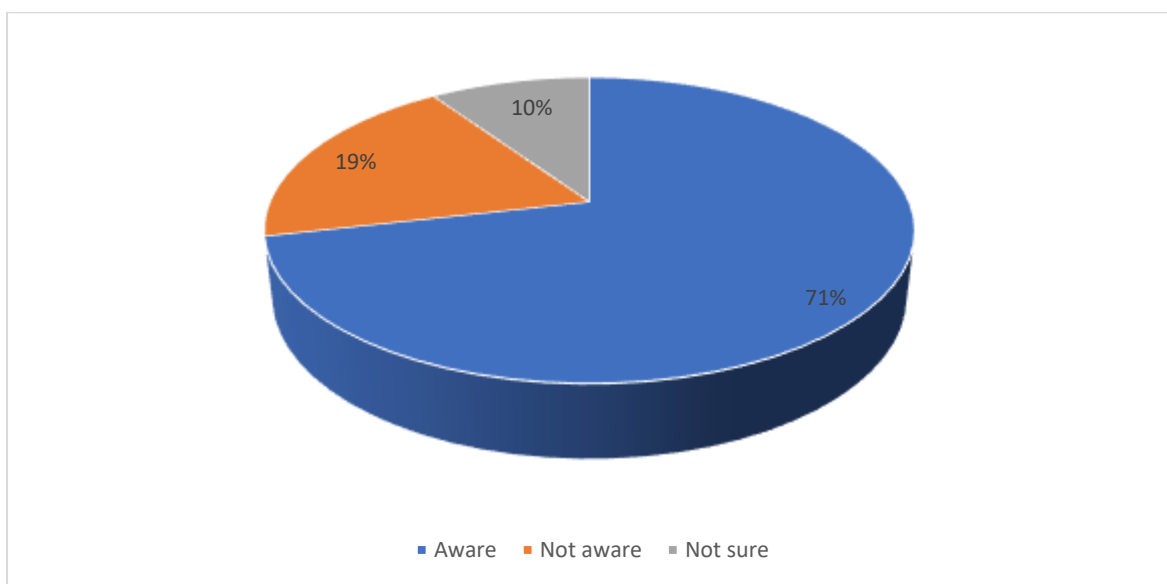


Figure 6.66: Awareness of the strategic goals and objectives of the 2022 LUM festival

6.69 Contribution of the LUM festival to socio-economic growth and sustainability

A great majority of the stakeholders (65%) indicated that LUM festive fair contributes immensely to the socio-economic growth and sustainability of the municipality. Only 35% of sponsors were uncertain (Figure 6.67). Similar to the findings of this study, Pereira et al. (2021) concur that festivals and touristic events increase the visibility of host communities, which contributes to local economies by attracting tourists and increasing expenditure.

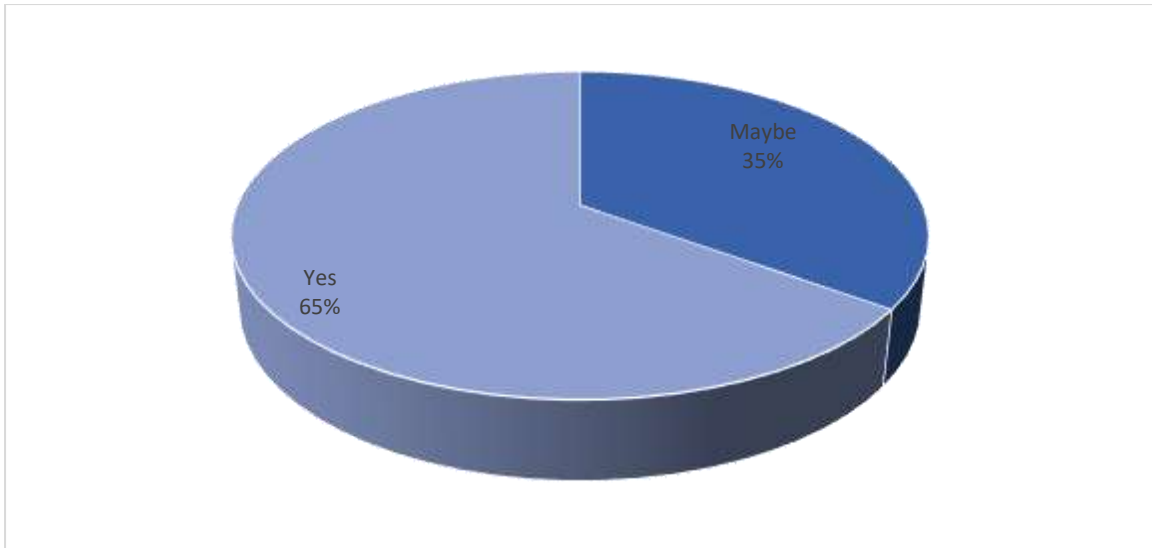


Figure 6.67: Contribution of the LUM festival to Socio-economic growth and sustainability

6.70 Fulfilment of overall LUM strategic objectives

Most sponsors (67%) in their response ascertained that indeed the objectives of the LUM event were met. Only a handful (9%) were unsure given that they did not know what the objectives of the festival were (Figure 6.68). LUM festival organisers should make an effort in publicising the LUM festival strategic objectives. This will ensure that sponsors or stakeholders derive value from the fair. Additionally, there is an urgent need for a development of a communication strategy and or plan for the festival.

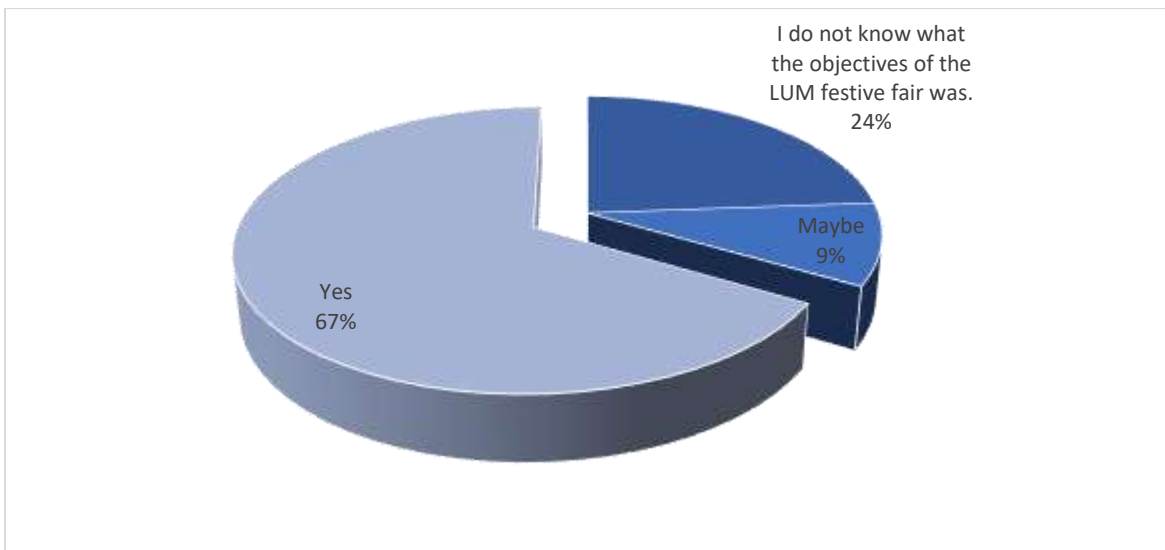


Figure 6.68: Fulfilment of overall LUM strategic objectives

6.71 Likelihood of attending future LUM festival event by stakeholders

Most sponsors (95%) confirmed that they are highly likely to attend the LUM event in future. Moreover, 24% of the stakeholders gave the rating of 3 which is a good average that there is a possibility that they would attend the future LUM festivals (Figure 6.69).

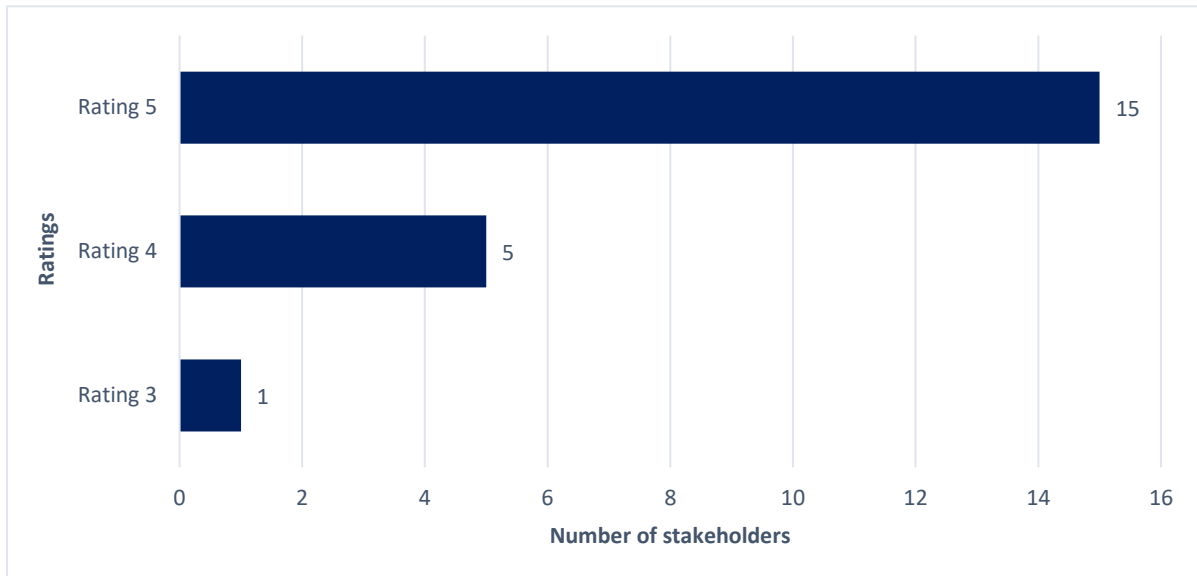


Figure 6.69: Likelihood of attending future LUM festival event by stakeholders

6.72 Engagement method that influenced sponsorship

The most effective method that influenced sponsorship was word of mouth (38%) as illustrated in Figure 6.70. Consistent with the findings of this study, Kerr (2011) reported that word-of-mouth promotion may be considered as extremely important when exploring marketing communications for music festivals given the social and experiential nature of music festivals. Moreover, there was a tie between social media and digital media on their effectiveness in influencing sponsorship. Nineteen percent (19%) of the sponsors were persuaded to sponsor the event based on their previous experience.

