



## **RESEARCH REPORT**

**The attributes that keeps Limpopo Marula festival growing and how these attributes have an impact on the local economy**

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## PLAGIARISM DECLARATION

I declare that this thesis is my own original work, conducted under the supervision of Sipho Lukhele. It is submitted for the degree of Master of Arts in the Faculty of Management at the University of Johannesburg. This work has not been submitted as part of a degree at another institution but it has informed the production of two journal articles written by the same author.

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## **ACKNOWLEDGEMENTS**

**I wish to thank the following individuals who facilitated my completion of the study:**

Mr. Lukhele made it possible for me to understand the nature of the requirements of an academic research. Therefore, it is my pleasure to thank him for a remarkable knowledge he has imparted. Not only, I acknowledge Zandile Nkuna for motivations that made me to believe in myself and by making sure that I complete this research in due time.

## **DEDICATION**

Dedicated to my cousin, Timmy Hoxane. Thank you for believing in me and for all the financial support that I needed to make sure I collect data at Phalaborwa, may God bless you.

## ABSTRACT

The current research attempt to understand the attributes that make Marula festival to grow and how it benefits the local economy. The research is based on three samples; Phalaborwa municipality officials, local residents and accommodation establishments. Firstly, this paper explores different types of attributes that contribute to the growth of the festival. Secondly, this research examines the marketing strategies used in different successful festivals worldwide comparatively to the Marula festival's growth. Furthermore, the research shows how the growth of festival can have impacts on the local economy and entrepreneurial opportunities. All these are examined through secondary data (literature review) and primary data to strengthen the conclusion of this research.



Source: <https://goo.gl/nlV4qq>

### **Definition of key terms and Acronyms**

1. **Marula:** The fruit of the marula tree, from which beer and other intoxicating liquors are brewed
2. **WTO:** World Tourism Association
3. **LTA:** Limpopo Tourism Agency
4. **TBRA:** The Travel Business Relationship of America

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## **CHAPTER ONE**

### **INTRODUCTION AND BACKGROUND TO THE PROBLEM STATEMENT**

#### **1.1 INTRODUCTION**

Festivals and social commemoration days build up the touristic fascination of a local community. Festival consists of; dancing, dramatization, satire, film, music, variable expressions, specialties, ethnic or nearby social legacy, religious customs, verifiably essential occasions, food and wine, and religious functions. The first interest of the celebrations originates from the way that they are themed long way from festivity and diversion media. The festivals are normally sorted out with a go for securing and creating local culture and history, diversion, making work openings and building up the local tourism industry (Günersel, 1997:28).

Moreover, festivals likewise draw in high-contact of tourists willing to have more experiences with local communities. The most imperative particular for normal festivals from different occasions is that they are centered around society and festivity. The content and theme of the festivals for the most part emerge from their own general public. What is emphasized here with the general public idea is having local people to part in locational and operational organization (Butcher, 1993:19).

In addition, Falassi (1995) expressed that the definitions and implications of festivals in writing have been made in different ways. The definition made by Falassi (1995:37) is:

- Celebrations that consist of cultural traditions, customs and also based on holy.
- Celebrations of the heritage
- Celebration of communal fairs and feasts

Further, weaver and Robinson (1989) argue that there are many reason for organizing festivals. For example:

- To increase community pride and excitement
- Showcasing the special and uniqueness of the community
- Develop community's image
- To provide financial assistant for projects around the community

- Creation of opportunities in creative art and areas where public are interested
- To honor important events and people

Debatably, one can argue that these reasons can be the benefits of hosting festival. Nonetheless, festivals are viewed as one of the reason to have visitors within local communities, making individuals to mingle with each other and advancing their social lives. Celebrations are known to have an exceptionally critical effect on the human life. On one hand, they give different social exercises to members; then again they are acknowledged as a source of salary for the host community. The most understood sort of celebrations is the creative celebrations and these sorts of celebrations may assume a crucial part in gathering diverse branches of craftsmanship in a similar place (Allen et al, 2002:15).

Festivals and occasions have a critical point of view in promoting destinations. Festivals and unique occasions are growing increasingly consistently and community feestival is an instrument utilized as a part of promoting and strengthening of local economy. Moreover, celebrations are additionally viewed as a standout amongst the most imperative occasion inspirations (Getz, 1999:326).

Getz (1999) list the crucial roles of festivals for destination and are as follows:

- Develop attractions within a community
- Develop community image
- Economic growth
- Animation

Cultural tourism is one of the essential branches of tourism. The World Tourism Association (WTA) recommends that more than 40% of every worldwide vacationer are "social travelers" (Richards, 1996). The Travel Business Relationship of America (TBRA) has evaluated that 66% of U.S. grown-ups visit a cultural or legacy site or fascination when they travel (Silberberg, 1995). The celebrations, customs, culture draws in visitor to visit the place. Yeoman (2004) says that celebrations can protract traveler seasons, broaden top season or present "another season" into a group. Occasions, for example, celebrations don't just serve to draw in sightseers additionally create or keep up a group or local personality (McKercher and Du Cros, 2003).

Nonetheless, this research explores attributes that contributing to the growth of Marula Festival in Limpopo, Phalaborwa, and how does the growth benefit the local economy. Since the establishment of this festival in 2006 there have been a substantial growth of this festival, attracting domestic, regional and international tourists. Marula festival is hosted annually at Impala Park stadium, Phalaborwa. Furthermore, Marula Festival and its benefit to the local economy will be critical discussed to analyze whether the growth of this festival have or had impact to local economy. Marula festival is chosen as a case study in this research. Limpopo Marula festival is a sequel to nine other festivals since 2006 and every year the event attracts more and more people from various corners of the country and particularly SADC countries. Adding to this marvel heritage festival is the festival destination, the picturesque town of Phalaborwa which abounds with tourist facilities and attractions and it lies adjacent to the world's renowned Kruger National Park. In nutshell, this research attempts to show how the growth Limpopo Marula festival is beneficial to the local economy. This study will overall look at the perspectives of accommodation owners, revenues made by municipality and local residents. This will be accomplished through guided questions that inspired this research.

## **1.2 PROBLEM STATEMENT**

Limpopo Marula festival was launched in 2006 at Phalaborwa and from then it has shown a substantial growth. This is evident through attracting domestic, regional and international tourists. Ba-Phalaborwa municipality host this festival yearly on February until March. Certainly, there are attributes that contribute to this magnificent growth. The growth surely is beneficial to the local economy. This is supported by Limpopo Tourism Agency online article states that Marula festival was launched in 2006 attracted merely 500 people and as years progresses it has attracted more than 30 000 people from different origins.

