

EVENTS AS PERCEIVED PANACEA FOR SUSTAINABLE TOURISM DEVELOPMENT IN DURBAN, SOUTH AFRICA

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Abstract

Sustainability has become one of the key elements of development for most tourist destinations. Some cities have adopted a sustainable development strategy as a long-term solution in improving socio-economic, cultural, and environmental practices. Traditionally, destinations have used events to achieve community enrichment, protect the natural environment, and create or maintain national pride. The aim of this research was to analyse the impact of events on sustainable tourism development in Durban. The study analysed the perceptions of key stakeholders regarding the contribution of events to socio-economic growth of the city of Durban. In carrying out the research, a mixed method approach was used. A total of 400 questionnaires were administered and 25 in-depth interviews were conducted. The results show that there are economic spin offs resulting from visitor spending during major events in the City. Furthermore, the study shows that although events can be used as a tool for sustainable tourism development, the challenge is the unbalanced racial structure within the industry, poor state of the economy, and limited access to business start-up capital for SMMEs. The study concludes that events play a vital role in socio-economic growth and development of the tourism sector in Durban and recommends multi-stakeholder collaboration and partnerships to ensure sustained tourism growth.

Key Words: Development, Event, Stakeholders, Sustainability, Tourism,

Introduction

Tourism is one of the world's largest and fastest growing industries and a major economic, environmental and socio-cultural dynamic force (George, 2007). Tourism is an important economic sector to many countries of the world, a sector behind as many as one in eleven jobs worldwide. It is a valuable source of livelihood for millions of people. There were 1,184 million tourists travelling the world in 2015, generating 10% of global Gross Domestic Product (GDP) and 6% of the world's total exports (World Tourism Organisation (UNWTO), 2015). Hence, South Africa has identified tourism as one of the key drivers of her economy. Rogerson and

Visser (2004) describe it as the new gold mine in the country. The country has enjoyed significant increase in tourist numbers over the past few years. According to the 2014 annual tourism report, tourist arrivals to South Africa grew by 6.6% (587,671) in 2014 to reach 9,546,236 million tourists, which is above the global average of 4.7% increase in tourist arrivals in the same year under review. In the preceding year 2013, tourism's direct contribution in Rand to the GDP stood at R103.6 billion representing 2.9%. This created a total of 655,609 direct employments, which is 4.4% share of the total employment in the same year 2013 (STATSSA, 2014).

As part of that tourism growth path, events have become one of the fastest growing sectors of the tourism industry. Events comprise a key element in the tourism system, both at the origin area, (i.e. events as catalysts for attracting visitors), as well as within the destination area by profiling and positioning it in the market (Getz & Page, 2015). Events contribute significantly towards increasing tourist traffic (Getz, 2008). Hall (1992) believes it enhances destination image, while Jago and Dwyer (2006) affirmed its ability to enhance the economic development in a region. Getz and Page (2015) postulated further that events are both animators of destination attractiveness, but more importantly, they are key marketing propositions in the promotion of places given the increasing global competition to attract visitor spending. Cities use it to redefine their global status and socio-political composition. Therefore, bidding for, organising and hosting events have now become an integral component of the tourism product of many cities (Turco, Swart, Bob & Moodley, 2003).

The city of Durban occupies a prominent position in the province of KwaZulu-Natal and in South Africa. It is the third largest economic centre of South Africa, contributing 16.5% to the country's GDP. The city ranks second only to Johannesburg as the most important manufacturing hub in the country (StatsSA, 2014). Durban is a physical location with natural features that include beautiful beaches, good climate, natural vegetation and diverse population. These are complemented by good infrastructure which makes it an attractive destination of choice (Bob & Potgieter, 2013). Therefore, the Tourism KwaZulu-Natal 2013-2018 Strategic Plan is to make Durban the place to holiday in South Africa. While the strategic objective and target of the Province Tourism Master plan of 2012, is to grow the events and Meeting, Incentives, Conference and Exhibition sector ("MICE") as a key and important marketing area for the province. To this end, a series of international, national and local events have been hosted in the city of Durban in recent years, hence the need to assess their (events) impacts on tourism sustainability in the city.