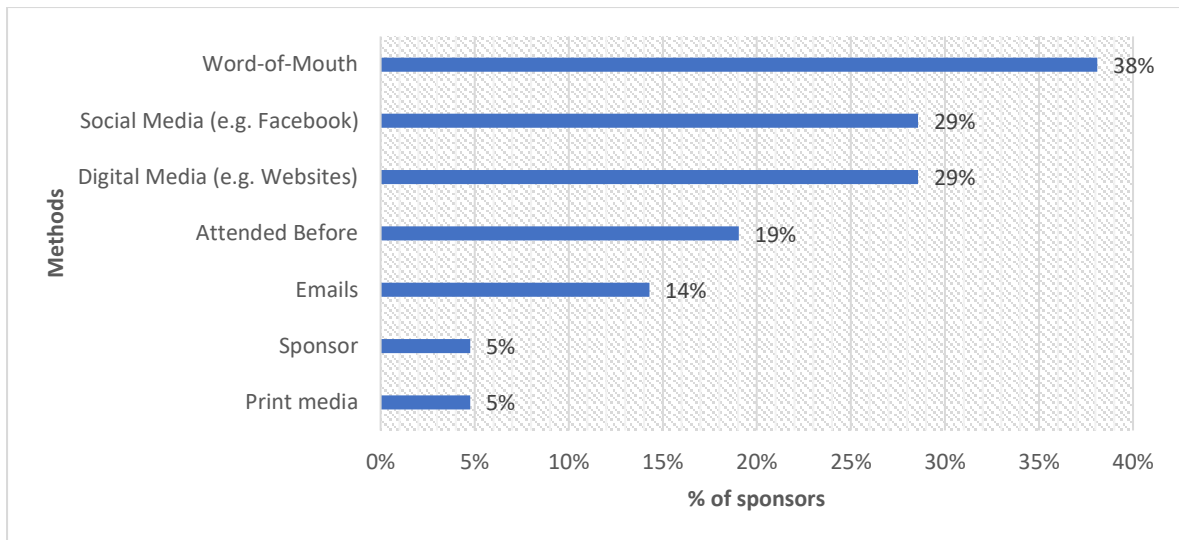


Figure 6.70: Engagement method that influenced sponsorship

6.73 Attraction to the become a LUM festive fair sponsor/stakeholder

The respondents indicated that they sponsored the LUM festival for business exposure and recognised the event as an important marketing opportunity for their business. Noteworthy, is that the sponsors were influenced by all the potential benefit they could derive from the event (Figure 6.71). Sponsoring festivals offer numerous benefits other than serving to display social responsibility. Sponsorship gives brands the ability to generate awareness about themselves, their products, and services.

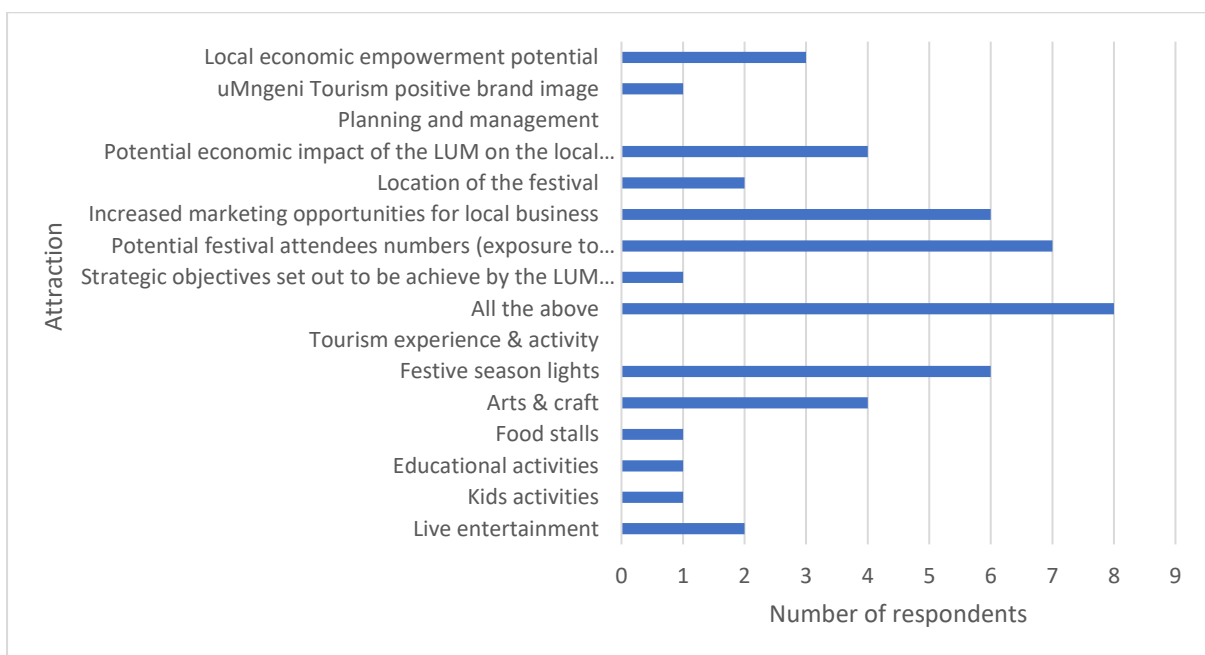


Figure 6.71: Attraction to the become a LUM festive fair sponsor/stakeholder

6.74 Effort by LUM festival to promote local sponsors/stakeholders

Fifty- seven percent (57%) of the sponsors confirmed that the LUM festival did enough to promote local sponsors and their businesses. This was while 19% indicated that not enough effort nor emphasis was placed by LUM to promote local sponsors (Figure 6.72). The results highlight the need for LUM organisers to promote and draw special attention on the sponsors for the event so that sponsors can derive value from the event.

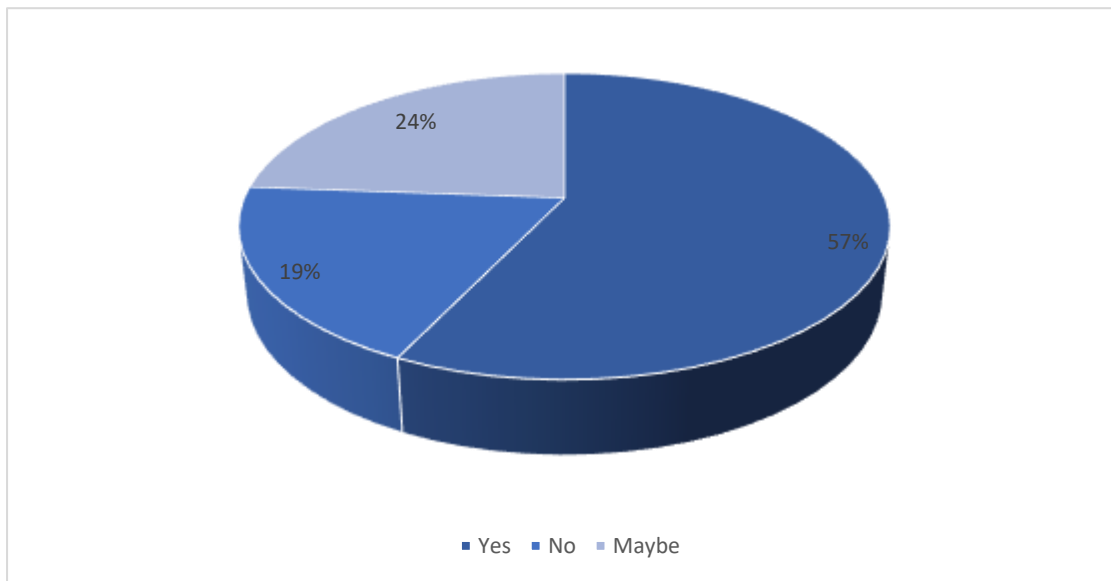


Figure 6.72: Effort by LUM festival to promote local sponsors/stakeholders

6.75 Satisfaction with the information provided regarding the festival

Adequate information was provided to the sponsors regarding the festival. This was confirmed by 76% of the sponsors. A mere 14% of the respondents were not satisfied with the information provided (Figure 6.73). The success of the festivals depends heavily on sponsorship; hence, accurate information and details should be provided to the sponsors timeously.

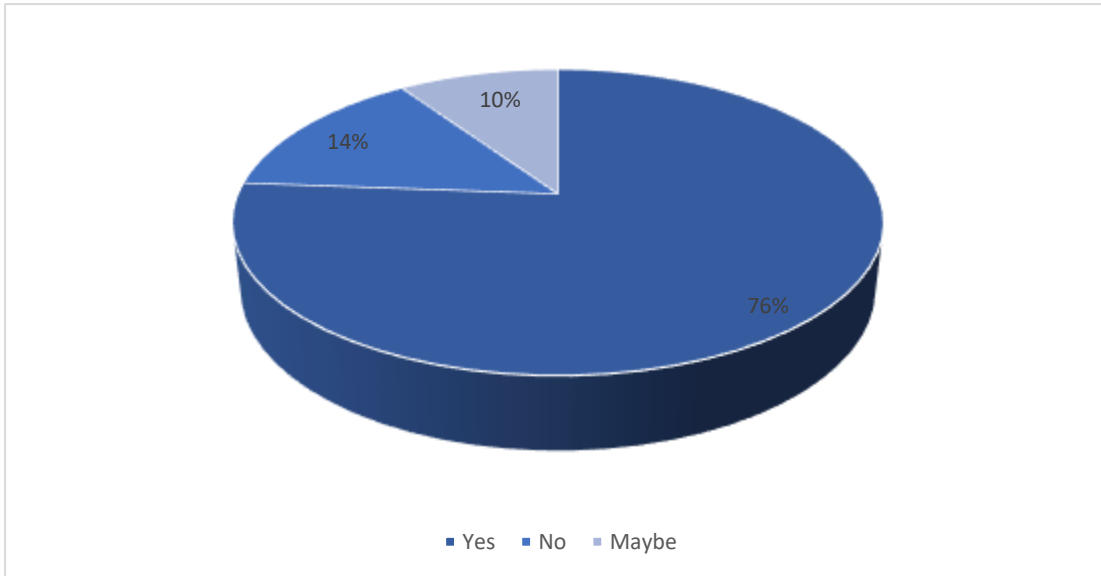


Figure 6.73: Satisfaction with the information provided regarding the festival

6.76 Satisfaction with the information provided to sponsors/stakeholders

Similar to Figure 6.73, most (81%) of the sponsors were satisfied with the information that was furnished to them regarding the festival (Figure 6.74). However, a handful of sponsors (9%) were not pleased with the information that was provided. This indicates that there is still a room for improvement regarding the dissemination and sharing of information with the event sponsors.