## **1.3 PURPOSE STATEMENT**

The purpose of this research is to reveal attributes that are contributing to the growth of Marula festival, looking at general skills, techniques and strategies that are placed in marketing Limpopo Marula festival. Furthermore, the research will draw attention to the origins of tourists that participate in Marula festival. As Limpopo Marula festival claims growth, confidently, the research will look at the methodology that is used for

marketing and how it attracts tourists from different destinations. This research aims to demonstrate on the revenues that Ba-Phalaborwa municipality generate through Marula festival. Undoubtedly, is growing and benefiting local economy, and for that I will look at the entrepreneurial opportunities for local residents. The following questions will guide the depth of this study.

1. How Limpopo Marula festival is marketed?
2. In what ways culture motivates the growth of Marula festival?
3. What are entrepreneurial opportunities for local residents?
4. How the growth of Marula festival have economic impacts on local residents?
5. What are the perspectives of accommodation owners, local residents and Ba-Phalaborwa officials in relation to Marula festival growth?

#### **1.4 SIGNIFICANCE OF THE STUDY**

The benefit of this research problem is therefore to help the local community to have profound understandings on the significance of tourism. This means the local community will be able to realise the importance of tourism and they will be able to act responsibly and sustainably towards tourism assets. In addition, this research will act as a feedback to locals portraying the growth of Marula festival since its existence. What is more, this study will give an academic community and concerned citizens with the relevant information and interventions strategies they might use to sustain the growth of Marula festival or other emerging festival in future.

Secondly, the research contributes to tourism literature particularly in South Africa. This will help tourism organisations and local municipalities around South Africa to have full knowledge about running successful festivals. Therefore, this will enable local municipalities and other tourism organisations to make informed decisions relating to planning an event or festival.

#### **1.5 LIMITATIONS OF THE STUDY**

Due to the scope of the research, the study did not manage to collect enough data from the entire population sample as it was recommended. In this case, the study is limited by the number of participants that were used in the convenience sample of this research. In addition, dealing with government officials was a barrier. Arguably, they might think that are privately investigated for corruption and for that matter they

did deny me an information that I need for completing this research. However, I chose not carry these perceptions as destruction to my research. I worked hard against all odds to reach the point of success which is the completion of this research. Locals have shown lack of sufficient knowledge about this festival hence most of them were concise with their response or either saying “I don’t know.” This limited the study to its full potential.

## **1.5 CONCLUSION**

Conclusively, this chapter has examined the background of the study, looking at what is the festival in event tourism. This was supported the various literature review. Further, the problem statement was outlined, in relation to understand the attributes the contributes to the growth of Marula festival since it emergence and economic impacts. Purpose statement and significance of the study has discussed in meaningful manner to show the fundamental reasons of this study. Lastly, this chapter has revealed the limitation of the study, boundaries that prevented the researcher to achieve the full planned scope of the research.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 INTRODUCTION**

Literature review is a basic investigation of distributed sources, or writing, on a specific theme. It is an appraisal of the writing and gives an outline, order, examination and assessment. At postgraduate level writing surveys can be joined into an article, an examination report or proposal (Kaniki, 2011). In this second chapter, the research paper specifically focusses on the secondary data. This means different authors are critically discussed in attempt to respond to main objectives of this paper; what are the attributes that make festivals to grow and how they benefit local economy. This is supported by academic journal articles and library textbook that has examined the similar discourse.

In addition, this chapter looks at the attributes that contributes to a growing festival. The researcher understands that marketing does contribute to festival growth therefore this chapter will explore marketing strategies that are used to market a festival. Furthermore, festival motivations are examined in attempting to comprehend motivation a culture it brings in growing festival. Again, this chapter measures the growth of festival through examination of economic impacts as the result of a growing festival. Lastly, this chapter look at the entrepreneurial opportunities provided because of a growing festival.

#### **2.2 LITERATURE DATA (SECONDARY DATA)**

Generally, festivals and community events are likewise changing organizations and inciting financial improvement over the globe. Festivals and art create job opportunities, support local organizations/businesses and pull in guests over the world. Governments offer an extensive variety of items and administrations to advance festivals in provincial regions. This is advocated by Lee and Arcodia (2011), festivals are known to assume vital parts in destinations advancement as attractions, image producers, artists of static attractions, and motivations for different

improvements. Notwithstanding the financial advantage that can be generated from the expanded number of visitors, celebrations and unique occasions additionally grow the length of stay, give social and educational opportunities, cultivate a sentiment to local pride, cultural and social situations, and add to maintainable development.

Festivals can make a remarkable commitment for rural development through arranging, characterized objectives, local partnerships and subsidizing. However, communities regularly arrange tourism occasions to infuse money into their economies. This money is insufficient to accomplish thorough provincial monetary advancement. Festivals help the tourism organizations of the local community yet are insufficient to resuscitate the whole economy (Eventbrite, 2014). The discussion is advanced through looking at types of attributes that make festival to growth.

### **2.2.1 ATTRIBUTES OF A GROWING FESTIVAL**

There are attributes that are associated with the growth of festival and this is advocated by Jonker et al (2009) stating factors as attributes that enhance the growth of a festival. Further, Jonker et al (2009) go deeper in explaining these attributes into details. For example, organisational skills, have potential to enhance the growth of a festival and this is based on the tolerance, time management, good communication among team members, and show dedication. In addition, second attribute is resourcefulness. According to Jonker et al (2009) this means the festival or event will reflect: innovation, visionary, creativity and optimistic. These can only be seen through comparing previous festival and the one that was held after the previous one. Third attribute is being explorative, this means finding gaps in the festival and come up with business opportunities to fill up the avenues yet attracting tourists. Forth attribute is acquired skills, Jonker et al (2009) further explain this that it means for festival to grow, people responsible behind it should have education, management skills, and teamwork must reflect in their work. The last attribute that Jonker et al (2009) talk about is a drive, this covers confidence, knowledge, leadership and opportunities. In other words, this means willing to work long hours to attain a specific goal.

The topical way of festivals can be utilized to either legitimize or exclude the advantages or points of interest of events in view of their significance to the host

community. A festival regularly expands the regularity of tourism within the location additionally generates income within a region, increasing opportunities for job creation and employment (Mann, D. and De Montfort University, 2003). Richards (2006) take this further by stating different elements that may add to an effective festival could incorporate the following:

- Increasing the length of stay in town or region
- Expenditure of visitor increases
- Development of destination awareness
- Increasing community pride and solidarity

These factors are advantageous to region as well as tourism industry, despite the fact that the cost at which they are gotten must be defended. Moreover, these effects vary because of the size and size of the event running from a community-based event, such as an art show to mega-event, for example, the Olympics. For example, speculations about land could happen as an immediate consequence of the facilitating of a local event, compared to hosting mega-event such as Olympic Games (Richards, 2006).