Often, the planning, promotion and bidding for major events have been premised upon their socio-economic benefits towards sustainable development of the host city. Other impacts are socio-cultural, psychological, environmental and political, which would determine how the events potentially affect the quality of life for locals. More so, the economic outcomes, socio-cultural issues and environmental effects of events influence the perceptions and overall reaction of the residents to an event. The city of Durban attracts different kinds of events. These include mega sporting events, such as the FIFA World Cup, the African Nations Cup, iconic hallmark events such as the Comrades Marathon, Durban July, Amashova, and other cultural festivals. As different types of MICE events take place at the International Convention Centre and other venues across the city, research interest into the impacts of these events on the sustainable tourism economy of the city becomes inevitable. Getz (2008) claims that events can lengthen tourist seasons, extend peak seasons or introduce a new season into the life of a community, a view shared by Jago and Dwyer (2006) and Mair (2015) that events influence both day trips and overnight visitations, thereby contributing substantially to local economies. During hosting of events (any form of events) in Durban, participants and visitors are expected to spend money on food, drinks, shops, pay for hotels (for overnight visitors) and most likely visit surrounding tourist attractions (i.e. the beaches, Ushaka Marine etc). All these are a huge impetus to sustainable

tourism and the economic development of the city. The interrogation of this scenario in relation to the Durban socio-economic fabric, planning strategies of events planners, perceptions and attitudes of the major stakeholders within the event tourism industry in the city, is what this study sets out to unpack.

Literature Review

Events and Sustainable Tourism Development Nexus

Tourism is defined as “the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited” (UNWTO, 2014). The tourism industry is considered one of the potential star industries in the 21st Century as well as the most vital service industry in the world (Kumar & Hussain, 2014). It has long been recognised that tourism can have an impact on economic activity; the income from international tourism is a valuable source of earning for all countries, particularly in terms of development (Rogers, 2003; Mistilis & Dwyer, 1999). Tourist spending generates income for both public and private sectors, besides generating wages and employment opportunities. Hence, Bob and Potgieter (2013) assert that tourism has multiple linkages to a wide variety of other industries, with the potential for a high multiplier effect on income. In addition, it has a diversifying effect on the economy which is particularly important in developing contexts. Scott (2011) thus postulates that governments are interested in tourism due to the magnitude of its economic, social and environmental impacts, as tourism is generally considered to provide around 10% of the world’s economy, with consequent effects on the communities and natural environments with which it interacts.

Within the tourism industry is event tourism, which has become one of the fastest growing sectors of the industry. Events comprise a key element in the tourism system, both at the origin area, (i.e. events as catalysts for attracting visitors), as well as within the destination area (creating destination profile and positioning destination in the market) (Getz & Page, 2015). Hence, the link between events and tourism leads to the term ‘event tourism’, described by Getz (1997) as “the systematic planning, development and marketing of events as tourist attractions to maximize the number of tourists participating in events as either primary or secondary attractions”. An international trend of utilising major events and festivals as tourism generators (Getz, 1997; Gnoth & Anwar, 2000) continues to attract interest in event tourism. Often, destinations host a mix of events, either through competitive bidding (especially mega sport events), or those created for tourism and various grassroots community cultural festivals. Governments of most countries or cities have established institutional structures (such as the South African National Convention Bureau, the Durban Events Corporation, the International Convention Centre Durban) to foster this phenomenon. With significant public expenditure injected to promote events, there is an expectation that strategies are put in place to ensure optimum benefits, where jobs are created, and resources are protected. Dwyer (2002), however, opines that “we have to consider the leakage phenomenon consisting in the fact that not all the expenditures related to an event remain within the host destination”. Moreover, since event tourism is mostly driven by the goal of economic benefits, we must therefore examine outcomes and impacts at the personal and societal levels, and in terms of cultural and environmental change (Getz, 2007).

