A COMPARATIVE ANALYSIS OF THE PERFORMANCE OF TRADITIONAL ADVERTISING MEDIA AND ONLINE MEDIA FOR THE PROMOTION OF TOURISM IN KWAZULU-NATAL.

By

Elvis Madondo (21143340)

(Master of Management Sciences (Marketing), B Tech: Marketing Management, ND: Marketing Management)

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Faculty of Management Sciences

Department of Marketing and Retail Management

APPROVED FOR FINAL SUBMISSION

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Supervisor: Dr. P. Moodley   Date

DECLARATION

I, Elvis Madondo (21143340) hereby declare that this dissertation is solely the result of my own work. All sources consulted were referenced accordingly. The dissertation has not been submitted to any other institution for a degree award or other purposes, and neither is it concurrently submitted.

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DEDICATION

This work is dedicated to my father who art in Heaven, God the creator of the heaven and the earth, who made it possible for me to undertake and successfully complete this study. For he said without him, a man can do nothing.

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ABSTRACT

This is a comparative study of the performance of online media and traditional advertising media for the promotion of tourism in KwaZulu-Natal, South Africa. Durban Tourism (2013: 1) states that although KZN has done well to attract and hold major events in the Durban City, the number of visitors has declined since the last five years. There is a need for ongoing efforts to promote the tourism industry for it to remain competitive and continue contributing to the welfare of the people. Modern age advertising is divided into two main groups, traditional media and online media advertising. In the past, the tourism industry and other business organisations relied heavily on traditional media to market their products and services (Strategic Direction 2016: 9). However, the advancement of network technologies and the increasing penetration of the Internet have prompted increasing numbers of organisations around the world to use online (Internet) advertising in order to attract more customers in cyberspace, and to enhance their product sales and company profile. Goyal and Sharma (2013: 46) further claim that the advent of online media in tourism business has altogether revolutionised the whole system of performing business and brought about new ways of promoting business. In light of these developments, many marketing practitioners fear that traditional media have entered a death spiral and are no longer competitive in doing meaningful business. They believe that traditional media will succumb to technology innovations that revolutionised the promotion industry (Chao *et al.* 2012: 12). In this contemporary tourism marketing environment, the performance of traditional advertising media and online media needs to be revealed in order to guide media choice decisions by tourism marketers and authorities.

This study employed a descriptive research design which aimed to achieve the objectives of the research through the use of mixed research methods. For this reason, two separate surveys were carried out. Non-probability sampling techniques were employed in recruiting the participants. The design employed two research instruments in the form of a structured questionnaire and structured interviews. Four hundred questionnaires were distributed to tourists at the Durban beachfront, Gateway Mall, Durban Station, and other public places that were convenient to the researcher and the researcher managed to get a 75% response rate. In addition to this, seven interviews were conducted with Durban Tourism and Tourism KwaZulu-

Natal authorities, as well as marketing managers of selected Hotels and Travel Agents.

The findings revealed that traditional media and online media are more or less equally competitive for the promotion of tourism. Traditional media is still effective for the promotion of tourism in this digital age, most especially in the domestic market. Though tourists used to turn to few sources, they now use various information outlets available at their disposal. Tourism marketers and authorities need to come to terms with traditional media and online media coexistence. There is no need to rely on one media to do it all. Where traditional media lacks, online media must be there to make up the difference and enhance the tourist's experience. The results led to the creation of the tourism promotion framework which outlines that the tourism sector needs an integrated media choice approach. Further research on the same area covered by this study is required on an ongoing basis in order to keep abreast of the developments in the market. The media environment is unpredictable as completely different media can be developed and tastes and preferences of people change.

Key words: Traditional media, online media, and tourism marketing.

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LIST OF ABBREVIATIONS

CRM……………….Customer Relationship Management

CRSs………..…...Computer(ised) Reservation Systems

CVBs……………..Convention and Visitors Bureaus

DMO…………..……Destination Marketing Organisation

DUT…………..……...Durban University of Technology

FMCG………….……Fast Moving Consumer Goods

GDSs………….……Global Distribution Systems

IMC…………………...Integrated Marketing Communication

KZN……………..…...KwaZulu-Natal

PR……………..……..Public relations

RAMS……….…..…...Radio Audience Measurement Survey

SA……………….……South Africa

SAARF…….…….……South African Advertising Research Foundation

SD……………….……Service Dominant

SSA……………. …...Statistics South Africa

TKZN……………..…Tourism KwaZulu-Natal

TOMA…………….. .Top of Mind Awareness

TV…………….……Television

UGC…………..……User Generated Content

UNWTO…….……..…United Nations World Tourism Organisations

ZMOT………..……...Zero Moment of Truth

CHAPTER ONE

ORIENTATION

1.0 INTRODUCTION

This chapter provides a background to this research, its contribution, and a statement of the problem. The aim, objectives and the rationale of this study will be presented in this chapter. This is followed by the scope and delimitations of the study. It also gives a brief theoretical background of the study and indicates the research methodology that will be followed in the study. The chapter ends by outlining the structure (chapter organisation) of the study.

1.2 BACKGROUND OF THE RESEARCH

According to Hanekom (2015: 1) tourism is regarded as a critical component on the National Development Plan of South Africa because of its capacity to spur growth across the wider economy and create jobs. There is a need for ongoing efforts to promote the tourism sector for it to remain competitive and continue contributing to the welfare of the people (Nzima 2015: 5). The promotion of tourism is expected to go to great lengths to attract more tourists to visit KwaZulu-Natal (KZN). Durban Tourism (2013: 1) states that although KZN has done well to attract and hold major events in the Durban City, the number of visitors has declined in the last five years. This decline in the volume of tourists has adversely affected employment, financial returns, private sector capital investment and revenue generating opportunities. KZN's Tourism Master Plan Strategic Development calls for more promotion in order to position the province as a top 20 tourism destination in the world by 2020. This is the vision of Tourism KwaZulu-Natal (TKZN) in terms of promoting tourism in the province. Blaga (2013: 31) highlights that the effectiveness of a communication system depends on how the tourism organisations manages to develop the messages, choose the target audience, and select the media (means) by which the information is conveyed to the target audience. It is the means or the media component of the whole communication system which is under investigation in this study.

Advertising is the main element which tourism organisations can use to influence actual and potential tourists to visit various tourist destinations in the province (Durban Tourism 2013: 11). Advertising can be executed in different media types. Modern age advertising is divided into two main groups, traditional media and online media advertising. In the past, the tourism industry and other business organisations relied heavily on traditional media such as newspapers, television, billboards, magazines, and radio, to market their products and services (Strategic Direction 2016: 9). However, the advancement of network technologies and the increasing penetration of the Internet have prompted increasing numbers of organisations around the world to use online (Internet) advertising in order to attract more customers in cyberspace, and to enhance their product sales and company profile (Huang 2012: 9524). According to the International Data Corporation (IDC), the worldwide total spending on online advertising was $65.2 billion in 2008, constituting 10% of the total advertising budgets, and with a growth rate of 15 to 20% every year (Huang 2012: 1925). Furthermore, Fyall, Fletcher and Spyriadis (2009: 115) claim that tourist destinations and products are better promoted via the Internet than via traditional means such as television, catalogues, and brochures. In this contemporary tourism marketing environment, the performance of traditional advertising media needs to be revealed to tourism marketers since it has shown a decline in its efficacy as compared to online advertising. However, Debasish and Murilidhar (2013: 79) argue that communication tools have merits and demerits which do not affect the effectiveness of a communication system. This background has shown that the advertising media landscape is ever-changing due to technological advancements and more ongoing research is required on this topic, especially in the tourism sector, given its unique nature.

1.3 CONTRIBUTION OF THE STUDY

Larry and Donald (2008: 3) declare that advertising media are critically important to the success of any advertising campaign. They add that poor media planning can sabotage the entire campaign and media are least understood by most practitioners who may assume the media plan is complete and logical, which however is not always the case. Most importantly, the world of media is ever-changing and has

undergone major structural changes in the past decade, with the digital revolution changing the way marketers and the audience approach media (Jugenheimer 2008: 7). It is intended in this study to unearth fresh and more current (contemporary) insights on the performance of traditional media in the environment characterised by a massive shift to online media. It is also hoped that the study will contribute new knowledge to the existing body of knowledge by revealing the promotional benefits still available with using traditional advertising media as well as the benefits of online media. Traditional media is not obsolete in this regard. A reciprocal relationship between these two forms of media supports their effectiveness and usefulness. This study endeavours to then construct a workable framework for the promotion of tourism that utilises the benefits of both traditional media and online media. The framework will change how the audience and the marketers approach their choice of media. The newer insights can improve informed media selection in order to increase efficiency in reaching the target market whilst avoiding major inefficiencies such as excessive frequency, waste, and excessive media overlap.

1.4 RESEARCH PROBLEM

According to Chao, Corus and Li (2012: 21) academic research focusing on a comparison of traditional advertising media and online advertising is very limited and can take years before significant research publications are made available. Moreover, given the ever-changing nature of the advertising media environment and the change in taste and preference on media consumption, ongoing research is required to establish contemporary insights. This is a descriptive research which seeks to delve more on the relevance and significance of traditional media advertisement in the environment characterised by a massive shift to online advertising. The emergence of social media, the Internet, and smart phones has dramatically changed the way in which promotional messages are disseminated, while the increase in online services and blogs has also undermined the financial model behind traditional media. Today, traditional advertising media- television, newspapers, radio, cable TV, and magazines have been massively shaken by the Internet revolution which transformed the environment in which they all operate (Sturgis 2012: 1). In support of this change, Bruhn, Schoenmueller and Schafa (2012: 770) state that the media landscape has undergone immense transformation

over the past decade. Social media seem to offer unlimited new marketing opportunities and are increasingly seen as replacing traditional media advertising. This rapid growth of online advertisement has raised the question of whether these developments have diminished the relevance of traditional media in the advertising industry.

According to Chao *et al.* (2012: 12) the rise of online advertising as one of the most prominent promotion vehicles has prompted business organisations around the world to strategically shift their focus to online media. On the other hand, the Strategic Direction (2016: 9) has observed that even the way people are consuming media has changed in recent years. Bruhn *et al.* (2012: 771) add that consumers are turning away from traditional media such as radio, TV, or magazines and increasingly utilising social media to search for information. In light of these developments, many marketing practitioners fear that traditional media have entered a death spiral and are no longer competitive in doing meaningful business. To others, promotion through traditional media is already dead and the media will sooner or later disappear completely. They believe that traditional media will succumb to technology innovations that revolutionised the promotion industry (Strategic Direction 2016: 7). They add that traditional media is facing a risk of being forced out of the market altogether.

A knowledge gap on the current performance of traditional media as compared to online media advertisement exists in the literature. There have been many speculations that traditional media will fade away in the near future, and others proclaiming that it has already faded away globally (Chipp and Chakravorty 2016: 374), Strategic Direction (2016: 8), Chao *et al.* (2012: 21), and Huang (2012: 9525). Therefore, this study seeks to bridge this knowledge gap and to make an original contribution to the collective knowledge base of advertising and the promotion of tourism by revealing contemporary insights on the performance of both traditional advertising media and online media. Larry and Donald (2008: 3) indicate that media are least understood but yet they constitute the bulk of the advertising budget. Kelly and Jugenheimer (2008: 7) also observe the major structural changes that revolutionised the advertising industry in the past decade. They add that the world of media is ever-changing, which therefore means what was known to be true

yesterday, cannot be equally true today. This study seeks to potentially contribute to theory development in understanding the performance and benefits of traditional media and online media in this contemporary tourism marketing environment.

1.5 AIM OF THE STUDY

This study aims to make a comparative analysis of the performance of traditional advertising media and online media in the contemporary tourism promotion environment in KwaZulu-Natal.

The objectives of this particular study are:

1. To investigate and describe the use of traditional media and online media by tourists.
2. To investigate and describe the use of traditional media and online media by tourism marketers.
3. To examine the credibility of traditional media in the contemporary tourism marketing environment.
4. To determine the effectiveness of traditional media for the promotion of tourism in this digital age.
5. To develop a promotion framework for the promotion of tourism that utilises the benefits of both traditional media and online media.

1.6 RESEARCH HYPOTHESES

This study will investigate and analyse the following hypotheses which were developed to guide the research. The hypotheses were developed based on the objectives and the literature review.

These are:

H1: Tourists are turning away from traditional media such as radio, TV, or magazines and increasingly utilising online media to search for information

H1: Tourism marketers have turned to using online media and this has diminished the relevance of traditional media in the advertising industry.

H1: Traditional media is equally effective for the promotion of tourism in Kwazulu-Natal.

H1: Owing to the increasing penetration of the Internet, promotion through traditional media is already dead and the media will sooner or later disappear completely.

H1: The Internet medium fulfils all communication aims and currently is unsurpassable.

H1: There are still benefits with utilising traditional media for the promotion of tourism

1.7 RATIONALE OF THE STUDY

This study illustrates that promotion is a key element in the tourism industry and unlike any other industry, tourism needs special attention because this sector is unique (Bricker and Donohoe 2015: 101). Instead of promoting a simple product, tourism sells a place and all that it has to offer. According to Gherasim and Gherasim (2015: 22) tourism destination marketing involves a larger number of stakeholders and probably is among the most difficult products to market. To be successful in this industry, a more complex approach to promotion is demanded (Gherasim and Gherasim 2015: 20). This study is conducted to contribute to the existing knowledge about the performance of traditional media and online media in promoting tourism in KZN. The study will be useful to various stakeholders involved in promoting tourism products in KZN as this study will act as a guide for making informed decisions on media selection. This will lead to efficiency in the communication system between the tourists and the marketers, leading to improved tourism business, and ultimately increased contribution to the economic welfare of the people of KZN. This can happen as a result of the growth of the tourism sector if good promotional campaigns are channelled in the right media to influence more visits.

It is hoped that the results of this study can be manipulated by policy makers and broaden their understanding of the current insights on the performance of traditional media and online media in this ever-changing world of media. This contribution aims to improve the effectiveness of communication by ensuring that a good advertising message is conveyed in the right media in order to achieve the intended impact. It is also anticipated that the study will contribute to the establishment of a more workable promotional framework that utilises the benefits of both traditional media and online media. The findings will improve research efforts towards gaining contemporary

understanding of the advertising industry which is reported to have undergone radical revolution in the past decade.

1.8 SCOPE OF THIS STUDY

The scope of the study is confined to understanding the media component of the communication process between the tourism organisations and the tourists, or between the marketer and the consumer. Contemporary insights on the performance of traditional media and online media need to be established. The study will investigate the perceptions and the preferences of both the tourism marketers and the tourists on the performance of the given advertising media. Blaga (2013: 31) indicates that the development of advertising messages, choice of the right audience, and selection of the means (media) of conveying the information to the target audience are equally important components of ensuring the effectiveness of communication. However, the scope of this study is limited to the media component, needless to say other components outside this scope are less important.

1.9 DELIMITATIONS

The study will be limited to the borders of KwaZulu-Natal. It does not consider other provinces of South Africa. The survey for tourists will be conducted in the major tourism destinations such as the beach front in Durban, Gateway Mall, Durban Station (main long distance bus station), and other public places popular with the tourists in KZN. This will be limited to the boundaries of the eThekwini Municipality. Travel agents and Hotels in KZN, and tourism authorities of Durban Tourism and Tourism KwaZulu-Natal will be surveyed.

1.10 LIMITATIONS

Given that the respondents will be drawn from the tourists visiting tourism destinations around Durban only, the sample size becomes a limiting factor as other destinations within the province will not be surveyed. Other provinces of South Africa were not considered in this study so caution needs to be exercised when generalising the results of this study to the South African Tourism Industry. However it is possible that people from other provinces of South Africa took part in the study

because they are also tourists to KZN. The questionnaires will only be available in English as it is unfeasible to translate the questionnaires into numerous other languages well understood by the tourists given that KwaZulu-Natal draws its tourists from all over the world.

1.11 THEORETICAL BACKGROUND

This particular study offers a comparative analysis of the performance of online media and traditional advertising media for the promotion of tourism in KZN. Statistics South Africa (2011: 3) define tourism as all the activities undertaken by individuals travelling to places away from their usual environment, and staying there for business, study, leisure and other purposes. Holloway (2002: 2) states that tourism is a temporary movement of people outside their normal place of residence and work, together with the facilities provided to cater for those visits and the activities undertaken during the stay in those visited places. According to Pomering, Noble and Johnson (2011: 962) promotion is the means by which organisations attempt to remind, persuade and inform customers about destinations, brands or products that they sell.

The tourism sector in KwaZulu-Natal is largely dominated by private organisations and a few public owned organisations such as Leisurenet and Kersaf. The vision of Tourism KwaZulu-Natal is to position the province as the continent's leading tourism destination. This can be achieved through the use of the right media and other promotional strategies (TKZN Strategy 2014: 5). Promoting tourism in this ever-changing world of media is the premise behind this study. Seymour *et al.* (2009: 19) state that the provincial government of KwaZulu-Natal plays a critically important role in the development and promotion of tourism in the province. The private sector also provides a significant impetus towards the development and promotion of tourism within the province. This private sector bears the risks of investment and a large part of the responsibility for successful development and marketing of tourism.

The foregoing discussion has revealed that both public and private organisations are involved in promoting tourism in KZN. However, their efforts are not well coordinated and this may lead to duplication of efforts of each other in this sector. Tourism is

promoted to both the domestic and the international markets. Online media and traditional media are examined in the next section.

1.11.1 Digital revolution

Online advertising is said to have posed a great challenge to traditional media advertising because of its many advantages and that it provides practitioners an additional vehicle to access potential customers and obtain an instant feedback (Chao *et al.* 2012: 21). According to Howison, Finger, and Hauschka (2014: 296) Internet technology has disturbed the traditional business models of many industries, including media, finance and retail and this has had great implications in the tourism industry. The Internet has transformed traditional marketing and communication strategies used in the tourism industry. This is supported by Loda (2014: 306) who states that the digital revolution has already changed almost everything about how business is conducted in the tourism industry. Internet emerged as a modern advertising medium. However, this is not to say that traditional media is now obsolete. Seymour *et al.* (2009: 17) suggest that most domestic visitors to KZN still rely on traditional sources of information. On a contrary, Fyall, Fletcher and Spyriadis (2009: 115) claim that tourist destinations and products are better promoted via the Internet than via traditional means such as television, catalogues, and brochures.

1.11.2 Traditional advertising media

Traditional marketing approaches evolve around the concept of "pushing" a promotional message to a broad audience. Customers are directly exposed to messages conveyed through radio, newspaper, and television. According to Dahlen and Edenius (2007: 34) the attitudes of consumers towards advertising are continually becoming more and more negative, resulting from the increase in ad clutter. This increase in ad clutter in traditional advertising media such as newspapers, radio and TV has had negative effects on both the advertising content and the media. It was argued that reactions to the advertised message are more favourable when the ad is placed in non-traditional medium than in traditional medium where consumers can readily identify the advertised message as advertising. According to Zentner (2012: 913) the increases in Internet penetration are negatively correlated with changes in expenditures on advertising on magazines,

newspapers, and television. However, all this does not diminish the relevance and effectiveness of traditional media in the promotion industry. Like any online media, traditional media also has its own shortcomings.

1.11.3 Effectiveness of traditional media

According to Seymour *et al.* (2009: 18) the most important reasons for South Africans who considered visiting KwaZulu-Natal as a tourism destination were that they saw an advertisement in the magazine, saw a television commercial aid or red an article about the region. The Omnibus survey noted that 86.6% of all domestic travels to KwaZulu-Natal did not request any information to make arrangements for their holiday online but obtained information from other traditional sources. The survey revealed that 76.6% of the respondents indicated that they had seen the KwaZulu-Natal logo before, 35% on television and 31.4% on billboards. Loda (2014: 305) indicates that television is acknowledged to be the most powerful advertising medium and it reaches a broad spectrum of present and prospective customers. The greatest benefit of television advertising lies in its ability to reach a larger number of customers at a given time period. This makes cost per contact relatively low in advertising than with other elements of the promotion mix

The advertising industry is rapidly advancing in the digital world, forcing a restructuring in traditional advertising media. Travellers and tourism marketers have widely adopted the use of online media, however, this digital revolution does not diminish the relevance of traditional advertising media in promoting tourism. It simply calls for a restructuring in the advertising industry. The next section briefly outlines the methodology that was followed in this research.

1.12 RESEARCH METHODOGY

According to Kumar (2008: 1) research is defined as a methodical way of collecting, analysing, and transforming data into interpretable forms. This study employed a descriptive research design which aims to achieve the objectives of the research through the use of mixed research methods. For this reason two separate surveys were implemented in this study.   Non-probability sampling techniques were

employed in recruiting the participants. Convenience and purposive sampling techniques are the two types of non-probability sampling techniques that were used. Participation was entirely voluntary and the whole process was carried out with great courtesy.

The design employed two research instruments in the form of structured questionnaires and structured interviews. The questionnaire was personally administered to tourists visiting KwaZulu-Natal tourist destinations. In addition, structured interviews were employed to key informants such as Durban tourism authorities, KwaZulu-Natal tourism authorities, and travel agents and hotels in KZN. This study focused on tourists, as well as private and public organisations who take part in tourism marketing. The rationale behind the use of a structured questionnaire is to solicit information from the tourists and the rationale of employing a structured interview is to get in-depth responses on key issues pertinent to this study.

A structured questionnaire is employed as it allows for uniformed response which in turn will make analysis easier. The varied and structured responses from both the tourists and the tourism marketers will ultimately enrich the results of this study. A pilot study was conducted with 12 questionnaires being distributed to the tourists to ensure validity of the instrument. The survey for the tourists was conducted on the beach front, Gateway Mall, Durban Station, and other public places that are convenient to the researcher as well as those that formed part of the sampling frame. The researcher hired the service of a field worker who helped to distribute and collect the questionnaires from the tourists which (questionnaires) were dropped in a drop-box to ensure anonymity and confidentiality. The study used both descriptive and inferential statistics for quantitative data presentation and analysis. The Statistical Package for Social Scientists (SPSS) version 23.0 was also used to analyse the data. Qualitative data was analysed using qualitative procedures such as preliminary and meta-coding.

1.13 THESIS STRUCTURE

This thesis is divided into eight chapters that are sequentially arranged from the introductory chapter to the concluding chapter. There are four chapters that deal with

the theoretical framework of the study, one chapter dedicated to explaining the research methodology that was followed in this study, another chapter for the presentation, analysis and discussion of findings, and lastly a chapter showing the conclusion and recommendations emanating from this study.

Figure 1.1 Structure of the thesis
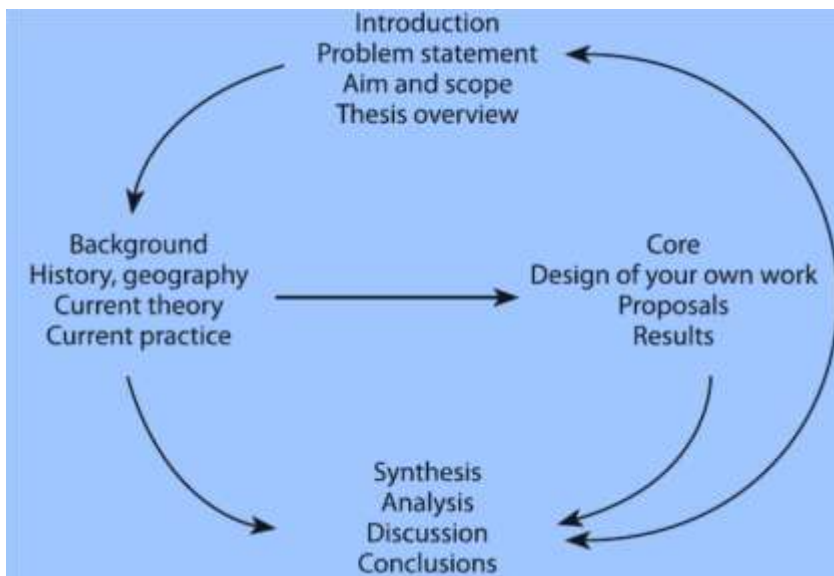
Source: Evans, Gruber and Zobel (2014: 11)

Evans, Gruber and Zobel (2014: 12) state that a standard thesis structure has four connected parts: introduction, background, the core and a synthesis as illustrated in the above figure (1.5). The conclusion responds directly to the aim of this study and the background directly foreshadows the core. Some of these parts such as the literature review and the core contain more than one chapter respectively.

1.13.1 Chapter 1

This chapter gave a detailed introduction to this research, which explained what this thesis is all about. It covered the background to the research, problem statement, research objectives, significance of undertaking the study, proposed research methodology, and the limitations to this study.

1.13.2 Literature review

This section reviews the relevant history, current knowledge and theory, current practice, and the views of other researchers in advertising media and tourism marketing. It ranges from chapter 2 to chapter 5. It shows the context of what has gone before and what is currently taking place in the ever-changing advertising media landscape, in order to establish contemporary insights on the performance of traditional media and online media.

1.13.2.1 Chapter 2: Tourism marketing

The chapter focuses on highlighting the nature of the tourism sector in KwaZulu-Natal, establishing the definition of tourism adopted in this study, characteristics of tourism marketing, the promotion mix management in the tourism sector, and explains the importance of advertising in tourism marketing, before it concludes with a brief explanation of what advertising media entails. Interpretation and analysis of past work is also shown in this chapter as well as in the following chapters on literature review.

1.13.2.2 Chapter 3: Traditional advertising media

This chapter outlines the various traditional media outlets and their performance in this digital age. It describes how traditional media are being used by both the tourism organisations and the travellers. It explains the effectiveness of traditional media in this digital era and its perceived credibility. The chapter also explains the media competition theories adopted in the study such as the media displacement theory, the niche theory, and the media complementarity theory.

1.13.2.3 Chapter 4: Online media

This particular chapter explains the main application of the Internet to tourism marketing and then brings in the concept of social media and how it is being used to influence tourism marketing by both practitioners and travellers. It ends by giving a brief criticism of the Internet.

1.13.2.4 Chapter 5: Advertising media comparative analysis

This is the last chapter on literature review. It starts by explaining the tourism product and then makes a comparative analysis of the performance of traditional media and online media and builds a theoretical framework for the promotion of tourism. It ends by examining the concept of integrated marketing communication.

The remaining chapters make up the 'core' and they are concerned with this present work and its contribution.

1.13.3 Chapter 6: Research Methodology

The focus of this chapter is on specifying the study type, research design, research approach, target population, sample size and selection, sampling technique, instrument design, and the procedures for data collection and analysis followed in this study.

1.13.4 Chapter 7: Presentation, analysis and discussion of findings

This chapter presents the analysis and interpretation of data using various statistical methods. The frequency tables will be employed to depict findings. The chapter also makes up the *synthesis,* it draws together the contribution of this work to the topic under study. It contains a discussion where the results are critically examined in light of the previous work or state of the subject as outlined in the literature, and it provides a judgement of what has been learnt in this work.

1.13.5 Chapter 8: Conclusions and recommendations

Chapter 9 will wrap up the research project and highlight key issues that will be unearthed by this study. The discussion and the evaluations are summarised to produce conclusions. Recommendations on the use of traditional media, online media, and formulation of media plans will be postulated in light of the findings.
 It will also proffer areas for further research.

1.14 CONCLUSION

This chapter presented an introduction to the study and discussed the research problem. The aim, objectives, and the rationale that motivated this study are also explained. The outline of the dissertation chapters and brief explanations were provided.

The following chapter is dedicated to the reviewing of the existing literature, together with three other chapters following after it.

CHAPTER TWO

TOURISM MARKETING

2.1 INTRODUCTION

The previous chapter provided the background and the introduction to this study. The focus of this empirical study is to make a comparative analysis of the performance of traditional media and online media in the contemporary tourism promotion environment in KZN, aiming to reveal important insights that can help tourism marketers to more effectively promote their industry. The chapter begins with clarifying what tourism is and what it is not because tourism definitions changes with time, circumstance, perspective and context which warrants an explanation.

A detailed discussion of the nature of the tourism sectors of South Africa, Kwazulu-Natal, and Durban (a major centre of tourism in KZN) are presented next in this chapter. The chapter will then examine the promotion of tourism destinations and products, characteristics of tourism marketing, and then the promotion mix management. The discussion will turn to explain advertising and its importance in tourism marketing as well as the impact created by ads in this environment. One of the critical issues in advertising which is the media choice is then tackled, followed by a brief look into some of the characteristics of media that makes it more effective in bringing about trade. Having built this strong base, the chapter will then close.