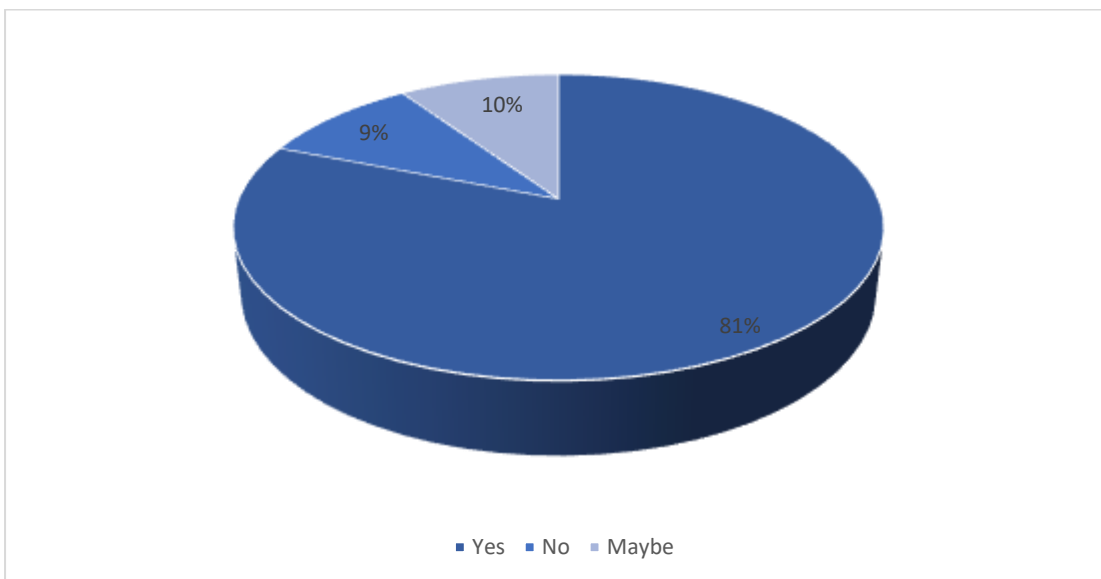


Figure 6.74: Satisfaction with the information provided to sponsors/stakeholders

6.77 LUM festival aspects that were unsatisfactory

There were several aspects that were unsatisfactory, these included parking (19%), poor event signage (16%), sponsor acknowledgment (16%) and insufficient lighting (14%). Other items that the sponsors were not happy about were communication, seating arrangements and public toilets (Figure 6.75). Special attention should be given to all the items mentioned by sponsors and corrective measures should be implemented.

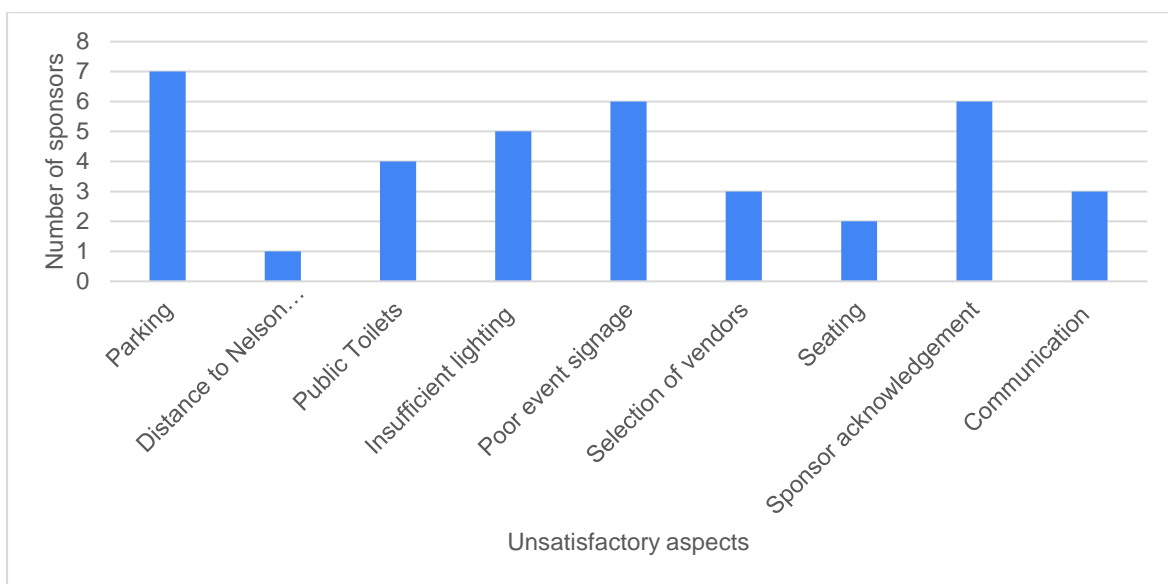


Figure 6.75 LUM festival aspects that were unsatisfactory

6.78 Satisfactory aspects of the LUM festival

Most of the sponsors were satisfied with the variety of festive season themes and decorations (34%), followed by the cost of stalls (16%) and entertainment (13%). The rest of the aspects were unsatisfactory and require urgent attention (Figure 6.76).

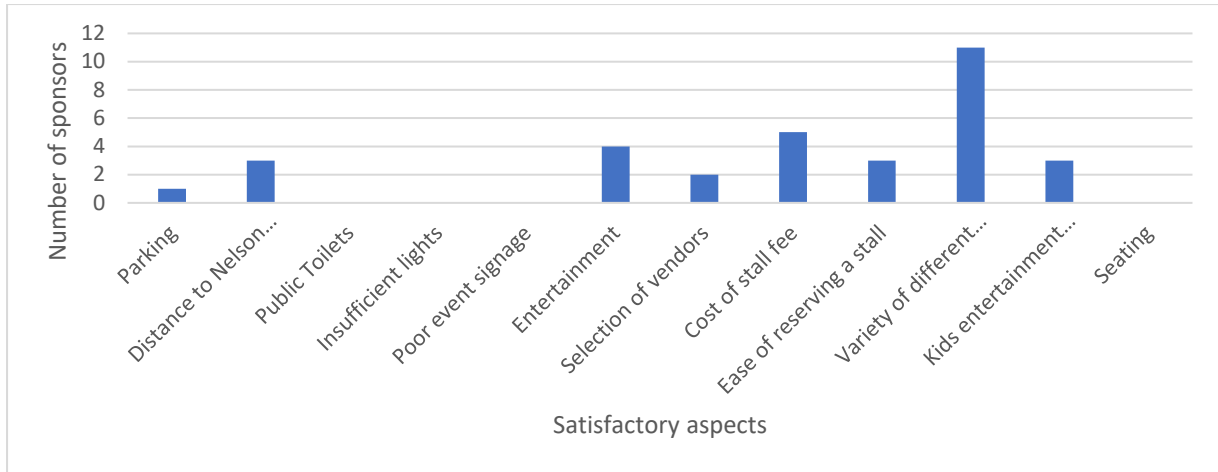


Figure 6.76: Satisfactory aspects of the LUM festival

6.79 Possibility of sponsoring of future LUM festival

Most of the sponsors (67%) reported that they would consider sponsoring future LUM festival events provided corrective measures were implemented to address unsatisfactory aspect of the festival. Additionally, 33% of the sponsors were not certain whether they would be amenable to sponsor future LUM events (Figure 6.77). These were the sponsors that indicated that they did not derive tangible value from sponsoring the event.

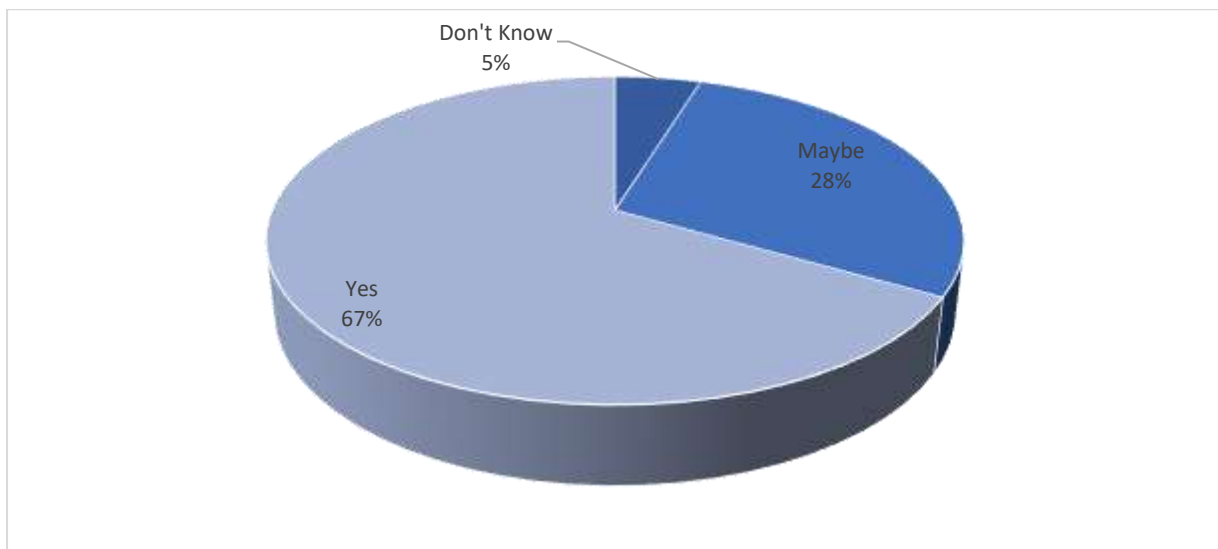


Figure 6.77: Possibility of sponsoring of future LUM festival

6.80 Attendance of Light the Fall Holiday Festival in 2021

Approximately 52% of the sponsors attended the Light the Fall Festival, whereas only 48% did not attend (Figure 6.78). This indicates that efforts should be placed in marketing the initiative and events hosted by the municipality.