The Context of Events in Destination Development

In the context of globalisation and a new direction in the world political economies, cities are now forced to compete to attract those activities that will enhance their economic growth. Cities planners and managers no longer rely on the traditional industrial activity as the major engine of urban economic growth, but now focused on service oriented economic development such as

event tourism for both urban and national development policy (Duminy & Luckett, 2012). The policy of reinventing events as a catalyst of urban development is fast gaining momentum, resulting from the growing awareness of the potential of events to positively contribute to the development and marketing plans of most destinations. Getz and Page (2015) thus postulate that events are both animators of destination attractiveness and, more fundamentally, as key marketing propositions in the promotion of places given the increasing global competitiveness to attract visitor spending. In the same vein, Mair (2015) also asserts that events represent an opportunity to promote a destination, and make it appealing to prospective visitors.

It is widely agreed that events have a meaningful potential to be partly responsible for the positive improvement of the destination that hosts them (Getz & Page, 2015). From a tourism point of view, events clearly require audience; Quinn (2009) then argues that the destination development engendered by an event is largely driven by the attendance it is expected to attract. As such, events have become a strong component of tourism and a popular method used to attract visitors to a region (Getz, 2007; Gammon & Robinson, 2003; Penot, 2003; Sofield, 2003; Zauhar, 2004). Getz and Page (2015) further opine that, within the context of tourism systems, events are key elements both at the origin area (motivating visitors) as well as within the destination area (development and marketing plans of destination).

With the capacity to serve as catalyst for destination infrastructure development and micro-economic development, events are becoming a popular means for cities to reach their strategic goals. Evidently, such developmental goals could be achieved with events contributing towards increasing tourist traffic (Getz, 2007), and by way of profiling and branding the destination as an attractive tourism place to visit (Jago & Dwyer, 2006; Van der Wagen & White, 2010). Destinations use events to redefine their global status and socio-political composition (Turco et al, 2003; Cornelissen, 2008). Hosting of major events is one way that cities can create an image internationally and attract investment with the aim of promoting long-term growth. Therefore, events have a tremendous effect on the growth and development of cities and regions. These effects include job creation, enhancement of community cultural development, which prompted many destinations to bid for, organise and host events.

However, evidence suggests that, like any other type of tourism development, events generate costs for a destination. These include increases in prices of goods and services, increased levels of crowding in shops and streets, crime, traffic congestion and parking problems, displacement and disruption of normal community lifestyles, litter and noise pollution (Ackermann, 2011; Duminy & Luckett, 2012; Jago & Dwyer, 2006; Turco et al., 2003). Destinations must therefore decide what they want from events (the benefits), and how they will measure their value (Getz, 2007). Within the destination context of events, economic values have always been paramount, and this preoccupation might very well constitute a limitation on the sustainability of events. Stakeholders, encompassing the organisations that produce events, the community at large, and the beneficiaries of event tourism in the service sector, are likely to stress different aims and concerns. Nevertheless, the strategic planning and management of events should be constructed based on sustainability, which is important to the success of such event.

Events in Local Economy and Tourism Development in Durban, South Africa

Since the end of the apartheid regime and the first democratic elections in 1994, South Africa has experienced a dramatic increase in tourism, due to a large extent to hosting many major events, especially sporting events (Turco et al., 2003). The Thekwini Economic Development and Planning Cluster Report of 2013 indicated that the city of Durban strategically positions itself as an 'Events City' within South Africa and Africa, with the key focus of its event strategy to use events as a marketing, economic development, poverty reduction and job creation tool for the city towards achieving the Municipality's five-year Integrated Development Plan. More so, at

provincial level, one of the strategic objectives and thrust of the KwaZulu-Natal Tourism Master Plan is to grow the events and MICE sector as a key and important market area for the province. As the main city and the gateway to the province of KwaZulu-Natal, Durban plays a major role in positioning the province as a renowned destination in Africa. Hence, major events have become a hallmark of Durban. Turco et al. (2003:225) posit that event tourism has gained prominence in recent years, and has begun to play a major role in profiling the city of Durban.