2.2 DEFINITION OF TOURISM

Statistics South Africa (2011: 3) define tourism as, all the activities undertaken by individuals travelling to places away from their usual environment, and staying there for business, leisure and other purposes. Holloway (2002: 2) states that tourism is a temporary movement of people outside their normal place of residence and work, together with the facilities provided to cater for those visits and the activities undertaken during the stay in those visited places. A person's usual environment refers to all the places frequently visited by that individual, and the areas around his or her residential place. The United Nations World Tourism Organisations (UNWTO) define a visitor, to distinguish him/her from a tourist as a person travelling to a place

away from his/her usual environment for a period of less than one year and whose main purpose is not to undertake a remunerated activity from the place of visit. Pike (2016: 8) argue that there is no universally accepted definition of tourism to date. Leading tourism academics such as Page and Connell (2009 cited in Pike 2016: 8) point out that different definitions of tourism are offered in most tourism textbooks. Cooper and Hall (2017: 13) argue that the key concepts are temporary, voluntary and mobility. They add that if a person is away from his/her home environment on an involuntary basis, for example as a result of natural disaster, war, or other crisis, he/she is usually called a 'refugee'. If individuals have been forced into cross-border sexual or labour slavery, they may be termed 'trafficked persons' and not tourists. A holistic approach where effort was made to capture the whole essence of tourism states that, "Tourism is the study of people away from their usual habitat, of the industry which responds to their needs, and of the impacts that those people and the industry have on the host's economic, socio-cultural, and physical environments (Leiper 1979: 394). Because of the holistic nature of this definition, it is therefore the one adapted in this study.

Traditionally, tourism has been viewed from the demand perspective as being hedonic (pleasure seeking). However, this perspective does not encompass other categories of temporary visitors to a destination. Besides travelling for general pleasure, many other types of tourism have been documented. These include travel for conferences, business, medical procedures, sport, exhibition, gambling, sex and romance, visiting relatives and friends, spiritual pilgrims, gastronomy, educational field trips, and art (Pike 2016: 9). According to Nielsen (2001: 23) the best definition of tourism is the one that suits the organisation or individual seeking to define tourism. It can be argued that any definition of tourism depends ultimately on the purpose and perspective requiring explanation. The final word on tourism definitions is that the definitions change with time and depend on different circumstances requiring an explanation.

2.3 TOURISM IN SOUTH AFRICA

According to the University of Navarra (2011: 4686) South Africa is a leading tourist destination in Africa and one of the most visited destinations in the world as it has a

wide array of attractions coupled with developed cities. Since the end of apartheid in 1994, South Africa has improved its tourism position in the world from the 52nd most visited destination to the 17th most visited tourism destination in 2005. Western Cape, KwaZulu-Natal (KZN) and Gauteng are the most popular tourism destinations for international tourists. However, even though KZN is not as popular as Western Cape, the former has more to offer and a great potential to grow (South African Tourism 2011: 15). According to Cooper (2012: 265) tourism was at the forefront of the changes that took place in South Africa in an attempt to create 'a new South Africa' in this post-apartheid period. Tourism has helped to boost the economy and create a sense of national pride. A significant change was the devolution of tourism powers from the central government to the nine South African provinces. Considerable planning activities are taking place at provincial levels as the provinces get to grips with their new tourism roles. One of the nine provinces is KwaZulu-Natal, which is covered in this study. Provinces are responsible for tourism product or service development and marketing for both international and domestic markets. The Department of Tourism and Environmental Affairs centrally coordinates tourism and South African Tourism is its marketing agency (Statistics South Africa 2011: 2). Since provinces in South Africa are responsible for developing and marketing their own tourism products and services, this study is confined to the province of KwaZulu-Natal as an equal contributor to the promotion of tourism.

The country has in the last ten years significantly expanded its tourism plant through a growth in the number of guest houses, hotels, lodges, game farms, and the number of airlines and buses servicing the country. (Saayman and Saayman 2008: 35). Tourism was considered by the government of South Africa as one of the country's growing sectors. It constitutes approximately 7% of employment in this country. The tourism industry is also recognised as the fastest growing sector throughout the world and of great importance, a sector that continues to create employment opportunities (Tassiopoulos 2010: 328).

According to the statistics collected by the Department of Home Affairs in 2010, there was a sharp increase in the number of travellers (both South Africans and foreign nationals). In 2001, the number of travellers processed, reached nearly 19 million and in 2010 the number rose significantly to almost 32 million. Statistics

South Africa (SSA) noted that the number of foreign arrivals on average grew by 7% annually. The data indicate that among the foreign travellers, 72.1% used road, 27.5% used air, 0.2% used sea, and 0.01% used rail (Statistics South Africa 2010: 5). The number of international tourist arrivals rose to 9 620 000 in 2013 (TKZN 2014: 2). According to Asia News Monitor (2015: 2) the government of South Africa said that tourism is continuing to significantly contribute to the national economy of South Africa, with a 200% expansion of tourism contribution to the GDP of the country since 1990. The statement issued by the International Cooperation, Trade and Security indicates that tourism directly represents 3% of South Africa's GDP and supports over 617 000 jobs. Including the indirect impacts, tourism generated 9.7% of the GDP and supported over 1.4 million jobs in 2014, according to the statement. This shows a need for on-going efforts to showcase the country as a tourist destination of choice. The country is moving towards a goal of becoming one of the top 20 global tourist destinations by 2020 (Asia News Monitor 2015.2). South Africa's marketing investment strikes a balance between business, leisure, and events tourism, as well as between emerging source markets and traditional markets. According to the statement issued by the government, domestic marketing campaigns are being increased to mobilise more South Africans to visit their own country (Asia News Monitor, 2015.2).

2.3.1 KwaZulu-Natal Tourism

According to the South African Information Desk (2010: 14) KwaZulu-Natal is the country's domestic tourism leader, increasingly on the 'must-do, must see' lists of prospective travellers, and highly popular among international visitors. This province, on the eastern side of South Africa, is bordered by the Indian Ocean to the east and the great escarpment of the Drakensberg Mountains, separating it from the mountainous kingdom of Lesotho, to the west. The province is 94 361 km^2 in area, covering almost 8% of the country's geographic area. KwaZulu-Natal boasts two World Heritage Sites: Ukhahlamba-Drakensberg Park and iSimangaliso Wetland Park. It also boasts two of South Africa's major natural harbours at Richards Bay and Durban. Table 2.1 summarises the provincial information of KwaZulu-Natal

Table 2:1 KZN Provincial information

Area	94 361 km2 (7.7% of South Africa)
Coastline	560kms
Climate	Sub-tropical. Summer 17-28ºC, Winter 11–25ºC, Durban average rainfall - 1 009mm
Highest elevation	3 451m (Mafadi in the Drakensberg)
Population	10.5mn (19.7% of South Africa) mid-2013 (growth rate 1.3%)
Population density	111 people per square kilometre 2012
Capital	Pietermaritzburg
Languages	Mainly Zulu and English
Holidays	1 January, 21 March, 3 April, 6 April, 27 April, 1 May, 16 June, 9 August, 10 August, 24 September, 16 December, 25 December, 26 December.
Time zone	GMT +2
Currency	The Rand is made up of 100 cents
GDP 2013	R537.2 billion or 15.8% of South Africa's GDP*
Electricity	220 Volts
Harbours	Durban, Richards Bay
Airports	King Shaka International Airport, Oribi, Richards Bay, Margate, Ulundi.
Literacy rate	75.6% (2012)
Employment rate	Between 63% - 74% (2013, using strict and expanded definitions)

Source: (TKZN 2014: 16)

According to Cooper (2012: 265) the province of KZN has demonstrated both vision and creativity in its tourism plans and was, as a result, the winner of the 2006 UNWTO Ulysses price for its innovation in tourism governance. The province is well known as the Kingdom of the Zulu, and represents a blend of Indian, African and European cultures. Tourism is very important in KZN, contributing around 10% to the local economy, supporting 140 000 jobs, and attracting around 11.6 million domestic visits and 1.3 million international trips.

Figure 2.1: Geographic map of KZN
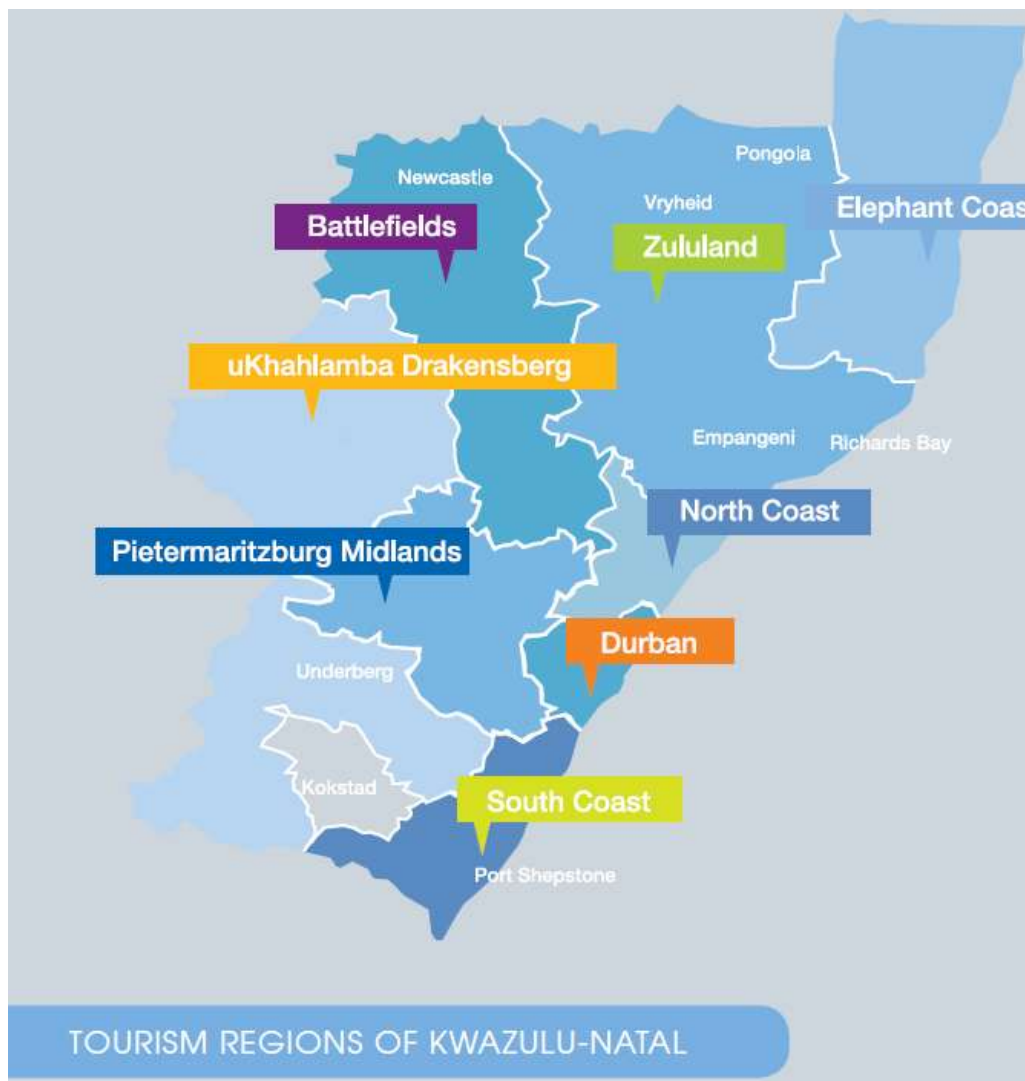
Source: TKZN (2014: 16)

The province offers a relaxed lifestyle, with access to virtually every major type of recreation, sporting, and cultural facility (Seymour, Stolk and Kohler 2009: 1). It has 8 well defined tourism destinations, sites and nodes in which tourism-specific development projects have been successful and new ones are still encouraged. These are: Zululand, South Coast, Durban, North Coast, Battlefields, Pietermaritzburg and Midlands, Elephant Coast, and Drakensberg.

Figure 2.2: Tourism Nodes in KZN

Source: Tourism KwaZulu-Natal (2009: 9)

The TKZN Strategy (2014: 7) indicates that the KwaZulu-Natal Tourism Authority (KZNTA), operating as Tourism KwaZulu-Natal is responsible for promoting tourism within the province. The major tourist destinations in the province are found in the Durban City. The vision of Tourism KwaZulu-Natal is to position the province as the continent's leading tourism destination (TKZN Strategy 2014: 5-6). Cooper (2012: 266) also states that one of the five linked strategic thrust of TKZN is to drive the marketing of KZN as Africa's leading tourism destination. The sector is largely dominated by private organisations and a few public owned organisations such as Leisurenet and Kersaf. Seymour *et al.* (2009: 19) state that the provincial government of KwaZulu-Natal plays a critically important role in the development and promotion of tourism in the province. The private sector also provides a significant impetus towards the development and promotion of tourism within the province. This private sector bears the risks of investment and a large part of the responsibility for successful development and marketing of tourism. KwaZulu-Natal tourism, in collaboration with the private sector, states that one of its key roles is to market KZN effectively to the target tourist audiences (Cooper 2012: 266).

The other roles are:

- Becoming a one-stop tourism information gateway in the province,
- Ensuring that tourism in KZN is developed responsibly,
- Actively developing KZN as a tourism destination,
- Constantly maintaining and updating its knowledge and information,
- management system for the benefit of its stakeholders and tourists alike,
- Championing the transformation of Kwazulu-Natal tourism industry,
- Facilitating partnerships which help achieve the tourism goals, and
- Championing high assurance for all tourism products in KZN, thereby ensuring the attainment of highest standards.

The private sector's specific functions according to Seymour *et al* (2009: 18) are:

- Research, market intelligence and information management
- International marketing and promotion
- Product development
- Human resource development, and
- Industry standards setting.

Seymour *et al.* (2009: 2) indicate that the tourism sector in KwaZulu-Natal consists of the following sub-sectors:

- Transport sub-sector.
- Hotel and Non-Hotel accommodation. This category is subdivided into hotel accommodation, backpacker and hostelling, timeshare, guest house, bed and breakfast, conference, convention and exhibition sector and parks boards
- Food and beverage sector
- Casinos, Gambling and Gaming
- Sport tourism
- Ecotourism
- Cultural tourism

Moutino (2011: 5) also identifies similar subdivisions in the South African tourism sector.

2.3.1.1 Purpose of visit to KwaZulu-Natal

According to Seymour *et. al* (2009: 18) people who consider KwaZulu-Natal as a travel destination, or had visited the province, did so mainly to visit family members, friends and colleagues (VFR travel), for holiday, and for business.

Table 2.2 Foreign tourists' purpose of visit to SA

Holiday	19.1%
VFR	30.4%
Shopping	22.3%
Business Travel	9.2%
Other	6.7%
Medical	4.0%
Business Tourism	8.3%

Source: TKZN (2014: 2)

KwaZulu-Natal visitors' activities consist mainly of: going to the beach (65.5%), going to a theatre, live show or concert (19.3%), or watching a live sports event (18.4%). TKZN (2014: 2) also reveals that most of foreign tourists who visit South Africa do so mainly for the purpose of visiting friends and relatives, shopping and holiday.

Table 2:3 Domestic tourism purpose of visit

Holiday	12%
VFR	72%
Religious	7.4%
Business Travel	6%
Medical	0.5%

Source: TKZN (2014: 3)

The statistics depicted in this section show that VFR and holiday are the main purposes of visits for domestic tourists as well.

2.3.2 The tourism sector in Durban

Durban is one of the major centres of tourism in KZN, South Africa and Africa at large because of its extensive beaches and the warm subtropical climate (Rogerson and Rogerson 2014: 195). The city is located off the east coast of the Indian Ocean, bordering the African continent (eThekwini Municipality 2011: 1). It is situated on the eastern seaboard of Africa and is built around one of the busiest ports in the continent (Durban Tourism 2012: 1). Durban is most known for its swimming beaches which are lifeguard protected, the iconic Moses Mabida Stadium, the uShaka Marine World aquarium, green parks and gardens like Mitchel Park and the Botanic Gardens, and the world-class pedestrian promenade (Tourism KwaZulu-Natal 2014: 2).

According to Rogerson and Rogerson (2014: 190) South African cities such as Durban have taken up the challenge of promoting urban tourism, including for the purposes of economic regeneration. Durban is marketed globally by an official marketing unit known as Durban Tourism, a part of the eThekwini Municipality. Murillo, Vaya, Romani and Surinach (2011: 4) highlight that it was only in the last decades of 20th century when many cities became aware of the economic potential of tourists visiting cities and embraced promoting tourism as a key sector inside their economies. Different policy interventions have been undertaken in Durban as have been shown in other cities to strengthen the tourism product base of the country's cities. These interventions encompasses the establishment of convention centres, new entertainment complexes, heritage tourism attractions, aggressive competitive bidding to host mega events such as the 1995 Rugby World Cup and the 2010 Soccer World Cup as well as Casino developments (Rogerson and Rogerson 2014: 191). Cities are growing tourist destinations in both developing and developed countries and the promotion of tourism is a vital issue to policymakers in many cities. Promoting urban tourism has emerged as a significant research topic in recent years (Rogerson and Rogerson 2014: 189).

2.4 PROPENSITY TO TRAVEL

According to Seymour *et al.* (2009: 19) the propensity to travel is influenced by a number of factors such as availability of travel options, economic climate, education

regarding the benefits of such travel, and access to information regarding travel options and destinations. Cooper and Hall (2017: 13) add income, time, political rights, safety and security, health, location, gender, culture, legislated holidays and work as other factors that can act as constraints on tourism related mobility. Sophisticated promotion of the tourism product or destination can create a demand which did not previously exist. Promotion of tourism means creating the image of a destination in the mind of the potential tourist or traveller and it also involves the marketing of packaged tours. According to Seymour *et al.* (2009: 20) the decision to travel goes through five phases sequentially arranged as follows:

- Travel desire

   The first stage where the need to travel is felt and pros and cons are weighed up.

- Information gathering and evaluation

   The process of finding out about the trip from various sources such as travel agents, acquaintances, and books. Evaluation of information against alternative possibilities, cost and time constraints, and other factors.

- Travel decisions

   Covers the way of travelling, destination, accommodation as well as other activities involved.

- Travel preparations and experience

   Involves travel money, documents, clothing, tickets, bookings, and travel itself.

- Travel satisfaction evaluation

The whole experience is evaluated constantly before, during and after the trip and the results are used to influence future decisions. These five phases of the tourist' decision journey to travel are very similar to the stages of consumer decision journey that were put across by Court, Elzinga, Mulder, and Vetvik (2009: 30) as: (i) consider, (ii) evaluate, (iii) buy, (iv) enjoy, bond, and advocate.

Figure 2.3: The consumer decision journey today
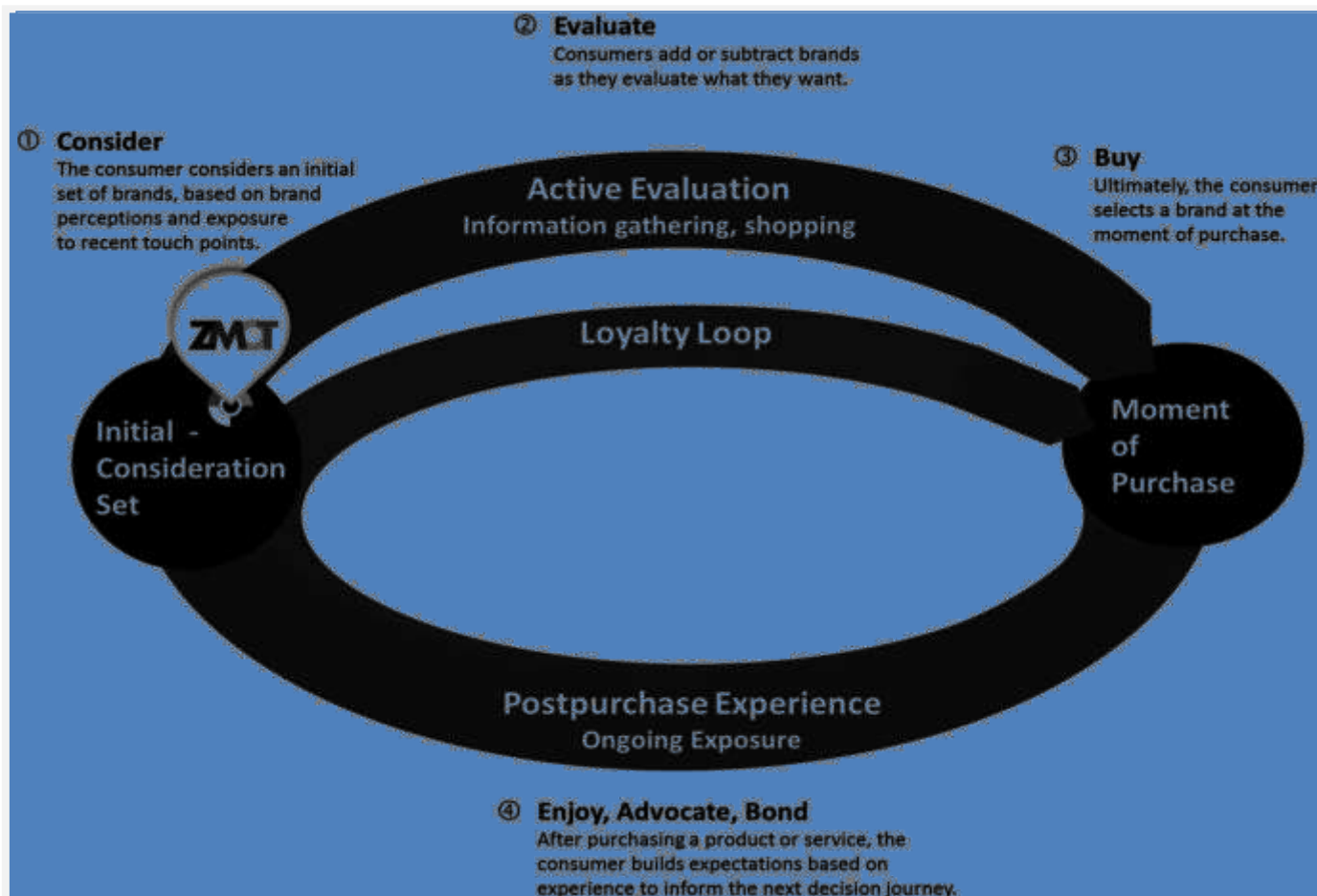
Source: Court *et al.* (2009: 30)

The consumer decision model depicted in Figure 2: 3 was modified to recognise the importance of the "Zero Moment of Truth" (ZMOT), a recently coined term to describe the reality where tourism marketers have to compete for customers' attention long before a purchase decision is made (Court *et al.* 2009: 31). Tourism marketers have to engage with travellers throughout this consumer decision process using the appropriate media (Hudson and Thal 2013: 157).

This shows that promotion activities play a pivotal role in influencing the decision of individuals to travel. Access to relevant travel information is one of the determinants of propensity to travel. Advertising media plays a role of conveying this much needed information to potential and current travellers. Traditional media, so as online media, has a role to play in reaching customers with promotional messages. This study sought to determine the performance of these media for the promotion of tourism in

this digital age. It was mentioned that the marketing of a destination is carried out by both private and public bodies. They are both responsible for promoting KZN to both international and the domestic market. Hartl (2002: 107) argue that when individual businesses such as accommodation transport and travel agents take care of their own marketing, there is duplication of each other's work as the destination to be visited is one. Cooperative marketing must be applied in order to reduce replication. But however, given the fragment nature of the tourism industry, this is not so easy to do. Still on that note, there is no single organisation that controls a complete destination mix, hence co-ordination of efforts in this environment is difficult.

2.5 THE PROMOTION OF TOURISM DESTINATION AND PRODUCTS

According to Pomering, Noble and Johnson (2011: 962) promotion is the means by which organisations attempt to remind, persuade and inform customers about brands or products that they sell. In the tourism industry, promotion is the most visible factor of the '4' Ps in the marketing mix and the other three Ps refer to Product, Place and Price. Bujdoso, Manhas, David and Nedelea (2013: 37) supplement that tourism is a type of service to which the marketing mix can be applied to and promotion is an essential key element in this industry. Burrow (2006: 4069) argues that the type of communication to be used depends on the nature of the product or service, and the characteristics of the target market. As a result, the promotion of tourism destinations implies a particular form of communication consisting of various ways of transmission of information and messages meant to inform the potential tourist about destinations' characteristics and the component elements of tourism products offered/available. According to Dickman and Maddock (2012: 120) tourism can be promoted when there is effective communication with the potential or actual tourist. Promotion of tourism is targeted to develop a positive attitude towards destinations and tourism products, and to influence the purchasing and consumption behaviours of the tourists. It also aims to achieve a favourable modification of a tourist's habits and mentality towards tourist destinations and tourism products. Milwood *et al.* (2013: 166) suggest that information from sources outside the destination domain can exert significant influence on the intention to visit that destination. It is worth to note that the marketing of tourism destinations and products is a difficult task as stated by Hartl (2002: 16). This is especially more difficult now as new advertising

media are proliferating and creating both opportunities and challenges to tourism marketers.

2.6 CHARACTERISTICS OF TOURISM MARKETING

According to Liu (2000: 8) tourism products and services are ideal for promotion on the Internet because tourism is an information-intensive industry. The internet is the most efficient and effective means in information exchange globally. It can facilitate the distribution and promotion of tourism products and potentially enable tourism enterprises and destinations to compete from the same level (Howison 2014: 271). However, this does not mean that traditional media is obsolete in promoting tourism. There are also benefits still available in using traditional media for the promotion of tourism. Hartl (2002: 16) observes that modern marketing approaches (Internet based) are more developed in the fast moving consumer goods (FMCG) industry than in tourism marketing. There is probably a gap in what is stipulated in the literature and how these modern marketing approaches are being practically applied in tourism marketing.

2.6.1 Tourism services and products are difficult to evaluate

Tourism is a service industry and most of its products are intangible services. These services cannot be touched, smelt, seen, or tasted; they are experienced and therefore difficult for tourists to evaluate. In addition, tourist amenities and attractions have a spatial fixity and this means a tourist cannot be able to assess their quality before arriving at the destination. For a long time, tourists have relied on very limited information from brochures and other printed literature to evaluate tourism destinations. However, Liu (2000: 9) posits that relevant, accurate, comprehensive and timely information is essential in the decision making process of a tourist. These were not available to a tourist until the emergence of online media, especially the use of the World Wide Web (Schiopu, Padurean, Tala and Nica 2016: 829).

On the internet, unlimited information amount can be stored at a web site and virtually unlimited number of people can retrieve that information from anywhere in the world and at any time. While in the past tourists were exclusively dependent on

descriptions and representations by the travel trade, online media can now provide information in a wide range of sources. Online media can deliver information in a variety of formats from photos to graphs, text, video clips and audio, whereas in the past, travellers relied on printed brochures. Electronic brochures based on the web facilitate the complex process of making a choice among hundreds of holiday destinations available to a tourist (Brito and Pratas 2015: 123). This can be achieved through utilising a browser-generated selection linked to web servers, whereas printed brochures are usually indexed and arranged by one way, more often by destination. Online media facilitates evaluation and comparison of tourism intangible services, whose quality is otherwise very difficult to assess in advance (Liu 2000: 10). Traditional media can also be a good source of information and travellers can use any media that can give them access to that information.

2.6.2 Tourism industry is information-intensive

The tourism industry is information-intensive and information is usually dubbed the "cement" or "life blood" of this industry which holds together other producers within the tourism industry- tour operators, attractions, airlines, travel agents, cruise lines, car rentals, and other suppliers. The often erratic tourist demand and the perishability nature of tourism products make the task of balancing demand and supply more significant in tourism than in any other sector. This can be the reason why tourism was one of the first industries to conduct electronic commerce in computer(ised) reservation systems (CRSs) in the 1960s and then global distribution systems (GDSs). Online media alone cannot be enough to supply that much needed information. Traditional media also still has a role to play.