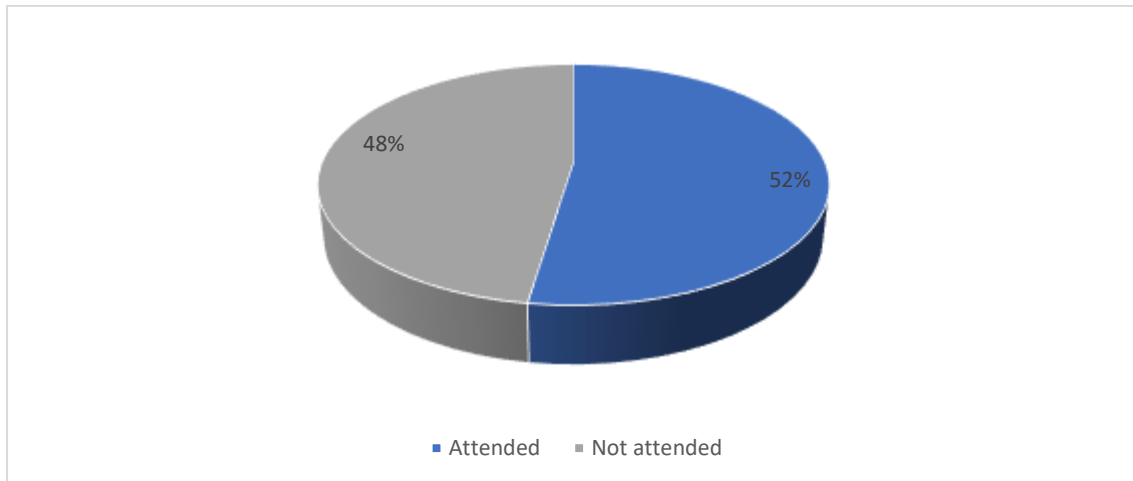


Figure 6.78 Attendance of Light the Fall Holiday Festival in 2021

6.81 Overall experience at the LUM festival and Nelson Mandela Capture site

The majority of sponsors had high ratings (4 and 5) for their overall experience and for the Nelson Mandela capture site (Figure 6.79). This indicates that the festival was well organised and executed regardless of the issues raised by sponsors.

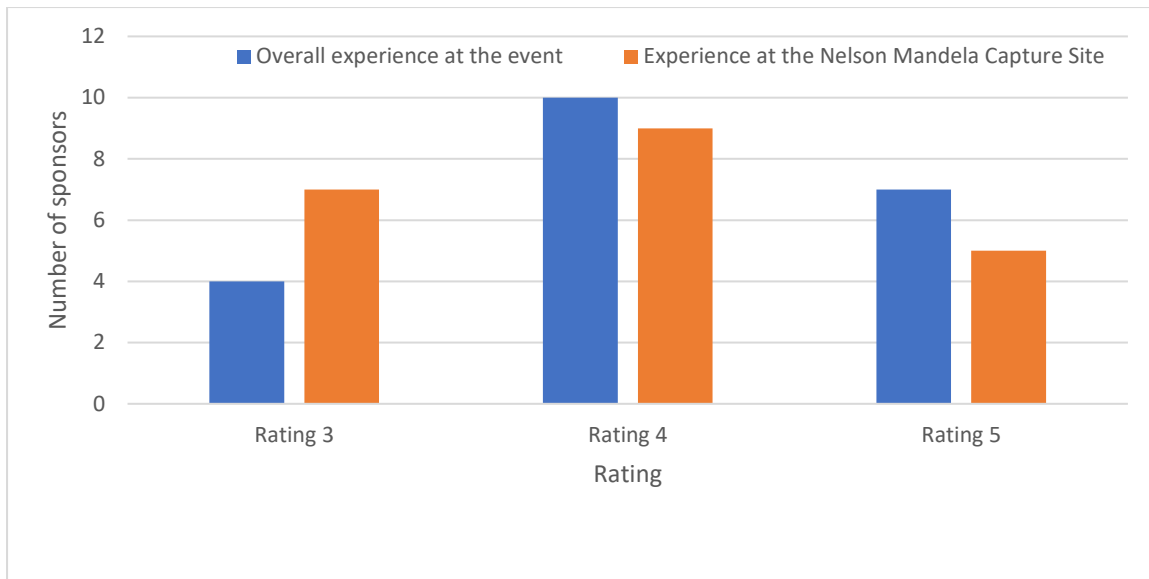


Figure 6.79: Overall experience at the LUM festival and Nelson Mandela Capture site

6.82 Impact of the LUM festival venue on sponsorship and problems experienced

Almost all the sponsors were satisfied with the venue for the festival as depicted in Figure 6.80. Furthermore, the distance and travel time did not have an impact on sponsorship. It is worth mentioning that the sponsors did experience a couple of challenges as explained in detail in the forementioned sections. Some of the problems experienced include logistics and communication around set up. Lights were not working especially when there was loadshedding. The place was very slippery, poor lighting led to tripping over roots with some getting stuck in the mud at the entrance as well as the exit. There were concerns with poor visibility of the sponsors, no access for people with disabilities and lack of clarity on bulk tickets issuing. The festival should be planned well in advance to enhance sponsor satisfaction.

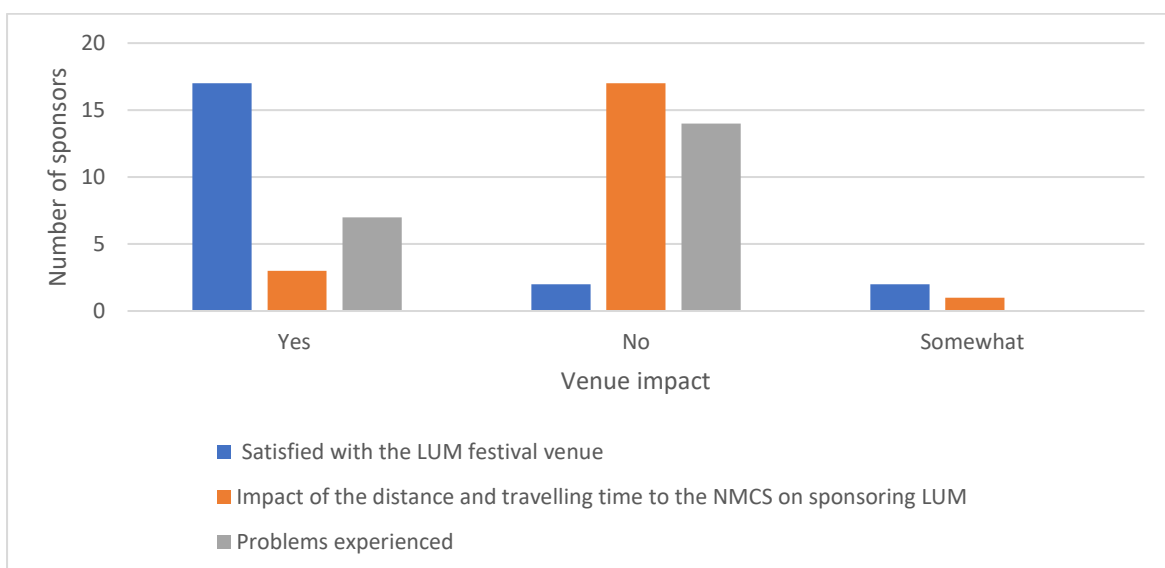


Figure 6.80: Impact of the LUM festival venue on sponsorship and problems experienced

6.83 LUM festival sponsorship recommendation

Most sponsors (86%) indicated that they would recommend other local businesses to become LUM festival sponsors. Only 14% were not sure whether they would recommend other businesses to sponsor the festival (Figure 6.81)

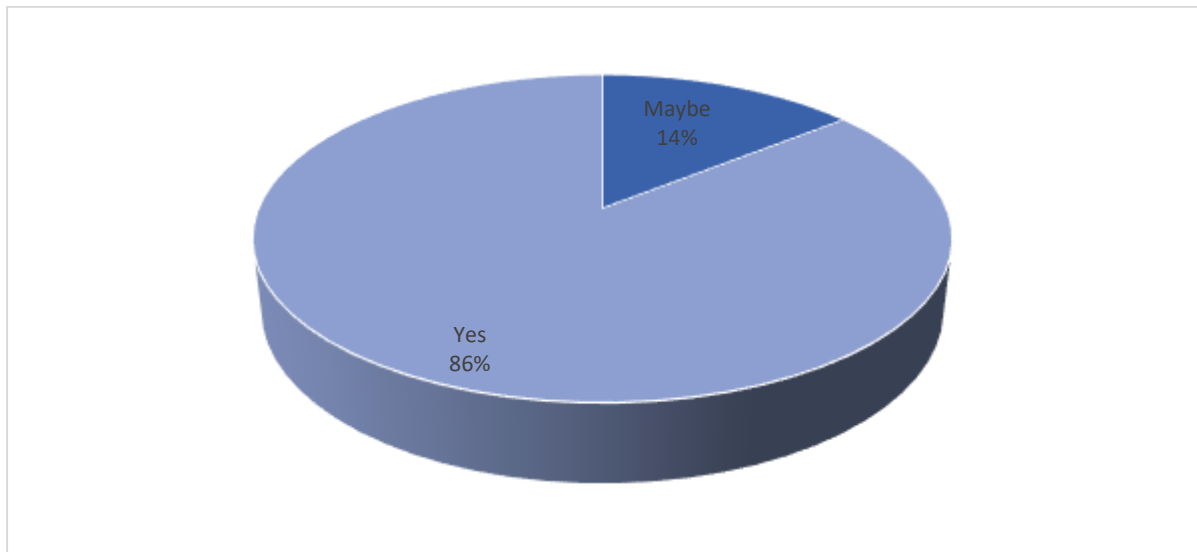


Figure 6.81: LUM festival sponsorship recommendation

6.84 Satisfaction with different aspect of LUM

The sponsors were satisfied with the experience of utilising the toilet facilities, parking and gave these facilities an average rating of 3. Additionally, sponsors indicated that they were impressed with the Saturday attendance of the fair (4) and the economic impact of the fair (5). Special attention should be given in addressing the communication and Sunday attendance (Figure 6.82)