Analysis of major events that have taken place in South Africa and in Durban indicates the vital role events play in tourism development and local economic development generally. For instance, in the review of the South African Tourism Impact of the 2010 FIFA World Cup, the South African Tourism (SAT, 2010) reveals that a total of 309,554 foreign tourists arrived in South Africa for the primary purpose of attending the 2010 FIFA World Cup. The African-land market accounted for 32% of total foreign tourists, followed by Europe with 24% and Central and South America with 13% on tourist volume within the period under review. On tourist spend, the report reveals the total expenditure in South Africa by tourists who came specifically for the 2010 FIFA World Cup to be R3,64 billion, with a further breakdown showing Europeans spending the most in South Africa during this period, with most tourists spending their money on shopping, followed by accommodation, food and drink. On the length of stay of tourists, the report (SAT, 2010) shows an average length of stay by tourists to be 10.3 nights, and tourists from Australia and North America stayed in South Africa for the longest duration. While the report of the geographic spread of tourists during the event shows that Gauteng, Western Cape and KwaZulu-Natal were the most visited provinces, with more than 80,000 tourists visiting each of these provinces. Finally, the report shows the brand awareness of the country as a leisure destination to have increased by 9% following the event, and the intention to visit South Africa in the short term increased by 35% following the event.

Focusing on the recent major event in Durban, the Comrades Marathon 2016, Top Line Summary Report compiled by Wyllie and Kohler (2016) for Tourism KwaZulu-Natal, indicated that there were 1,701 international participants in 2016, while total entrants of participants stood at 19,814. The report further indicates that 57% of the visitors in 2016 stayed overnight thereby contributing to Durban's economy, while only 11% were day visitors, and the average length of stay of the overnight visitors standing at 3.5. On the choice of accommodation types, the report shows that 18%, 26%, 17%, 18%, and 17%, of the overnight visitors stayed in B&B guest houses, family hotels, friends and family, luxury hotels and self-catering accommodation respectively. Based on the estimated economic impact of the event on the city of Durban, the report indicates that the total average spends of the participants stood at R5,605, the total spends stood at least R329,018,192 and as much as R685,950,380. Finally, the report highlighted that 81% of all participants and spectators indicated their intention to return to the event next year, while 59% of the visitors indicated that they would return to KZN for a holiday within the next 12 months.

Aside the economic impacts of these events, there is also the socio-cultural factor that connects with the events. For instance, prior to the 2010 FIFA World Cup, the international perception of the country was that of a crime prone destination (Du Plessis and Maennig 2010:356). However, the positive media coverage and visual documentation of an incidence-free 2010 World Cup gave South Africa a chance to reintroduce herself to the rest of the world. Hence the depressing stories about crime, HIV, and racial tensions have been displaced by a positive new image. Du Plessis and Maennig (2010:363) add that a poll conducted among 400 South Africans after the 2010 World Cup shows that 85% of South Africans now have more hope for a positive future for all South Africans than they did before the tournament. Although it can be argued that the sense of identity and nationhood was based on a common feeling experience during an event that only lasted a few weeks. Hence, Kersting (2007:284) believes that the state of euphoria and the feeling of *communitas* created during mega events is temporal and does not necessarily represent a long-

term impact on the host residents. Albeit the main issues relating to proper management of events remain major challenges, however, it is imperative that the major stakeholders in the event tourism service delivery process be coordinated efficiently to enhance event tourism and Durban as a renowned tourist and event destination in Africa

Research Methodology

The aim of this study was to establish the links between events and sustainable tourism development in the city of Durban. A mixed methods approach which entailed the triangulation of qualitative, quantitative and secondary data was adopted to obtain data for the study. The study qualitative data was obtained through in-depth interviews with the tourism industry stakeholders. Quantitative data was obtained from event participants, and residents through survey questionnaires, which was embedded in the qualitative strand to address the research questions and objectives. The justification of this approach is to address the challenges of getting the views of event participants and the locals within the event precincts that may be averse to in-depth interview due to time constraints. The research participants for the study, comprised of the major stakeholders in the industry, residents and event attendees, and were drawn from the following organisations and locations; Tourism KwaZulu-Natal Authority, Durban Tourism Organisation, Durban Chamber of Commerce and Industry, eThekweni Municipality Event Management Office, International Convention Centre (ICC), Moses Mabhida Stadium, and Ushaka Marine World. Also some major events from which participants (visitors and locals) were selected are: Essence Festival, Tourism Indaba, Comrades Marathon, and Vodacom Durban July.