Festivals draw in tourists who may somehow or have not visited the region, and the festival's advantages amplify generation of income and incorporate reinforcing rural communities and improving the nature of residential area life. Notwithstanding the social positives, holding celebrations additionally enhances the environment of the host community.

### **2.2.2 MARKETING FESTIVAL**

Generally, there is insufficient academic articles concerning Limpopo Marula festival even though it is growing significantly. According to Limpopo Tourism Agency (LTA) website indicates that Limpopo Marula festival has been a great success since it was launched in 2006. It is written that this festival attracts more than 30 000 people coming from different countries, particularly people from Southern African Development Community (SADC) countries such as Mozambique and Zimbabwe. This festival in 2006 started with +/- 500 people and SAnews.gov.za reports that in 2016 there were more than 35 000 people who attended Marula festival. Confidently, this triggers attention to how Marula festival is growing annually.



Moreover, there are attributes that contribute to this growing. Van Zyl (2008) argues that there attributes that help festivals to grow. There are five attributes which are; festival brands, marketing, entertainment or festival activities, refreshment, transport and this prices (Van Zyl, 2008). In other words, these attributes can help an event or festival to market itself. Literature review shows that in order to have successful marketing skill you must able to know your customers, their needs and where they coming from. Discussing the marketing of festivals there are many ways in which festival can market itself (Lee et al., 2008).

Festival Celebrations are thought to impact different locals in different courses through, tourism improvement, social advancement, city-image change, and economic advancement. With the goal for celebrations to have these useful results, advertising must be deliberately arranged and executed through celebration programs. Festivals are organizations which are firmly associated with promoting, and their prosperity relies on upon their advertising. Necessity to this festival promotion is the satisfaction of the reason for the foundation of every celebration and the proceeded with generation of the celebration to give stimulation to both the local communities and tourists (Lee et al., 2008: 56). Successful promotion of a festival will certainly attract local and international people.

In addition, Lee et al., (2008) indicate that festivals offer can different advantages in communities as they are used in place of marketing, such as:

- They can pull in tourists and guests, both nationally and globally. The tourism convergence created is particularly welcome when it happens in a medium or low-tourism season since it lessens regular ebbs.
- Festivals capture attention and have the ability to enhance local attractions and infrastructure development. Protection of these area can bring about economic advantages and dispersal of imaginative and social legacies.
- Through cultural occasions, different may pull in travellers as well as investors. The tourism business that supports occasions creates work and financial enhancement.

### **2.2.3 CULTURAL TOURISM**

The essence of the festival tourism is culture; it is truly profound reasons of pulling in tourists. This is done through the improvement of celebration tourism space, not just

to dynamic the tourism showcase, rich tourism assets, and fortify social communication amongst nations and local communities. The profound improvement of festival tourism is driven by cultural motivations.

Culture have the ability to construct successful destinations and authenticity in the global market. According to Akama and Sterry (2002) indicate that culture have the ability to strongly strengthen the attractiveness and competitiveness of destinations. Culture and tourism have a strong bond that helps to build up an attractive image of community, therefore, community will be competitive and able to generate visitors. Culture is the major factor for making destinations attractive. In addition, Florida (2002) adds that there are growing number of tourists traveling across the world for cultural purposes. People are conscious about each other's cultures and are keen to learn about them. Festival that cultural themed are bound to grow to be successful as most tourists are cultural motivated to travel.

Furthermore, Maclean (2006) shows that there are many factors for being a cultural tourist. People travel to learn about the history and origin of other people, and that can be done through visiting museums or local communities, and attending cultural festivals. Others want to learn about the present lifestyle of other people, learning about different ceremonies, celebrations and rituals. In the modern society these are often done through events and festivals.

Festivals covers, middle and small scale occasions with a possibility to draw in tourists. The activities with the reason for tourism are made as the performances during celebration in such a large number of various parts of the city (Maclean, 2006). Additionally, Getz (2007) expands discussion; celebrations make different positive commitments to the destinations, for example, expanding the fulfilment level of the guests, expanding length of stay in the host community, making consolation to the financial activities. Tourists who are going to these sorts of celebrations are more intrigued by craftsmanship and culture, and they craving to visit the social and verifiable touristic areas too.

#### **2.2.4 IMPACTS OF FESTIVAL ON A LOCAL ECONOMY**

Festivals have potential to boost or grow the local economy. However, we cannot isolate that it also benefits local communities; social and environmental. According to Moore (2012) believes that festivals does not do sustainability but have economic

impacts. However, is it crucial not to isolate the need for sustainability as it is with economic impacts. Additionally, Hill strategies (2003) hyperbole showing that the 37 medium-sized festivals and events have significant Gross Domestic Product (GDP) impacts on the recreation (\$4.0 million), accommodation (\$3.1 million) and restaurant (\$2.5 million) sectors of the economy in United States of America (USA). In addition, Inkei (2005) further demonstrates that festivals contribute to the local economy through direct impacts which cover all the expenditure and income generated at the festival. Indirect impacts cover the effects if businesses in receipt of direct expenditure and as a result of increased supply chain activity to meet the needs of the festival and their attendees. In addition, local festivals are increasingly being used as instruments for promoting tourism and boosting the regional economy.

In addition, Getz (2008) argues that as it is indicated by an overview led by the Universal Celebration and Occasion Affiliation (IFEA), the extraordinary festivals industry is assessed to incorporate about 4 to 5 million frequently reoccurring events and has a huge economic effect globally. The favourable circumstances of celebrations and unique festivals are exhibited all the more expressly in rural settings, especially in boosting neighbourhood economies, proceeding with work, and rural destination goal promotion.

The economic effects of festivals on the large scale economy of a locale are ordered into primary and secondary economic effects. The essential effect is the direct economic effect of the occasion measured by looking over members or measuring business deals. Secondary effects are those that outcome from the presentation of new cash into the economy. Gelan (2003) stresses this point further by arguing that The economic effect contemplates give a decent instrument to estimate the impact of specific event on the economy. The consequences of economic effects are valuable in settling on choices and may help engineers and neighbourhood legislators to legitimize open supports by referring to the financial regale occasions have for the entire community. The investigations of economic impacts concentrate on how a project can affect the locals through creating employment, wage, and helping region spatial association.