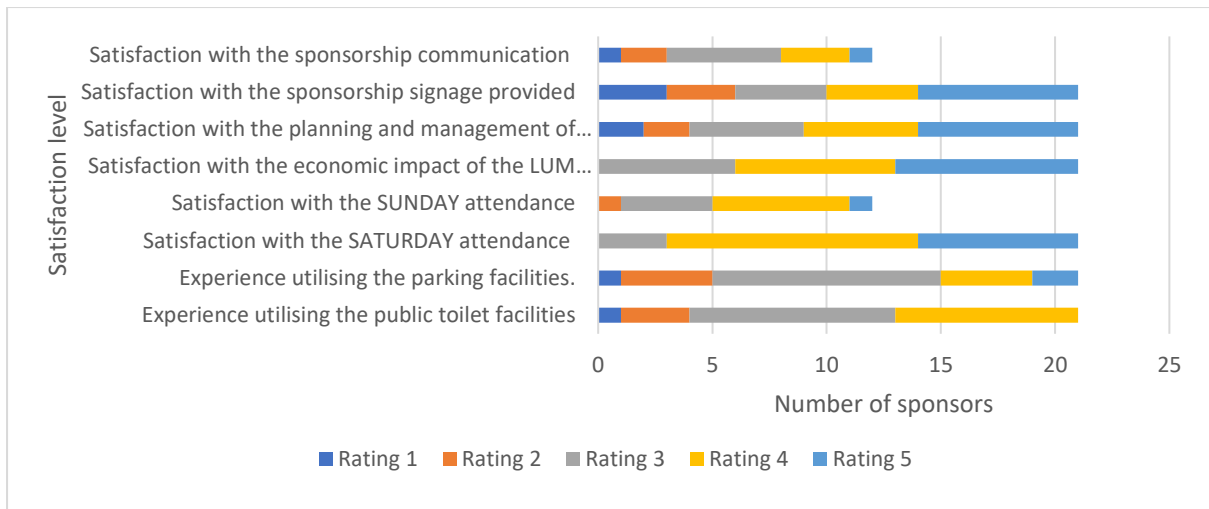


Figure 6.82: Satisfaction with different aspect of LUM festival

6.85 Number of employees within the sponsors business

Forty-three percent (43%) of the sponsors employed 0- 10 people and more than 250 respectively. Additionally, 9% of the respondents employed between 11 and 50 employees (Figure 6.83). With the alarming unemployment rate in South Africa, it is encouraging to note that the sponsors do not only support the fair, but they also provide the source of employment for the locals.

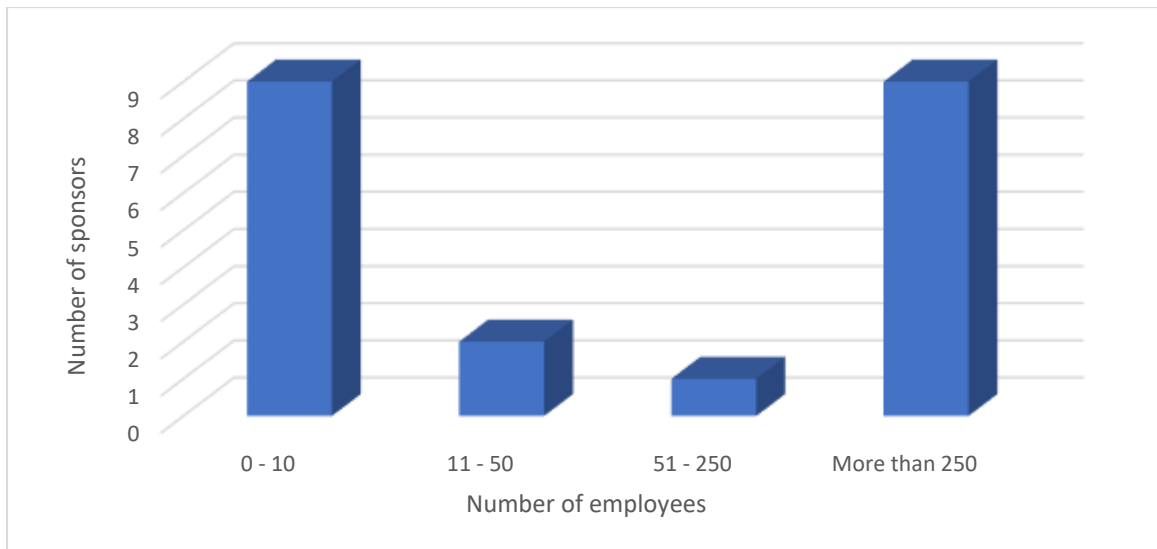


Figure 6.83: Number of employees within the sponsor's business

6.86 Business classification

Most of the sponsors were from the large business enterprises (48%), followed by 29% that were micro enterprises. Moreover, 14% of the businesses were small and 9% were medium (Figure 6.84).

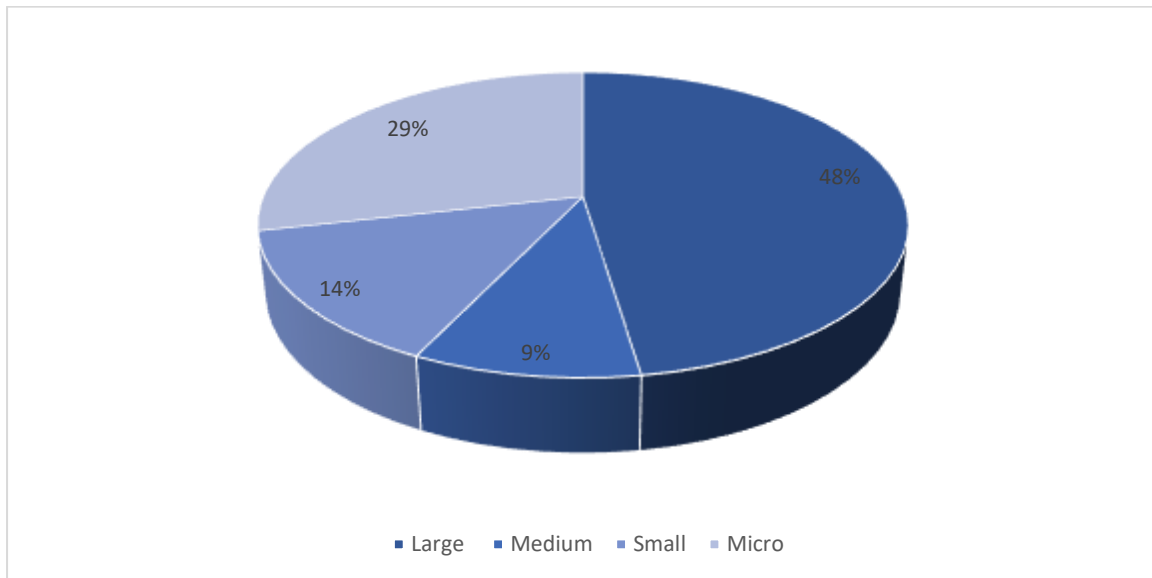


Figure 6.84: Business classification

6.87 LUM overall event experience

The overall rating of the festival according to the sponsors was 4.2, as most of the activities were rated either a 4 or a 5. Moreover, only 0.001% of the sponsors rated the event 1 or 2 (Figure 6.85).

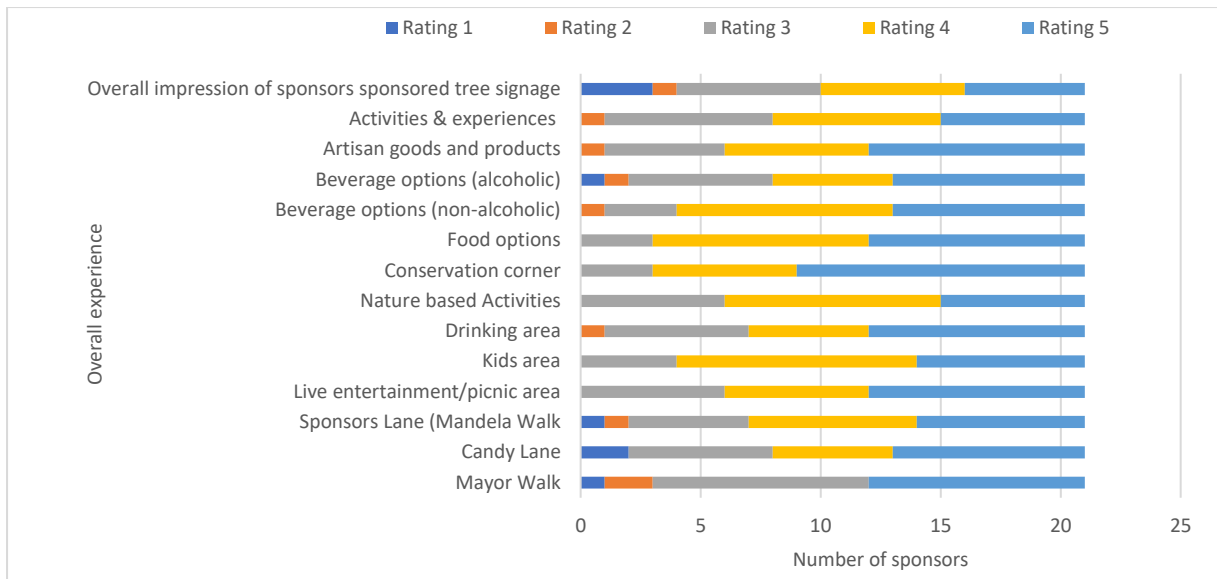


Figure 6.85: LUM overall event experience

6.88 Sponsor recommendations of the festival and uMngeni as a tourism destination

The majority of the sponsors were aware of both the uMngeni tourism and uMngeni logo. This was confirmed by 99% of the sponsors. Moreover, over 80% of the sponsors were familiar with #Midlands My Way and would recommend uMngeni as a tourist destination to friends and family. They would also recommend other businesses to become sponsors for 2023 LUM festival (Figure 6.86). Sponsors further alluded that they did not use the QR codes that were provided and very few sponsors visited other sponsors online business platforms, which is disappointing.