2.6.3 The fragmented tourism destination product

Tourism, as a place product, includes all elements offered by a destination to tourists, including the cultural, physical and social environments. It also includes the "touristic" components of tourism supply such as transport and lodging facilities, attractions, and other travel related services. Tourism is fragmented in that, though the tourist views a holiday as a complete ":experience", it is sold "in bit" in the market place as tours, meals, beds, seats and so on, by a plethora of different suppliers operating independently of one another. Moreover, no one agency can deliver or

control content about tourism products as the promotion of a tourism destination is shared by other organisations such as regional tourism boards, tourist information centres, and national tourism organisations.

Given this nature of tourism destination product, online media provides an effective means of a sustainable electronic "infrastructure" that can establish a multi-lingual and comprehensive destination web site. The site can present potential and existing tourists with updated information from different sources, in all aspects of tourism – transportation, tourist attractions, tour operators, accommodation, travel agency, leisure and shopping facilities (Van an Tu 2016: 222). In comparison with traditional media, in an attempt to get relevant information, a tourist needs to get a brochure form a travel agent, get a guide book from a bookshop, and contact the national office of the destination to get promotional literature. While a maintained and properly constructed web site can supply right-to-the-minute information, printed literature are often outdated (Kardaras, Krakostas and Mamakou 2013: 2331). However, even online sources of information can provide outdated information if not properly updated. Printed literature can also be updated in the same way although the process is not that efficient. This implies that whether it be online or traditional media, the source of information needs to be constantly updated in order to supply relevant information.

2.6.4 Tourism enterprises are mainly small in size.

The tourism industry is polarised in that there are few large tour operators, multinational airlines, theme parks and hotel chains, while on the other hand, there are thousands of small and often family owned enterprises, especially in the tour guiding, travel retailing, hotel and catering sectors (Chili and Mabaso 2016). For the small tourism businesses, online media can be the first feasible and effective medium to carry out professional marketing function beyond the basic operating and sales activities. The Internet provides wide open doors for small enterprises with little capital to reach the global market (Van and Tu 2016: 221). Travel retailing requires very little initial capital investment. Small businesses in the hospitality sector can have more cost-effective promotion of their services through the destination's web site than the printed tourist directory. Inkpen (1998 cited in Liu 2000: 12)

proclaim that online media is a marketer's "dream" because it allows organisations of different sizes to compete from a level playing field. High cost of traditional media advertising made it practically impossible to gain such a global exposure. However traditional media can be effective in providing that exposure in the domestic market where online media, though it's effective in creating global exposure, may not be that effective in the local market. In some instances, exposure in the domestic market is more important than exposure in the global market. For example, a catering business cannot start by attracting customers from foreign markets while neglecting its domestic market. This makes traditional media more relevant to serve the domestic market, which (domestic market) in this case can be a source of sustainability for most small establishments.

2.6.5 Tourism distribution has nothing physical to distribute

In tourism, the tourist is the one who travels to a destination, rather than for the tourist product to be transported to the market. In the entire travel process, from the booking, to the trip and the return journey, the only things that get transported are the tourists themselves and the travel tickets (Law, Leung, Leung and Fong 2015: 431). Given the rise in popularity of ticketless-travel and electronic ticketing (e-ticketing), especially with airlines, online tourism distribution may have no physical goods to deliver at all (not even a ticket. This development saves cost of ticketing for the airline, which usually include printing, stationary and postage and allow passengers to self-check-in at the airports at check-in machines using a credit card, so as to speed up the check-in process (Liu 2000: 11). However, not everyone is comfortable using these electronic transactions and some people still prefer doing it in that more costly and slower way of not using electronic transactions.

The foregoing discussion in this section has highlighted the characteristics of tourism products. The literature shows that the tourism product is difficult to evaluate, is not distributed physically and is fragmented in nature. Tourism enterprises are relatively small in size and the industry they operate in is information intensive. This calls for a sophisticated approach in promoting tourism to ensure that every segment in this market is reached with relevant information. All media have a role to play but however, the effectiveness of each media varies with the situation or what the

marketer intends to achieve. Traditional media and online media should both be used to better serve the heterogeneous tourism market. Travellers have different information needs and different preferences of traditional media and online media.

2.7 CONTEMPORARY TOURISM MARKETING APPROACHES

The concept of marketing is evolving quickly and, for tourism, there is an interestingly growing trend to conceptualise marketing basing upon services than physical goods (Cooper and Hall 2016: 91). Definitions need to reflect the prevailing thinking of the time. Early definitions tend to stress more on the management function of marketing but more recently, the focus is based upon the many actors in the marketplace. Brunswick (2014: 105) defines marketing as a managerial and social process by which groups and individuals obtain what they want and need through creating and exchanging value and products with others. This definition works well for tourism as it includes the non-profit sector such as DMOs, whilst not losing sight of the two concepts central to marketing – the 'exchange' concept and the imperative to supply consumer needs.

2.7.1 Evolution towards a services marketing approach

According to Cooper and Hall (2016: 92) the two opposing views of the evolution of marketing are evolution by product orientation and evolution by marketing thought. The evolution of marketing by product orientation identifies four key stages in terms of the orientation of production. These are:

- Production orientation
- Sales orientation
- Marketing orientation
- Societal marketing

Gummesson, Lusch and Vargo (2010: 9) pioneered the evolution by marketing thought and showed how it has swung from one extreme to the other as follows:

- The nineteenth-century thinking based their view of marketing upon the principal of exchange that was inherited from economics. The focus was on the unit of output, and goods were placed at the centre of the stage. Cooper

and Hall (2016: 93) argue that when marketing is based on goods, the focus is on tangibility, transactions and embedded value.

- A new paradigm that emerged in the 1970s viewed services as different from goods. This contemporary line of thinking shifted the marketing thought to a service oriented view, where the key drivers are relationship marketing, intangibility and co-creation of value Cooper and Hall (2016: 93).

- According to Gummesson *et al.* (2010: 10) the notion of goods versus services was increasingly unhelpful by the new millennium. Services were seen more as processes where the application of knowledge and skills (competencies) are used for the benefit of the other party.

Vargo and Lusch (2004: 2) articulate the third approach – service dominant logic (SD) as the contemporary logic of marketing and stressed that it is very helpful for contemporary tourism marketing. They argue that while the 4Ps are a handy framework, they are in fact meaningless in this age where marketing is viewed as an adaptive and innovating force and the focus being placed on relationships between all marketing actors, facilitated by technology. Cooper and Hall (2016: 94) propose that tourism marketing remains rooted in the traditional approach and the twentieth century. They add that the service sector is a fragmented and fuzzy concept, and this has held back the successful implementation of the SD approach.

2.7.2 The contemporary tourism marketing environment

According to Kotler (2008:280) the mass market is fragmenting into minimarkets, new types of media are proliferating, and consumers are becoming more sophisticated. The tourism sector is operating in turbulent environment of unpredictable and rapid change. Technological advancements have led to time compression where products are instantly made available. There is a fundamental shift in the way tourism products are promoted and distributed, and a complete change brought by social media in terms of the nature of relationships between the firms and customers. Cooper and Hall (2016: 95) add that there are heightened security concerns and inherent lack of loyalty in today's price-led tourism markets as

well as the challenge of knowledge-rich environment. They summarised the four characteristics of the contemporary tourism marketing environment into:

- Demand empowered consumers

  The customers are empowered, demanding and knowledgeable travellers who have a better understanding of the industry and have the knowhow of taking advantage of pricing, ticketing, flexibility as well as technology. Consumers have more ways and more choice to purchase tourism. The tourists demand on time delivery of tourism products to a quality standard as they are time poor. They are less passive in marketing process and want more control. Effectively, they are the ideal group to work with in products co-creation. Technology gave this group of customers control over their purchasing decisions and the market is evolving from 'customer centric' to 'customer driven'. Kaplan and Haenlein (2010: 60) observes that travellers can now collaborate and share information online and are co-creators of travel experience through the use of social media. Tourists can benefit from the interactive and information rich nature of the Internet (Xiang and Gretzel 2010: 180). Cooper and Hall (2016: 96) declare that the advantage in this environment lies with the tourist, and the tourism industry has to catch up quickly, or risk being left behind by advancing technology. Internet technology has indeed flattened access to relevant information and so changed completely the balance of power between the tourist and the tourism sector, begging the question of who is in control?

- Global markets

  Though tourism has always been viewed as an international industry, it has not necessarily demonstrated the global industry characteristics.

- The connected knowledge economy

  The contemporary tourism environment is characterised by inter-organisational networks in both destinations and tourism value chains. This emphasise the need and the importance of collaboration between DMOs and to form partnerships and alliances. Delivering a tourism product now involves the development of informal and formal partnerships,

networks and collaboration more than in any other economic sector (Coper and Hall 2016: 100).

- Adaptive organisations

  This is the type of organisation required in this contemporary tourism marketing environment to succeed. The adaptive organisations need to be wired directly into the pulse of their markets to be highly flexible to react to market signals with speed and customisation. However, this is still an unusual format for many tourism marketing organisations. It will become the future model, based on knowledge, flexibility and networks (Cooper and Hall 2016: 101).

The foregoing observation reveals that the contemporary tourism marketing environment is characterised by global markets, inter-organisational networks, adaptive organisations, and is customer driven. Success in this industry requires organisations to keep abreast of the developments in the market and to respond to the signals in the market with a customised offering. The action need not be predetermined but is determined by the circumstance surrounding the situation. It can be inferred that the tourism marketing environment is now customer-driven as a result of online media activities such as social media, however, traditional media such as TV can be used to influence what individuals do when accessing online media, though there is no evidence of research in the literature to support this. The environment requires organisations to be more adaptive and flexible to respond to reactions in the market using any available media.

2.8 THE PROMOTION MIX MANAGEMENT

Most tourism marketing textbooks typically contain a single chapter on destination marketing. It is often stated in that single chapter that a destination is a product and should thus be marketed as any other product (Hartl 2002: 17). However, tourism marketing is not as simple as that, a destination is more complicated to promote than any other operation. Destination marketing research and related market intelligence systems are still lacking. According to Strydom (2011) the hierarchy of strategies employed by an organisation traditionally starts with the marketing mix. The

traditional marketing mix (4Ps) has four basic elements: Product, Price, Place, and Promotion. The marketing mix model was extended to 7Ps as three other elements were added: People, Process, and Physical Evidence (Van Vliet 2012: 2). Marketing communication or promotion is the home base of advertising, personal selling, public relations, sales promotion, and direct marketing. Promotion is the element most relevant to the tourism sector and will be looked into detail in this study, but mainly focussing on the message channel (media) used in advertising.

Promotion activities form a very important channel for tourism marketers to communicate with potential tourists, and ultimately influence their behaviour in the market targeted. Studies have shown that the impact of promotional activities is so significant in many markets. According to Debasish and Murilidhar (2013: 78) the tools in the promotion mix are direct marketing, advertising, public relations and publicity, online advertising, sales promotion, and personal selling. Hsu *et al.* (2009: 43) add that these promotion tools are the ones most used in marketing, however, they did not mention online advertising as one of the promotion tools, implying that they consider it as one of the media under advertising as the main element. On that note, Neascu (2014: 120) also distinguishes categories of promotional activities into only four tools such as sales promotion, advertising, personal selling, and public relations. This shows that sales promotion, advertising public relations, and personal selling are the common elements of the promotion mix. Given these promotional mix elements, Kotler (2008: 271) highlights that the question for most companies is not whether to communicate or not, but rather what promotional tool to use, what to say, how often, and to who.

All communication activities involve these elements: (1) a source or marketing communicator, which has (2) a communication objective, which is transformed into (3) a message, which is conveyed via (4) a media, to (5) a target audience, which experiences (6) a communication outcome. The communication outcome represents (7) a feedback to the source and the entire process is subject to interruptions, interference, or in general (8) noise as depicted in this figure 2.4 below (Shimp and Andrew 2013: 150).

Problems and noise (loss of signal) may occur in the communication process (Shimp and Andrew 2013: 150). There are three levels of problems of communication:

- Technical problem (the degree of accuracy when the message is transmitted)
- Semantic problem (the precise with which the meaning is conveyed), and lastly
- The effectiveness problem (how effectively the conveyed meaning affect behaviour).

Although this model of communication was initially for radio waves and telephones, it became a role model for any communication type.

Figure 2.4 Communication process
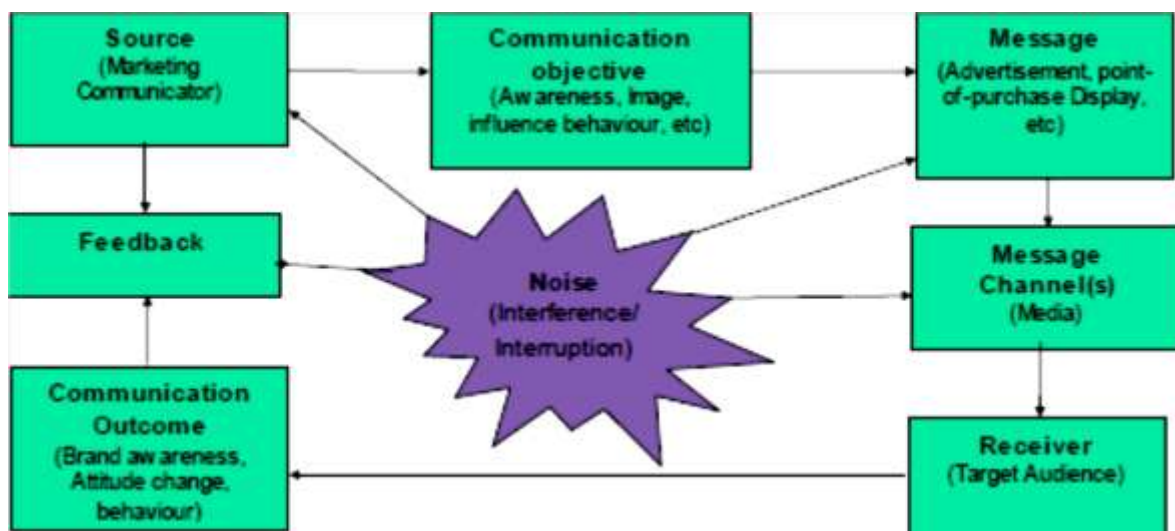
Source Shimp and Andrew (2013: 150)

Blaga (2013: 31) highlights that the effectiveness of a communication system depends on how the tourism organisation manages to develop the messages, choose the target audience, and select the media (means) by which the information is conveyed to the target audience. It is against this premise that this study sought to make a comparative analysis of the performance of online media and traditional media as they are used in promoting tourism in KZN. However, Debasish and Murilidhar (2013: 79) argue that communication tools have merits and demerits which do not affect the effectiveness of a communication system. Hsu *et al* (2009: 42) further argue that the employment of promotional tools for communicating with

customers may not be completely efficient and effective. This raises a suggestion that no media is completely efficient and effective for the promotion of tourism, be it traditional or online media, hence the need for using both. The table (2.4) summarises the elements of the promotion mix.

Table 2.4: The Promotion Mix Elements

Promotional mix instruments			
Advertising	**Public relations**	**Sales promotion**	**Direct sales**
Commercials-printed, radio/tv broadcasted, Catalogues, magazines, Brochures, flyers,Posters, tourist maps and guides banners, internet sites, audio-video materials (CD, DVD, stick USB, Movies)	Conferences, press release, articles, shows, speeches, Seminaries Year books, sponsorships Slogans, special events, tours, lobby	Games, challenges, gifts, lotteries, various manifestations, trips, Demonstrations, samples, coupons, Loyalty cards, bundles, Free offers, discounts	Commercial presentations, business meetings, incentives, trade fairs and exhibitions, Direct marketing

Source: Neascu (2014: 120)

2.8.1 Sales promotion

According to Bujdoso *et al.* (2013: 38) sales promotion in the tourism industry is described as a set of association techniques which offer customers an enhanced incentive to buy or remain loyal to a particular organisation or brand. These techniques are used to stimulate consumer demand when applied independently or collectively. Sales promotion techniques offer incentives for impulse purchase, for example, the use of discount vouchers, competitions, coupons, gifts, and free offers. Sales promotion is used as a short-run tool intended to generate immediate increases in demand. Hsu *et al.* (2009: 44) agree that sales promotion involves short-term techniques, however, they claimed that sales promotion creates awareness, which is not well supported by other authors like Bujdoso *et al.* (2013: 39). In other short-term retailing markets, sales promotion is very powerful for

tempting customers to make unplanned purchases. It adds an extra motive to buy and encourage customers to buy non-promoted products in the process. Other organisations use sales promotion to supplement other promotional mix elements such as personal selling and advertising in order to improve their effectiveness. In the tourism sector, sales promotion can also be used to supplement other elements of the promotion mix. Given the geographic dispersion of travellers, this tool is ideally used on people during the trip and is less effective on influencing potential travellers.

2.8.2 Public relations (PR)

PR is one of the most indefinable marketing activity yet it plays an important role in the promotion of tourism. Sales support and advertising can state specifically what is to be provided but this is not the case with public relations. Loda (2014: 305) defines publicity as editorial space in broadcast or print media to promote a place, person, or product. In the tourism industry, PR is about how to keep positive the perceptions, behaviours, and attitudes of customers, to influence how they think about a tourism organisation. A tourism organisation can employ various programmes designed to promote and protect the organisation's image, for example, use of exhibitions, product or destination literature, or the issue of articles about the organisation or its products (Bujdoso *et al.* 2013: 38). Publicity is associated with higher rates on credibility, purchasing intent, mental processing, and attitude than advertising. However, this does not mean publicity uniformly out performs advertising. It is considered as a supportive element and not a primary factor in the promotion process of the organisation.

2.8.3 Personal selling

This refers to all promotional attempts through face-to-face contact between the salesperson and the person to whom the promotional message is targeted. The greatest advantage of this element of the promotional mix is that the seller can adjust the sales presentation to suit the specific needs of the customer. Hsu *et al.* (2009: 44) claim that the advantages of personal selling are based on the fact that it is two-way communication, can reduce customer resistance, and can send sale messages to customers. Tourism fairs are a typical example of an environment where personal selling can achieve great benefits.

However, given the geographical dispersion of potential and actual tourists who visit KZN, personal selling might not yield those benefits as it is seemingly impossible to personally sell to so many people scattered around the world. Personal selling is criticised for its small message coverage and can sometimes give inconsistent sales messages. The expenses involved in personal selling are very high. This makes personal selling less appealing to potential tourists because the means to access potential visitors are very limited. However, given the chance to come across a potential visitor, personal selling can prove to be of great benefit though the method is very expensive and requires more workforce.

2.8.3.1 Tourism fairs

According to Neascu (2014: 119) tourism fairs take place in the form of integrated short promotional campaigns which are intended to reach a mass of potential customers. It enables the dissemination of different promotional materials to an interested audience as well as offering an opportunity to address various participants. The complexity of this promotional strategy is conferred by mainly three aspects: the multitude of objective to be accomplished, possibility to associate a variety of promotional techniques, and the great number and diversity of participants. The centre of the various categories of the participants is the visitors. Visitors are most important as they are the potential tourists and the exhibitions are addressed to them. Visitors attend tourism fairs to get price offers, to learn about new things in the field, to find products that meet their needs, and to get informed about the offer in the market (Bujdoso *et al.* 2013: 39). However, getting people to visit the tourism fair is another daunting task. This method cannot reach to those people who fail to attend the tourism fair and the diversity of the visitors brings with it many barriers such as language. According to the report (Tourism Kwazulu-Natal 2016: 46) the Tourism Indaba held in Durban in 2016 is one of the largest tourism marketing exhibitions in Africa. In May 2016, KZN also took part in Women in Tourism, an event hosted by the Deputy Minister of Tourism. The KZN Travel Adventure Show is a domestic exhibition where the province also participated.

2.8.4 Advertising

Different authors gave different definitions of advertising and most authors underestimated the role played by individuals who also convey promotional messages to the target market. Debasish and Murilidhar (2013: 78) define advertising as any paid form of non- personal presentation of goods, services, or ideas by an identified sponsor (company or person paying for the advertisement). Hsu *et al* (2009: 43) also stress that advertising should show the name of the sponsor, be paid for, and non-personal. Karimova (2014: 2) highlights that the problem in the above definitions is the assumption that promotional messages cannot be conveyed to the target market through person-to-person contact. This is clearly conflicting with advertisements we see nowadays. According to Karimova, advertising is a way of communication where people are able to pass promotional messages on to others. This implies advertising is a continuous process where one sees the advert and relays its content to those who did not get the chance to see the advert. In agreement with Karimova, it is apparent that while relaying advertising messages to the other person, advertising is really taking place. Debasish and Murilidhar's claim that advertising must always be paid for is very wrong because not all advertisements are being paid for today. In referring to the above example, the one relaying the advert, for example on social media (who is also advertising on behalf of the company) is not getting paid for that, and neither is he/she identified or recognised. Karimova (2014: 2) sums up the limitations of Debasish and Murilidhar's definition by stating that the definition was channelled only towards voices of well-known professional organisations, agencies, respected academics, and government regulators and has totally neglected the voices of individual consumers. The definition is only interested in how the "sources" communicate and not what the audience make of it.

Still on that note, Karimova (2012: 5) gives an alternative definition which states "advertising is framing of text, text, and construction of the message by an 'observer' who ascribes promotional meaning to the message within the specific framing which is created by the 'observer' him/herself". This definition resolves the problem in Debasish and Murilidhar's definition by bringing the word observers (which would refer to the audience) and also by including that advertising is a form of text into the definition. However, though Karimova (2012: 2) claims his definition brings forward

the significant role of consumers, and not only the sponsor like in other definitions like Debasish and Murilidhar (2013: 78), his definition does not adequately emphasise that the sponsor has any significance. Frank (2005) simply says to advertise is to persuade people to buy. Even though this definition is not detailed, it gets the word 'persuade' right. Frank's definition clearly shows that the intention of advertising is to make individuals believe a phenomenon and it covers the significance of both the advertiser and the viewer. Drawing from this, advertising in this research is a communicative process aimed at promoting a product, place or service by advising, persuading, warning and convincing consumers to get a desired outcome.

Traditional media such as radio, magazines, television, newspapers, direct mail, books, transit cards (advertisements on taxes and buses) and billboards were commonly used to transmit messages to consumers, and are still used for that purpose. In addition to this, the Internet emerged as a modern advertising medium. However, some writers argue that the Internet medium is a stand-alone medium. The greatest benefit of advertising lies in its ability to reach a larger number of customers at a given time period, for example, through national television channels. This makes cost per contact relatively low in advertising than with other elements of the promotion mix. However, Loda (2014: 306) argues that the credibility of advertising has reduced in recent years because it is known to be a vested interest source and consumers very often discount the information. The total cost of advertising is generally high and this makes it more expensive.

It can be argued in this section that online advertising is not an element of the promotion mix as posed by other authors, it is just a media under advertising as the main element of the promotion mix. In another line of enquiry, online media does not fit well in the category of advertising media because there are other promotional activities such as a friend influencing another friend to visit a destination which are not covered in most definitions of advertising. Advertising should be paid for by an identified sponsor but in the case of two friends interacting online and sharing favourable travel experiences, there is no identified sponsor but promotion has indeed taken place. This study however recognises online media as one of the media under advertising as the element of the promotion mix because the literature

does not have sufficient evidence to suggest that online media is a standalone element of the promotion mix.

2.8.4.1 Advertising objectives

According to Kotler and Armstrong (2013: 451) the first step to be taken in the advertising strategy is to set the objectives. The choice of media is influenced by the objectives to be achieved. These objectives are defined as specific communication task set to be achieved with target audience in a given period. Advertising objectives are classified by their primary purpose, and they are set to inform, remind, or persuade the customers (Randal and David 2009:150). The following table (2.5) summarises the possible objectives which are also applicable in the tourism sector.

Table 2.5: Possible advertising objectives

Informative advertising	
Build brand image	Demonstrating how the product works
Introducing a new product	Suggesting new uses
Describing the product	Communicating customer value
informing customers about price discounts	Describing terms of payment
Reminder advertising	
Maintaining relationships	Keeping the brand in customers' minds
Reminding customers where to buy	Reminding the customer about the need for the product
Persuasive advertising	
Persuading the consumers to purchase	Changing customers' perceptions
creating brand preference	Convince customers to spread word-of –mouth
Make customers willing to receive sales calls	Encouraging customers to switch to your brand

Source: Kotler and Armstrong (2013: 451)

2.9 THE IMPORTANCE OF ADVERTISING IN TOURISM

According to Crisan and Birariu (2013: 30) the important task of advertising is to constantly awaken and stimulate a desire to travel. Altering an audience's perception and creating awareness of a certain place through good and consistent advertising arouses a need to travel. The tourist is likely to want to visit the area, explore its

promises, and enjoy a unique experience as has been promised in the advertisement. A good piece of advertising can easily persuade people to visit a certain region or country or to use the services of a certain resort or hotel. However, some authors doubt the importance of advertising for destinations. Marison (2013: 325) state that other people have argued that advertising a tourism destination is not much effective in bringing tourists in and that advertising budgets can be cut but nothing much will happen. However, the case of Colorado in 1993 answered them better. When Colorado stopped destination advertising by cutting its $12 million promotion to zero, its domestic market plunged by 30% within 2 years, amounting to a loss of over $1.4 billion in tourism revenue yearly. Later on the loss in tourism revenue further dropped to $2 billion annually.

An effective advertising campaign results in a positive response or action from its target market. The market should feel compelled to search or seek out information regarding travelling into the community or area being promoted, its main activities and accommodation. More desirably, a promotional campaign is effective enough to create actual sales and sustain a successful tourism industry in that region. According to Baran and Sweezy (2013: 42) the opinions pertaining to the impact of advertising to the tourists differ greatly. However, the experts reached a consensus on the influence or power of advertising to cause the customer to buy the product, although disagreements on the extent of that influence still exist. The critics of advertising agreed that advertising is sufficiently large, persistent, and can sell almost anything to the customer. The literature shows that individuals are getting influenced by advertising without being aware that they are acting under the influence of advertising (Shimp 2010: 51).

In another line of thinking Dae-Young, Yeong-Hyeon and Daniel (2005: 42) observed substantial differences in the effects of tourism advertising by media channel. In tourism advertising effectiveness research, much attention has focused mainly on the extent to which advertising campaign stimulates visits to a certain destination. More attention was given to the measurement of advertising effectiveness and less on the media used. This study therefore sought to investigate the performance of traditional media and online media for the promotion of tourism in KZN.

2.9.1 The impact of ads

Ads have the power to influence a lifestyle and to even manipulate. Many people get driven by this urge of buying everything advertised on TV. Ads can have social, cultural, and tourist impact. According to Crisan and Berariu (2013: 32) advertisements have a positive impact in the tourism industry because they stimulate demand for products and services, thus improving the economy through promoting the sale of commodities. They have the power to promote and make known some of the isolated and most secluded areas which would otherwise have been never seen by the human eye. Advertising ads stimulates the development of new products and this leads to increased and fiercer competition. Many tour operators believe that stiff competition leads to reduced prices which both service providers and consumers can take advantage of. However, others believe that advertising is wasteful. They argue that most advertising only encourages potential consumers to buy one brand and leave the other, not having necessarily made the best choice. In light of this view, advertising does not increase overall sales, it simply shifts sales from one company to the other.

According to Crisan and Berariu (2013: 32) ads are manipulative. Advertising continues to encourage people to buy the products no matter useful or not. They also promote a materialistic way of living by making people believe that visiting certain exotic places, staying in luxurious or most exclusive resorts, or purchasing certain goods is the way to achieve happiness. Advertising ads can also affect cultural values. Some ads encourage aggressive individualism that clashes with the country's traditional cultural values. However, many advertising campaigns have a universal appeal, override cultural differences and have a positive contribution to culture, making them popular. In contrast to this discussion, Clow and Baack (2010: 166) put forward a strong argument that the change in the world of advertising is more rapid and dramatic than any other marketing element, and as a result, the effectiveness of advertising is now questionable. According Kotler (2008: 271) the question for most organisations is not whether advertising is effective or not, but on how to communicate with the target market. The proliferation of media in recent years has also led to the question of 'which media to use, how and when?'

The ongoing discussion reveals that the effectiveness of advertising ads in bringing about trade is not questionable. Advertising really works and can cause people to visit a tourist destination or buy certain products. Advertising ads have the power to promote some of the isolated and most secluded destinations which one would never knew of had there been no advertising to create that much needed awareness. Advertising indeed works for the promotion of tourism as supported by other researches, but what simply needs to be revealed is the effectiveness of the media used, given the constantly changing developments in the tourism market and the technological environment.