For the qualitative data collection of this study, respondents were selected by non-probability, purposive sampling. To this effect, 25 stakeholders were purposively selected as respondents for in-depth interviews from the organisations and locations posited above. This provided the qualitative data of the study. It was a criterion-based approach and the stakeholders were chosen with a purpose because of the positions they occupy in their respective organisations. For the quantitative data of the study: convenience sampling was used to target a total number of 400 participants across the range of events earlier indicated. A total of 400 semi-structured questionnaires were self administered to the participants. This approach was considered appropriate, hence adopted, because random sampling is difficult within the context of an event, due to the peculiarity and itinerant nature of event attendees. For instance, rather than approaching a given number of persons to pass a point, it was more convenient and practicable for researchers to move about a dispersed crowd and select a target that appeared approachable and ready to be surveyed.

In terms of the data analysis, the data collected from the survey questionnaires was edited, coded and processed using the Statistical Package for Social Scientists (SPSS Statistics 24), which was analysed through descriptive statistics. The presentation was done in written statements, tables, chart and graphs. For the qualitative data of the study, the analysis started with full transcription of the recorded interviews. The data was further analysed by way of inductive analysis whereby research findings emerge from the frequent, dominant or significant themes inherent in the raw data.

Result and Discussion

This section present and analyse the data gathered via the survey and interviews.

Profile of the respondents

The survey results indicated that there are more female respondents (54.5%) than male (45.5%). The predominance of female respondents was contrary to studies by Turco et al. (2003) and Moodley (2013), but found positive relationship with a study by Haydon (2007). For instance,

spectators at sporting events are highly gendered (Turco et al., 2003) in favour of male gender. Nevertheless, the main reason for female domination of the respondents of this study might reflect the gender of the respondents rather than an indication of the gender profile of people who attended the events. This is because when groups were approached, most often women were more receptive to being surveyed. 85.1% of the respondents are between the ages of 18-50. The average age group of the combined respondents stood at 35, which is an indication that most of the respondents are in the youth age bracket and still in their productive life. Majority of the respondents (65.4%) were quite highly educated with varying university degrees, while 82% of them have at least secondary school certificates. The data resonates with the result of the dominant age group which shows that a clear majority of the respondents were within the working-class age group.

Socio-economic Impacts of Events in Durban

**Table 1: Respondents' views of the socio-economic impacts of events (n=400 in %)
 Strongly Disagree, 2=Disagree, 3=No opinion/Uncertain, 4=Agree, 5=Strongly Agree**

Construct	Elements (n=400)	Response in %					Mean
		1	2	3	4	5	
Positive Impacts	The events enhanced the improvement in economic status of the residents	2.0	7.0	13.0	50.0	28.0	3.95
	The events lead to creation of job opportunities for locals	3.0	7.5	16.0	43.5	30.0	3.90
	The events enhanced local skills, creative and innovative work	2.5	15.5	26.5	39.0	16.5	3.52
	The events influence the improvement of public infrastructure	2.5	7.0	16.6	42.2	31.7	3.93
	The events enhanced positive city image	0.5	10.0	14.5	41.0	34.0	3.98
	The events drew global attention and investment to the city	2.0	7.0	19.1	41.2	30.7	3.91
	Improvement of the locals' attitudes towards the visitors	6.0	17.0	37.0	27.5	12.5	3.24
	The events promote the conservation and restoration of historical sites and city's monuments	4.0	18.5	24.0	31.0	22.5	3.50
	The events ensured improvement in positive cultural exchange between tourists and locals	0.5	7.5	27.5	45.5	19.0	3.75
	The events helped in the promotion of Durban traditions and culture	3.0	5.5	19.0	44.0	28.5	3.90

Table 1 above present the responses of the respondents to perception related statements on socio-economic impacts of events in Durban. 78% of the respondents were of the views that events improve the economic status of the residents. 73.3% indicated that events create jobs opportunities which corresponds which many studies ((SAT, 2010; Ntloko & Swart, 2008; Turco et al., 2003) that have shown that events bring an increase in employment and result in high income to the host community. 71.9% of the respondents agreed that hosting an event can help the city attract global interest and investment. This corresponds with the findings of Ntloko and Swart (2008) that revealed that "the event has increased media coverage of the area of study and attracts future business to the area". One stakeholder in the study, who is a tour operator in the city, highlighted his thought on the issue this way:

“I would say one event that draws the world attention to our country and more specifically Durban was the FIFA 2010 World Cup. I remember prior to this time when you say you are coming from Durban, you find out people asking you where is Durban? But after the world cup, people realised that Durban is the place to be. One of my foreign clients told me recently that it was the world cup that showcased the beautiful attractions of Durban to him. This client has been coming to Durban on holidays with his family on yearly basis ever since the world cup.”