Festivals have impact on the economic development and Getz (2008) lists out the possible impacts that assist local economy of municipalities to grow further, and are as following:

- They expand business operation and tax revenues, improve social-economics, and improving the image of communities.
- They influence human capital and social assets to create monetary imperativeness in failing to meet expectations regions through tourism, crafts, and social attractions
- Cultural renewal and restoration of community pride
- They make communities more appealing to attract in tourists and investments

In nutshell, festival tourism is another type of tourism items, in light of subject, size is distinctive, it will have diverse sensation impact. Continuously enhance the visibility of the area, drive the advancement of pertinent industries, advance nearby financial improvement. Bring home more economic benefits.

### **2.2.5 ENTREPRENEURIAL OPPORTUNITIES**

Festivals have significant impact in a city and local community. Celebrations are appealing to host destination, since it creates sense of pride within the community and also creates identity for locals. Members of the communities play a crucial role build and develop tourism through hosting festivals. Longenecker et al (2003:19) state that without entrepreneurs there would be far less development and innovation. Entrepreneurs serve as founders, coordinators and finishers (Brush, 2008:23). A better understanding of the entrepreneurs' contribution to arts festivals will enable festival organisers to get a better understanding of the role and function of entrepreneurs at these festivals.

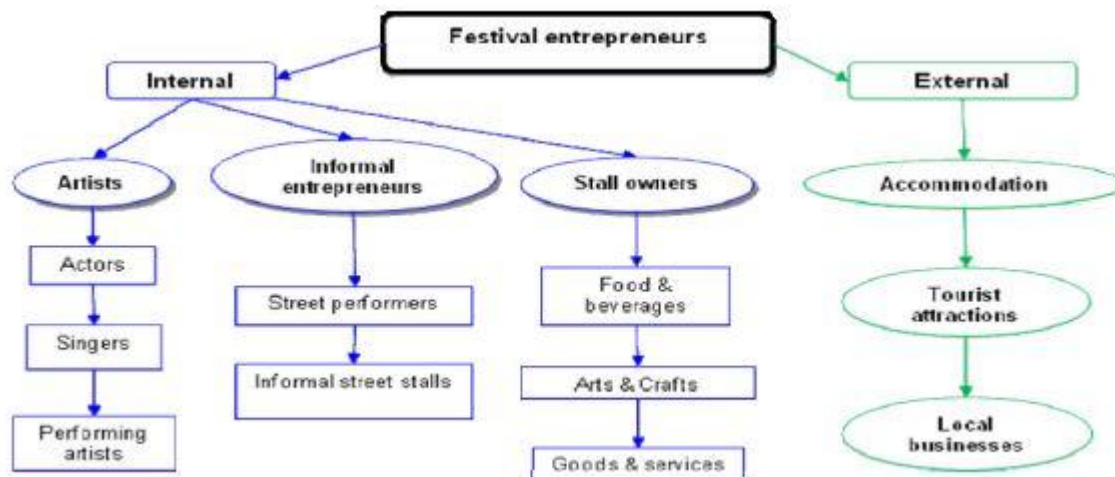


Figure 1: Categories of entrepreneurs at festivals

(source: google. Image by Jonker et al, 2009)

Figure 1 shows the festival entrepreneurial opportunities. This figure shows that there are two category of entrepreneurial opportunities: internal and external (Jonker et al, 2009). The internal part deals with the festival itself whereas the external part deals with the outsiders. This are the external beneficiaries of the festival.

According to Small (2007) reveals that festival have direct and indirect effects on communities or regions. They give chances to support, skills advancement, volunteering and social, social monetary and ecological improvements. different events and festivals can draw in travellers and guests at local, national and worldwide level. Occasions catch consideration and advance attractions and infrastructure development. They make it conceivable to expand and support the utilization of specific spaces. Safeguarding of these spaces may bring about money related advantages and spread of imaginative and social legacies.

Small (2007) extend this argument further by adding that advantages of festivals to local communities can be broad, especially when the draw is from outside the district. The research demonstrates that the more included individuals and providers are as far as arrangement of administrations, nourishment, refreshments, and attractions, the more prominent the monetary advantages to the locale. Local merchants, artisans, craft artists, restaurateurs, hoteliers and owners may make an expansive part of their yearly salary over the span of an occasion.

There are other community impacts (Hede, A. (2007) as the result of successful festival and these impacts can be:

- Improved expenditure
- Job creation
- Labour supply improvement
- Increase quality of life
- Tourism awareness
- Creation of new accommodation establishment
- Development of accessibility
- Development of infrastructure
- Increased level of participation in tourism events and festivals
- Restoration of local traditions and values
- Elevation of local community pride
- Skills enhancement of developers and planners
- Created local cultural image
- Dismiss local residence perception
- Addressed social issues of local residents to minimise the negative impacts

### **2.2.5 CONCLUSION**

Nonetheless, this chapter had looked into literature review of various articles concerning the growth and impact of community-based festivals. This chapter reveals that there are attributes, marketing strategies, cultural tourism motivations, economic impacts and entrepreneurial opportunities that drives a successful festival. All these were broadly unpacked through using different studies related to this topic. The following chapter will take this research further by looking at the methodology employed to reach objectives of the research scope.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.1 INTRODUCTION**

This chapter explores the research methodology that will be used to collect data. In addition, instruments that were used in conducting this research; sampling will be described. Validity and reliability used to indicate organisation and analysis of the collected data.

#### **3.2 RESEARCH APPROACH**

Qualitative research consists of the following characteristics (Pope and Mays, 2000):

- Aims to find answers to specific questions
- Investigates and collects evidence
- Reveals findings that were not documented in advance
- Have the ability to produce findings that usable beyond the immediate boundaries of the research

Subjective research shares these qualities. Furthermore, it looks to comprehend guaranteed examine issue or point from the viewpoints of the neighbourhood populace it includes. Subjective research is particularly powerful in acquiring socially particular data about the qualities, feelings, practices, and social settings of specific populaces.

This research uses qualitative method to collect data. Murphy and Morehouse (2003) define qualitative as a scientific research that generally based on an investigation that is looking for answers, collecting evidence, providing findings that were not determined in advance, and systematically uses a predefined set of producers to answer the question. In addition, qualitative research is therefore to understand the nature of topic or research problem through the perspectives of local population it involves. This is supported by Chen (2010) show that there are three common qualitative methods, which are participant observation, in-depth interviews, and focus group.