2.10 HOW ADVERTISING WORKS

According to Koekemoer (2014: 68) advertising works by changing the behaviour of the people. It turns people's minds and influences them to do something. The tourism sector is doing this by influencing people to visit their destinations, which they might not have visited had they were not exposed to an advertising message about that destination. Some people do not know why they bought something they are currently in possession of and that signifies the power of advertising to influence behaviour.

Figure 2.5: influence of advertising
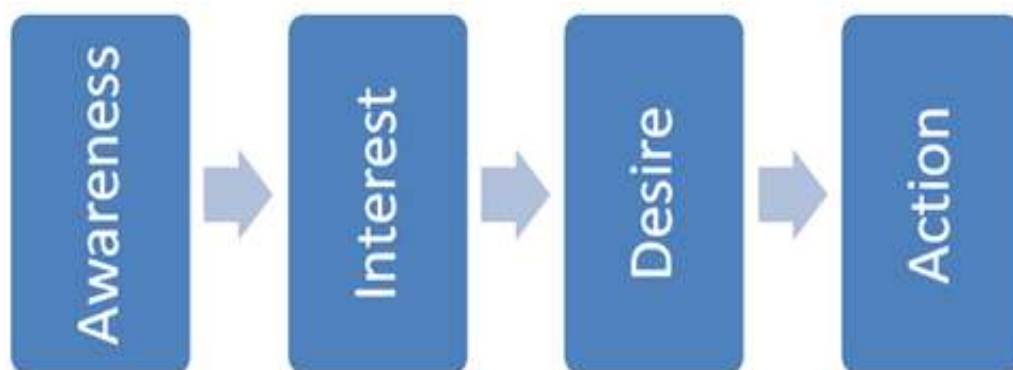
Source: Koekemoer (2014:68)

According to Koekemoer (2014:68), advertising works through four stages which start by creating awareness of the destination, followed by creating an interest and desire to visit the destination, and lastly leading into action, the trip. Advertising is

not complete and successful until the target audience take some form of action, for example visiting KwaZulu-Natal (Fill 2011: 49). Although advertising is undertaken to inform the customers, build image, and create preference, the main intention is to lead to patronage by the target segment. The fact that advertising is starting with customers who are unaware of the product and ends by those customers taking action can prove that it has a great influence of moving the customers through all those stages, and cause them to undertake the desired action (Jiang and Wei 2012: 598).

2.10.1 The strong and the weak theories of advertising

Egan (2007: 198) highlights that there are basically two polarised views about advertising. The first one is called the strong theory and the second one is called the weak theory of advertising.

2.10.1.1 The strong theory of advertising

The strong theory assumes that advertising is only capable of effecting a certain degree of change in attitudes, knowledge, behaviour, or beliefs of the target audience. It holds that advertising can persuade a customer to buy a product or service that he or she has never purchased before, and long run purchases can be created from there (Cheng, Joshi, Ruju and Zhang 2009: 1). Under this theory, advertising can cause sales of a brand to increase by moving customers through the stages of Awareness, Interest, Desire, and Action as shown above (Altstiel and Grow 2010: 133). According to this theory, advertising can influence people to travel to a destination which they were not aware of prior to receiving the advertising message.

2.10.1.2 The weak theory of advertising

The weak theory argues that the strong theory does not reflect the real world, and the brand purchase pattern of consumers is driven by habit more than by advertising exposure. It suggests that people can travel to places out of habit or other reasons not associated with the effectiveness of advertising. In addition to this Brantu (2009: 95) claim that advertising is only capable of improving the people's awareness and knowledge, and not causing them to take a certain action like embarking on a trip.

Figure 2.6: The weak theory of advertising
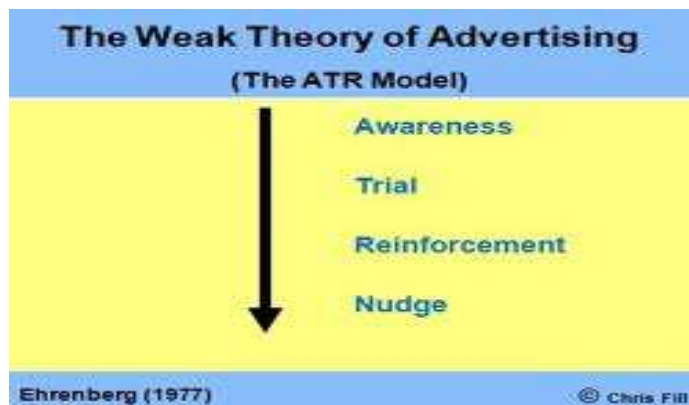
Source: Egan (2007: 199)

According to the weak theory, advertising can induce a trial but its major role is to nudge and remind the target market of sales instead of influencing them into purchase as shown in Figure 2.6. In contrast to the strong theory, the weak theory says that the consumers are selective in determining the advertisement to be exposed to and only perceive the ads that promote the products which they have a prior knowledge about or have used before. It argued that advertising is not influential to the extent of converting people who have strong beliefs that are contrary to those portrayed in the ad (Cheng *et al.* 2009: 3). Basing on the weak theory of advertising, a tourism destination should not account all visitors to its destination to be the result of its promotional efforts. However, tourism attracts people from all over the world and people need to be guided throughout travel stages and one way to do this is through advertising. This makes advertising of paramount importance in the tourism sector even under the weak theory.

According to Shimp (2010: 282) the influence of advertising can be investigated by looking at two variables which are the measure of media effectiveness and the measure of message effectiveness. This academic work is limited to investigating the media effectiveness variable. The focus is on media effectiveness because Shimp (2010: 319) state that the advertising message can only be influential if placed in the vehicle and media that best reach the target market at a reasonable budget. Other authors argue that advertising creative can never move until they deal with a media strategist. Media specialists must be involved in determining the right advertisements that can efficiently and effectively communicate the right destination

concepts to the targeted market or audience (Randal and David 2014: 147). The advertising practitioners agree that the major consideration in selecting the right advertising media is the ability of that media to effectively reach that specific audience. More emphasis than ever is being placed on media, especially in recent years when developments in the market are more rapid and dramatic than ever.

Shimp (2010: 288) suggests that measurement is the basic step that leads to control and improvement. He adds that if one cannot measure something, he or she can never understand it, if one cannot understand something, he or she cannot control it and lastly, if one cannot control something, he or she cannot improve it. The point which he was putting across is that advertising research is important in order to measure the effects of that advertising so that improvements can be made on a continual basis (Jalbert 2009: 101). No matter how difficult it is to measure advertising effectiveness, there has to be a way to measure it in order to create room for control and improvements. This study sought to measure the media variable of the advertising effort.

2.11 ADVERTISING MEDIA

According to Dae-Young *et al.* (2005: 43) one of the critical issues in advertising is media choice. This became even more critical in recent years where there is a proliferation of media outlets. The media and advertising are natural partners. They both seek to spread promotional messages to a broad audience. Nielsen (2001: 24) defines a medium as the means of information change between parties or simply a channel of communication. Different advertising media channels are known to have their own different strength and weaknesses in conveying different types of advertising messages. Owing to these differences, advertisements conveyed by different media aim to address different cognitive processes and effectiveness, and therefore different psychological effect dimensions such as awareness, top-of-mind awareness (TOM), and intention to purchase. It is believed that specific media like television are likely to be more effective in promoting a certain response, for example requesting travel information, but less effective in promoting other responses, for example TOM. More specifically, television medium is anticipated to be more influential in stimulating responses such as awareness and TOM in the sense that it

delivers quick messages that reinforce positive image. In contrast, print media are expected to be more influential in persuading potential tourists to request information about the destination and online media is anticipated to be more effective in providing the requested information, thereby allowing comparison with alternative destinations (Dae-Young 2005: 45).

Randal and David (2014: 147) state that the roles of media in advertising are and were to achieve a certain coverage, create awareness, and lead to a specific preference or stated intention to buy. Postma (1999: 53) argues that the developments in the media landscape are always some steps ahead of what is written. A book is not the best medium for expressing the revolution taking place in the media because the precise state of media developments at the time of reading that book cannot be determined in advance. It is very critical for tourism marketing organisations to understand the relative impact of different advertising media channels in order to make better strategic decisions regarding channel selection and advertisement development (Dae-Young 2005: 44). It is against this background that this study aims to contribute to tourism advertising effectiveness research by making a comparative analysis of the performance of traditional advertising media and online media for the promotion of tourism business activities.

According to Postma (1999: 53) the word medium is used differently in different professions. For the purpose of this study, media are the marketing information carriers such as newspapers, radio, television, brochures, magazines and the Internet. Media are about information transfer without personal intervention. One marketing guru, Marshall McLuhan, who lived until the 1980s, said, "the medium is the message." Postma (1999: 54) supports this by stating that the medium that is used to convey the message does certainly play a part in how the message is perceived. It can hardly be claimed to be only a question of the medium, independent of the content. The content is indeed of decisive importance in the comprehension of a specific message. However, *certeris paribus* (holding other things constantly) this study only focuses on the role of the media.

Dae Young 2005: 44) distinguished media channels between broadcast media such as radio and television and print media such as magazines and newspapers.

Broadcast media are emotionally involving and low involvement channels, whereas print media are rationally involving and high involvement channels. This study distinguished media channels between traditional media such as television, radio and print media, and online media (Internet). The choice of media is a very complicated decision to be made by advertising practitioners because a variety of decisions has to be made prior to choosing the medium. The advertising planners must also pick the right vehicles within the chosen medium and allocate wisely the available budget to the available alternatives (Martin 2013: 139).

2.11.1 Media objectives

According to Kotler and Armstrong (2013: 461) advertising practitioners have come up with six terms which can briefly explain the objectives to be accomplished when determining the media strategy.

These are:

- **Reach**

  Reaching the target audience effectively and efficiently is the most important objective when selecting a media. It deals with the ability of that media to make the ad heard or seen. Reach represents the percentage of all the customers who were able to hear or see the ad (Smith and Zook 2011: 171).

- **Frequency**

  This is the measure of the number of times the target audience get exposed to the media vehicles that carry the brand message.

- **Weight**

  This refers to the amount of advertising volumes required to accomplish the advertising objectives. Different metrics are available for use in determining the weight of the advertising schedule over a given time period.

- **Continuity**

  This is the measure of how advertising is allocated during the advertising campaign period. Advertisers can choose from pulsing, continuous, or

flighting schedules. Heavily concentrated exposures may suffer from excessive exposures.

- **Recency**

This is also called the shelve-space model. It is based on the idea that customer's first exposure to the ad for the brand is most powerful and advertisement's primary role is to influence brand choice.

- **Cost**

Advertising budget must be allocated in a cost-efficient manner in order to satisfy the set objectives. Cost must be minimised in as much as possible whilst efforts to accomplish the objectives are being taken when choosing the appropriate medium (Cheng *et al.* 2009: 2). Media planners must consider the impact of each medium, cost, and message effectiveness. Kotler and Armstrong (2013: 462) supplement that the influence of advertising in the promotion is heavily influenced by the choice of media. Every media has its own advantages and disadvantages which has to be taken into consideration when choosing a media to use.

2.11.2 The medium impact

According to Zhang and Peng (2015: 453) there are characteristics a medium must possess in order to bring about a transaction. To be effective, a medium must be able to confront the people and have an opportunity to confront them. We need to understand the characteristics of a medium that makes it more effective in bringing about trade. This author suggested three different dimensions that can be used to determine the potential impact of a media:

- The extent to which the medium is interactive,
- How personal the media is, and
- Which senses does it stimulate and to what extent

2.11.2.1 How interactive

Interaction simply implies mutual responses. It is a very essential part of human communication: One says something, the other one reacts, the first adapts to the

reaction, and so on. Marketers need to easily contact their customers to inform them of new products (Goyal and Sharma 2013: 45).To fulfil the interactive function, the medium must provide some way to react, which in turn leads the other end to act, and so on. Balteanu and Marcu (2015: 46) add that with online media, organisations can interact easily with customers than with traditional media. The following components of interactivity needs to be distinguished:

- Speed of reaction (immediate versus by mail)
- How up to date the information is ("the information was relevant when it was printed," versus "the information is correct as you hear, read or see it now")
- The content of that reaction (detailed order with payment versus yes or no).

Interactivity depends on the flexibility and speed of information exchange, the content of the reaction, and whether the information is up to date. These are important criteria of estimating the potential impact of a medium in the marketing process and determining the significance of a medium in the commercial process.

2.11.2.2 How personal?

Cristea (2015: 50) states that medium impact can also vary considerably depending on the degree to which it can be tailored to its target market. How personal the medium is depends just as much on the way it is tailored to its audience as on the message content. "To Mr Madondo" is surely more appealing than "To the residents of Durban." The name of an individual person does not necessarily have to be mentioned to make the medium more personal. "To our tourists in Durban" and "Dear nature lover" does have a considerable impact because it relates the sender personally to the reader. Message content should also vary from impersonal to personal. Some information can be solely of interest if it is addressed to an individual. However, a "supercheap offer" does not need to be "Just for you, Mr Madondo." It can be addressed to everybody and printed as bulk

2.11.2.3 Which senses are getting stimulated?

According to Postma (1999: 74) how the barrage of stimuli that reach the senses can be turned to digital information has an impact on the influence of a medium and its

commercial function. A customer can feel, hear, taste and smell the product in a shop and the sales person can as well exert influence on the customer by action or word. The stimuli created by online media mimic this environment. He further state that the human nervous system desires colour video pictures with sound more than anything. The extent to which a medium can stimulate all or more human senses has a direct bearing on the influence of that medium.

2.12 CONCLUSION

This chapter provided important insights on the nature of tourism in KZN and how it is promoted. Tourism in KwaZulu-Natal was and is still reported to be a major contributor to the economic welfare of the province and the country at large. As indicated by Cooper (2012: 266), one of the strategic thrust of Tourism KwaZulu-Natal is to drive the marketing of the province as Africa's leading tourism destination. The chapter shows that tourism is a type of service to which the marketing mix can be applied and promotion is the most visible element. Promotion activities can influence the behaviour in the target market. Among the promotion mix, advertising forms a very important channel to communicate with actual and potential tourists. The individual, given that no budget constraints, is most likely to want to visit the destination to enjoy the unique experiences as has been promised in the advertisement.

Blaga (2013: 31) highlights that the choice of the media (means) by which the information is conveyed to the target market also determines the effectiveness of a communication system. Against this background this study sought to contribute to tourism advertising effectiveness research by making a comparative analysis of traditional media and online media. The next chapter will examine the state of traditional media and its performance in this digital era. Efforts will be made to show how traditional media is surviving in this environment and in what way is it effective.

CHAPTER THREE

TRADITIONAL ADVERTISING MEDIA

3.1 INTRODUCTION

The chapter outlines the various traditional media outlets available in advertising, namely radio, television and print. The performance of each medium in promoting tourism in KZN in this digital era is examined. The discussion starts with evaluating the radio medium, followed by the television and then lastly the print medium. The overall effectiveness of traditional media in promoting tourism in Kwazulu-Natal is then examined. The chapter then concludes with describing media competition theories, which are the theories associated with this particular study.

3.2 TRADITIONAL ADVERTISING MEDIA

According to Huang (2012: 9524) companies in the past relied on traditional media such as newspapers, television, billboards, radio, and magazine to market their services and products. Because the information transmission mode of these media is different from that of the Internet, they are referred to as traditional media. These media outlets were not used only in the past, they are still useful in this digital era. To support this, Tourism Kwazulu-Natal (2016: 48) indicates that the province is still making sound use of radio and print media to market the province to both domestic and international markets. According to Lamb, Hair, McDaniel, Boshoff and Terblanche (2008: 328) there are 120 radio stations, 1300 magazine titles and 74 television (TV) channels in South Africa. Each media has its own merits and demerits. These authors say that, in 2006, South African organisations spent more than R20 billion in advertising, of which 39.9% was spent on print media, 13.2% on radio, 38.3% on TV, 5.1% on outdoor advertising, and a smaller amount on Internet advertising and direct mail. However, the advancement of network technologies and internet penetration have prompted marketers in recent years to also use online advertising to enhance their product sales and attract more customers. Zentner (2012: 913) indicates that the increases in Internet penetration are negatively correlated with changes in expenditures on advertising on magazines, newspapers, and television. Lamb *et al.* (2008: 329) state that the Internet emerged to offer

marketers' innovative ways to avoid add clutter and reach their target audience. Although traditional advertising media shows to be declining, other studies show that such advertising is not conflicting with promotional efforts in other media such as online media. Huang (2012: 9525) claim that the two are complimentary and the important issue is the allocation of budgets. Jacobs (2012: 1) laments that he is tired of hearing that magazines and newspapers are folding, television is tired, radio is worn out, and print is dead, but still seeing how these media are massively used in the market.

These are some of the general perceptions about traditional media. On the other hand, what is the guarantee that online media will stay forever. At least traditional media has been around for long and has been tried and tested by the test of time. Despite all the negative comments about traditional media, Jacobs observed that the same media outlets are used to a great extent in today's marketing environment by both consumers and marketers. The following discussion will examine the position of radio, television and print media in the advertising industry respectively.

3.2.1 Radio advertising in South Africa

According to BP Advertising (2012: 1) radio is one of the most trusted media by consumers in the world of mass communication today and has been around for over a century. It is a captive media that is used to inform and communicate in an interactive and engaging manner. Radio advertising can target audience geographically or demographically so it can reach the customers when and where it is relevant. Hsu and Yang (2007: 158) also highlight that radio is selective in reaching audiences homogeneous in lifestyles or demographics. This is supported by Nielsen (2001: 31) who describes radio as an intimate and selective medium. It was and is still an accessible medium. Both community and commercial radio stations are a very powerful medium and are chosen by the customers to match their personalities. BP Advertising (2012: 2) adds that broadcasting on the right station and with the right message, radio advertising is an essential compliment to any marketing mix and is a great introduction to above-the-line advertising. In-house recording studios allow the recording of voice overs, customising jingles, and production of adverts that grab the attention of the audience.

According to Stuart and Chotia (2012: 109) radio still remains an important medium in South Africa and it reaches over 88% of both rural and urban population of 15 years and older in a typical week. There are over 10 million households with radios in South Africa and many more listeners. Radio usage remains high despite competition from Internet radio and digital music. It has a higher penetration than newspapers, television and the Internet. Broadcast radio advertising is still by far the dominant segment of the radio market and is expected to continue to be so for the forecast period. In 2011, it account for 88% of total radio spending. Advertising revenues from radio increased by 7.4% in 2011, lower than the 13.3% recorded in 2010, which was boosted by 2010 FIFA World Cup. It was projected that radio advertising will increase on a compound annual rate by 7.1%, from R3.2 billion in 2011 to R4.6 billion in 2016. This means radio advertising is still vibrant in this digital age. To support this, the report (KwaZulu-Natal Tourism 2016: 48) says that promotional efforts through radio stations such as Jozi FM and East Coast radio significantly improved the awareness of KZN as an attractive destination, sometimes evidenced by immediate sale of holiday packages to the province. To reach the international market segment, Tourism KwaZulu-Natal has put in place strategic Joint Marketing Agreements with international like-minded bodies. The report adds that these agreements afford TKZN a highly cost-effective mechanism of extending its marketing reach across the world using the traditional media platforms such as radio.

Broadcasters are streaming their programmes online to expand their listening audiences. Streaming allows consumers to listen to their favourite programmes on their smartphones, tablets or computers wherever they are and even when they are travelling (Stuart and Chotia 2012: 109). Broadcasters are also using apps to allow their audiences to listen to their programming while on the go. Broadcasters such as 5*FM* and *Jacaranda 94.2* have their own apps and a group app such as tsf Radio South Africa can be used to access other stations. Programmes are broadcasted in all 11 official languages of the country, as well as in Hindi, German, Greek, Portuguese and Xu and Khwe (a San Bushman language). KZN has 20% of radio listenership in SA, making it a leading province in terms of radio listenership. Gauteng comes next with 19%, followed by Eastern Cape and Limpopo at 13%

each. English language radio programming accounted for 41.1% of all listening in 2011, making it the most popular in SA, followed by Zulu and Afrikaans at 13.5% and 9.3% respectively (Stuart and Chotia 2012: 112). In support of the use of radio advertising in promoting tourism, TKZN, concurrently with East Coast radio, took part in KZN Travel and Adventure Show in July 2016. TKZN set out to showcase a huge range of travel opportunities and the host of activities available to tourists in KZN (Tourism KwaZulu-Natal 2016: 49).TKZN also partnered with East Coast radio in supporting the popular Connecting Africa initiative which also involved a number of African radio stations from different African countries in 2016. Radio stations such as East Coast radio are used to promote various events taking place in KZN.

Figure 3.1 Radio advertising

Source: TKZN (2016: 1)

According to Hsu and Yang (2007: 159) radio provides a frequency and reach that is unmatched by any other medium and is an important part of any advertising budget. It provides an effective means to reach demographically and geographically targeted audience since different radio stations cater for specific audiences. Radio adverts can be produced with short lead times and relatively cheaper, which provide maximum flexibility to advertisers. Nielsen (2001: 31) adds that radio is relatively inexpensive to produce, very flexible, and transmissions can be altered on a very short notice. His main criticism for radio was that there are tight time restrictions as to the length of the message, no means of referring back to the message and lack of visual appeal. This makes the radio less competitive when compared to other media. The use of social media platforms, as well as the use of radio personalities at advertising events, allows for effective integrated advertising campaigns (Stuart and

Chotia 2012: 115). However, the South African Advertising Research Foundation (SAARF) issued the Radio Audience Measurement Survey (RAMS) which states that time spent on listening to the radio declined by nine minutes on a daily basis from 2011.

The foregoing observation reveals that radio as a media has the highest penetration in SA which is even higher than the Internet and television. It is effective in reaching both rural and urban populations and is highly selective. Radio has a wider reach nationally and can be used to convey tourism promotional messages. There is evidence that it is extensively used in promoting tourism in KZN in both the domestic and international markets. Its main limitation is that it lacks visual displays (images) which are influential in promoting tourism. This discussion shows that radio advertising can be used to promote the province beyond the borders of South Africa. In confirmation of this, the report (Tourism KwaZulu-Natal 2016: 50) states that radio is used to extensively create awareness in international markets. KZN participated in the Connecting Africa annual initiative in 2016 where media role-players from foreign radio stations such as Mozambique, Ethipia and Zambia and other countries crossed live to their respective radio stations in their countries daily during the hosting activation.

3.2.1.1 Internet radio

According to Stuart and Chotia (2012: 116) many popular stations in SA are streaming simulcasts of their programming online, thereby allowing listening throughout the country and the world. Internet radio is similar to traditional radio in that it involves the streaming of audio that cannot be replayed or paused. This is in contrast to podcasting which allows contented to be downloaded. New technology allows Internet radio to reach more people and become more portable. Wi-Fi radios will allow access to Internet radio to those who are unwilling to pay for satellite radio but want more than the limited selection on terrestrial radio. The South African radio community embraced the Internet. The streaming of radio programmes on the Internet by Internet only broadcasters and traditional broadcasters is on the rise. By streaming radio programmes online, station operators widened their reach beyond their signal area and this increases their potential to sell to national advertisers.

The number of individuals listening to Internet radio is increasing dramatically in SA as people listen to the radio on their mobile devices and computers. A number of apps that enable consumers with smartphones like Androids, Blackberrys and iPhones to listen to Internet radio on their handsets are available. The constant listenership levels that exist alongside the expansion of the Internet revolution effectively dispel the myth that Internet age will bring about the demise of radio (Stuart and Chotia 2012: 117). Indeed, the Internet can be seen as a well suited compliment to radio, rather than a threat. As a fact, radio stations are utilising this digital world to foster good relationships with their audiences. Most stations now use social networks such as Facebook and Twitter as communication platforms. Radio advertising is expected to maintain above-average growth rates due to increase in the number of stations. It is now possible to develop Internet-only-niche stations, thereby the advertising potential of radio increases. However, little is being reported on purely Internet-based radio stations and this may limit their advertising potential (Stuart and Chotia 2012: 121).

Internet radio can be argued to be neither a traditional media nor an online media because it's a combination of both traditional media and online media. Doney (2015: 187) explained another category of advertising media which is called ambient advertising. He suggests that ambient advertising started in the 1990s and is often used in combination with online and traditional advertising. When an advert is placed in the internet radio medium, it can be classified as ambient advertising. He claims that ambient media advertising can create a memorable and unique experience and interact with the audience. Moreover, Internet radio gives some evidence that the invention of the Internet did not threaten the survival of the traditional radio medium and the radio medium is reported to be improving in this digital age. Internet radio has the advantage that it is not limited by border controls and thus people outside the country can be reached. However, given the high data cost and poor Internet connectivity in SA, the potential of Internet radio is hampered.

3.2.2 Television advertising

Loda (2014: 305) state that television is acknowledged to be the most powerful advertising medium and it reaches a broad spectrum of present and prospective

customers. Hsu *et al.* (2009: 44) also declare that television is a very powerful tool for commanding the attention of customers through sound and images and is the ideal medium when the company wants to build its brand name or disseminate new product information. Jayanthi (2015: 47) claim that different types of media are being employed in the present world of advertising, of which the most popular one is television. Nielsen (2001: 125) declares that TV plays a very crucial role in the tourism information process. In contradiction, Howison, Finger, and Hauschka (2014: 296) declare that the Internet is increasingly becoming a popular medium in the promotion industry today. Television advertising can claim popularity over other traditional media outlets such as magazines, newspapers, and radio because it offers a scientific synchronisation of features of sight, sound, immediacy and motion. It reaches a large number of audiences in a single exposure. Television is an excellent media with a very large coverage but its high cost often excludes many DMOs from using it (Hartl 2002: 70).

Figure 3.2 Television advertising images

Source: TKZN (2016: 1)

The figure (3.2) above shows television advertising images used for promoting KwaZulu-Natal tourism. It shows the iconic Moses Mabida stadium and wildlife in attractive visual displays. BP Advertising (2012: 1) further claim that television is a high impact medium. It gives the advertising campaign mass coverage, immediacy, reach, and flexibility. Television advertising provides the opportunity to tell everyone in South Africa about the product, destination, or service and has the ability to demonstrate the benefits of the product. This is supported by Nielsen (2001: 33) who indicates that the television can demonstrate a scene or product in use or motion, is

a strong means of identification, and has a huge audience worldwide. It is a commonly used advertising medium due to its popularity and ability to convey information to audiences of all ages (Hsu and Yang 2007: 158). Jayanthi (2015: 47) does not support this assertion, he says television lacks the ability of delivering advertising messages to highly targeted consumers compared to other media outlets.

According to Dae-Young *et al.* (2005: 45) television is a low personal involvement channel because the rate of viewing and understanding is controlled by the viewer. Generally, television is a none-selective medium that reaches a mass audience, offers sound, sight, colour and motion, and can intrusively force itself onto the viewers. Interactive TV provides on-demand access that allows "personal casting" and this can resolve the issue of viewer selectivity. Television advertising is aimed at maintaining familiarity with a brand and reinforcing positive experiences, while print media are most likely to lead to a favourable behavioural response. It is logical to assume that television medium is more effective for quick messages, whereas print media are more effective in persuading consumers when there is a need to carefully compare brand alternatives (Hsu and Yang 2007: 158). However, the report (Tourism Kwazulu-Natal 2016: 49) shows that TV is not commonly used in promoting tourism as other media like print and radio.

Zentner (2012: 913) indicates that advertising expenditures on television and radio do not show consistent trends, and expenditures on online media advertising have grown rapidly over the past decade, from a very low level in 1998. The rise in the use of the Internet affected advertising expenditures across media, however, the extent of the effect to each medium is still uncertain. In a shocking contradiction to this, Jayanthi (2015: 48) notices that the effectiveness of television advertising is stable or even improving because practitioners are getting better at making decisions of when to use TV in light of a growing number of available media. This continued effectiveness is also due to television's adaptability to current trends such as interactive TV.

Jayanthi (2015: 49) acknowledged that despite the continued effectiveness of TV advertising in this digital age, several critics are put forth against TV:

- Disturbance

  TV advertisements disturb the viewers when watching other programmes on television. Viewers may get irritated with that disturbance.

- Not understandable

  Some television advertisements are not understandable by the viewers immediately. The viewers who see the ad once may not understand the information conveyed by the advert.

- Do not convey enough about a product

  The ads are usually too short. The information given is very limited and usually insufficient to prompt a purchase decision.