55.5% of the respondents agreed or strongly agreed that events help to enhance local skills and creativity. This study, in line with other studies (Ackermann, 2011; Fourie & Santana-Gallego, 2010), agreed (73.9%) that events have a meaningful potential to be responsible for positive improvement of public infrastructure of the hosting city, such as Durban. However, contradict the findings of Ntloko and Swart (2008:87) that disagreed with the statement that the event promoted the development and better maintenance of public facilities. This view was corroborated by one of the stakeholders in the study who stated that:

“The infrastructure improvement in South Africa because of hosting of the World Cup is so glaring for everyone to see. Apart from a mega event like the world cup, even normal events can still aid in improving the city infrastructure. Take for instance, a sleepy town like Pietermaritzburg which is very quiet and local town, but hosting the finish lap of the Comrades marathon on many occasions have led to improvement in accommodation facilities, entertainment facilities, casinos and restaurants to enhance the stay of the athletes and other visitors.”

On the socio-economic cost of events in Durban, 51% of the respondents disagreed or strongly disagreed that events induce price increase of goods and services in the city, 28.3% of the respondents were uncertain, while 20.7% agreed or strongly agreed that events cause inflation in Durban. Following the above responses, it is important to note that with 51% of the respondents indicating their disagreement with the statement that events induce inflation, the study results show that the respondents have positive perceptions of events regarding increase in prices. This also corresponds with the findings of Ntloko and Swart (2008) that due to the relative small nature of the events, minimal costs in terms of the increase in price of goods, were recorded. The study sought the views of the respondents on events causing traffic congestion and parking difficulties in the city of Durban, 77.5% agreed or strongly agreed with the statement. A chartered cab operator in the study stated:

“One of the major challenges we faced is the issue of traffic congestion and parking. I would say the event planners have not done enough to address that. Imagine you as a visitor coming to this event venue for the first time and no usher to direct you where you are supposed to park your vehicle, and while trying to find a place security people will come and harass you, how would you feel? Many of our members (cab operators) while trying to drop off their passenger have got their vehicles towed away by the metro police. This wouldn't have been the case if proper planning were put in place by the organisers.”

The study observed a major challenge in traffic management at one of the events venues. There was no visible signage nor ushers to direct motorists and other events attendees, who came with their personal vehicles, where to park their vehicles. The underground parking lots at the ICC were filled up, making it extremely difficult for people to find spaces to park their vehicles. This corresponds with Turco et al. (2003), who found lack of parking, traffic and crowd control as being some of the common problems cited in their study.

Events and Tourism Sustainability in Durban

Most of the respondents agreed that events helped in augmenting the incidence of seasonality in tourism. Getz (2008:404) asserts that events can lengthen tourist seasons and extend peak seasons, or introduce a new season into the life of a destination. In the same vein, Mair (2015) argues that events can bring visitors outside the traditional peak seasons, thereby contributing to local economies. It is therefore instructive to note that the events covered in this study were held outside the holiday period when people normally travel, the only exception being the Durban July. Those events greatly contributed towards increasing tourist traffic to the city of Durban when it was least expected. The study reveals that hosting events in the city helps to alleviate seasonality. Events attract people to travel or motivate people to travel at a time when it is least expected. For example, in Durban, and KZN in general, the major travel times or holidays are Easter time, the July school holidays and the December holidays. People travel mostly during these times. But then events such as the Midmar Mile and the Dusi Canoe Marathon, that occur during February, at a time when people don't usually travel, are two major events that take place one weekend after another, which causes people to travel. The Essence Festival was held in September, the Tourism Indaba and the Comrades Marathon were held in May and June respectively, which are not the normal holiday periods. So by and large, these events are alleviating the seasonality in the tourism industry in the city of Durban, as such becoming catalysts for sustainable tourism development in the city of Durban.