Additionally, others author (Creswell, 2009) view qualitative research as the strategy for decision when the examination requires a comprehension of procedures,

occasions and connections with regards to the social and social circumstance. Rather than creating numerical information supporting or invalidating obvious speculations, subjective research plans to deliver verifiable depictions in light of up close and personal learning of people and social gatherings in their regular settings. Subjective research is valuable for getting understanding into circumstances and issues concerning which one may have limited information. This technique is regularly utilized for giving as a part of profundity portrayal of methods, convictions and learning identified with medical problems, or for investigating the explanations behind specific practices including the suppositions of respondents about specific issues.

Durrheim (2011) adds to what is already said above regarding qualitative research and state that in fact distinctive strategies, empower the analyst to access diverse sorts of information. These sorts of knowledge are not really progressively organized. Additionally, they can't be included to give a greater or better picture of what is truly happening. They may even think of clashing points of view. Quantitative and subjective research must be considered as integral and are to be utilized to produce enough comprehension and translation.

The in-depth interview appears as a discussion in which the specialist tests profoundly to reveal new intimations, to open up new measurements of an issue, or to secure clear, exact and itemized accounts that depend on the individual experience of the subject (Brynard and Hanekom, 2006). Furthermore, individuals create their lives an individual structure of convictions and qualities with which they specifically and subjectively construct importance and criticalness in occasions. It is this structure or pattern and its genuine outcomes for activity that the researcher is occupied with examining by this technique. The subjects are urged to recount their own stories in their own words with provoking from the questioner (Durrheim, 2011).

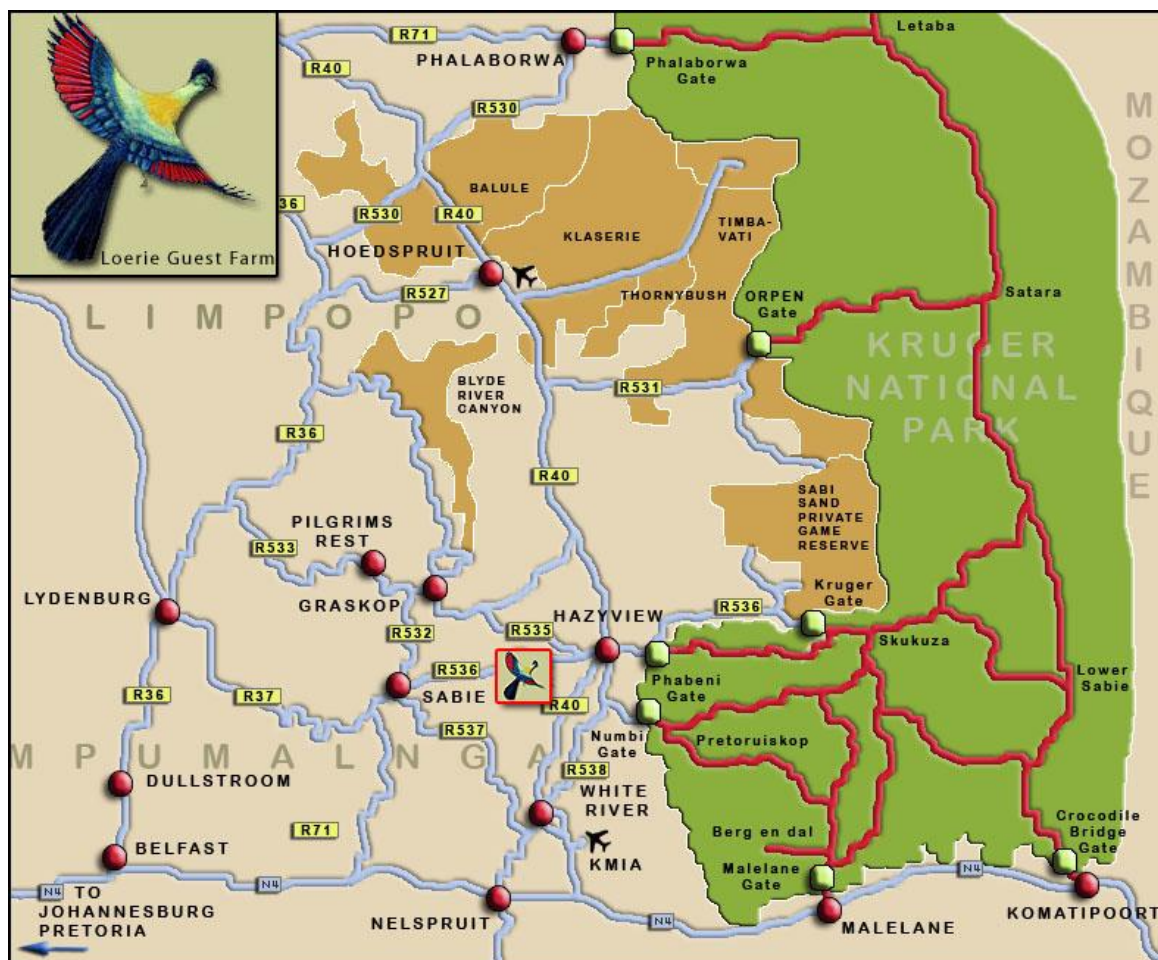
In understanding what other scholars had argued the researcher believe that the good thing about in-depth interviews are that mind boggling issues can be examined, answers can be illuminated, and also delicate data might be acquired. The drawback is that the information is voluminous, tedious to assemble, hard to break down. There are additionally numerous open doors for questioner predisposition to worm



in. Additionally, just a couple subjects can be met in light of the fact that the technique is tedious.

In-depth interview approach in this research was appropriate because it provides freedom of expression to people that are to undertake an interviews. People will able to give their opinions, beliefs, abilities on a certain matter. This method was chosen to meet main objectives of this research. However, the weakness of this research could be that people might not be willing to take part or feel uncomfortable with some of the questions.

### 3.2.1 SETTING OF THE RESEARCH



**Source:** <http://www.loerieguestfarm.co.za/map.html>

The research was conducted in Ba-Phalaborwa municipality and Phalaborwa town. Ba-Phalaborwa Municipality is situated in the north-eastern part of South Africa, in the Mopani District of the Limpopo Province. It is one of the five local municipalities

in the Mopani District. The municipality has a geographic area of 7462km, with private farms covering an enormous area, as well as tribal land that is under the control of traditional leaders (namely, Ba-Phalaborwa Traditional Authority, Maseke Traditional Authority, Maseke Traditional Authority, Selwane Traditional Authority and Majeje Traditional Authority).