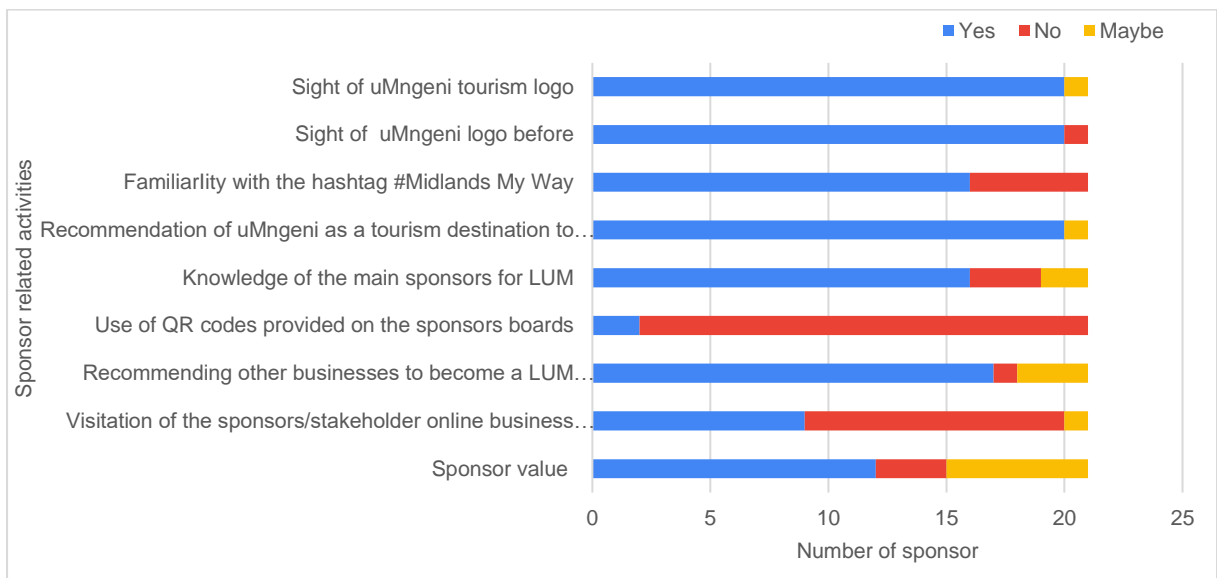


Figure 6.86: Sponsor recommendations of the festival and uMngeni as a tourism destination

6.89 Average spend at the LUM festival

Most of the sponsors spend approximately R100 at the fair. On average, R300 was spend on food and beverages as depicted in Figure 6.87. Some of the sponsors (1%) spent over R5000 on food and beverages for 20 people. Moreover, 1% of the sponsors spend between R1100 and R1500 on souvenirs/craft. Five percent (5%) of sponsors spent R5000 on souvenirs. Almost all the sponsors (99%) spend on average R100 on tickets for the festival.

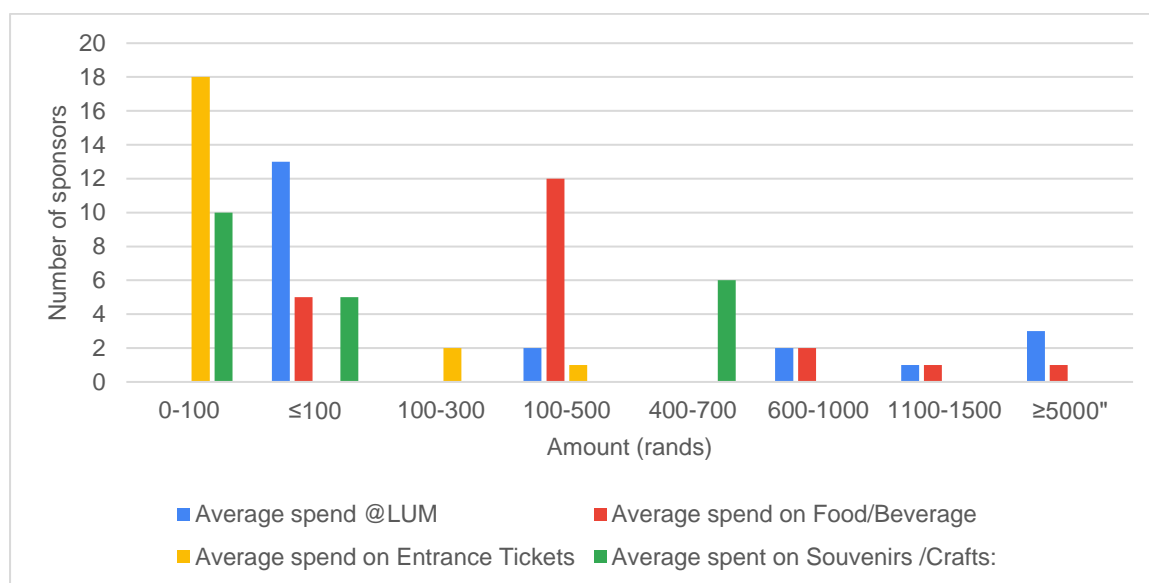


Figure 6.87: Average spend at the LUM festival

6.90 Sponsor occupation

Most stakeholders were employed in sales and marketing sector, followed by those that were self-employed and administration together with artisan (Table 6.4).

Table 6.4: Sponsor occupation

Occupation	No. of Sponsors
Administrator/Manager	3
Artisan/Technician	3
Labour/Unskilled	1
Professional e.g. Doctor, Lawyer	3
Sales/Marketing	6
Self-Employed	4

Student/Scholar	1
Grand Total	21

6.91 Attendance of LUM festival by sponsors

Sponsors attended the festival on both days (67%). Other sponsors attended on either Saturday the 17 December (19%) and Sunday the 18 December (14%), as highlighted in Figure 6.88.

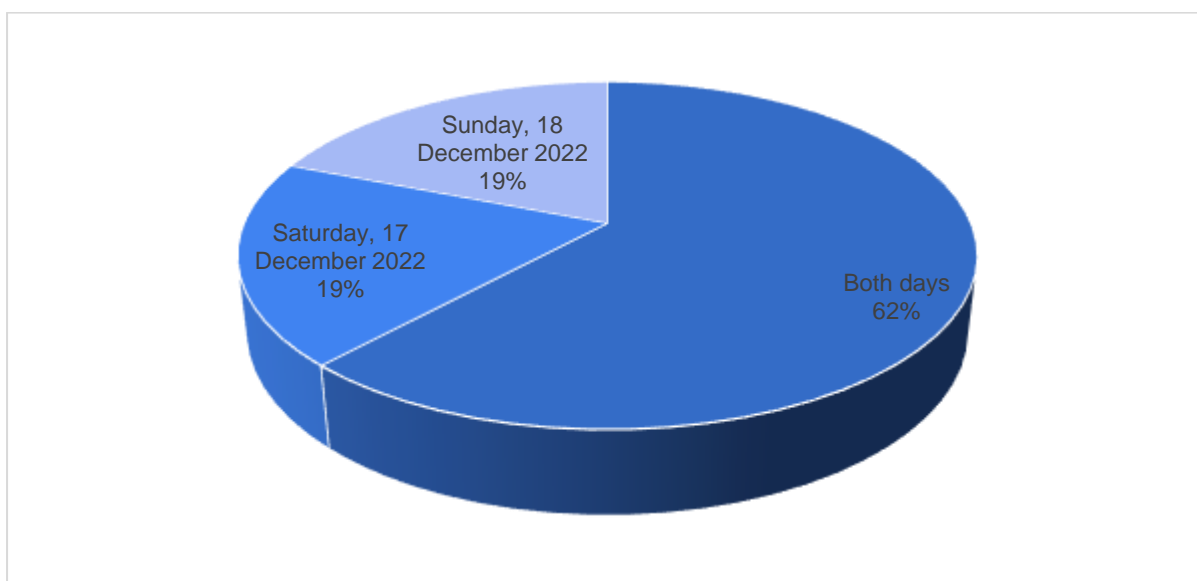


Figure 6.88: Attendance of LUM festival by sponsors

6.92 Race group or ethnicity of the sponsors/stakeholders

It is worth noting that most of the stakeholders that attended the event were White (52%) followed by Blacks (29%). The least sponsors came from the Coloured (14%) and Indian (5%) racial group (Figure 6.89).

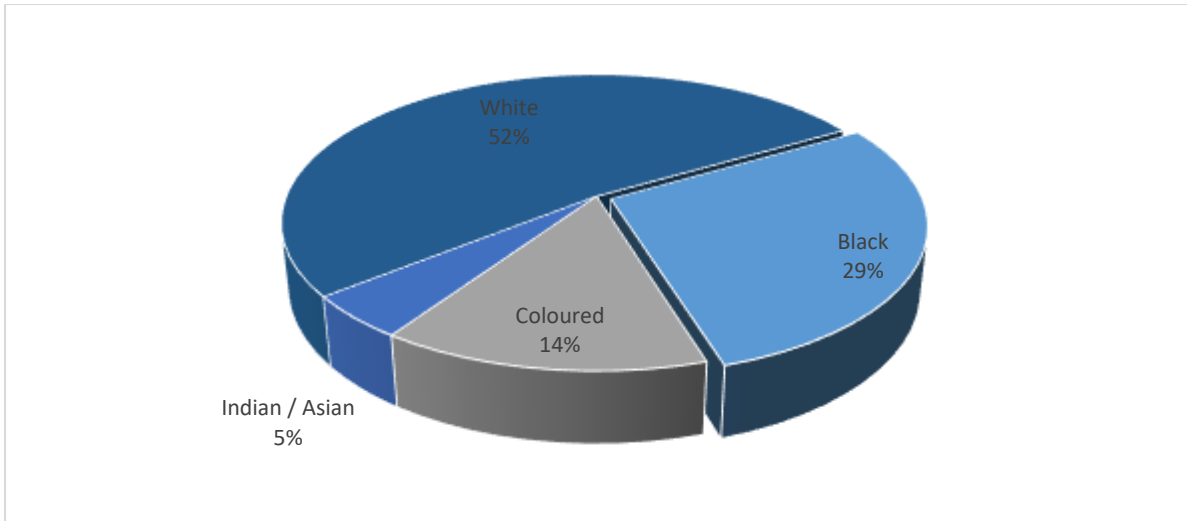


Figure 6.89: Race group or ethnicity of the sponsors/stakeholders

6.93 Age group and gender of the sponsors

Most sponsors that attended the event were between the ages of 50-59 followed by the age group of 30-39 and the third highest age group was 40-49 (Figure 6.90). The youth category had the least number of sponsors, arguably because they are less likely to have established careers or businesses in the labour market compared to the other age groups (older citizens).