- Exaggeration

  Advertisements on TV exaggerate the real fact to customers. Advertisers aim to make profits through pushing their dead stocks. They may use false statistics, exaggerated ideas, false claims, false comparisons, tempered statements, and misrepresented opinions (Jayanthi 2015: 48).

- Annoying advertisements

  Most of TV viewers avoid television advertisements. They are annoyed by those advertisements so they get irritated. They tend to change channel during the time of an advertisement or they go to do some other work.

- Increasing product cost

  Manufacturers spend a lot of money on TV advertisements and end up increasing prices for their products. Others argue that TV advertisements are an unproductive expenditure which causes prices to increase and the ultimate sufferers are the customers (Jayanthi 2015: 49).

- Force to buy unnecessary items

  TV advertisements induce people to buy harmful products such as cigarettes which will affect their health. It stimulates people to go in for items which they cannot afford.

- Wasting time

  The programme time is further lengthened as a result of the intervention of the ad. Television viewers end up spending larger time to watch a programme of their choice.

- Awkward advertisement

TV advertisements contain exciting emotions, outraging sentiments, nude poses of fair sex, and vulgar statements. All these are given undue value. Some ads are full of vulgar, cupidity, sex appeal, stupid and silly in that they appeal to shame. These affect the morale of the younger generation, are offensive to public decency, and damage the ethical aims of a community.

- Confusing in choosing the best product
  Many products with similar features are advertised in TV. Every ad claims its product to be the best. Viewers end up getting confused in choosing the best product to purchase (Jayanthi 2015: 47).

From this ongoing discussion, it is shown that television's advertising potential is still significant though it was to some extent affected by the Internet. TV has been adapting to current trends and practitioners are getting better in their choice of when to use TV. Television is still influential in the domestic market but that is not enough because tourism is a global business. A destination such as KZN attracts its customers from all over the world and television is less effective in reaching international markets. However it appears that TV is not commonly used in promoting tourism in KZN and has suffered several criticisms including reduced credibility.

3.2.3 Print Media

Print media advertising pervades our daily lives. The images of tourism or event advertising come to us in newspapers, sides of buses, posters stapled on telephone poles, magazines, on road signs, and on huge billboards along the highways Hoyle (2002: 45). According to Nielsen (2001: 30) the term 'print media' is taken generally to mean magazines, newspapers, journals, brochures, newsletters and, to a lesser degree, direct mail. Doney (2015: 164) states that the different types of print media used for promotion and advertising ranges from billboards, posters, catalogues, brochures, pamphlets and flyers, direct mail, newspapers, magazines, bags, shirts, pens and other types of media. Print media originated in Britain in 1476 with the invention of letterpree technique. It was then followed by the first newspapers in the early 1620s. Print media enable the reader to set the pace, and thus they provide the opportunity of dwelling on points of interest and making connections (Dae-Young

2005: 44). As a result, print media arguably provide a comfortable learning environment where information can easily be integrated and absorbed. For example, magazines are self-interest medium for readers and offer good colour and high quality reproduction. The Forbes Magazine is an example of a magazine used by Durban Tourism to promote the City to Africa.

Moreover, the magazine has a longer life than most media. As a result, the persuasive messages conveyed by print media are likely to lead to a long-lasting behaviour and attitude change (Lamb *et al* 2008: 329). However, Postma (1999: 73) lament that by its nature, print medium has a very low level of interactivity. The information (goods offered, holiday packages, prices) is not necessarily up to date. To prove that the information in print media is not necessarily up to date, Durban Tourism (2017: 2) states that on most of its brochures such as the Durban Fun Season:

"While considerable effort was made to ensure the correctness of the information in this publication at the time of going to print, Durban Tourism will not accept any liability arising from the reliance on the information contained herein. You are advised to verify all information by service providers themselves."

The above statement undermines the credibility of the print medium as a reliable source of up to date information. The publisher of that information, Durban Tourism, advises members of the public to verify that information which in way may be a source of inconvenience to other travellers. Though print media may seem unsensational in this new marketing era, Postma (1999: 77) advocates that it has one important characteristic not necessarily available with electronic media, *it induces action, even if the action is just to throw the paper away.* A mail delivered to one's door has to be picked up no matter what. The person is forced to confront the envelope. One research by the Dutch post office revealed that mailing has a considerable recall value. Individuals may complain and throw the junk away, but the trick is they all want to know what they are tossing.

3.2.3.1 Tourism Brochures

According to Brito and Pratas (2015: 123) brochures are ubiquitous and versatile tourism advertising medium. They are a distinctive advertising medium in the tourism industry. Brochures have multifunctional purposes and are oriented to conveying and persuading a general interest focus on specific market segments. The common trait shared by all brochures is to be a practical tool used to help tourists answer place-specific questions such as how to get to a place, what to see, and why. Well-designed brochures are eye appealing to the potential reader and this increases the likelihood of an individual taking them from a rack and getting effectively influenced by the messages it conveys. The visual elements contained in a brochure are more powerful in conveying imagery that represents the tourist attractions in that specific destination (Andsager and Drzewiecka 2002: 402).

According to Tourism KwaZulu-Natal (2016: 1) brochures in KZN are available at the disposal of the traveller free of charge, on one-person-one-sample basis. These are available at information offices at Ushaka Marine World - Durban, V&A Waterfront – Cape Town, Mount Currie – Kokstad, O. R. Tambo International Airport – Johannesburg, King Shaka International Airport and Montrose – Durban. The brochures are printed in limited stock and are therefore not meant for mass distribution or bulk supply. They are ideally to be distributed mainly at trade workshops and at trade shows both internationally and nationally. Stock of these brochures is also distributed at SA Tourism offices , trade representatives abroad, South African Embassies, publicity associations, provincial tourism agents, and tour operators (Tourism Kwazulu-Natal 2016: 2). The following is a list of brochures currently used to market KZN Tourism and the list is accompanied by pictorial illustrations of the type of the brochure being explained.

- Travel and Tour Guide
  This is an official tourism guide for the Zulu Kingdom and it comprehensively cover all regions within the province, uniqueness of each destination, and it highlights the main attractions. Annually, 30 000 copies are produced.

Figure 3.3: Travel and Tour Guide brochure
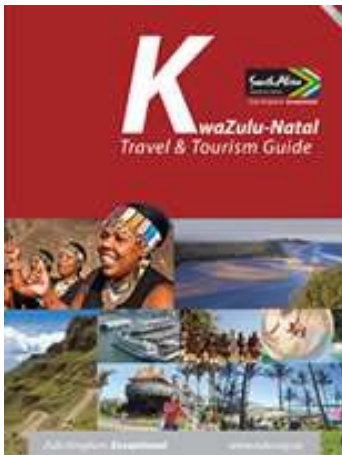
Source: Tourism KwaZulu-Natal (2016: 3).

- Provincial Tourist Map

  It's a KZN map which includes useful tourism-related contact details, private enterprise advertising, and information on the province. It has 80 000 A1folded copies produced annually.

Figure 3.4 Provincial Tourism Map brochure
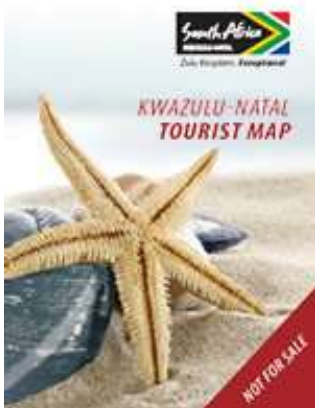
Source: Tourism KwaZulu-Natal (2016: 4).

- Accommodation Guide

  This brochure covers specific accommodation categories and it provides a brief introduction of each of the eight destinations/regions within the Zulu Kingdom. The guide is aimed at the tourist and 10 000 copies are produced each year.

Figure 3.5 Accommodation Guide brochure
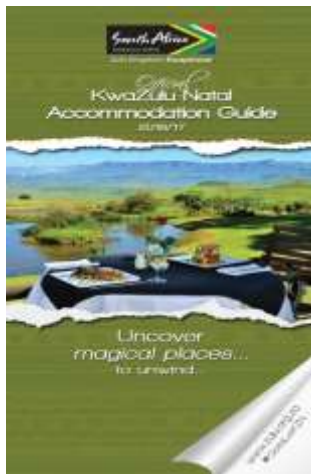
Source: Tourism KwaZulu-Natal (2016: 5).

- How to brochure

  This one is useful to people who want to start a tourism related business in KZN.

Figure 3.6 How to brochure

Source: Tourism KwaZulu-Natal (2016: 6).

- Statistics of our tourism industry brochure

This brochure provides the main statistics of African, global, KZN, South African, and regional tourism industry. Only 5 000 copies are distributed annually.

Figure 3.7 Statistics of our tourism industry brochure
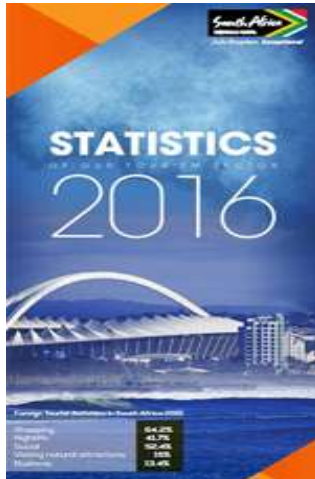
Source: Tourism KwaZulu-Natal (2016: 7).

- WWW

  The What, Where, and When brochure (WWW) is in the format of a magazine and is produced to promote the core events in the KZN tourism regions.

Figure 3.8 WWW brochure

Source: Tourism KwaZulu-Natal (2016: 8).

- Your Wedding Planner

  It provides essential guide for meeting all the bride needs. It showcases and promotes the professional wedding services offered in the province and idyllic wedding venues.

Figure 3.9 Your Wedding Planner brochure

Source: Tourism KwaZulu-Natal (2016: 9).

Brochures are easily accessible and available because their standardised distribution and size mode makes it more convenient for potential tourists or actual tourists to purposefully take them from a rack in hotels, tourism offices, tourist destinations and restaurants. However the distribution of these brochures is not so intensive and can hardly reach people with promotional messages at their homes or work places. Only potential or actual tourists who have made a deliberate effort to visit a tourism office can have access to brochures purposefully placed in a rack for passerby. However, the Internet now allows the content of the traditional brochure to be accessed widely and at anytime. Andsager and Drzewiecka (2002: 401) state that brochures are considered as the single most important medium for advertising in the tourism industry. They are widely used and cost-effective instruments in tourism communication. Brochures and pamphlets were rated the most important source of information and they obtained the highest rating preference of both domestic and international tourists.

Contemporary studies however stress the presence and influence of online advertising. In response to this, Brito and Pratas (2015: 124) argue that, at the most

basic level, only the distribution or delivery mode has changed since the content format of an online brochure or online print-ad is the same as the traditional print medium. When one downloads and print a file, we all have the same traditional print medium format. However, it is clearly possible to update the content and customise it to suit distinct markets, preferences, audiences, cultures and languages and to integrate interactive and multimedia access in an array of various platforms such as social media. Andsager and Drzewiecka (2002: 403) further argue that there has been only an expansion of the existing advertising executional tactics to be more in tune with the scope and technical specificities of the Internet, but it seems the type of message strategy categories have remained stable. Therefore, the difference between web-based advertising of tourism and traditional brochures are not radical. Chiou, Wan and Lan (2008 cited in Brito and Pratas 2015: 126) highlight that, from the perspective of the tourist, both modes can be effective and attractive depending on the cognitive preferences of the tourist.

According to the report (Tourism KwaZulu-Natal 2016: 42) one the objectives of TKZN was to provide tourism marketing collateral and information through strategically positioned platforms. As a result, a number of platforms were utilised for the distribution of publications and marketing brochures in both secondary and primary markets, domestic and international markets, and consumer and trade shows. Consulates, SA embassies, General Sales Agency, and SA Tourism offices were used for this distribution. The report also indicates that TKZN focused more on electronic distribution as opposed to manual distribution. This allowed an increased reach to more consumers. Not all platforms received printed destination maps and brochures. This suggests that it was only a change in the means of distribution but the same brochure format.

The ongoing discussion suggests that traditional brochures are still a practically competitive tool for the promotion of tourism in this digital age in the domestic and international markets. There is evidence that they are still extensively used for the promotion of tourism. Though the same content can be made available online, some people can still prefer the printed version of that brochure. However, their effectiveness in influencing potential travellers is limited given the geographic dispersion of the people of South Africa and other countries. This was overcome

through the use of electronic distribution by TKZN. Brochures are widely used by people during the trip for further information correspondence. Printed brochures are also not readily available in international markets. They are preferable to both domestic and international travellers as the literature suggests, but however, this can only be limited to people who are already travelling or people who can make a deliberate effort to the office to collect one. This is however most unlikely to happen unless one was after something else, not to just go to collect a brochure at a distance.

3.2.3.2 Newspaper

Newspapers are a very good choice when there is a desire to send a sale message to regional customers. Studies have confirmed that advertising placed in a newspaper, a more credible medium, is perceived as more reliable, believable, and informative, whereas advertising conveyed by a less credible medium like television is considered to be less informative (Dae-Young 2005: 44). Newspapers are also more credible than online media which needs to be used with caution. Hartl (2002: 70) states that magazines and newspapers are considered as the most productive media of reaching potential tourists through advertising. Major newspapers have a travel section which combines informative travel articles with advertising space. The following figure (3.10) depicts the newspapers available in South Africa which are used to convey promotional messages. However, their effectiveness in promoting tourism is yet to be discovered. Tourism Kwazulu-Natal (2016: 57) indicates that partnerships with newspaper companies saw an extensive coverage of the provincial leg of the Lilizela Tourism Awards 2016. The Times, Sunday Tribune, 5 Star Durban, and the Citizen are some of the newspapers which were used to promote the then upcoming festive seasons.

Figure 3.10 Newspapers in South Africa

Source: TKZN (2016: 1)

Lamb *et al* (2008: 329) state that the newspaper has the following advantages:

- Geographic selectivity and flexibility,
- Year-round readership,
- High individual market coverage,
- Short lead time,
- Short-term advertiser commitment, and
- Co-op and local tie-in availability.

Disadvantages include:

- Little demographic selectivity,
- Limited colour capabilities, and
- High cost.

Newspaper advertising encounters a number of distractions from competing news stories and advertisements. One organisation's advert may therefore fail to be noticed in such a cluttered environment (Lamb *et al.* 2008: 330). Nielsen (2001: 30) suggests that newspapers are not the best means of showing a product or destination in colour and, when used for nationwide advertising campaigns, can present production problems with different requirements for measurements. He further argues that the limitations of the newspapers include criticism about sensationalism, poor reproduction, and reduced visual impact due to advertising clutter. Moreover, these newspapers circulate within the domestic tourism market

and international travellers can not be reached with promotional messages whilst still in their respective places of their usual residents. Still on that note, even in the domestic market, newspapers are mostly distributed in the urban areas and a larger segment of the rural population is not well taken care of. This means the penetration rate of the newspapers is limited even in the domestic market.

3.3 EFFECTIVENESS OF TRADITIONAL MEDIA IN PROMOTING TOURISM IN THIS DIGITAL AGE

According to Seymour *et al.* (2009: 18) the most important reasons for South Africans who considered visiting KwaZulu-Natal as a tourism destination were that they saw an advertisement in the magazine, saw a television commercial aid or red an article about the region. The Omnibus survey noted that 86.6% of all domestic travels to KwaZulu-Natal did not request any information to make arrangements for their holiday online but obtained information from other traditional sources. The survey revealed that 76.6% of the respondents indicated that they had seen the KwaZulu-Natal logo before, 35% on television and 31.4% on billboards. Loda (2014: 305) indicates that television is acknowledged to be the most powerful advertising medium and it reaches a broad spectrum of present and prospective customers. The greatest benefit of TV advertising lies in its ability to reach a larger number of customers at a given time period. This makes cost per contact relatively low in advertising than with other elements of the promotion mix. However, Belch and Belch (2004: 305) argue that because it is difficult to measure the effectiveness of promotions and advertising in general, it is also hard to determine the effectiveness of various media. Marrison (2013: 326) strongly cautions against using a destination's total number of tourists as a measure of effectiveness as it is very unlikely that destination marketing has generated each and every visitor to its destination.

The foregoing observation has revealed that traditional media is still effective in its own way in this digital environment. There are no noticeable threats of the extinction of traditional media posed by online revolution. It is true that traditional media was shaken by the massive Internet revolution, but it found its ground and adapted to current trends. Though it cannot effectively reach the global markets, the domestic

market it is serving is probably the biggest and most important segment of the KZN tourism sector. The domestic market is the source of sustainability for any tourism destination.

3.4 MEDIA CREDIBILITY

According to Kim (2016: 93) the concept of media credibility has a long history within marketing, public relations, and communication. One area which scholars have been interested in is source credibility, which looks at specific organisations or individuals (the source) that deliver the information and the perception of the public on the credibility of that brand or individual. Another dimension of credibility which is also covered in this study is not based on the source, but on the medium through which the communication occurs. Medium credibility studies, in other words, examine specific platforms such as newspapers, the Internet, or television, to understand the perceptions of the public on credibility (Kim 2016: 93). The concept of credibility is composed of multiple dimensions perceived and evaluated by individuals when interacting. Essentially, these dimensions are the factors considered to be important and influential in developing the perception of credibility. The main dimensions that have historically been used to reflect credibility in both medium and source studies include expertise, completeness, accuracy, trustworthiness, believability, community affiliation, and fairness.

3.4.1 New media credibility

As noticed from the above discussion, credibility was historically considered in a single context, such as being medium, source, or organisation. The advent of new media which seems to combine platforms and sources into a unique presentation of information to the target audience prompted Kim (2016: 95) to suggest that credibility should be viewed as a concept of both medium and source combined together. This is especially true in the digital media environment of today, particularly the case of social media. In this world of social media, dimensions of source credibility such as authenticity, affinity, and trustworthiness are merged with medium dimensions such as believability, accuracy and fairness. All these dimensions play a pivotal role in the individuals' perception of brand credibility in social media, which holds the ultimate

power to break or make key stakeholders' relationship with the brand. Therefore, it is pivotal that practitioners use social media to communicate in ways that support and enhance individuals' perception of an organisation's credibility in order to build and maintain relationships with the audiences. Kim (2016: 94) clearly states that in social media, with its distinct focus on two-way communication and building relationships, credibility is critically tied to the extent of effectiveness of relationship-building activities.

3.4.2 The credibility of traditional media

The increase in ad clutter in traditional advertising media such as newspapers, radio and TV has had negative effects on both the advertising content and the media. In 1997, it was found out that increased advertising levels in magazines reduce the effectiveness of each ad, as well as the profitability and circulation of magazines (Dahlen and Edenius 2007: 34). Traditional advertising media have also suffered from less favourable evaluations and reduced credibility. It was argued that reactions to the advertised message are more favourable when the ad is placed in non-traditional medium than in traditional medium where consumers can readily identify the advertised message as advertising. However, Seymour *et al.* (2009: 18) revealed that the most important reasons for South Africans who considered visiting KwaZulu-Natal as a tourism destination in 2008 were that they saw an advertisement in the magazine, saw a television commercial aid or red an article about the region.

The ongoing observation has shown that newspapers and radio, though their position in promoting tourism is yet to be established, they are highly credible than other media outlets such as television and online media. Consumers often credit the information they hear or see in the radio and newspaper respectively. Brochures and television are also credible sources of information in the tourism environment though the information conveyed by these outlets can sometimes be limited in space and time.

3.5 MEDIA COMPETITION THEORIES

Media competition theories have their roots in Lazarsfeld's pioneering work in 1940, who examined the displacement effect of radio on print media. According to Okazaki

and Romero (2010: 100), this stream of research has, from then, virtually covered all new forms of communication technology, including television (Mendelson 1940), cable television (Kaplan 1978), video (Henke and Donohue 1989), e-mail (Dimmick 2000), and Internet (Tsao and Sibley 2004). Media displacement theory sheds more light on the amount of time spent by individuals accessing different media types, with the assumption that people have limited time for media consumption. In the same context, displacement theorists have introduced the term "niche' to refer to the role or function of a population or form within the community (Dimmick and Rothenbuhler 1984: 106). The niche theory was originally developed in the context of bio-ecology to explain how various forms of life depending on the same limited resources compete for those resources and coexist in the same environment. The tenet central to the niche theory is the concept of community, which can be defined as "a set of populations or species cohabiting in an environment with limited resources". Competition arises when the different species struggle for the finite resources that are necessary for survival.

The theory was used by Dimmick and Rothenbuhler (1984: 103) to study the coexistence and the competition between media in certain industries. Their focus was on scenarios in which different media compete to become the primary functional provider of information to the population. These needs are called "gratifications", which are defined as "utilities used by consumers to make content and media choices". When similar gratifications are offered by two media, they will generally either compete or overlap. They are likely to share a niche area spatially and, if there is very intense competition, the niche occupied by the other medium may be appropriated by the other. When the appropriation is not complete, media displacement will occur. Two media can consequently coexist with some degree of displacement rather than a complete replacement (Okazaki and Romero 2010: 101). This theory can increase our understanding of the effects of media displacement between traditional media and online media in the promotion of tourism in KZN. Based on the uses and gratifications theory and niche theory, this study compares the gratification opportunities of online media as perceived by the tourists and the tourism marketers with their perception of traditional media.

In contrast to this conceptualisation of media types as homogeneous and amorphous entities, Dutta-Bergman (2004: 41) proposed a media complementarity theory. According to this theory, people who consume a particular medium in their searches for information tend to consume other media that also provide information on that topic at hand. Unlike media displacement theorists, he interpreted various media as heterogeneous entities. As a result of this, there exists "great variance within media types based on different content areas." Okazaki and Romero (2010: 101) argue that individuals interested in information procurement in a specific content area will optimise their retrieval of information on that particular content area by exposing themselves to a multitude of media outlets.

This particular study seeks to reveal how both media complementarity and media displacement effects accurately give a reflexion of the actual usage and perceived performance of traditional media and online media for the promotion of tourism in KZN. Huang (2012: 9525) claim that traditional media and online media are complementary, and thus, the important issue is the allocation of budgets. He claims the two have their respective roles to play in the advertising industry. However, he also notices that traditional media advertising is declining, but other studies revealed that such advertising does not at all conflict with promotions using online media. Different advertising media create different advertising effects due to different communication characteristics. Those effects create different levels of influences on product marketing.

3.6 DISPLACEMENT EFFECT OF INTERNET ON TRADITIONAL MEDIA

According to Ling and Yue (2015: 589) the development of the Internet and its wide application has imposed great influence on traditional media. When a new media is developed, competition between the "old" media and the "new" media awakes a series of debates. The ensuing debate on abandoning the old media and preserving the new media has never gained enough attention. The Internet is becoming a very important part of individuals' life and daily work and as a result, traditional media is facing competition from the Internet. The focus of competition between traditional media and online media is the audience resource. Audience attention is a core resource in media operation and its distribution reflects the competitive strength

between different media. The attention resource is the source of economic performance and social influence of the media, and fundamental factor for the survival of the media. Having the attention of the audience means a strong competitiveness in the media market. The shift of audience attention between traditional and online media reflects a change of competitive strength between the two media.

According to Ling and Yue (2015: 590) time spent on media is a main reflector of audience attention. Given the limited nature of the time spent on media each day, people can only access a new media through reducing time spent accessing the other media, not by increasing the total amount of time spent accessing both media. This implies that the emergence of new media will inevitably shift attention of the audience from already existing media. This consequently means the time spent accessing a medium is a perfect variable to show the competitive relationship between different media (Ling and Yue 2015: 591).

The concept of displacement effect describes the competition between different media, which can be broken down into time displacement and function displacement. When a new media can provide better functions compared to the old media, it is referred to as function displacing. The former medium can probably get abandoned by the audience and cease to exist in the media market when its function is displaced by another medium. However, in real situations, all the functions that a media provides cannot be completely replaced by a new media, thus function displacement between media is often reflected as time displacement. Individuals are inclined to use a new media providing better functions; as a result, time spent on the other media reduces, thus contributing to time displacement. Comparing with traditional media, online media provides people with better and new experience on media usage. The audience have shifted the time spent on traditional media to online media. One approach of investigating the resulting competition relationship between traditional and online media is to focus on the change of time spent on traditional media after the audience were exposed to online media. If time spent on traditional media after the audience gained exposure to the online media reduces, it means online media has displacement effect on traditional media (Ling and Yue 2015: 593).

According to Ling and Yue (2015: 590) researchers have for long been investigating the displacement effect between different media but it seems, however, they have not formed a consensus on a certain opinion. In 1958, Himmelweit found that, by its strong leisure function, the TV has displacement effect on leisure reading and radio with better media resource and more function. In providing entertainment, the TV and the newspaper has not been replaced by the Internet. The displacement effect between media is not only shown by the pattern "increase-decrease", it can be reflected by the pattern of "increase-increase", meaning the utilisation of one media promotes the utilisation of the other media. For example, TV and video recorder, video recorder can allow people to arrange their time to more flexibly watch TV, and this ultimately increases the time spent on TV. There can exist mutually promotive effect between different media such as online media and publishing media (Ling and Yue 2015: 594).

3.7 CONCLUSION

There is intense competition for advertising spend and audiences due to the proliferation of media outlets. According to Middleton, Fyall, Morgan and Ranchhod (2009: 295) the audience as well has fragmented so advertisers have to spread their efforts over more outlets in order to reach the target market. In response to the changes in the media environment, Integrated Marketing Communication (IMC) becomes a very important concept. One principle in the IMC approach is to avoid presumptions that favour any one medium or promotional tool, but instead, to choose the most appropriate medium that can better accomplish the objective of each specific campaign.

Though advertising expenditures on radio and television no longer show consistent trends and the expenditures on online media are growing rapidly as noticed by Zentner (2012: 313), it is not threatening the survival of traditional media in the tourism environment as once speculated by others. It is reported that the South African radio community embraced the Internet and the number of people listening to Internet radio is increasing dramatically in the country. There is continued effectiveness in traditional advertising media due to its adaptability to current trends

such as interactive TV, Internet radio, and online brochures and newspapers. Online revolution allows Internet radio to become more portable and reach more people. However, it is true that the rise in the use of the Internet affected advertising expenditures across media, but the extent of the effect to each medium is still uncertain. The scope and performance of online media is given enough consideration in the next chapter.

CHAPTER FOUR
ONLINE MEDIA

4.1 INTRODUCTION

This chapter explores the role of online media as one of the efficient means of marketing communication in the tourism industry. The chapter begins by explaining the Internet and its main applications in tourism marketing, followed by an analysis of social media and its uses in promoting tourism. Social media is given attention because Pike (2016: 78) noticed that engaging with social media is the most popular activity on Internet today. The use of social media by both tourism marketers and travellers are then explained. The chapter closes by giving a criticism of the Internet and explaining Generation Y as a group more influenced by online marketing.

4.2 THE INTERNET

According to Bergemann and Bonatti (2011: 417) the Internet has increasingly become an important medium for advertising in the past decade. It is without doubt one of the most exciting developments in mass communications (Nielsen 2001: 34). This has important consequences on traditional media's market position. Some of traditional media are under threat of extinction as a result of intense competition from the Internet for conveying advertising messages. Goyal and Sharma 2013: 44) further state that the extensive use of the Internet as a very important source of information has prompted many businesses to shift from printed information leaflets to online media during the last decade either partially or entirely. Levinson (2011: 3) further argue that the Internet is the medium that may be used to fulfil all communication aims and is currently unsurpassable by any other media. This is supported by Frencova, Misencova and Kot (2014: 224) who state that the Internet is currently the most effective and dynamic communication form.

The Internet originated in the 1960s, however, it has become a buzz-word only in recent years. According to Howison, Finger and Hauschka (2014: 296) Internet technology has disturbed the traditional business models of many industries, including media, finance and retail and this has had great implications in the tourism

industry. It is increasingly becoming a popular medium in the promotion industry. The Internet has transformed traditional marketing and communication strategies used in the tourism industry. The impact of the Internet on the way of doing business is so tremendous. It lifted geographical barriers and provided users with new forms of interactive media. This is supported by Loda (2014: 306) who states that the digital revolution has already changed almost everything about how business is conducted in the tourism industry. The tourism industry has greatly benefited from the new opportunities offered by the Internet. Liu (2000: 1) also states that the Internet is ideal for the promotion of tourism. Luliana *et al.* (2013: 67) argue that the Internet has changed how marketers and consumers communicate. It connects companies with consumers, people with people, and companies with companies without regard to space, time and software/hardware platforms.