### **3.2.3 SAMPLING**

The real worry in qualitative research is with richness of data, thus test size is not a determinant of research noteworthiness. Beyond any doubt issues can emerge with spectator predisposition, between onlooker variety and reliability of witnesses. On account of subjective information, the identical terms for unwavering quality and legitimacy are believability, conformability and reliability (Veal, 2011). Not only, Convenience sampling system is relevant to both qualitative and quantitative studies, in spite of the fact that it is most much of the time utilized as a part of quantitative studies while purposive sampling is normally utilized as a part of subjective studies. Quantitative strategies are planned to accomplish expansiveness of understanding while subjective strategies are generally, planned to accomplish profundity of comprehension (Veal, 2011)

According to Latham (2007: 2) defines sampling as “the sample method involves taking a representative selection of the population and using the data collected as research information.” This mainly focuses on the Ba-Phalaborwa municipality officials working under Tourism Department, owners of accommodations, and local residents (entrepreneurs and participants).

In addition, convenience sample is selected to meet requirements of the research. “Convenience sampling includes participants who are readily available and agree to participate in a study” (Latham, 2007: 8). Furthermore, Latham (2007) adds that convenience sampling is moderate, simple and the subjects are promptly accessible. It is mandatory for the specialist to portray how the example would vary from the one that was haphazardly chose. It is likewise important to portray the subjects who may be barred amid the determination procedure or the subjects who are overrepresented in the sample.

### **3.3 DATA COLLECTION**

### **3.3.1 DATA COLLECTION METHOD**

The interview method used as an instrument to collect data. Burns and Grove (1993) define interview as a set of questions that is designed to produce information that can be generated through the responses of the subjects. However, the information that is sourced through interview likely to be similar to the one of questionnaire, yet the structure is questions is not in depth.

Creswell (2009) states that in interviewing the participants the questioner actually meets the witnesses and asks fundamental inquiries to them in regards to the subject of enquiry. Normally an arrangement of inquiries or a poll is conveyed by researcher and inquiries are likewise asked by. The questioner effectively gathers the information from the sources by interviewing participants. The questioner must be extremely proficient and prudent to get the exact and significant information from the sources. Interviews like individual meeting/profundity meeting or phone meeting can be directed according to the need of the study.

The secondary data had been collected and analysed through responding to the nature of this research. The secondary data that was discussed and interpreted by other scholars with regards to tourism festival. This was concluded through comprehensive literature review of related journal articles and library textbooks. The secondary data enhance the current research.

The primary data was generated in the new research through interviewing different stakeholders. The research used this tool as the main source of information to prove and enhance what the secondary data claims.

The interview addressed in English, Sepedi and Xitsonga to enable other local residents who do not understand Xitsonga, Sepedi or English to able to substantial responses. As the researcher, I have personally done the interview.

### **3.3.2 DATA ANALYSIS**

Data analysis is a crucial step in the research process to determine the findings of the research objectives. This is supported by Creswell (2009) arguing that this process helps to sense out of text and image data drawn from the findings. In addition, the analysis of data encompasses organisations of data to be analysed,

critical understanding of the data, presenting and interpreting data showing high cognitive meaning out of generated data.

In addition, this research will interpret the collected data using transcribing qualitative analysis to demonstrate the outcomes of the study. This will be presented and summarized in a theoretical manner to give a broader understanding of the study.

### **3.4 CONCLUSION**

In conclusion, this chapter focused on the research methodology. It demonstrates how the research was conducted. The research approach was designed to suit the needs of this study. The setting of the research was Phalaborwa and sampling was looking the convenience sampling. This means the study will only interview people that are available and willing to take part in this research. Three officials from tourism department of tourism in relation to Marula festival under Ba-Phalaborwa municipality were interviewed, ten local residents and three accommodation establishment were interviewed in relation to the growth of Marula festival. Additionally, this chapter explains how the data will be collected and analysed to come to the conclusion of the study.

## CHAPTER FOUR

### RESULTS AND DISCUSSION

#### 4.1 INTRODUCTION

This chapter deals with the findings looking at what the targeted source had to say about attributes that make Marula festival to growth and how it benefits the local economy. This was accomplished through interviewing 3 officials from department of tourism under the Ba-Phalaborwa municipality. 10 local residents were interviewed in relation to this topic of the study. Lastly, three accommodation establishments interviewed with the concern of how Marula festival benefits them as accommodation establishments. The following discussions are the findings.

#### 4.2 DISCUSSION OF THE FINDINGS

##### 4.2.1 BA-PHALABORWA MUNICIPALITY OFFICIALS



**Source:** <http://limpopomarulafest.co.za/>

The three officials from department of tourism under Ba-Phalaborwa municipality were interviewed in response to the objectives of this research. The research has conducted and the findings are represented as following.

Ba-Phalaborwa municipality officials state that the reason why the Marula festival is growing, it is because of the way is conducted, therefore, it is becoming unique event

amongst festival around South African festivals. The Marula festival have two weeks programme. The first week it involves community exploring, the picture serves as information to how the exploration of local communities is done. Visitors or tourists are given opportunities to understand the social life around local communities before the major event on the second week. Different schools are invited for career exhibitions particularly related to tourism.

The uniqueness of this festival is measured through understanding that this festival is community-based rather than being biased to local residents. The involvement of locals and chiefs in particular play significant role to its growth. There are activities that take place prior the festival. For example, exploring the local communities (Ku Luma Nguva/ Go Loma Morula Heritage Phenomenon Muti wa Vatsonga Eiland and experiencing social lifestyle of the locals. Additionally, type of music and artists that are invited in the Marula festival. In terms of entertainment, the festival accommodates everyone as it is separated in to kwaito and gospel & jazz. This was not the way the festival was structured when it started. About 10 years ago, the festival started with more or less than 500 participants whereas now it has grown up to more than 30 000 attendants. This contributes to meaningfulness of the festival. In other words, this means the mentioned characteristics above contribute to the success of Marula festival. Culture itself contributes to the attributes that make Marula festival to grow.

Marula festival gives various advantages to communities and local tourism including expanded visitation and consumption, decreased seasonality, repeat visitation, elevated provincial awareness and informal suggestion (Word of mouth). Marula festival also gives the jolt to extra infrastructure advancement in the neighbourhood building community pride. Understanding the inspirations of occasion participants and occasion exhibitors is vital in building up a fitting occasion or celebration that is linked with community values. This is clear all throughout the Marula celebration. Once more, Potential occasion participants and exhibitors are affected by an extensive variety of elements including content and theme, location, accessibility, occasion notoriety, quality and esteem for cash, support facilities, value for money, and safety and security.