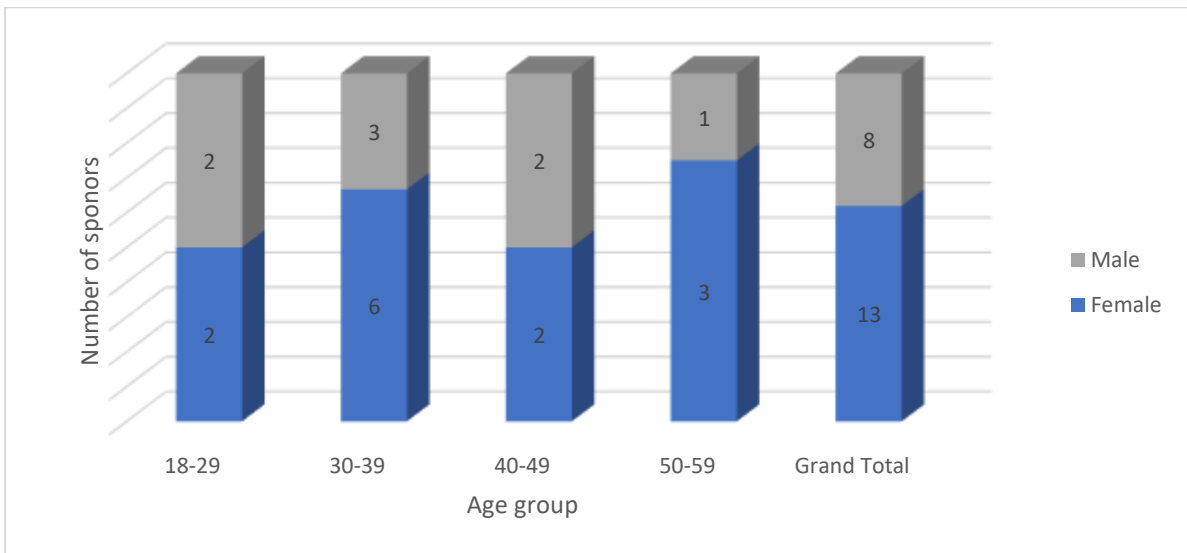


Figure 6.90: Age group and gender profile

6.94 Recommendations and or suggestions from the stakeholders

The following are the suggestions given by sponsors on the improvements that could be implemented for future festivals:

- LUM festival organisers should consider the extension of the stalls.
- Communicating in advance regarding the logistics, site plan of where everything will be situated should be considered.
- Parking should be located closer to the venue and there is a need to proper planning and organisation.
- Provide more signage, so that people will know where to find certain things.
- Secure more local volunteers and make sure suppliers or vendors set up on time.
- Stakeholders should not expect the volunteers to do all the work, they should bring their people as well to set up.
- Although the focus is on the lighting display, starting time should be around 10 am on both dates. This will ensure the participation of families with young children.
- The information/educational stalls should be placed by the entrance. People will always look for food, but they may be reluctant to visit educational stands like Wessa and Ezemvelo if such stands are put at the back of the venue.
- Backup generator to help with loadshedding, most people left when there was loadshedding.
- Different signage for sponsors. Most people had no idea what to do with QR codes. Therefore, this should be communicated well in advance to sponsors.
- The festival should cater for the elderly and people with disabilities. Most people (elderly and disabled) ended up not attending the event because it was not easily accessible. Yet, the event was specifically advertised as disabled and elderly friendly.
- The organisers should have a contingency plan for adverse weather conditions (one has to allow for rain at an outdoor event and the event was about the lights and certainly on the Sunday a lot of lights were not functional).
- The walk up the tree lined avenue had no sign posted and it was cordoned off from the Mandela monument.

- Falls people that do the beaded work should have been scattered around in between the other vendors.
- The two coffee vendors were right next door to each other, they should also be scattered around other vendors.
- Midmar Vet that does incredible amount of work for the community wanted to take a stall, but she ended up not getting a stall, as vendors were not allowed to park near the stalls yet other vehicles like Ezemvelo and the likes were permitted.
- There should be a corner for the charities in the area.
- More signage could have been made and the even should also promote recycling.
- Sponsors should be involved in the planning and setup of the festival.
- More community members should be involved in the setup process as well as more lighting for walkways and stallholders.
- Involvement of more people experienced in putting markets together that will use their expertise and knowledge in planning and setting up future festivals.
- Planning should be done well in advance to avoid delays and miscommunication.
- Have craft/stall holders on both days. Many people were upset there wasn't enough to look at on Saturday. Saturday was the busiest day of the festival and crafters were upset they were only given Sunday to exhibit.
- The seating area should be big enough to accommodate all the attendees in case of rain (stretch tents should also be waterproof).
- There was not enough seating which should be addressed.
- For the 4 different tree sponsors, as part of the commitment to LUM, get a volunteer added as part of the package (1 volunteer for 2 smaller packages and 2 volunteers per package for the 2 larger ones).
- Use these volunteers to assist with putting the lights up during workday weeks and working hours. There should be no setting up on the day of the fair.
- Broadcast the festival dates early with the sponsors signage.
- Give a small discount to the stalls owners who volunteer their time to assist putting lights up.

- Allocate the trees on Wednesday - this did not need to be done so late on the 16th.
- The communication between the team should be improved. Maybe incorporate the wreath building and gees building for LUM sponsors into the light decorating during the week.
- December is a difficult time in terms of being busy, streamlining events would make more sense and get more buy in.
- More networking and collaboration opportunities for the sponsors.
- The attendees and sponsors should be allowed to bring their own camp chairs for entertainment.
- Timeous communication and response from the organisers.
- Produce an information brochure with details of all participating stakeholders.
- Recruit local unemployed youth and make them available to exhibiting stakeholders to use and to put lights at a cost to stakeholders.
- Simplify the offering and give clearer instructions on what is required from the sponsor.
- The posters with sponsors information on the trees could be made more visible.
- Sponsors should also put flyers/business cards by the tree they sponsor so visitors can keep information or a booklet with the sponsors' details.
- A marquee designated for sponsors should be put as this will create an opportunity for networking.
- Social media should be used aggressively to promote the event and showcase the sponsors for the event.

7. CONCLUSION

This study has demonstrated the socio-economic impact of festivals at the uMngeni Municipality and in South Africa as a whole. The literature reviewed in this study and the data collected confirm that festivals play an essential role in creating income, employment opportunities, promoting small-business and boosting tourism for the host communities. On average over 2.5 million rands in revenue was generated by the festival within 2 days. Furthermore, the fair created employment for over 100 people within the uMngeni municipality.

Drawing from the findings of this study, it can be concluded that most of the attendees, stakeholders and vendors were the local residents from within the uMngeni Local Municipality. Vendors, stakeholders, and attendees' overall experience had an excellent rating and confirmed that they were mostly likely going to attend future events and recommend others to attend the event as well. The festival did not only boost the local economy, but it also united the community and created several employment opportunities for the locals.

8. REFERENCES

- Ahn, J., Choi, E.K. and Joung, H.W., 2020. Does gender moderate the relationship among festival attendees' motivation, perceived value, visitor satisfaction, and electronic word-of-mouth?. *Information*, 11(9), p.412.
- Apostolakis A and Viskadouraki, I., 2017. Analysis of the economic impact of cultural festivals in the local economy. *Cultural Management: Science and Education* 1(2): 47–64. DOI: <https://doi.org/10.30819/cmse.1-2.04>.
- Bob, U., Swart, K., Gounden, R., Gumede, A. and Nkambule, S., 2019. Socio-economic impacts of festivals and events: A case study of the Mzansi Golden Economy Programme in South Africa. *Geo Journal of Tourism and Geosites*, 27(4), pp.1236-1250.
- Buqa, W., 2015. Storying Ubuntu as a rainbow nation, *Verbum et Ecclesia*, 36 (2), 1-8.
- Cole, S.T. and Chancellor, H.C., 2009. Examining the festival attributes that impact visitor experience, satisfaction and re-visit intention. *Journal of vacation marketing*, 15(4), pp.323-333.
- Department of Economic Development & Tourism Directorate (n.d.) *Tourism Blueprint 2030 Department of Economic Development and Tourism*. Available at: https://www.westerncape.gov.za/assets/departments/economic-development-tourism/dedat_tourism_blueprint_report_final_draft_pdf.pdf (accessed 8/2/2023).
- Derrett, R., 2005. Why do regional community cultural festivals survive? In: *The impacts of events: triple bottom line evaluation and event legacies: Third International Event Management Conference*, 2005, pp. 1–25. Available at: <https://citeseerx.ist.psu.edu/document?repid=rep1&type=pdf&doi=072814ebed1bf43e58f0c0abf0f71b66dc1ee07d> (accessed 9/2/2023).
- Dörnyei, Z., 2007. *Research methods in applied linguistics*. New York: Oxford University Press.
- Drummond, F. and Snowball, J., 2019. Cultural Clusters as a Local Economic Development Strategy in Rural, Small Town Areas: The Sarah Baartman District in South Africa. *Bulletin of Geography. Socio-economic Series*, (43), pp.107-119.
- Eck, R.W. and Montag, D.A., 2003. Traffic Effects of Fairs and Festivals on Low-Volume Roads. *Transportation Research Record: Journal of the Transportation Research Board* 1819(1): 260–264. DOI: <https://doi.org/10.3141/1819a-38>.
- Esu, B.B. and Arrey, V. 2009. Tourists' satisfaction with Cultural Tourism Festival: a Case Study. *Journal of Hospitality & Tourism Research*, 33(1), pp. 1-15.
- George, R., 2021. *Marketing tourism and hospitality: concepts and cases*. Springer Nature.
- Gustafson, T., and Chabot, B. 2007. Brand awareness. *Cornell Maple Bulletin*, 105, 1-5

- Hauptfleisch, T., 2006. Eventifying Identity: Festivals in South Africa and the Search for Cultural Identity, *New Theatre Quarterly*, 22, 181 – 198.
- Hauptfleisch, T., 2008. In search of the rainbow: The little Karoo national arts festival and the search for cultural identity in South Africa, Available from https://wiki.lib.sun.ac.za/images/c/c0/Hauptfleisch_Insearch_2007.pdf. (Accessed 7/2/2023).
- Higgins-Desbiolles, F., 2016. Sustaining spirit: A review and analysis of an urban Indigenous Australian cultural festival. *Journal of Sustainable Tourism*, 24(8-9), pp.1280-1297.
- Hinch, T.D., 1996. Urban tourism: perspectives on sustainability. *Journal of Sustainable Tourism*, 4(2), pp.95-110.
- Irshad, H. 2011. *Impacts of community events and festivals on rural places*. June. Available at: <https://www1.agric.gov.ab.ca/%24Department/deptdocs.nsf/all/csi13702/%24FILE/Community-events-and-festivals.pdf> (accessed 7/2/2023).
- Kanduza, A.M., 2004. The Frontline states against Apartheid: The case of Zambia, University of KwaZulu-Natal.
- Karlíček, M., Tomek, I. and Křížek, M., 2010. Word-of-mouth marketing: An Integrated model. *Ekonomika a management*, 3, pp.1-11.
- Katz, E. and Lazarsfeld, P.F., 2017. *Personal influence: The part played by people in the flow of mass communications*. Routledge.
- Kelvin-Iloafu, L. E. 2016. The Role of Effective Communication in Strategic Management of Organizations. *International Journal of Humanities and Social Science*, 6 (12), 93- 99
- Kerr, A. and May, D., 2011. An exploratory study looking at the relationship marketing techniques used in the music festival industry. *Journal of Retail & Leisure Property*, 9(5), pp.451-464.
- Kim, Y. 2018. An Empirical Study on the Effect of Local Festivals on Economic Growth. *The Korean Data Analysis Society* 20(6): 2981–2991. DOI: <https://doi.org/10.37727/jkdas.2018.20.6.2981>.
- Kotzé, F.C., 2005. *The Role of Print Media in Travel Decision-making* (Doctoral dissertation, North-West University, Potchefstroom Campus).
- Kwazulu-Natal Amafa and Research Institute, 2021. Karkloof Management Unit (Nature Reserve). Available at: <https://sahris.sahra.org.za/sites/default/files/heritagereports/Karkloof%20Management%20Plan%20PDF%20format.pdf> (Accessed 20/02/2023).
- KwaZulu-Natal Top Business Portfolio, n.d. Umngeni Municipality. Available at: <https://www.kzntopbusiness.co.za/site/umngeni>