Loda (2014: 306) argues that the Internet is most studied as a stand-alone medium, not in context with other media. The Internet is more often compared with television and print advertising. One comparison suggested that the Internet is better than print medium in that it elicits more elaboration and it leads to a more advertising effectiveness. However, Len (2000: 45) further argues that Internet communications should be treated as a different category in their own right and should not be considered or subsumed under other headings. In her view, she claimed that the Internet should no longer be subsumed under the umbrella heading of marketing communications.

This study treats the Internet as one of the advertising media which emerged in recent years and is competing with traditional media such as television, radio and print. As one of the advertising media, the Internet cannot cause an extinction of other advertising media such as TV, radio and print but rather it can complement the efforts of the other traditional media. The general views that traditional media will succumb to technological developments in the market need to be further verified.

Al Kailani and Kumar (2011. 76) highlight that one of the main advantages of Internet is that it enables marketing practitioners to reach a worldwide customer segment, so that prospective customers and actual customers can search, select, and purchase products from suppliers around the world. This does not mean that the Internet can

reach to everyone in the world. Babu and Subramoniam (2016: 1) state that, according to the statistica.com, Internet users were 45% globally as at 2015 and this was projected to increase by 51% by 2019. From that, 80% of all Internet users connecting to social networks are below 30 years and this was projected to increase by 55% every year. This implies that despite of how effective the Internet is said to be, it does not serve the whole world so there is still room for traditional media to operate effectively.

The foregoing discussion has shown the general perceptions on online media as claimed by many authors cited above. This study appreciates the Internet as one of the important media in the advertising industry and the promotion of tourism. It is one of exciting developments which brought with it many advantages in advertising. However, the Internet does not fulfil all communication aims hence the need to use different media without making one (traditional media) obsolete. Traditional media is equally effective in fulfilling other promotional aims and is not obsolete. Internet penetration is still low globally as indicated by the above statistics. There might be people who still rely on traditional media.

4.3 MAIN APPLICATIONS OF THE INTERNET IN TOURISM MARKETING

Online media can be of high benefit to all aspects of tourism marketing, from marketing research, through to market segmentation, positioning, targeting, to the effective use of marketing mix. The common applications of online media and the major implications for tourism marketing are discussed in the following non-exhaustive list.

4.3.1 Marketing research

Essentially, marketing is an information-processing activity where an organisation is linked to the external environment in which it operates. The Internet can "informate" in that it supplies a vast amount of valuable information which previously was unavailable. It is an invaluable source of up-to-date and low cost marketing intelligence which can be obtained from the organisation's web site or other web sites (Ferencova *et. al* 2014: 225). From searching other web sites, an organisation can get information about competition, market demand, legislation, supply,

technological and demographic changes in the market. The Internet is very useful in building a customer information database. With the aid of proper software or even simple ways like email feedback, cookies and web forms, it becomes easier to gather systematic data about individuals who visited the organisation's web site. The obtained information can be used to better understand the needs of the customer, identify prospects, and customise the services to give higher levels of customer satisfaction (Liu 2000: 13).

4.3.2 Market targeting

One important feature of online media is that the consumer is the one who actively searches for information about brands or products in which they have an interest in. The consumer shows involvement and interest in visiting the web site. While on the web site, the instantaneous information can be provided by the consumer. This can lead to the identification of ideal target segments basing on specific benefits sought. Having such information, the company can refine its target and design specific means to realise one –to–one marketing. The right use of surfing behaviour data can potentially improve the efficiency and effectiveness of market segmentation and targeting (Pahwa 2015: 12). Bergemann and Bonatti (2011: 448) highlight that the ability to convey advertising messages to a targeted audience is the main distinguishing feature of the Internet. Traditional approach segmentation of the market is often simplistically based on demographic, economic and geographical variables while behavioural, lifestyle or psycho data is expensive to collect and very difficult to measure and compare. However, it is easier to collect this data from potentially each visitor to the company web site. It is then possible to set up cyber or a virtual community for each niche where consumers with similar behaviours and interest can be sent with relevant information from the marketer (Bergemann and Bonatti 2011: 449).

4.3.3 Product

Cooper and Hall (2016: 100) suggest that a tourist can provide specifications or individual preference of holiday packages through email messages, web forms, or the clicking pattern, which can be used by a tourism marketer to tailor-make an existing product or develop a new product to suit the specific needs of a particular

customer. In that sense, online media has accelerated a shift from tangible and mass produced products to information based and customised products. Self-servicing tourists can conduct transactions online and also participate actively in the production process itself. Given choices, a tourist can assemble his own products according to his desired specifications. It is more useful in the designing and marketing of packaged holidays. For example, tour operators can offer modular services or products such as rooms, flights, car hire, performances and tours and allow the tourist to participate in developing a specific holiday package using a menu of options (Goyal and Sharma 2013: 45).

4.3.4 Pricing

The role played by Internet in pricing is mainly based on its ability to process and exchange a higher amount of data instantaneously. This helps the organisation to quickly and effectively analyse relevant pricing data (Pahwa 2015: 20). The capacity to quickly exchange information allows firms to set and change prices in real time as well as facilitating flexible pricing and online bidding. The qualities of online media are of extreme use in tourism marketing and are not necessarily available with traditional media (Bergemann and Bonatti 2011: 447). For example, when an operator wishes to make an adjustment to its holiday prices, it becomes a more costly and cumbersome as new price panels now need to be printed and distributed to travel agencies. However, internet marketing reduces the potential of price discrimination given this enhanced capability of the tourist to identify the cheapest supplier. This can lead to an improvement in the standardisation of prices across organisations or even borders, usually on undifferentiated products such as city breaks, airline seats and beech holidays (Bergemann and Bonatti 2011: 448).

4.3.5 Place

According to Reino, Alzua-Sorzabal and Baggo (2016: 2) the uniqueness of online media as a means of distribution is entirely based on the fact that the media exists in "cyberspace" thus physical phenomena such as distance and location are irrelevant. The Internet enables the producer to have direct links with consumers and therefore creates the opportunity of "disintermediation". To the wholesaler, the web means it can bypass the retailers while risk being bypassed by the producer at the same time.

The Internet threatens the livelihood of the retailer and changes its success factor from location to access. Goyal and Sharma (2013: 46) add that distribution is becoming a critical factor for competitiveness in the tourism industry. Online media has helped tourism organisations to strengthen the importance of electronic intermediaries.

The Web's foremost role in tourism distribution is the direct electronic transactions between the tourist and the tourism product supplier. The Internet offers marketers and consumers lower potential costs and greater control of access (Reino *et al.* 2016: 5). Potential of channel conflicts can be magnified because direct channels may be intermediary-direct or producer-direct. In comparison, Goyal and Sharma (2013: 46) indicate that traditional media used to be nothing more than deliverer of content. The traveller had to physically approach a company to make a purchase.

4.3.6 Promotion

According to Liu (2000: 30) the most quickly transformed component of the marketing mix as a result of the usage of Internet is promotion. Internet provides cost-effective and labour-efficient ways to instantaneously distribute information to millions of potential customers in the global market. The Internet can be used for brand name recognition, corporate visibility, corporate sponsorship, public relations, direct sales, advertising, technical assistance, customer support, and sales promotion (Ferencova *et al.* 2014: 226). The application of the Internet to the promotion of tourism has three main issues as follows:

- Hanna and Millar (1997: 469) state that the Internet can present the promotional message on the organisation's web site. The Web allows more information to be instantly, with multimedia effect, and cheaply transmitted to more people. The web site can supply as much information for promotion as possible as there are virtually no advertising space limit or capacity constraints on the Web.

- The other issue is to promote the web site itself so as to increase its visitation and exposure since that web site is in competition with a clutter of other thousands of web sites promoting similar products and services. The web site

can also be promoted through traditional media, especially when it is first set up. Goyal and Sharma (2013: 15) indicate that if the potential customers can't find the firm online, there a great chance they will go elsewhere.

- The last issue is the use of the organisation's web site as a platform for advertising products or sites of other businesses. Through banner linked web pages, an organisation's web site can still generate revenue by becoming a medium for other organisations. Online advertising has already been made a boom business by the effectiveness of the Web as an advertising medium. However, Goyal and Sharma (2013: 47) opined that these tourism web sites are not satisfactory and lack in many areas, namely: transactions, information, technical, the visual design and communication. Thus, a failure in all of these or any of these areas can cause a serious customer defection. This is supported by Len (2000: 47) who argues that these web sites are traditional brochures simply converted to an online format. They lack interactivity and their multimedia features are very limited. The sites suggest a lack of planning and strategy in their approach to marketing tourism via the Internet.

The foregoing discussion has shown that the Internet has impacted every area or element of the marketing mix in the tourism sector, from how the tourism products are designed, priced, promoted and distributed. The Internet has also proved to be an effective means of marketing communications and can also be used in marketing research by companies. If well manipulated and used in conjunction with traditional media the Internet can transform the tourism sector. Every medium whether traditional or non-traditional has its own strength and weakness and cannot fulfil all communication aims on its own, hence the need to use different media to promote a destination such as KZN. The Internet posses some features which promoted efficiency in marketing communications.

4.4 THE INTERNET IN MARKETING COMMUNICATIONS

The Internet has the following features that make it one of the efficient means of marketing communications. The Internet brought with it some efficiency which was not necessarily available with traditional media.

4.4.1 Addressability

Traditional media such as radio, television and print follow a passive one-to-many model of communication whereby an organisation reaches many potential and current customers through the same broadcasted message. The Internet through its unique feature of addressability, transformed the prominent marketing paradigm form broadcasting to narrowcasting (Goncalves, Kostako and Venkatanathan 2013: 502). According to Liu (2000: 5) the marketing communication paradigm, through the use of traditional media, has three problems:

- uncustomised messages to all customers,
- wasted exposures to uninterested members of the society, and
- "noise" distraction from conflicting and competing messages.

In contrast, the Internet allows the marketer to "address" individual consumers in its marketing communications (Huang 2012: 9524). When the user visits the web site of a company, the server keeps a record of the user's electronic address. The company can then send tailor-made messages (narrowcast) to an individual or a smaller target audience. Liu (2000: 5) argues that well designed online communications, through emails, news-groups and web sites can just match the effectiveness of personal selling. In fact, online marketing can do what sales-force can do but with less cost, more flexibility and better memory. It can be argued that this kind of addressable marketing is never new; personal selling, the mail and telephone have been addressable tools in marketing communications for many years. This makes traditional media equally competitive.

4.4.2 Flexibility

According to Goncalves *et al.* (2013: 503) online media is a more flexible medium for marketing than traditional media. A web page is considered as an electronic advertisement, electronic catalogue, or electronic billboard that provides information about products and service as well as contact information to interested consumers. However, this virtual catalogue or advertisement is much more flexible than a physical catalogue or advertisement in that it can provide updated and fresh information based on the direct feedback obtained from other consumers. A virtual

catalogue can constantly keep customers informed of new products offerings, sales promotion initiatives, and latest price changes.

In tourism business, this instantaneousness and flexibility of online media in transferring information is invaluable since the brochure is still the main means for the promotion of packaged tours. The preparation and distribution of physical holiday brochures is a lengthy and costly process and competition and demand conditions could change in the process. As another disadvantage of print medium, tour operators can end up issuing supplements to the first brochure, with adjustments to prices and product availability. In contrast, any change s to electronic brochures can be effected instantly and at a little cost. Online brochures can be indexed and the user can quickly locate the items using search facilities. Moreover, the electronic brochure can be linked to inventory data to allow users to immediately view whether a certain holiday package is available or not (Hanna and Millar 1997: 471).

4.4.3 Accessibility

According to Chung, Nam and Stefanone (2012: 171) the area where the Internet has an overwhelming advantage as a communication medium is its global market reach and permanent exposure. The Internet improved user interaction and the availability of information. Any user in the world can access the marketing information of a company at his or her convenience. With a website that is effective, a firm is on business 24 hours a day, 7 days a week, 365 days a year, and on a global spectrum. This greatly extends time and place utility of organisations which traditionally depend on channel members to perform. Accessibility round the clock is extremely important in tourism where international tourists operate at different time zones.

Tourism destinations had, until the mid-1990s, to entirely depend on promotion agencies to market their products in tourist generating regions. The Internet now gives these organisations a global exposure, they can market themselves with better constructed and well promoted web sites. Moreover, the web site facilitates conducting business in the global market by avoiding restrictions and regulations that firms have to follow when physically present in foreign countries (Nigam, Agrawal and Jain 2015: 1003). Lastly, comparing with traditional media, the Internet does not only give unlimited access to millions of users but also provides information in

unlimited amounts as there are no practical restrictions on "space of advertisements". The "bytes" of data which online media can hold is unlimited, for example, Sabre's data centre (a global distribution network) has 60 terabytes capacity of electronic storage – equivalent to more than 15 billion pages of information (Nagam *et al.* 2015: 1003).

4.4.4 Service improvements

According to Liu (2000: 16) the Internet allows firms to improve service quality from pre-sale, during sale, and after sale stages of customer interaction. It provides basically four tangible improvements in customer service:

- The web site allows the company to display a vast set of product and service options. This gives customers a larger accessible choice set.
- Faster payment processing – through processing of cyber-cash automatically.
- Delivery time for products such as music distribution and online software is reduced.
- Particularised help, easier, greater availability, and faster access to support literature (Nagam *et al.* 2015: 1002).

In the tourism sector, internet-based distribution systems provide speedy documentation of reservations and immediate confirmation. It satisfies the needs for easy access to easy to compare and transparent information on a variety of choices of holiday packages, destinations, leisure services, flights and lodging. Satisfaction of tourists depends on the relevance and accuracy of tourism information and the promptness of responding to their requests. Most people can tolerate changes and misconnections when they occur in the airline business but can't tolerate not getting accurate and timely information. Improved access to information in the tourism industry also allowed marketers to offer personalised services comparable to standard packages in terms of price levels (Chung *et al.* 2012: 172). The Internet has changed how tourism marketers communicate with travellers as it made it easier to communicate and share information.

4.4.5 Cost Savings

The internet derives its cost saving effect from five areas:

- Deskilling and automation of tasks reduce staff training costs and labour intensity.

- Electronic processing and streamlining of bookings and payments reduce sales costs.

- The direct links offered between the producer and the consumer allows the producer to save on distribution costs through this disintermediation process.

- Electronic communication and narrowcasting ability of the Internet results in substantial savings on promotion.

- Costs are also reduced in the form of reduced administration overheads, sales space, office space, and furniture and decoration outlay.

The Internet has a great potential for minimising distribution costs. For example, in the airline industry, distribution is one of the highest costs in this industry. Postma (1999: 91) observed that under certain circumstances, making a purchase via a medium can be much easier than via other methods. Postma gave an example of booking for vacation as one of the transactions which can easily be conducted via a medium. According to Liu (2000: 18) the Internet can save 50% on distribution costs of the airlines. Web-based supply channel management can as well minimise procurement costs for firms. An increase in online purchasing can save a substantial amount of the purchasing budget (Babu and Subramoniam 2016: 1)

4.4.6 Interactivity

The other quality of the Internet that distinguishes it from traditional media is its interactivity, i.e. the ability to respond to the inputs of the user. It gives a sense of engagement as a result of its ability to give feedback in response to the actions performed by the users on the computer. The report (Tourism KwaZulu-Natal 2016: 56) indicates that its interactive website continued to gain popularity within the global tourism environment during the 2016/2017 financial year. This two-way communication forms a crucial component of relationship marketing, and is very important for building customer loyalty. Consumers can effortlessly communicate with marketers to conduct transactions and to find product information. Marketers can easily contact customers to inform them of new products or clarify their needs (Goyal and Sharma 2013: 45).

In contrast to traditional media like television and newspaper, the Internet makes the customer an active participant with more control of processing information about the company. The customer decides how to interact and with whom, not the marketer (Huang 2012: 9525). However, according to Karimova (2011 cited in Corus *et al* 2012: 15) a claim that "interactive" advertising through online media is "two-way communication" and advertising through "traditional media" is "one-way communication" is disproved by addressing the etymology of the word "communication". She squabbles that it's tautological to say "two-way communication" and it's contradictory to say "one-way communication" because the word communication implies a mutual exchange. She argues further that the main goal of any advertising is to sell a service or product. Purchasing or refusal to purchase a product or service in a targeted market is a consumer's feedback. This means "traditional advertising media" can also gain feedback and the feedback can happen immediately in some cases. Postma (1999: 78) argues that one of the determinants of interactivity is whether the information received is up to date. On the contrary to online media, traditional media such as print media are only accurate as they come off the presses. Online media can always be kept updated and therefore the information is correct at any given time. This suggests that in terms of interactivity, online media is unsurpassable.

The ongoing discussion has demonstrated features of the Internet such as addressability, accessibility, interactivity, service improvements, cost saving and flexibility which make the Internet an efficient means of marketing communication. Instead of viewing these features as a threat to the survival of traditional media, one can argue that these can be a good compliment to traditional media efforts. In terms of communication technology, the Internet is well advanced than traditional media and this makes the Internet an important component in promoting tourism. Social media is one of the communication technologies adopted in recent years so it warrants attention in this study.

4.5 SOCIAL MEDIA

Kang and Scheutt (2013: 93) notice that social media is one of the fastest growing communication technologies available in the Internet environment as well as adopted in tourism marketing. In support of this, Pike (2016: 78) also observed that the most

popular activity on Internet is engaging with social media. He also suggested that people devote almost a third of their time of the day to participation on various social media platforms. Kim (2016: 1) observes that social media has ushered in a new era of communication between key stakeholders and the organisations. Social media is a part of the Internet adopted in promoting touris. According to Hays *et al.* (2013: 212) social media refers to practices, behaviours, and activities among communities of people who gather online to share knowledge, opinions, and information using conversational media. Conversational media refers to Web based applications that make it easy to create and transmit content in various forms such as videos, words, audios, and pictures. Social media refers to 'fluid', 'conversational', and 'participatory' online communities. Kim (2016: 176) further indicates that people are the key component of social media, understanding them, continuously interacting with them, and developing meaningful relationships with them matters the most. The other part, *media,* refers to the means used by people to connect to other people. Safko (2010: 4) further indicates that whether they are bells, the telegraph, drums, written words, the telephone, television, radio, mobile phones, video, audio, websites, or photographs, the technology used by people to make those connections is what media is.

According to Leung, Law, Hoof and Buhalis (2013: 3) social media is a popular buzzword as well as a technological concept which brought pervasive changes in business-to-customer communication, business-to-business communication, and customer-to-customer communication. Mangold and Faulds (2009: 358) also state that this new phenomenon called social media has significantly changed the strategies and tools for communicating with customers. Social media has increased in popularity at a global level in recent years. For example, Facebook was said to have more than one billion users in 2012 since its invention in 2004. Facebook and other online social networks have profoundly improved the propagation of the much needed information by making the information incredibly easy to digest and share on the Internet (Akrimi and Khemakhem 2012: 2). Syed-Ahmad *et al.* (2013: 161) report that Flickr is the world's most popular photo community and it offers a platform where travellers can share and respond to photographs. Most travellers enjoy keeping their memories in photographic forms and they enjoy to share with others as well as passing comments after viewing the photographs. However, Mangold and Faulds

(2009: 358) argue that academic literature and popular business press offers very little guidance to marketing managers for incorporating social media into their integrated marketing communications strategies.

4.5.1 Application of social media in promoting tourism

Pike (2016: 79) argues that UGC has the potential to impact in the tourism industry in a greater way than in other industries for a number of reasons:

- The Internet medium has emerged dominant for travel bookings, with 76% of travellers making their booking online by 2013.
- UGC is increasing being used a source of information as much of travel today require high levels of information search in the planning stages.
- Word-of-mouth recommendation from UGC is regarded as a credible.
- Tourism services have many types of inherent risks and are predominantly intangible offerings.
- Free WIFI for residents and visitors at destinations is soon to be provided,
- Travellers, unlike any other brand category are spoilt for choices with unlimited destinations with an online presence.
- Adoption of portable navigation devices and mobile social media applications is increasing.

There are a number of companies which are still lagging in the utilisation of social media marketing platform (Chan and Guillet 2011: 346). Tourism operators need to raise their level of online commitment and transform their marketing strategies to the online environment. Social media represents a very important tool to communicate and engage with travellers. This implies that social media marketing should be incorporated in the online marketing plan for tourism businesses as suggested by Gay *et al.* (2007: 3). According to a comprehensive review of relevant literature about the use and impact of social media in the tourism industry, Leung *et al.* (20013: 3) highlight the strategic importance of social media in tourism competitiveness. The current era of social media has evolved the Internet from broadcasting medium to a participatory platform which allows the tourists to become the "media' themselves for collaborating and sharing information (Leung *et al.* 2013: 4). Hays *et al.* (2013: 214) argue that social media has radically altered the way of creating and dissemination of information. This technology does now allow

individuals to easily contribute their opinions, creations and thought to the Internet. There are changes in the way in which the society consumes and contributes to the creation of information. This was supported by Luliana (2013: 66) who indicates that social media allows prospects and customers to communicate directly with their friends or with a brand representative. In addition, Safko (2010: 7) suggests that social media became more effective than the conventional marketing that was done in the last 6000 years because it allows for two-way communication.

Loreche *et al.* (2012: 1755) point out that people in general like the act of creating, contributing, and joining online communities to fulfil their needs of being recognised, socially connected, interacting with others, and getting a sense of belongingness. In each day, more than 3 million photos are uploaded to Flicker, 5 million tweets, and a million new blog entries are posted on Twitter and other blog sites and these statistics significantly demonstrate the potential of social media in promoting tourism (Luliana *et al.* 2013: 67). Social media sites enable potential visitors to learn from previous visitors through its ability to spread electronic word-of-mouth at a dramatic speed. The shared experiences from previous visitors to the destination can influence the intention of potential visitors to visit the place.

According to (Leung *et al.* 2013: 4) the higher degree of "user democracy" culture and the ability to share information through social media have made substantial changes to the bargaining power of customers and information asymmetry. Hays *et al.* (2013: 212) add that the advent of social media mark the shift from word-of-mouth to what they called *world*-of-mouth. This shows that the importance of adopting social media by tourism marketing organisations is very critical. According to Hays *et al.* (2013: 213) the line of communication opened by social media in the tourism industry is not only producer-to-consumer, but can be consumer-to-producer, consumer-to-consumer, as well as one-to-one, many-to-one, one-to-many, or many-to-many. This is what traditional communication media could not offer. The popularity of online travel communities is mainly attributed to the ability to gain trustworthy reviews from visiting the sites. However, social media is criticised by Howison *et al.* (2014: 272) who argue that businesses cannot control the content that can be uploaded by Internet users and information that is reviewed by other users. The

transposing of traditional marketing approaches into the world of electronic marketplaces is not guaranteed to work.

4.5.2 The use of social media by tourism marketers

The Internet has a great potential in promoting regional tourism. According to Kaplan and Haenlein (2010; 62) the higher level of efficiency available in using social media compared to traditional communication channels prompted tourism industry leaders to state that tourism companies, like any other company, must participate on Twitter, Facebook, MySpace, and other social media sites in order to succeed in today's business and technological environment. This is supported by Loreche *et al.* (2012: 1756) and Luliana *et al.* (2013: 68) who encourage companies to be active on social media sites in order to remain successful. Furthermore, Guo (2014: 2) supplements that companies should not only have a presence in social media, but also use these platforms to interact with customers. According to the report (Tourism KwaZulu-Natal 2016: 56) TKZN's social media platforms are showing dramatic growth and are allowing the organisation to reach its audiences in the social space. TKZN's Facebook page was reported to be the best performing media platform, with a growth rate of 350% in 2016/2017 financial year, to top 51 568 followers. The report also states that twitter followers grew by 300% in the same period, followed by 4 516 Instagram followers, reflecting a growth rate of 150%. However, it can be argued that these developments are too low to sustain the tourism sector of KZN. This is just a supplement to traditional media advertising efforts.

Luliana *et al.* (2013: 67) suggest that tourism companies must utilise the social media platforms as those websites provides an opportunity for companies to interact and engage with current and potential customers, create meaningful and important relationships with customers, and encourage an improved sense of intimacy of the customer relationship. Kim (2016: 176) states that the ultimate goal of strategic social media use is to promote purposeful engagement in a dynamic platform that offers two-way and unscripted dialogue. However, Guo (2014: 3) argue that little is known about how organisations can use social media to develop those relationships. Social media is more relevant in today's tourism business environment where customer loyalty can vanish through a small mistake which can be followed by online

propagation of the unfortunate encounter with a certain tourist destination, company, product, service or brand (Mersey, Malthouse and Calder 2011: 39).

Mersey *et al.* (2011: 40) indicate that some companies had already noticed the power of social media and others are beginning to notice now. A few social networking websites already allow customers to exchange information about products and services as well as participating in co-creating value in online experiences. Guo (2014: 2) supplements that tourism organisations can utilise social media to create bonds with customers. Companies can also use social media to reinvigorate their marketing by listening and responding to customers' needs and building ongoing dialogues. Mangold and Faulds (2009: 358) argue that many marketers lack a full appreciation of the role of social media in the promotional efforts of the organisation. Even though social media has magnified the impact of consumer-to-consumer conversations in the market place, methods of shaping those conversations have not been articulated as yet. The various possible uses of social media by tourism organisations are explained below.

4.5.2.1 Destination marketing
Bakker (2012: 32) emphasises that social media is turning the whole destination marketing sphere upside down. He argues that people may not talk about their laundry detergent, but when it comes to travel and tourism, everybody talks about it. As a result of this, destination marketing organisations are discovering various ways to manage digital campaigns and utilise social media (Lain and Vinh 2013: 8). TKZN's destination marketing organisation is no stranger to the powers of social media. In response to the mega event of FIFA World Cup 2010, it mounted a social media blitz via its websites which featured beautiful pictures of the Durban beaches.

4.5.2.2 Correcting misperceptions about destinations
According to Cindy (2012: 32) an example of a destination marketing organisation which embraced the power of social media is Florida DMO in 2010. In response to the BP oil spill, the Florida Live website was mounted with social media blitz and was linked to residents' Twitter feeds and Flickr pages-real time evidence that Florida beaches had been spared destruction. In addition, Seccombe (2012: 31) supplements by vowing that they had to correct that misperception by fighting it with the truth: with real people, with real photos and in real time. Florida then launched a

five-week campaign that attracted contestants to 'VISIT FLORIDA'. A Facebook page and website was set up and contestants could win a grand price of three Florida vacation packages.

4.5.2.3 Pushing sales

Social media is used in the tourism business to push sales by attracting more tourists to KZN destinations (Strauss and Frost 2014: 68). Marketing will create awareness of tourist attractions available in the region, provide information, and persuade the people to visit KZN. Hudson and Thal (2013: 61) further argue that some social media sites leads to some sales and ultimately this can contribute to the growth in revenue. However, it is difficult to determine what increase in sales was a result of social media or other marketing efforts.

4.5.2.4 Converting prospective tourists to tourists

Social media is an effective tool for customer service in the tourism industry, communications, and public relations. The use of social media for marketing and sales is partially responsible for converting prospective tourists to tourists who will actually visit or plan to visit South Africa at a later stage (Irina *et al.* 2014: 1291). The success of a marketing effort is largely seen in its ability to convert prospective customers into actual customers.

4.5.2.5 Responding to customer complaints

Some tourism companies use social media to respond to customer complaints at this final stage. Academic scholars noted the potential of social media in helping tourism and hospitality companies to increase their online presence and to engage potential, current, and previous guests. The ability of social media to improve the online presence of tourism companies and engaging with prospective and actual tourists allow the companies to quickly identify customer complains. Social media allows tourism organisations to take note of some of the negative postings by tourists and provides a chance to respond to those postings as well as to improve the quality of the services offered (Kang and Scheutt 2013: 94).

4.5.2.6 Managing customer relations

Leung, Law, Hoof and Buhalis (2013: 6) illustrate that social media is useful for managing customer relations with its unique ability to attract customers through focused, in-depth, and member generated content, retaining the customers through

building relations with other members, and engaging customer through social attractions. Irina *et al.* (2014: 1291) also suggest that social media is an effective tool for customer service, communications, and public relations. Kim (2016: 176) highlights that social media is all about relationships. Responding to and monitoring people in social spaces builds trust and shows authenticity. However, little is known about how the relationships are actually created on social media.