In addition, Marula fruits are free products and local municipalities and its locals do benefit from it economically and entrepreneurially. The wild fruit is no longer used to make beer only, but other products such as soap, body lotion, chocolate and nuts. These products boast significantly to the economy of Phalaborwa. Not only, communities around Phalaborwa are given opportunity to come and sell during this Marula festival. There are 44 small businesses secured market stalls at R500 per stalls. Since the existence of Marula festival, employment rate has risen and also entrepreneurial opportunities, locals has started informal businesses selling Marula beer with 2 litres around the town.

In other hand, Open communication is critical to the general achievement of a festival. Keep board individuals educated about what different advisory groups are doing and ensure they have a voice in general arranging. Similarly, keep advisory group individuals and different volunteers educated of and decisions, changes, advance reports, and meeting dates and times.

Furthermore, the accommodation establishments around Phalaborwa do benefit from Marula festival. During Marula festival accommodations are fully booked because there are tourists coming from different places to attend this festival. This lead to shortage of space. However, the surrounding towns do benefit as some of tourists will book accommodations at towns such as Hoedspruit and Tzaneen. Not only, since the emergence of Marula festival accommodation establishments has increased by 24.79%.

Marula festival has and still exposing tourism of Phalaborwa. There are other activities tourists visit as their secondary attractions during the festival such as Kruger National Park. As a result, tourists do repeat the visit to the attractions that were their secondary attractions during Marula festival but this time as their primary attraction.

The marketing communication that is involved in insuring the success of Marula festival is excellent. It is marketed through local and national radio stations, and social media. There is competition such as 'SMS Competition' where different people participant in order to win tickets. There are stakeholders such as locals, Department of Art and Culture, Capricorn FM and Limpopo Economic Development Tourism help with marketing to ensure the success of this festival. Last year there were about or

more than 10 000 people attended Marula festival. Thus, the provincial government has allocated a budget (40 million) to build the permanent venue because the current venue, Impala stadium, is becoming small venue. What is more, the Marula festival gives other businesses to market their product related to Marula festival theme such as soap, nuts and body lotions.

#### **4.2.2 THE PARTICIPATES (local residents)**

Marula festival it is seen as the biggest entertainment around Phalaborwa communities. This attracts many locals to attended the festival. In addition, mostly attend to meet their favourite artists in a live performance on stage. One of the reasons behind the growth of Marula festival is the cultural awareness that takes place during the festival. Locals get to learn about the history of different cultures. This include music, dance, food and dress code. Marula beer is free and entrance fee is reasonable for the locals.

Further, Marula festival benefit local communities through job creation and business opportunities. Locals get to sell their different offerings and they will able to provide for their families. Socially, Marula festival has negative impact on the locals as it causes noise and people unable to sleep and getting a venue that is far outside town can eliminate the noise impact on the local residents. Furthermore, local accommodation establishments do benefit from the festival as are booked by people coming far from Pretoria and Polokwane. During Marula festival there is marathon activities that goes through Kruger National Park and this acts as an exposure to the local tourism.

Marula festival gives opportunities locals to create and also to showcase their culture. This enable emotions of qualities and convictions held by the people in a community. Marula festival gives tourists a chance to perceive the way community commend their way of life and help the guests to associate with the host community.

Similarly, Marula festival creates jobs, both through direct work inside the tourism business and indirectly, for example, retail and transportation. At the point when these individuals spend their wages on merchandise and enterprises, it prompts to what is known as the "multiplier impact," making more employments. The tourism business also gives chances to little scale business enterprises, which is particularly imperative in rural communities, and produces additional assessment incomes, for



example, tax charges, which can be utilized for service delivery within the communities.

#### **4.2.3 ACCOMMODATION ESTABLISHMENTS**

In regards to accommodation establishments, during Marula festival accommodations around town are fully booked. At this time there are strong relationship within accommodation establishments in terms of allocating people to different accommodations. This relationship even spreads to neighbouring towns like Tzaneen and Hoedspruit. Commonly, people who book for accommodations are the government officials and tourist from different places such as Johannesburg, Pretoria and Polokwane. Accommodation establishments also have economic impact to the communities during Marula festival as they hire temporary staff to help with cleaning and ironing.

According to accommodation establishments strongly believe that Marula festival work closely to with community. Marula factory during marula season do open for the locals to collect marula fruits and sell them in the factory and thereafter locals are hired to produce the beer. The community able to benefit for this festival. In other words, the festival creates temporary jobs for many local residents.

#### **4.3 CONCLUSION**

This chapter had drawn attention to the overall findings of primary data of the study. The findings are explained in three categories. Firstly, the chapter looked at the findings related to Ba-Phalaborwa municipalities. Secondly, focused on the participants known as local residents. Lastly, are the accommodation establishments.

## **CHAPTER FIVE**

### **INTERPRETATION AND ANALYSIS**

#### **5.1 INTRODUCTION**

This section provides the outcomes of the intended research through qualitative data analysis. The research has come to conclusion as to what are the attributes that contribute to the growing of Marula festival and how does it benefit the local economy. The following major themes were discovered in the process of analysing data; attributes, marketing, cultural motivations, economic impact, entrepreneurial opportunities.

#### **5.2 ANALYSIS OF IDENTIFIED MAJOR THEMES**

##### **5.2.1 ATTRIBUTES**

The data analysis reveals that most of participants see the entertainment as one of the biggest attribute that contribute to the growth of Marula festival. Marula Festival is seen as one festival that is happening around Ba-Phalaborwa that offers local community an opportunity to interact with different artists. Fundamentally, this is the reason why it is growing effectively yearly. In addition, showcasing culture of the local and Limpopo as large play a significant role. People are interested in culture of other people. Marula festival has potential to attract cultural tourists and this was pointed out by one participant advocates that Marula festival attracts different people from Lesotho, Mozambique and Zimbabwe. Further, Marula festival accommodates everyone as it is separated into two sessions (Kwaito and Jazz & Gospel). This is argued that before it was not there when Marula festival started. In other words, it is one of the attributes to success of Marula festival.

Moreover, the research shows that Ba-Phalaborwa municipality work closely with locals and this is evident in the growing of Marula festival. Provincial government has allocated a budget to build permanent venue for this festival as the current venue, Impala stadium, gets over populated.