- Lill, G. and Ren, C., 2015. *THE IMPACTS OF EVENTS ON LOCAL COMMUNITY Case: City of Tallinn*. Available at: <https://projekter.aau.dk/projekter/files/210109303/THESIS.pdf>.
- Long, P.T. and Perdue, R.R., 1990. The economic impact of rural festivals and special events: Assessing the spatial distribution of expenditures. *Journal of travel research*, 28(4), pp.10-14.
- Long, T. & Johnson, M. 2000. Rigour, reliability and validity in qualitative research. *Clinical Effectiveness in Nursing*, 4(1), 30-37.
- Madondo, E., 2016. *The influence of social media in promoting the tourism industry in Durban, South Africa* (Doctoral dissertation).
- Mejabi, E.I., 2018. *The impact of events on sustainable tourism development in Durban: an evidence-based enquiry* (Doctoral dissertation). University of KwaZulu Natal. South Africa.
- Midlands Info, n.d. Karkloof Nature Reserve. Available at: <https://www.midlands-info.co.za/region/town/1751/karkloof-nature-reserve> (Accessed 20/02/2023).
- Moisescu, O.I., Gică, O.A., Coroş, M.M., et al. 2019. The UNTOLD story: Event tourism's negative impact on residents' community life and well-being. *Worldwide Hospitality and Tourism Themes* 11(5): 492–505. DOI: <https://doi.org/10.1108/whatt-06-2019-0036>.
- Mxunyelwa, S. and Tshetu, L. 2018. Festivals as a Niche for Local Economic Development (LED): A Case Study of the East London Port Festival (ELPF), Eastern Cape, South Africa. *African Journal of Hospitality, Tourism and Leisure* 7(3): 1–14.
- Ndabeni, L. and Rogerson, C.M., 2005. Entrepreneurship in rural tourism: the challenges of South Africa's Wild Coast. *Africa insight*, 35(4), pp.130-141.
- Nzeku, B.I., 2020. *Use of social media communication tools for the main tourist attractions in the Cape Town area* (Doctoral dissertation, Cape Peninsula University of Technology).
- Orb, A., Eisenhauer, L. & Wynaden, D. 2001. Ethics in qualitative research. *Journal of nursing scholarship*, 33, 93-96.
- Parsons, R., Skripak, S. and Cortes, A., 2018. Chapter 16 Hospitality & Tourism. VT Publishing. Available at: <https://viva.pressbooks.pub/fundamentalsofbusiness/chapter/chapter-16-hospitality-tourism/> (accessed 9/2/2023).
- Pereira, L., Jerónimo, C. and Sempiterno, M., 2021. Events and Festivals Contribution for Local Sustainability. *Sustainability* 13(3): 1520. DOI: <https://doi.org/10.3390/su13031520>.
- Quinn, B., 2019. A comment on Arts festivals, urban tourism, and cultural policy. *Journal of policy research in tourism, leisure and events*, 11(sup1), pp.s8-s12.
- Ries, A. and Ries, L., 2002. *The Fall of Advertising and the Rise of PR*. New York: HarperBusiness.

- Roodt, Z.D.A., 2008. *The role of the host community in marketing arts festivals* (Doctoral dissertation, Northwest University).
- Saayman, M. & Rossouw, R. 2011. The significance of festivals to regional economies: measuring the economic value of the Grahamstown National Arts Festival in South Africa. *Tourism Economics*, 17 (3), 603–624.
- SA-Venues, n.d. Karkloof nature reserve. Available at: <https://www.sa-sanjari.com/venues.com/game-reserves/karkloof.php> (Accessed 20/02/2023).
- Bahramnezhad, F., Fomani, F. K., Shoghi, M. & Cheraghi, M. A. 2014. Ethical challenges of researchers in qualitative studies: the necessity to develop a specific guideline, *Journal of Medical Ethics and History of Medicine*, 7: 14. Published online 2014 Aug 4.
- Sekaran, U., and Bougie, R. 2013. *Research Methods for Business: A Skill-Building Approach*, (6th edn.), Wiley: New York.
- Sesanti, S., 2016. Thabo Mbeki's African developmental agenda through Pan-Africanism and the African renaissance, *International Journal of African Renaissance Studies - Multi-, Inter- and Transdisciplinarity*, 11 (2), 24-37.
- Shelton, G, 2017. *The Economic Impact of Festivals on Small Towns*. University of Tennessee. [Online]. Available at: <https://www.cis.tennessee.edu/sites/default/files/The%20Economic%20Impact%20of%20Festivals%20on%20Small%20Towns%20Gwen%20Shelton.pdf> (Accessed 20/02/2023)
- Shi, C., Wang, G., Tian, F., Han, X., Sha, S., Xing, X. & Yu, X. 2017. Reliability and validity of Chinese version of perceived deficits questionnaire for depression in patients with MDD. *Psychiatry Research*, 252:319-324
- Silvia, S. 2019. The Importance of Social Media and Digital Marketing to Attract Millennials' Behavior as a Consumer. *Journal of International Business Research and Marketing* , 4 (2), 7-10
- SiteMinder, 2018. Essential strategies to increase your hotel room sales -. Available at: <https://www.siteminder.com/r/hotel-distribution/hotel-revenuemanagement/strategies-increase-hotel-room-sales/>.
- Smith, M., 2009. *The entrepreneurs' role at Arts festivals: The case study of Aardklop National Arts Festival* (Doctoral dissertation, Northwest University).
- Sokhela. 2020. Report to the parliamentary committee on tourism: submission of Howick falls precinct report. Umngeni Municipality, 21/August/2020. Available from. <https://pmg.org.za/files/201006UmngeniL>. [Accessed 7/02/2023].
- South Africa Cultural Observatory, 2017. *Evaluation of Festivals and Events DAC MGE Funded*

- Category. [Online]. Accessed from: [https://static.pmg.org.za/181023SACO Festivals and Events.pdf](https://static.pmg.org.za/181023SACO_Festivals_and_Events.pdf) Accessed on (09/02/2023).
- Steurer, M., Trattner, C. and Kappe, F., 2012. November. Success factors of events in virtual worlds a case study in second life. In *2012 11th Annual Workshop on Network and Systems Support for Games (NetGames)* (pp. 1-2). IEEE.
- Study of Calabar Carnival Festival, Nigeria. *International Journal of Business Management*, The Capture Site, n.d. The Capture Site. Available at: <https://www.thecapturesite.co.za/visitor-centre#:~:text=The%20long%2Dawaited%20Nelson%20Mandela,the%20public%20in%20December%202019> (Accessed 20/02/2023).
- The development of an appropriate tool for measuring the economic impacts of sports events: a case study of the KwaZulu-Natal province of South Africa, *Tourism KwaZulu Natal occasional paper No. 94 March 2013* <http://www.kzn.org.za/invest/trackingevent.pdf> (accessed 7/ February/2023)
- The Saunter., n.d. Howick Falls. Second tallest waterfall in South Africa & comfortable riverine walk. Available at: <https://www.thesaunter.co.za/listing/howick-falls/> (Accessed 20/02/2023).
- Tourism KZN. 2013. The development of an appropriate tool for measuring the economic impacts of sports events: a case study of the KwaZulu-Natal province of South Africa, *Tourism KwaZulu Natal occasional paper No. 94 March 2013*. Available from: <http://www.kzn.org.za/invest/trackingevent.pdf> [accessed 7/ 02/2023].
- U.S. Department of Transportation Federal Highway Administration Office of Operations. 2005. *Developing and Implementing Transportation Management Plans for Work Zones*. https://ops.fhwa.dot.gov/wz/resources/publications/trans_mgmt_plans/trans_mgmt_plans.pdf (accessed 8/2/2023).
- Umngeni Local Municipality. 2022. Fifth (5th) Generation Integrated Development Plan (IDP) 2022-2026. [Online]. Accessed from: <https://www.umngeni.gov.za/testpage.php?category=5&sub=14> Accessed on (10/02/2023).
- uMngeni Municipality – KwaZulu-Natal Top Business. Available at: <https://www.kzntopbusiness.co.za> › site › uMngeni (accessed 16/February/2023)
- Van Heerden, J., 2008. THEATRE IN A NEW DEMOCRACY Some major trends in South

African theatre from 1994 to 2003, PhD Thesis, Dept of Drama and Theatre, University of Stellenbosch.

Wu, S.I., 2016. The Correlation between Factors in Festival Marketing Activities, Visitors Value Perception and Post-Purchase Feelings. *J. Mgmt. & Sustainability*, 6, p.9.

Xulu, L., 2022. Light Up Umngeni festival provides a boost to local tourism. *The Witness*, December. Available from: <https://www.citizen.co.za/witness/news/light-up-umngeni-festival-provides-a-boost-to-local-tourism>(Accessed 7/2/2023).

Xulu, L., 2022. Light Up Umngeni festival provides a boost to local tourism. *The Witness*, December. Available at: <https://www.citizen.co.za/witness/news/light-up-umngeni-festival-provides-a-boost-to-local-tourism> / (accessed 7/2/2023).

Yapparova, N., 2013. Best media for advertising local tourism among the Russian tourists.

Zaei, E. M. and Zaei, M.E., 2013 THE IMPACTS OF TOURISM INDUSTRY ON HOST COMMUNITY. *European Journal of Tourism Hospitality and Research* 1(2): 12–21. Available at: https://www.researchgate.net/profile/Mansour-Esmaeil-Zaei/publication/357736048_The_Impacts_of_Tourism_Industry_on_Host_Community/links/61dd3219323a2268f997f90d/The-Impacts-of-Tourism-Industry-on-Host-Community.pdf (accessed 9/2/2023).