4.5.2.7 Source of insights for improvements

According to Kang and Scheutt (2013: 94) other tourism companies are utilising the opportunity presented by social media to gather insights to boost continual incremental improvements. The greatest contributions can however come from new customer insights and brand reinforcement. Facebook interactions can help a company to appreciate the extensive planning that goes into a big trip and a company can respond by launching a site dedicated to inspirational journeys. The conversations are moderated by the customers and they can go as far as exchanging advices, information, and stories.

4.5.2.8 Reinforcing the brand

The fresh insights obtainable from social media have the potential to reinforce the innovation aspect of the brand (Hudsson and Thal 2013: 160). However, Milwood *et al.* (2013: 167) argue that destination marketing organisations do not only need to engage in online conversations, but they also need to make adjustments to their web marketing strategies based on their findings from the conversations. Engaging with consumers consistently using social media can be used to reinforce durability and strength for a brand and evidence that confirms a huge return on investing in social media will emerge (Dholakia and Durham 2010, cited in Hudson and Thal 2013: 161). According to Divol, Edelman and Sarrazin (2012: 5) some tourism organisations like Vail Resorts and Disney have embraced social media to good effect. However, results indicate that social media still accounts for less than 1% in an average marketing budget. A recent research suggests that tourism companies are not effectively utilising social media to engage travellers in a more meaningful way (Chan and Guillet 2012: 348).

4.5.2.9 Influencing destination image

Lai and Vinh (2013: 3) demonstrate that destination image has in recent years become a very important issue in the promotion of the tourism industry since many countries are using global marketing strategies to compete with other destinations. Syed-Ahmad *et al.* (2013: 162) define destination image as an overall impression of a destination derived from thoughts, emotions, and perceptions based on information obtained from a range of sources. Skinner (2008: 916) suggests that two different images are involved in the branding of a tourism destination. One image is created by the feedback from travellers possessing and sharing experience with the destination or from non-experienced travellers utilising external sources of information, which as well generate feedback that influence the evaluation of destinations. Social media is undoubtedly of a major influence towards the development of this image. The other image is generated through promotional activities of the tourism marketing organisation or the government.

4.5.2.10 Inferring the expectations and experiences of visitors

The participation and monitoring of online conversations provides an opportunity to tourism organisations to understand the expectations of prospective visitors as well as the experience of past visitors to the destination. According to Hudson and Thal (2013: 156) social media has caused a fundamental change to the consumer decision making process and raised the expectations of the customers from their destinations. The ability of tourism organisations to meet those expectations gives the customers a good experience. When the expectations are exceeded, it is hoped that tourists will be pleased.

4.5.2.11 Easy access to global audience

According to Hays *et al.* (2013: 212) social media gives destination marketing organisation (DMO) a tool to easily reach a global audience with limited resources. This can be achieved with easy and at great speeds. Traditional strategies are not efficient in reaching the global audience and the rise of social media created the much needed opportunity in the tourism sector to reach the global audience with messages. This is one of the greatest advantages of social media over traditional media.

4.5.2.11 A tool to measure public beliefs, attitudes and values

Milwood *et al.* (2013: 166) supplement that tourism can use the analysis of user-generated-content shared on social media sites as an efficient way to measure public beliefs, values, and attitudes towards a tourism destination. The messages or comments from the people using social media sites are loaded with meanings and the organisations needs to analyse and evaluate the messages in order to be informed about the people's attitudes, values and beliefs towards a destination.

4.5.3 The uses of online media by travellers

According to Pike (2016: 76) 42% of the world population (just over 3 billion people) were internet users. In 2005, 2.5 billion devices were connected to the Internet, but it is estimated that there will be over 30 billion devices and these will be mostly mobile. In early 2015, there were 6.8 billion smartphones in use globally, China having the highest (1.2 billion), followed by India (924 million), and USA (327 million). It was estimated that the number of mobile-only Internet users from 2010 have grown from 14 million to 788 million in 2015. By 2015, Internet users were only 45% globally (Babu and Subramoniam 2016: 2)

Cindy (2012: 32) argues that it is high time to forget about catchy television jingles and dog-eared road maps as people are massively turning to social media. Travellers have turned to social media channels like Facebook, Twitter, Foursquare, You Tube, and Pinterest to review hotels, map their routes, critique accommodations, and post personal videos and photos.   An unprecedented opportunity was created for destination marketing organisation (DMOs) like Durban Tourism to connect with travellers and attract them in real time. Luliana *et al.* (2013: 67) add that the unique aspect of social media is that it managed to revolutionize the marketing practices of promotion and advertising. The major uses of social media by travellers are explained below.

4.5.3.1 Reliable source of travel information

According to Kang and Scheutt (2013: 95) shared travel experiences and user-generated-content shared on social media is considered as a more reliable source of information than information provided by private sector businesses and tourism businesses.   Social media plays a major role in creating pre-trip destination impressions as well as a source of recommendations which influences travel

decisions. The tourism industry is an information intensive industry and individuals need to be exposed to as much information as possible in order to make informed decisions. Social media is considered by travellers as most reliable source of information than information from private organisations which may be subjected to their selfish interests.

4.5.3.2 Photo sharing

Social media has resulted in online photo sharing becoming the norm and travellers easily share, view, and respond to photos posted on social media sites. Syed-Ahmad *et al.* (2013: 161) suggest that as photo-sharing through Flickr, the largest photo sharing site became so common. Researchers can use responses to photos by viewers to examine destination image. It was observed that tourists take and share photographs as part of their gaze. The photos are often evocative and descriptive of the destination. People can view photos and members can comment on those photos that impact them and tag them as favourites (McKercher, Cheung and Law, 2010: 726).

4.5.3.3 Influencing destination choice

According to Tham, Croy and Mair (2013: 144) there is a range of alternative destinations available to destination decision makers. It is posited that a range of information sources influence destination choice. Word-of-mouth is a key aspect to decision making which was made available electronically in recent years through technological advances in the form of social media. This change to electronic word-of-mouth (eWOM) has introduced decision makers to an easy-to-access and much broader collection of friends that have a potential to influence decision making. In addition, it appears that electronic word-of-mouth is now given the same credence as word-of-mouth (WOM), and is assumed to cause the same influence in destination decision making (Litivin and Hoffman 2012: 136).

4.5.3.4 Engaging with marketers

Tourism marketers are considerably using social media to engage with actual and potential tourists. Travellers need to get engaged with marketers so that they can get updated on current information or price discounts on certain product bundles. Travellers will have the chance to ask questions and get clarity whilst at the same time the marketers can respond to the questions as well as conveying their

marketing messages concurrently. On the "evaluation" stage, customer to customer interaction through social media is now playing a pivotal role in decision making (Hudson and Thal 2013: 158).

However, Kim (2016: 94) states that social media is constantly changing and what is known today is guaranteed to change. The nature of social media is that it is constantly evolving, moving, and changing. To be effective in social media requires organisations to regularly adapt. Social media compels practitioners to be bold, to adopt new strategies and platforms, and to willingly attempt new processes. Social media professionals should be lifelong learners. Whether it is what our audience like or social platform algorithms, people must be attuned to the changing landscape. That knowledge will help organisations to achieve their objectives and contribute value to marketing and communications.

4.6 CRITICISM OF THE INTERNET

Nielsen (2001: 35) states that one of the major criticisms of the Internet is that it is essentially unregulated. This was debated at length by opponents of the Internet on the grounds of protection of minors from violent and pornographic web sites, public decency, and on the ground of certain individuals using the Internet to prey on their victims. It is difficult to achieve some form of tight restriction on the Internet to protect the innocents. If those restrictions are put in place, then the Internet ceases to be as liberal form of mass media as once assumed. According to Nielsen (2001: 36) the other problem of the Internet often cited is that of 'spamming.' Some individuals take advantage of the free nature of some websites such as Hotmail. The Internet is also facing criticism as a marketing communication tool, reaching the correct audience is very difficult. However this criticism has been partly addressed over the years as new developments such as social media are taking place. Huang (2012: 9524) states that the Internet enables marketers to "address" individual consumers in their marketing communications. The other criticism of the Internet is that it can be a source of negative propaganda against individuals or companies (Nielsen 2001: 37).

According to Hoyle (2002: 43) in selecting the advertising media, marketers must be circumspect because some may be controversial. The Internet has come under severe scrutiny as an advertising media. What was initially proclaimed as its greatest

source of strength: the ability to track the number of viewers precisely and the ones interested to buy the product became its greatest weakness. The Internet for many was cutting-edge technology and a new exciting approach to marketing services and products. It was reported that in many cases Web surfers did not respond as earlier on predicted (their surfing habits were more casual than advertisers anticipated as they eagerly used this media). Hoyle (2002: 43) notices that even online companies which were expected to advertise their products on the Internet have become more selective in their selections of advertising media. There has been a failure of hundreds of dot-com companies whose advertisers could precisely and quickly conduct evaluations enabling them to analyse the actual number of hits they were receiving, or when being more critical to the equation, not receiving for their investment. Some authors argue that the Internet is both the worst and the ideal medium for advertising. According to Jacobs (2012: 1) some pundits are predicting the impending demise of online media. What guarantee is there to say Facebook won't be dead be dead by 2025 in this environment where technology is constantly changing.

4.7. GENERATION Y

Generation Y, also called millennials, are a huge group of digital natives, impatient learners, gamers and multitaskers who expect nomadic connectivity and love a networked world (Sweeny (2006: 1). According to Mdeletshe (2017: 23) disparities can be noted in the literature in terms of how Generation Y is demographically defined. As a result, different researchers use slimly different demographics. Stein (2013: 2) indicates that Generation Y are people born between 1980 and 2000, Sweeny (2006: 3) states 1979 to 1994, and the Media sight project (2015) indicates 1981 to 1997. Despite of these differences, it is evident that Generation Y are people still in universities and some pursuing their careers. Millennials differs significantly from other generations in that their lives revolve around information technology. Stein (2013) argues that globalisation, social media and acculturation have significantly influence this generation all over the world to such an extent that they have similar behaviour characteristics despite of their different geographical locations. Four of these characteristics which influence their media consumption are discussed below:

- Multitasking

  Millennials like to engage in different activities in the same time (Sweeney 2006: 1). This is exacerbated by the availability of gadgets that allow easy access to social media and other online sites. Gadgets are always where the person is to the extent that after observing this Pew Research Centre (2010) viewed these gadgets as extra body parts.

- Less reading

  They hardly read printed material such as newspapers and magazines (The Media Insight Project 2015). They are entertainment oriented unlike other previous generations which are news oriented. Sweeny (2006) suggests that the most effective media to reach them is through online media. Social media is their favourite environment.

- Nomadic communication

  Another attribute of Generation Y is the need to keep in touch with friends regardless of space and time. Stein (2013: 2) called this behaviour 'communication mobility' and social networks are used to facilitate this. They need instant feedback and hence place much value on efficiency.

- Experiential learning

  The last significant characteristic of Generation Y is regarded as the trial and error approach to learning. They like to discover new things most of the times (The Media Sight Project 2015). They do not conform to general standards, they accidentally discover new things, and they value to be in control of their life activities (Mdletshe 2017: 24).

Generation Y constitutes a higher percentage of the South African population. Of the 54,001,9523 population of South Africa, millennials are 14,311,930 and this translates to 26.5% of the entire population. The majority of this generation, 22.2% resides in KZN. Like all other people of this generation around the world, Generation Y in South Africa are natives of this information technology era (Statistics South

Africa 2014: 10). Babu and Subramoniam 2016: 1) state that 80%of global Internet users connected to social networks are below 30 years.

The foregoing discussion has elaborated on the characteristics of the millennials and it was observed that they are more inclined to online media than traditional media. Less reading, nomadic communication, experiential learning, and multitasking were identified as some of their characteristics which influence their media consumption. Millennials spent most of their time on social media connecting with friends and they don't like reading traditional print like magazines and newspapers. However, this is a good generalisation about the millennials but no one can be strictly digital oriented. Some of them are still watching TV, listen to the radio, and consult various printed material for information. They still carry printed textbooks whilst they can read a soft copy from their tablets. To appeal to this segment, more online media has to be used but however without neglecting the use traditional media.

4.8 CONCLUSION

Great opportunities and benefits were offered to the tourism industry by the Internet. Following the prediction by others that the intense competition from the Internet may lead to extinction of some traditional media, the literature does not show any of those signs, rather there is some degree of complementarity between traditional media and online media. They are not enemies, neither do they work in opposition, they are business partners with different merits and demerits.

 The reality is the Internet emerged with better functions which are not available with traditional media such as high degree of Interactivity, audience addressability, building relationships and engaging customers through experience sharing. It appears that the Internet is most dynamic and effective form of communication which is currently unsurpassable by any other media in promoting tourism. However, statistics have shown that not everyone in the world is connected to the Internet, it does not serve everyone in South Africa and the world at large. In addition, what is known today about online media is guaranteed to change because the environment is constantly changing so organisations needs to be highly flexible and adaptive in order to keep abreast with developments in the technological environment. The

following chapter mainly gives a comparative analysis of the effectiveness of traditional media and online media.

CHAPTER FIVE

ADVERTISING MEDIA COMPARATIVE ANALYSIS

5.1 INTRODUCTION

This chapter is set mainly to give a comparative analysis of the performance of traditional media and online media for the promotion of tourism. It begins by explaining the tourism product and the importance of good media planning. It then gives a further but brief analysis of traditional media and online media performance in the contemporary tourism marketing environment. The chapter then moves on directly to making a comparative analysis of traditional media and online media, with the aim of revealing important insights upon which the promotion framework of tourism can be built. The chapter ends by explaining the concept of integrated marketing communications. This is because different media appeared to have their own but different challenges and benefits. Striking a good combination of media choice can be suggested as the most effective way to go in promoting tourism.

5.2 THE TOURISM PRODUCT

According to Crisan and Berariu (2013: 29) tourism is a commodity for sale and is consumed at the point of production. It is the customer who has to travel to the product, not the other way round. The tourism industry is growing very fast globally and is a cheaper way to earn the much needed foreign currency. Tourism is nevertheless a leading source of foreign exchange earnings in a country. According to Goyal and Sharma (2013: 45) tourism is regarded as a key element in modern societies. It contributes to national and regional economic growth. As one of the most flourishing industries in recent years, tourism advertising can hugely influence the perceptions of the audience about a particular community or area. Given the significant contribution of the tourism industry in Kwazulu-Natal to the economy of South Africa and the competitive nature of the global tourism market, more advertising activities are needed in order to promote the industry and increase the earnings. Tourism has turned out to be one of the worthy and profitable industries to invest in. Steady and good promotion is required to attract potential tourists and turn them into customers.

According to Ferencova *et al.* (2014: 224) one of the goals of marketing communication in the tourism industry is to stimulate and create demand for a product or service, stabilise turnover, differentiate the product or firm from their competitors, build a brand, and strengthen a corporate image. Consumers are bombarded and met with several advertising messages as they read magazines, watch television, walk down the street, listen to the radio, or surf the internet (Crisan and Berariu 2013: 30). This has proven to have a great impact on influencing tourist destination choice.

5.3 IMPORTANCE OF GOOD MEDIA PLANNING

According to Larry and Donald (2008: 3) advertising media are important and critical to the success of any advertising for several reasons:

5.3.1 Media take up most of the budget

Most of the advertising budget is taken up by advertising media so they are worthy to be given attention and interest. Media space and time are expensive: for a typical campaign, media costs account for 80 to 85% of the budget. The remaining 15% to 20% covers message, research, evaluation, production, and advertising agency profits. If media constitute the bulk of the advertising budget, the marketer must spent sufficient effort and time making sure the media plans are sensible.

5.3.2 Media are least understood

Typically, most advertisers pay most of their attention to the messages and promotions but not to the media plan. Most proposed campaign presentations spend more time on message strategies and relatively little time is spend on the media portion of the campaign. The top management of the organisation may assume that the media plan is logical and complete, however that is not always the case (Kelly and Jugenheimer 2008: 5).

5.3.3 Poor media plan sabotages the entire campaign

Assuming that the organisation has a great advertising campaign plan, with emphatic words, memorable theme and impressive visuals, what is good about it if those

message elements do not reach the target audience? Kelly and Jugenheimer (2008: 4) clearly indicate that a great advertising message presented to a wrong audience is a total waste of effort and time. They add that if one ignores the media strategies and only focuses on the message strategies, that individual risks sabotaging the entire package: the budget, the campaign, and everyone's hard work.

5.3.4 Media are critical to brand success

Advertising media are critical to the success of an advertising campaign. Advertising success help accomplish the marketing goals: positive opinions, competitive advantage, more visitors, word-of-mouth recommendations, increased awareness, or whatever the goal may happen to be. Achieving the goals makes the brand more successful. Poor media selection can waste the entire campaign, and efficient and proper use of media can underwrite the success of the advertising campaign (Larry and Donald 2008: 5).

5.3.5 Media support product or destination positioning

According to Kelly and Jugenheimer (2008: 6) most crucial decisions to be made involve positioning of the service or product you are marketing. Once the positioning is determined, it has to be translated into advertising because that positioning is meaningless if it is not supported in advertising. One of the most direct and sensible ways of translating brand position into advertising is through advertising medium. There are no ways that positioning can be successful if it is not accurately and adequately supported through media selections and placement. If one wants positioning to be successful, he/she must select and use advertising media efficiently, effectively, and above all, accurately.

5.3.6 The world of media is ever-changing

The advertising industry has undergone major structural changes in the past decade. The digital revolution has changed the way marketers approach media. The rise of UGC is also redefining the media landscape. Kelly and Jugenheimer (2008: 7) highlight that the Internet has led to the rise of a wide variety of new kinds of media such as rich media, search engine marketing, streaming video or audio and social

media. Other channels also came into play, including cellular phones, satellite radio, video games, and the iPod. Traditional media have also evolved. Opportunities are appearing in seemingly every avenue, malls now have digital signs showing television commercials, buses contain television sets, ads are popping up in elevators, and even inside fortune cookies.

5.3.7 Good media selection increases efficiency

Kelly and Jugenheimer (2008: 9) suggest that media efficiency should be the primary goal of advertising media planning. Efficiency does not always mean the lowest price, in this case, efficiency is looked at in terms of having the optimum amount of advertising to do the job. Too much media frequency is inefficient, too many none prospects seeing the ad is inefficient, and too much media overlap is also inefficient. Good advertising media selection can help avoid these inefficiencies of excessive frequency, overlap, and waste. However, Postma (1999: 115) argues that some media overlap is really desirable for reinforcing the message in a variety of sources and in a variety of ways. Frequency of exposure is also very important because seeing or hearing the advertised message only once is unlikely to work effectively. It also impossible for the advertiser to only reach his/her prospects, some media coverage will go to non-prospects.

5.4 TRADITIONAL MEDIA ANALYSIS

According to Pike (2016: 275) traditional broadcast media have undergone radical restructuring in the past decade. The effect of free content available through web 2.0 technologies impacted negatively on the revenues of traditional media, which were forced to downsize in order to remain financially viable. Traditional marketing approaches evolve around the concept of "pushing" a promotional message to a broad audience. Customers are directly exposed to messages conveyed through radio, newspaper, and television. According to Dahlen and Edenius (2007: 34) the attitudes of consumers towards advertising are continually becoming more and more negative, resulting from the increase in ad clutter. This increase in ad clutter in traditional advertising media such as newspapers, radio and TV has had negative effects on both the advertising content and the media.

Zentner (2012: 913) state that internet is threatening the survival of traditional media. He observed a decline in the circulation of newspaper and advertising revenues over the previous decade. Print media advertising expenditures such as on magazines and newspapers have decreased sharply since 2000. Advertising expenditures on television and radio do not show consistent trends, and expenditures on online media advertising have grown rapidly over the past decade, from a very low level in 1998. The rise in the use of internet affected advertising expenditures across media, however, the extent of the effect to each medium is still uncertain. Albeit online media appeared to have been replacing traditional advertising media outlets as a source of information, entertainment, and news, the existing estimated magnitudes of displacement impacts are much smaller than earlier predictions made during the early stages of the discovery of the Internet (Zentner 2012: 914).

The development of online media has complicated the measuring of advertising expenditures. Taking, for example, newspapers are now published in both online and print editions. There might be cross-selling of advertising in these outlets or they may be sold independently. Cross-selling may result in double counting when online advertising expenditures are not stripped from print newspaper advertising expenditures and other outlets of traditional media. Complications from cross-selling are as a result of other traditional media outlets which are delivered online, for example, watching television online (Zentner 2012: 917).

Corus *et al.* (2012: 12) argue that traditional media advertising is facing significant challenges as a result of a high prevalence of online media communications since the late 1990s. Internet is now the fastest-growing medium with a 528.10% growth rate from 2000-2011. More people than ever around the globe are now able to surf the internet for products and services, due to the availability of efficient broadband connections and computers. Improving mobile infrastructure and networks in recent years have enabled mobile Internet users to enjoy high speed and better explore information on the net. According to Zinnbauer and Pfeiffer 2010: 42) online media expenditures are expected to increase sharply in the coming years. In the United Kingdom, the Internet was reported to have overtaken television advertising as the largest advertising sector by market share.

Tourism is one such industry where the needy for information can cause travellers to consult various sources of information. At the same time, this growth in infrastructure and internet traffic has also enabled   marketers to reach more potential customers (Corus *et al.* 2012: 13). Although traditional media might seem to be replacing traditional media, the predictions made during the early stages of the discovery of the Internet were too high than the existing estimated magnitude of displacement impacts. Traditional media is not obsolete in doing meaningful business in the tourism sector.

5.5 ONLINE MEDIA ANALYSIS

According to Howison *et al.* (2014: 297) online marketing refers to the process of using information and communication technologies as well as digital media to deliver marketing messages. Gay, Charlesworth and Esen (2007: 6) state that online marketing is the process of building and maintaining relationships with customers through online activities to facilitate the exchange of products, services, and ideas that satisfy the goals of both parties. Today's businesses are offered opportunities to distribute and promote their products and services through online marketing. Gay *et al.* (2007:7) supplement that it is necessary for tourism businesses to provide interactivity that meets a diverse range of potential consumers to enable the customers to select their choice, for example, inclusion of online booking facilities on the websites. In contrast, traditional marketing approaches evolve around the concept of "pushing" a promotional message to a broad audience and it lacks interactivity.

Online marketing strategies differ from traditional approaches in that it focuses on the customer itself and is thus customer driven. Internet users can access the information wherever and whenever they like, they can decide for themselves how, when, and where to access the marketing messages or the information (Howison 2014: 271). There is also great flexibility for customers to pull content according to their demands, interests, wishes, and needs. Ideally, because customers are able to choose the information to receive, access and use, it leads to a "pull" strategy, a new marketing approach offered by the internet and not available with traditional media (Pomering *et al.* 2011: 962).

The Internet provides a wide range of new ways for users to interact with one another, with business, and with online content. This provision for interactivity is, according to Gay *et al.* (2007: 8), the greatest advantage of online marketing. Companies are now able to interact with potential and existing customers and this allows the business to get valuable information about their products and services, build customer relationships, and create a community that can be used as a source pool. Ferencova *et al.* (2014: 223) highlight that apart from offering a good product at the right price and right place, it is inevitable that a firm interacts with its clients. The necessity of communicating with the target market and the significance of communication status results from a basic philosophy of marketing, that is, acquiring knowledge of the market, understanding its needs, and having an effective way of meeting those needs

According to Howison (2014: 278) the opportunity for online interactive communication is provided by social media. Social networks are regarded as a platform for people who share the same interests to gather to socialise and this also assist the businesses to interact with their existing and new customers. However, Chan and Guillet (2011: 347) make a distinction that although social media is based on the web, it is not equal to online marketing and it is just a subset. According to Howison *et al.* (2014: 273) social media has become increasingly evident through Web 2.0 developments. Tuten (2008: 3) defines Web 2.0 as developments in technology employed online to enable interactive capabilities in an environment characterised by dialogue, user control, and freedom. Both of the writers portray Web 2.0 as connecting the people and people as creators of content and communicating it with others. This holds strong implications in the tourism industry as it is essentially a people business. Pike (2016: 76) argue that in this digital age there is no doubt a paradigm shift in destination marketing is taking place as marketers are forced to adapt. Indeed, new information is already appearing online at the *speed of thought* in these formative stages, with Web 2.0 having the most impact on written communications from the advent of the printing press, with claims:

- 100 things get uploaded to the Internet every second daily,
- Facebook users do check their accounts more than five times per day,

- By 2015 1.44 million people had active Facebook accounts,

- A new blog is created every second around the world,

- 100 million videos are served on daily basis,

- Every minute, 10 hours content get uploaded to YouTube,

- Every month, 1 billion Tumblr pages are viewed,

- 3 million photos are uploaded to Flickr daily, and

- In 2014 TripAdvisor.com app reached 100 million downloads (Pike 2016: 77).

Owen and Humprey (2009 cited in Corus *et al* 2012: 14) argue that albeit new social media platforms have in recent years become available, the diffusion of these into common use by the whole society and the continuance of these media in their current forms are not guaranteed. They proposed that communication channels for marketing uses and the evolution of social media depend on a set of underlying infrastructures: a technological/core infrastructure, a commercial/competitive infrastructure, a social infrastructure, and a political/regulatory infrastructure.

Another clear indicator of this new era's impact on tourism is the way with which travellers make reservations, which changed in a very short period. The use of Internet for making bookings has increased from 13% to 76% of travellers between 2003 and 2013. The generation who grew up in the digital era might think little of this, but should consider the implications of that one simple static to the tourism industry. Most people did not have access to the Internet before 1995, so now we can view how the world has moved from virtually 0% bookings online in 22 years (Pike 2016: 78).

The foregoing discussion has shown that the Internet has revolutionised the promotion industry as it brought with it better ways of doing business which were not necessarily available with traditional media. Tourism businesses today are offered the opportunity to promote and distribute their services through online media, and to build and maintain relationships with travellers through the interactive capability of the Internet. Customers can also pull content according to their interests, needs, wishes and demands. Travellers can access the information wherever and whenever they like. However, the diffusion of the online media platform into common use by

the whole society is not yet achieved. Some people are still inclined to the use traditional media platforms. Moreover, there is no guarantee of the continuance of online media platforms in their current forms and there is no guarantee as well that online media will keep on improving and penetrating the market as before.

5.6 COMPARING MEDIA EFFECTIVENESS INTOURISM MARKETING

According to Roman, Gheorghe and Roxana (2013: 1164) tourist satisfaction depends on the accuracy of information, on the accessibility of the destination, attractions, accommodation facilities and activities. The Internet better satisfies the need for convenient access to relevant information. It allows the tourists to easily compare the information. They can cover a variety of choices of travel, transportation, leisure services, holiday packages, accommodation, prices and availability. This information will naturally help travellers to plan complex tourist activities, for example long trips. The Internet today is assumed to be a very important channel for services marketing and is causing changes to the way firms interact with their customers. Tourists now enjoy increased access to accurate and specific information through the use of the Internet. The intangibility of tourist services creates perceived risk and uncertainty in consumers' mind. As a result, before buying a tourist service, travellers acquire a vast amount of information and create images, anticipate the consumption and create expectations.

Traditional media information sources are also an important channel for service firms as they present immediate benefits to customers. However, Romana *et al.* (2013: 1164) argue that although traditional media can provide a great variety of information to solve certain information problems, it does not provide customised information. Consumers can spend more effort and time than when using customised information sources. Mass media sources of information act independently of the traveller's active process of searching for information. Some researchers consider mass media as an impersonal and formal source.

Global exposure for tourism destinations is of prime importance. The Internet outperforms traditional media in its ability to expose information to a global audience. Anybody in any part of the globe can access a destination's marketing information at any time they desire. This ability greatly reduces time and place utility woes.

Destination promotions relied entirely on travel agencies to market their offerings till the mid-1990s. The use of Internet grew by 146.2% from 2000 to 2005 around the world. By 2011, the number of Internet users worldwide had reached nearly 2 billion out of approximately 6.93 billion population. The Internet has enabled tourism organisations to market themselves globally through well designed web sites. Conducting business on the web helps to avoid restrictions and regulations that are to be followed when physically operating in other countries. Compared with traditional media, online media provides unlimited access for billions of users to an unlimited amount of information in the global village. Online media is best for promoting tourism destinations throughout the world, the quality which is not available with traditional media. However, Romana *et al.* (2013: 1167) argue that more powerful and comprehensive web sites providing in depth information can take longer and cost more to develop.