Implication of the study

The study reveals that some of the famous events being hosted in the city, such as the Vodacom Durban July, the Amashova Durban Classic Cycle Race, the Slime Fest, the Comrades Marathon, the Tourism Indaba and the Essence Festival, have become sought after signature events for the city, which have contributed to the branding and positioning of the city as a tourist destination. The study reveals a lack of clear-cut policy adopted by the city council for the events sector in the city, policy that spells out the procedures for the industry and guidelines for the stakeholders, and speaks through the enabling laws, the bye-laws, and the regulations. Although there exists the Safety at Sport and Recreation Event Act No. 2 of 2010 "SSRE Act, 2010" that provides the legal regulatory mechanism in terms of safety and security at events in the city. However, the study indicates that what is lacking is a distinct event policy that will set out the template on funding of events, support for investors and players especially the SMMEs in the industry, and regulate the operation and set standards. The study identified the unbalanced racial structure within the industry as one of the major challenges confronting the industry. The eventing industry is still dominated by whites, putting black entrepreneurs in a disadvantaged position. The study reveals that large businesses, owned predominately by whites, control the industry with relative access to corporate sponsorship of their events, while the small black-owned businesses are generally weak, with little access to sponsorship which makes them less capable of creating jobs and expanding. The study shows that Durban is not staging enough events that uplift or add value to the local economy. There are lots of music events being promoted that add little value to the local businesses and the city's economy. Visitors to such music events do not stay long enough to impact positively on the local tourism industry. Also, the events programmes in the city have not been fully connected to community tourism initiatives, hence the city cannot leverage on the local township products for sustainable growth of the industry.

The study therefore recommends that the municipal government must, through Parliament, enact a specific law guiding the operation, management and promotion of events in the city. Also, The destination marketing organisations must align their strategies towards a common purpose for an effective marketing of the city. There is a need to reorganise the structure of Durban Tourism by making it an entity independent from the municipality's total control, governed by an

independent board that would comprise both government and private sector representatives. This would enable the private sector to make financial investments in the development and marketing drives in the sector, since government can no longer bear the costs alone. Cooperation and partnership among the private sector is fundamental to the development of the sector. The organised private sector players must engage one another and develop mechanisms to support small businesses in their fold, exchange ideas, and develop training programmes to improve efficiency of members on new trends and innovations in the industry.

Event bidding fund should be created that may be used to support bids for events of economic importance. This should be in conjunction with the private sector stakeholders who would be fully involved in the types of events to bid for. The Small Enterprises Development Agency (SEDA) must be more visible and proactive in the eventing industry, by way of assistance to the small enterprises to raise funds for their business development. The government must also engage the various financial institutions in the city to improve access to finance by small enterprises in the eventing business. Implementation of the Broad-Based Black Economic Empowerment Act 46 of 2013 (BBBEE Act, 2014) is fundamental in the transformation of the industry.

Limitations of the Study and Recommendations for Future Research

The survey targeted event participants and residents participating at the events to obtain their views about impacts of events on sustainable tourism development in Durban, but due to the peculiar rowdy, hustling and bubbling ambience of the events, some might not have settled to fully digest and comprehend the concepts underlying the questions posed. The study may also endure a social desirability bias with some stakeholders, especially government officials in the study, providing socially acceptable responses. The sample of the local resident participants in the study represents a small percentage of residents in Durban, making it difficult to generalise the findings to the entire citizenry of Durban. It is therefore recommended that a further study be undertaken with a larger sample to specifically unpack the views and perceptions of the residents. Policy and enabling environment as it relates to events and sustainable tourism in the city are areas that are still under-researched. The study therefore recommends that future research be undertaken in these areas.

In conclusion, the study indicates that events play vital roles in the sustainable growth and development of the tourism sector in the city of Durban.

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Appendix 1



Figure 1: map of Durban showing the city metro and major suburbs

Appendix 2



Figure 2; Map of KwaZulu-Natal province showing the strategic location of Durban