##### **5.2.2 MARKETING**

In analysing the data associated with Ba-Phalaborwa municipality officials, it reveals that in terms of marketing, municipality involves various stakeholders such as locals

Department of Art and Culture, Capricorn FM and Limpopo Economic Development Tourism to ensure successful and growing Marula festival. Additionally, it is marketed through media platforms such as local radio stations, national radio stations, and social media. One participant adds that this hugely benefit Limpopo tourism through the exposure it receives during Marula festival. Kruger National Park becomes most secondary attraction for many tourists. In addition, SMS promotion is used to market the festival whereby participants undergo through questionnaires that will win one a ticket(s).

Marula celebration gives different favourable circumstances to groups and nearby tourism including length of stay and minimize seasonality, increase community awareness about tourism and spread Word of mouth to other tourists have not visited the local communities. Marula celebration gives the jar to additional infrastructure development in the area building sense pride of pride within the community. Understanding the motivations of event members and event exhibitors are crucial in working up a fitting event or festivity that is connected with local community values. This is seen all through the Marula festivity. Yet again, Potential event members and exhibitors are influenced by a broad assortment of components including themes and topic, location, openness, event reputation, quality and regard for money, and security. Moreover, Marula festival additionally give free marketing and promoting to local businesses as visitors will talk about products and their encounters/experiences when they return where they originate.

### **5.2.3 CULTURAL MOTIVATION**

Majority of the participants has identified that traditional activities play a crucial role in growing Marula festival. For example, before Marula festival starts locals and visitors embark on a small trip and learning about the culture of locals. This is done through visiting local chiefs and places such as *Ku Luma Nguva* is also known as *Go Loma Morula* representing local Heritage Phenomenon and Muti wa Vatsonga (Eiland) exploring local communities around Phalaborwa. Date analysis indicates that Marula festival is seen as a tool of growing local cultural heritage or cultural diversity of Limpopo as participants argued.

Marula celebration allows the community to make and showcase or tell their lifestyle. This makes a sentiment qualities of feelings embedded within the general population

around Phalaborwa communities. Marula celebration allows the tourists to see how people of Phalaborwa praise their culture and help the visitors to participate and feel sense of welcome within Phalaborwa.

#### **5.2.4 ECONOMIC IMPACTS**

Ba-Phalaborwa officials and supported by the local members agree that Marula festival do contributes to local economy. Job creation is one of main thing that this festival comes with. During this festival people do have temporary and permanent work as a result of Marula festival. The creation of job even goes far to accommodation establishments. The research indicates that Marula festival is not only about cultural diversity and beer itself, yet is also about showcasing other products that are in existence because of marula fruits. For example, soap, body lotion, chocolate and nuts.

#### **5.2.5 ENTREPRENEURIAL OPPORTUNITIES**

Subsequently it is acknowledged that business enterprise is of noteworthy significance and fundamental for the monetary improvement of each nation, in light of the fact that through business new thoughts and creations are produced and this empowers ceaseless change of social orders and their associations. (Timmons and Spinelli, 2004:3).

In all 20 participants interviewed data analysis shows that there are many entrepreneurial opportunities during Marula festival. It is agreed that locals are given opportunities to have their mobile shops during this festival. Additionally, 44 small businesses secured market stalls at R500 per stalls. Not only, accommodation establishments benefit from this festival. In all 5 accommodation establishments indicate that during Marula festival all accommodation establishments around Phalaborwa are fully booked. Furthermore, the research indicates that accommodation increased by 24.79% since Marula festival started. This even affect other neighbouring towns such as Tzaneen and Hoedspruit. This has opened informal businesses around Phalaborwa town through realising the enjoyment of drinking marula beer. Certainly, this do contribute to the local economy.

#### **5.2.6 Potential benefits of Marula festival**

The following benefits of Marula festival are identified in the above interpretation of findings and are as following:

- Increased income from tourism expenditure
- Created new employment opportunities
- Created new induced employment opportunities
- Tax base increased
- Increased community pride
- Economic development
- Infrastructure development
- Restoration of local traditions and values
- Developing skills to local residents
- Increased development of local handicrafts
- Community visibility increased and leads to economic development opportunities

#### **5.2.7 CONCLUSION**

The research come to conclusion as informative to the society. Certainly, it is very much evident in the findings of the study that the transformation is taking place in tourism development through enhancing inclusiveness of the society. It is demonstrated that Marula festival involves different stakeholders to ensure the success of it. Locals in their own dynamics largely benefit from this festival, directly or indirectly. Educationally, local residents of Phalaborwa will now comprehend the importance of tourism development through working together.

In addition, through the complexity of the study different participates were consulted/interviewed to understand the attributes that make Marula festival to grow and its impact on the local economy.

## **CHAPTER SIX**

### **CONCLUSION AND RECOMMADATIONS**

#### **6.1 Conclusion**

Marula festival play a critical part in the social improvement of a person and in addition gives us enthusiastic entertainment. Marula celebration also brings locals closer to their culture and help them to comprehend culture of others. Celebration of festivals from different cultural backgrounds additionally advances shared amicability and furthermore prompts to compelling socialization. We, local people additionally get time out for our typical routine and gives us reviving change from normal schedule. It is essential to think about your cultural history. Marula celebration is one way or alternate that fills the need to show local people about past and human progress. For an individual celebration is not only a free day in Phalaborwa but rather is significantly more than that in our way of life, thus we ought to make the most of our celebration without limitations and ought to attempt to comprehend the profound thought behind praising it and the message that Marula celebration it gives.

In conclusion, this paper has critically discussed the attributes that help Marula festival to grow yearly and how it impacts local economy. The research has examined different literature reviews as a secondary data in response to the objectives of the study. In addition, primary data was collected at Phalaborwa, and Ba-Phalaborwa municipality officials under tourism department were interviewed in terms of the organisation of this festival. This research provided findings and interpretation of the study and were thoroughly discussed in the previous chapter.

#### **6.2 Issues and recommendations**

- Great festival administration and arranging requires appropriate estimation. Government interest or help with assistance ought to include research and assessment components. A key suggestion is that celebration coordinators need to persistently report and measure the economic effect of the festival.
- Business sponsorship is another feeble range of Marula festival administration. This is so on the grounds that the corporate community has had constrained involvement with celebration and art and culture sponsorship

and numerous celebration coordinators don't have competitive skills in composing business and sponsorship proposition.

- Local communities need to be education about tourism and the importance of festival. The perception is that festival is seen a form of an entertainment rather than driving force for economic development.
- Ba-Phalaborwa municipalities and organisers should publicly give feedback/report to stakeholders with a conclusive information after Marula festival has hosted about the progress of the festival. This will inform public and enable them to see the importance of this festival and again locals will act responsible and sustainable towards cultural tourism assets as they might have heard or informed about the benefits of those specific assets.

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