Romana *et al.* (2013: 1165) state that the popularity of the Internet has sky rocketed in recent years though it has been in existence for a while now. Online channels are being favoured in practice because of their direct accountability which occurs in terms of cost per click. The Internet opened up new avenues for marketers to raise relevance and awareness with target groups and thereby ultimately increasing brand equity and driving sales up. They added that the two broad categories of the Internet are information and communication services. Information services allow the user to access data made available by others. Because of the high-risk decision in selecting tourism destinations, the Internet was ranked as the most credible information source. Communication services allow Internet users to directly exchange information. Online media has transformed the marketing communication model from broadcasting to narrowcasting, or from one-to-many to one-to-one. Traditional media such as television, radio and print still follow a passive one-to-many model of communication. The organisation reaches many potential and current customers through the same message broadcasted repeatedly (Zinnbauer and Pfeiffer 2010: 42). This approach has the following problems:

- Wasted exposure to audiences not interested in the messages,
- Conflicting and competing messages are sent to customers and
- Generic message to every customer.

The Internet offers the ability to personally address each consumer. Every time when the user visits the destination's web site, its server keeps a record of the user's electronic address. This information can now be used to send personalised messages to the target audience or individual customers. The addressability of the Internet allows the marketers to tailor the product or customise the marketing effort to individual consumers at a time. Though traditional media has been in existence for many years, the Internet now offers high-speed transmission and retrieval of information at a low cost (Romana *et al.* 2013: 1166).

Another distinguishing element of the Internet is its ability to interact. Dialogue is an important element in relationship marketing and is vital for creating customer loyalty. Travellers are empowered to interact with tourism marketers, search for information and conduct transactions by pressing a few buttons. Tourism organisations can also easily contact their customers to inform them of alternative packages or to clarify their needs. In the tourism industry, the Internet became an important source of information to travellers who become each day more familiarized with the emerging world of information. Analysts have indeed identified the Internet as the main cause of revolution in the service sector such as tourism. It enables organisations to enlarge the markets globally and provides companies an unprecedented opportunity to communicate effectively and directly with potential customers (Romana 2013: 1167).

Unlike with traditional media like television or newspapers, the traveller has greater control of choosing information about a destination. The internet allows easy information exchange between travellers as well as between companies. The Internet also offers great flexibility that traditional media such as brochures. Visitors can read information on destinations, products or services on a web site like an electronic brochure. It is more flexible than a printed brochure or catalogue in that it can be updated with current and fresh information gathered through consumers' feedback. The preparation of brochures is a lengthy and costly process during which the competition and demand conditions could change greatly.

The foregoing discussion shows a comparison of the performance of traditional media and the Internet. It looks clear that online media has brought many

advantages which were not available with traditional media in the advertising industry. However, one can argue that these advantages and features of the Internet are not equally exploited by different DMOs or in different countries. Traditional media is not obsolete for the promotion of tourism as the literature has shown evidence of its wide use in KZN. No matter the claimed efficiency of the Internet, it still does not reach every individual in the world and this places a limitation on its effectiveness, and raises a suggestion that traditional media is still desirable in this digital era.

5.7 CONTEMPORARY TOURISM PROMOTION FRAMWORK

The synergistic effect available when using appropriate combination of advertising media to convey marketing communications has been enhanced by modern information technology. Tourism agencies, organisations and related businesses need to work together in promoting the tourism opportunities in KZN. They need to align their efforts and improve the tourism industry through the use of appropriate promotional campaigns (Crisan and Berariu 2013: 29). Some advertisers have switched to online media as they believe the Internet to be more efficient and effective, given the increase in cost of traditional media. However, that shift does not mean traditional advertising media would fade away completely in the near future. This can indicate that online media advertising need to work in conjunction with traditional media advertising in order to generate a significant increase in marketing effectiveness.

There is a diverse range of opinions on the tactics that can be employed by a DMO in promoting its destinations and products. This study does not seek to prescribe technical aspects such as advertising design, rather it's simply highlighting the key guiding principles in making media decisions in the tourism industry. The rising influence of UGC on social media platforms and the shift in thinking towards destinations as brands require a new management approach that focuses on developing relationships with stakeholders and consumers (Pike 2016: 249). A structured approach which actually emerged recently in the marketing literature is Integrated Marketing Communications (IMC). Though the topic of IMC was raised in the 1970s by Wahab, Crampon and Rothfield (1976: 182), it has received little

attention in destination marketing field till today. The first texts on IMC appeared in the early 1990s.

5.7.1 IMC and the promotion of tourism

According to Rehman and Ibrahim (2011: 188) IMC involves the merging of distinct communication functions in such a way that the organisation speaks with "one voice". It moved beyond just communication to the creation of synergistic communication through a process of using elements of the promotional mix in a unified way. Marketing communication is the voice of the organisation and its brand and is the way by which a company can establish a dialogue and create relationship with customers. It allows the customers to know the producer of the product, what benefit it stands for and link the brand to places, events, people, feelings, and experiences (Sisodia and Telrandhe 2010: 133). Pike (2016: 249) defines IMC as the process of managing relationships with customers with the aim of driving brand value. Duncan (2002) states that IMC is a cross-functional process of nourishing and creating profitable relationships with stakeholders and customers by strategically influencing or controlling all messages sent to customers and encouraging purposeful dialogue with them.

Integrate Marketing Communication is there to enhance the ability of the company to deliver the right message to the right customers in the right place and at the right time. It is the planning and execution of all marketing communication needed for a brand, company, place or product to satisfy the common set objectives and support the positioning of promotion. IMC boosts promotional mix elements, whether it is direct marketing, advertising, sales promotion, internet/interactive marketing, personal selling or public relations, combined to provide a clear and consistent maximum communication impact. It must not just communicate with prospective and present customers, but also with related industries, vendors, employees, and the external that is directly or indirectly involved with the organisation (Sisodia and Telrandhe 2010: 134).

According to Pomering *et al.* (2011: 962) Integrated Marketing Communication represents a voice of creating brand awareness, educating the market, delivering information, and creating a positive image of the company. This implies that online

media cannot effectively work in isolation from traditional media and other elements of the promotional mix in the tourism industry. Rehman and Ibrahim (2011: 190) argue that it is difficult to promote a product or an organisation without employing IMC and that nothing can be sold in this competitive global environment without promotion, no matter how good the product may be. Inherent in the descriptions of IMC given above, there are five fundamental tenets that provide opportunities to DMOs:

- Creating profitable customer relationships,

- Enhancing relationships with stakeholders,

- Cross-functional process,

- Maintaining purposeful dialogue with consumers, and

- Message synergy

5.7.2 Relationship Marketing

Having stated the characteristics of the contemporary tourism marketing environment, this begs a question of what are the key approaches or techniques that DMOs need to utilise in the twenty first century? Vargo and Lusch (2010: 10) state that a key strategy in the contemporary marketing approach is to build meaningful and lasting relationships across all marketing networks of the organisation. In tourism marketing, relationship marketing plays an increasingly important role both with travellers and other organisations. Kotler *et al.* (2003: 390) suggest that relationship marketing is creating, enhancing and maintaining strong relationships with customers. However, this definition did not stress the need for strong relationships with other tourism marketing organisations, focus is placed only on the customer. Cooper and Hall (2016: 107) also highlight that relationship marketing is well suited to current marketing paradigm, works well in tourism, and is facilitated by the Internet technology. Social media is one of the tools that are being used by organisations to get closer to customers, for example, by developing organisational Facebook pages and Twitter feeds. Relationship marketing for DMOs can be viewed as:

- A fundamental philosophy in business leading to co-creation and genuine customer involvement. This philosophy is to establish, build and maintain successful, strong, and life-long relationships with customers.

- A tactical promotional activity.
- A strategic tool for customer retention and lock them into specific brands and products.

Cooper and Hall (2016: 108) argue that the massive growth of social media has enhanced organisations' ability to build lasting relationships with customers. Social media is also shifting the power of relationships between a business and the customers. It is empowering the customer in the market place and is reversing the traditional relationship model to one that is 'customer to company'. As empowered by social media, the customer drives the relationship, co-create tourism products and subtly influence brands to create 'customer managed relationships'. This development is not available with traditional media outlets such as radio, print, and television.

Underpinned by the proposition by Pike (2008) that communicating with previous visitors is a more efficient use of scarce resources than traditional approaches to advertising, relationship marketing presents the way forward towards meeting this challenge. He further states that one of the greatest challenges faced by DMOs is trying to successfully gain the attention of the travellers with meaningful messages at the time of making travel decisions. The rationale behind investing in relationship marketing is that *attracting a new customer costs five times as much than retaining an existing one.* Gronroos (1990: 5) defines customer relationships management (CRM) as a process of identifying, establishing, enhancing, maintaining, and, when necessary, terminating relationships with stakeholders and customers at a profit, so that all parties involved meet their objectives. However, it must be acknowledged that the human need to explore is one potential inhibiting factor. Though there has been little research to date, the need for novelty seeking might preclude re-visitation. Pike (2016: 250) declares that the rise in repeat visitation to a destination is one of the recent tourism megatrends in many parts of the world, mainly due to another trend of tourists taking more frequent shorter breaks and the advent of low-cost airlines. The increase in repeat visitation to so many destinations around the world presents DMOs with relationship marketing opportunities. Tourism New Zealand (2015: 1) even states that its vision is to motivate its target market to come now, do

more and come back. Early studies on repeat visitation found five factors that contribute the most to returning to a familiar destination:

- Childhood or emotional attachment to experience,

- Reduced risk of unsatisfactory experience,

- Knowledge of the likely hood to find own people in that destination,

- Exposing others to a previously satisfying experience, and

- Opportunities to visit aspects not previously visited in the destination (Pike: 2016: 250).

However, this comes with a challenge of the difficulty in obtaining sufficient customer data from service providers over which DMOs may not have a direct control. DMOs rarely come into contact with actual tourists so obtaining contact details in order to keep in touch is not so easy. Database marketing is not being well practiced. The other challenging question of how destinations are going to engage with so many visitors with meaningful messages after getting access to contact details can be solved by technological advancements such as social media. With the use of traditional media, DMOs have not been able to engage with customers in such a manner to develop these relationships. Marketing campaigns were mainly designed to attract new visitors, which was not necessarily appropriate for potential repeat visitors. No budget or efforts were being made for the development of ongoing relationships with potential repeat visitors. Woodside and Sakai (2001: 378) meta–analysis of tourism marketing strategies concluded that the dominant paradigm in use was not relational but transactional. According Pike (2016: 254) there were strong calls from the government opposition in Bermuda for that nation to shift from traditional media campaigns and invest more in CRM: 'We don't need to reach out to over 90 million people on the eastern seaboard of America, we need to get them one by one' (Woodside and Sakai 2001: 370. One research in 2012 found out that there was a general lack of strategic intent in DMOs to engage in relationship marketing. Some of the key findings on a research to highlight issues hindering CRM were:

- Assumption that the local service provider might be engaging in CRM with their previous guest,

- Inability of any of the DMOs to track repeat visitors,

- Communications with previous visitors were not targeting repeat visitations,

- While a general recognition of the potential of CRM, no DMO was able to develop a formal approach of staying in touch with previous visitors, and
- A general acknowledgement of the need for relationship marketing system at destination level in the future (Pike 2016: 255).

5.7.3 Online media relationship marketing opportunities.

Web 2.0 presents unprecedented and close to unlimited prospects for DMOs to overcome their main barriers to relationship marketing, through providing improved opportunities to engage directly with Internet users. Social media not only offer the benefits of higher levels of efficiency and low costs than traditional media (Pike 2016: 256) but also more opportunities to create long-term relationships with consumers. Cobos, Wang, and Okumus (2009: 422) clearly indicate that the Web 2.0 era has resulted in a paradigm shift in destination marketing, as inferred by Quensland Tourism Industry Council's assessment in 2015:

New technologies have considerably started to disrupt the economy and the traditional business model, particularly in the tourism industry. This is putting increased pressure and creating challenges on businesses to increase competitiveness and become responsiveness to innovations in this rapidly changing business environment

Cobos *et al.* (2009: 425) assessed the web based activities of 260 of Convention and Visitors Bureaus (CVBs) in the USA from CRM perspective, which, from the literature review, they promoted as a hierarchy of four stages:
- Provision of timely and accurate information,
- Constant and effective communication with customers,
- Reliable and seamless electronic transactions,
- Lasting and effective relationship building mechanisms that promote assurance.

Their survey instrument contained a number of items to analyse each CVB's level of activity at each stage. Results clearly indicated that most DMOs were at the level of information provision. Few of these CVBs had evolved into providing functions related to transactions, communication and assurances. According to them, the key

factor which is inhibiting high level web activities were lack of managerial technology expertise, small organisation sizes and lack of financial resource. Cobos *et al.* then suggest that since these factors were likely to continue making relationship marketing a major challenge, working collaboratively with other CVBs nearby is a practical step towards eliminating this challenge.

5.7.4 The use of technology

Cooper and Hall (2016: 108) observe that the Internet has revolutionised the way tourism marketers do business though the tourism sector is known to have embraced technology for over three decades, beginning with the development of computer reservation systems by airlines. The Internet is influencing every aspect of contemporary tourism marketing and has changed the behaviour and culture of how people search, purchase, and communicate. The Internet has significant advantages over traditional advertising media, advantages such as low cost, reach, speed of communication, richness, and interactivity.

Internet technology is having a profound impact on how marketing is practiced in the tourism sector. It facilitates most of the processes that are needed in contemporary tourism marketing such as co-creation and relationship building. These include interactivity, communication with customers, massive data storage, tools for research, and the ability to build and maintain relationships through web behaviour and social media. The Internet is also giving destinations and small businesses a higher degree of global market reach which previously was unheard of. The fact that consumers have taken advantage of the Internet medium demands a response from the tourism sector which is being forced to go through a process of rethinking its business approach.

5.7.5 Stimulating purposeful dialogue with consumers

According to Anholt (2002: 50) all marketing communications must be about a purposeful dialogue with the target audience. Marketing communications is the focus of DMO activities and is the marketing element over which a DMO is able to exert much control. Anholt (2002: 53) likens marketing to charting someone up in a crowded bar:

In effect, you walk up to an individual you never met before, and have only a few seconds in which to convince him/her you are worth getting to know better, and to win a longer conversation. The joke will often do the trick, but if the bar is in Iraq or Finland (unlikely), where making a stranger laugh is both unwelcome and difficult, a different opening gambit is preferable. Either way, there are few people and few countries who will fall in love with a stranger who just kicks off a conversation with a list of his/her natural advantages, key historical achievements and impressive family tree.

Pike (2016: 260) adds that the purpose of marketing communications should be enhancing brand identity, with communication objective being to remind, inform or persuade the customers to take a desired action. DMOs are using promotion to either push consumers through travel intermediaries or pull them to a destination. There tends to be a commonality in DMOs activities because innovative ideas of one DMO can rapidly be adopted by rival destinations in these competitive markets of today. Until a destination is able to develop the means to communicate effectively with travellers on individual basis, the emphasis must be on consistent communication of value proposition representing brand identity.

5.7.6 Message synergy

According to Pike (2016: 262) the purpose of all destination marketing communications is to reinforce the brand identity. To do this effectively requires consistency of advertising messages by as many stakeholders as possible and across all media. It is advantageous for the various stakeholders to support the theme of brand identity in their own marketing communications. The crowded nature of marketing by competing destinations and substitute products necessitates message synergy across all media in order to be more effectively noticed by busy consumers. Ideally, the five key promotional tools such as advertising, direct marketing, public relations, personal selling and sales promotion should be integrated to provide a consistency of message. One of the four generally accepted stages in the design and implementation of an advertising campaign is message decision, including both the type of medium and the content of the messages. It is argued that message decisions are also problematic for DMOs. Morgan (2000: 344) observes that up to that time, many DMOs' marketing efforts lacked professionalism.

Ward and Gold (1994: 10) point to a tendency towards wordiness in advertising in particular, which is better suited to direct mail communications. Morgan (2000: 345) cited a comment from an interview with the editor of the Advertising Age:

When you look at advertising ads, you can see transcripts of the arguments that took place at the tourist boards, the membership of which all wanted to have their interests served. You can as well see the destruction of the advertising message resulting from the politics.

These criticisms reflect one of the themes of the text, which is the difficulty of promoting multi-attributed destinations to heterogeneous and dynamic markets, with a focussed and succinct value proposition (Pike 2016: 262).

5.8 TOURISM DEMAND FORECASTING AND MODELLING

According to a review conducted in 2008 by Song and Li of 121 published articles from 2000 to 2007, incorporating multiple approaches is the way by which forecasting accuracy can be improved. There was not a single model which was found to consistently outperform other models in all situations. This means that given the increasing importance of online media in the tourism industry, it does not mean that online media can always outperform other approaches to the promotion of the tourism industry. Demand cannot be accurately forecasted after only employing online media. Multiple approaches need to be incorporated to improve forecasting accuracy and demand modelling (Leung *et al.* 2013: 4). Therefore this means that offline approaches to the promotion of tourism must not be ignored. Online media alone is not enough in doing meaningful business in the tourism environment. Freeman 1999 cited in Zinnbauer and Pfeiffer (2010: 44) avows that "you can't simply build a brand on the Internet. You have to go offline". He maintained the communication budgets of early Internet players were allocating 65% to 75% to offline media to create awareness for their brands and drive more traffic to their web sites. Traditional media can stimulate people to visit online sources of the information such as the web site.

According to Mangold and Faulds (2009: 538) integrated marketing communications (IMC) is the guiding principle followed by organisations when communicating with their target audience. It attempts to control and coordinate the various elements of

the promotional mix- personal selling, advertising, sales promotion, direct marketing publicity, and public relations – to produce a customer-focused and unified message and, therefore, achieve organisational objectives.

5.9 CONCLUSION

The means with which organisations can reach a relevant target group became more sophisticated in the previous few years. This rise in complexity led to the confusion on how to best create efficiencies in advertising spending. Hence, efficient allocation of advertising budget to various channels, online and offline remains a mystery to advertising experts. Both traditional media and online media offer advantages and disadvantages to tourism marketers. According to Nielsen (2001: 39) television was generally held to be the best or most effective medium because of its ability to gain access to greater audience by entering more houses. However this does no longer hold true as a result of a phenomenal growth of the Internet. Some media practitioners suggest that online media is the way forward in tourism communications in particular and in communications in general. Using traditional print media, any availability and price changes can be notified only through supplementary brochures. With online media, this can be done at a little cost and instantaneously.

Jayanthi (2015: 47) claim that traditional advertising media such as TV still remain very effective in reaching potential and actual consumers in this digital age. In practice, creating a medium that can do as much as possible in not the key issue, but discovering a combination of media or even a media that can do as much as required for the current job, or better still, finding an improved or new application that can do better than what is already in use. Organisations couldn't wait for the new online media in order to be successful and neither is success guaranteed with online media despite of how much possible it can do. With a good combination of media, the strong points of each medium can be tapped to the full potential while the weaker points of one are offset by the other.

The tourism industry needs to discover the right combination of traditional media and online media since both media have their merits and demerits. Though online media seem to offer unlimited opportunities in promoting tourism, success is not guaranteed by employing online media alone. Traditional media has a role to play in

this digital age and that role cannot be ignored. A good media combination with good media selection can ensure that the advertising messages reach the right audience, at the right time, and in the right mood. The right combination of traditional media and online media is what makes the entire promotional effort in promoting tourism work or not work. Both traditional media and online media should be used in promoting tourism in KZN to contribute all they potentially can and help making the tourism industry a success.

CHAPTER SIX

RESEARCH METHODOLOGY

6.1 INTRODUCTION

The previous chapters showed a review of the literature on tourism and its promotion aspects in this digital era using both traditional and online media. This chapter focuses on the research methodology and design that was used in this study. It discusses the rationale of the methodology employed, which was directed by the objectives of the study. The research objectives are outlined followed by the research design. A discussion of the processes undertaken to collect the primary data is detailed thereafter. The chapter shows how informed choices about the strategies, approaches, techniques, and procedures most suitable to this study were made. It explains how the two samples of key respondents were chosen and it analyses the rigour and quality of this research.

6.2 RESEARCH OBJECTIVES

The research method selected for this study follows from the research objectives. For this reason, the objectives are listed hereunder:

- To investigate and describe the use of traditional media and online media by tourists.

- To investigate and describe the use of traditional media and online media by tourism marketers.

- To examine the credibility of traditional media in promoting tourism in KwaZulu-Natal.

- To determine the effectiveness of traditional media in the promotion of tourism in this digital age.

- To develop a promotion framework for the promotion of tourism that utilises the benefits of both traditional and online media.

6.3 RESEARCH DESIGN

This section explores and provides a justification of the research design chosen. It establishes the idea of who and what is to be investigated in terms of the population parameters, units of analysis, and the nature of the sample to be drawn. According to Wiid and Diggenes (2017: 40) there is no specific procedure to follow for the marketing research process. One must ensure that all key aspects get addressed. Burns and Bush (2010: 148) explain a research design as a detailed outline of the procedures that were followed in a research effort in order to achieve the set aim and objectives. It relates to specified research methods that were followed in the collection and analysis of data. According to Malhotra (2010: 10) a research design refers to a framework for implementing a research project and it provides the procedures that must be followed in obtaining the necessary information for achieving the research objectives. Its main purpose is to propose a study that will provide information for decision making as well as answering the research questions. Sekerani (2003: 119) states that purpose of a study may be descriptive, exploratory, intended to conduct a case-study examination or to test a hypothesis.

This study followed a descriptive research design in order to achieve the set aim of making a comparative analysis of the performance of traditional advertising media and online media for promotion tourism in KwaZulu-Natal. Sachdeva (2009: 15) declares that the research design is fundamental to the purpose of a research. According to Churchill and Lacobucuci (2010: 59) descriptive research identifies the relationship between variables or the frequency within which something occurs, which supports the objectives of the study. The authors add that the culmination of the success of this research design lies in the extent of authority and credibility by which the insights and ideas are found. Descriptive research may be conducted to describe and profile the variables of interest before or after an exploratory study (Saunders, Lewis and Thornhill (2007: 134). This explanation of descriptive research aligns with the current study.

In contrast to descriptive research, exploratory study relies on experience surveys, literature searches, and focus group interactions (Meyer 2005: 21). It centres on gaining deeper insights and new ideas to phenomena from vague and broad statements of the phenomena (Saunders *et al* 2007: 13). Hypothesis testing explains

the relationships, interdependence and differences between variables. Saunders *et al.* (2007: 482) further state that a case-study examination's outcome is a complete contextual representation of limited number of situations, concerns, their relationships and associations. However, Page and Meyer (2005: 22) argue that a case-study research can be located in exploratory researches.

6.3.1 Research approach

The research approach may either be quantitative and/or qualitative in nature and this differentiates both procedures of data collection and data analysis (Saunders *et al.* 2007: 145). This study was cross-sectional and it followed a mixed methods research approach. Saunder *et al.* (2007: 145) indicate that the quantitative research approach predominantly deals with data-collection and data analysis procedures such as use of questionnaires and statistics or graphs that use statistical models and numerical data. Sognuro (2002: 3) adds that quantitative research is an empirical research where the data is in the numerical form, and qualitative research is an empirical research where the data is not in numerical form.

On the other hand, qualitative research is an inquiry process of understanding a human or social problem, based on building a holistic and complex picture, composed of words, recording the detailed views of the respondents, and conducted in a natural setting. It is the collection, analysis and interpretation of data that cannot be summarised in numbers or quantified meaningfully (Wiid and Diggines 2017: 97). The key point to remember when considering the qualitative technique is that they are less structured and explores the participants more deeply than traditional surveys. Fewer respondents are interviewed but a lot more in detail. These two research approaches are equally recognised and used in conducting research. The major differences mainly lie in the areas of data collection and data analysis. In support of this, Saunders *et al.* (2007: 145) highlight that the diverse research paradigms are revealed in distinct data collection techniques and data analysis procedures. Watkins (2006: 50) suggests that both qualitative and quantitative techniques utilise interviews, diaries, questionnaires and observation. However, critical incidence techniques, protocol analysis and focus groups are unique to qualitative collection techniques.

While quantitative research relies heavily on numerical data and statistical analysis, qualitative research makes little use of statistics and numbers and relies mainly on subjective analysis and verbal data. Wiid and Diggines (2017: 111) caution that the choice of an inappropriate method of data collection does seriously impact on the validity of the research project and the usefulness of the obtained information for decision making. Qualitative techniques are most suitable for the exploration of yet to be defined research ideas, constructs and theories. In contrast, quantitative techniques count the extent to which these theories, ideas and constructs are relevant. Sognuro (2002: 4) presents a summary of the characteristics of quantitative versus qualitative research approaches as garnered from the literature and his experience in the course of conducting his evaluation study.

Table 6.1 Characteristics of quantitative versus qualitative approaches.

Factor	Quantitative	Qualitative
Data Collected	Hard data	Soft data
Data Collection Techniques	Passive interaction through experimental design and/or questionnaire	Active interaction with target population
Research variables	Small number	Larger number
Sample population	Large population	Small population
Data collection	Before and after experiment	On-going observation
Relationship	Short term and distant	Long term and intense
Research context	Controlled	Uncontrolled
Data analysis	Statistical analysis (descriptive and inferential statistics) using specific procedures such as SPSS	Interpretive/Content analysis through patterns, themes and narrative synthesis, using descriptive statistics and coding, including frequency, ranking and percentages
Research findings	Deductive through inferences from data	Inductive through critical reflection and creativity
Research instruments/ Tools	Questionnaires, calculator, computer, etc	Researcher as instrument, tape recorder, interview guide, computer, transcriber, type writer, etc
Interpretation of results	Positivisim Objective Interpretivism	Subjective Nature of inquiry
Research tradition	Correlational, descriptive, casual-comparative, experimental, etc	Hermeneutics, ethnography, case studies, phenomenography, etc

Source: Sognuro (2002: 5)

The differing characteristics presented in Table 6.1 above are similar to the ones identified by Creswell (1994: 3). Based on these identified characteristics and considering the objectives of the study, the researcher considered the best approach

for the study would be a mixed methods approach. The researcher furthermore considered Sognuro (2002: 6) who cautions that the differences between these two approaches to research should not obscure the similarities in logic, which makes these methods compatible. Rubin and Rubin (2012: 18) add that both methods are useful and necessary as they supplement each other, especially if in-depth interviews and surveys were done separately following their own respective assumptions of their different paradigms. Wiid and Diggines (2017: 111) highlight that a thorough knowledge of these two techniques is essential in order to ensure the success of the research effort. Other authors content that a mix of quantitative and qualitative approaches is relevant to good research (Saunders *et al.* 2007: 145; Watkins 2006: 74). Sekerani and Bougie (2013: 147) highlight that a quantitative research approach is followed when there is a need to generalise the findings of the study to a larger population. In essence, choosing between qualitative and quantitative research approaches should not be a matter of preference of the researcher but should be determined by the research questions (Flick 2009: 25). Silverman (2009: 10) also declares that a good researcher knows that he/she should not predetermine the research methods, but rather should choose a method most appropriate to what he/she is trying to investigate.

Given the characteristics of the two approaches to research, the research questions, the objectives of this study and nature of the study samples, mixed methods were considered most appropriate for this study. The quantitative approach was used primarily to engage with respondents who were identified as tourists, as access, time and type of responses had to be considered to ensure the best possible outcomes. The qualitative approach was important to apply to the tourism marketers and authorities to determine data rich responses which this study relied heavily upon especially in terms of how traditional and online media are used in advertising their businesses.

6.3.2 Research Strategy

According to Saunders *et al.* (2007: 135) the seven major research strategies are: survey, experiment, case study, grounded theory, action research, archival research and ethnography. Each of these strategies employs different methods of data collection and choice of a strategy for a research project depends on the objectives

of the study, the research questions, the extent of existing knowledge, the philosophical underpinnings, and the amount of resources available. A survey strategy was employed for this study. Wiid and Diggines (2017: 116) simply define a survey as a strategy that involves a structured gathering of data from a sizeable population. In simpler terms, conducting a survey involves asking people questions in either a verbal or written form.

This strategy is considered appropriate as this study is at the foundational stages of research focusing on a comparative analysis of the performance of traditional and online media, and it intends to make inferences about the tourism population in KZN. According to Haynes (2009: 172) a positivistic methodology using a survey research method is appropriate formative workplace research. Smith (2017: 76) notices that surveys are a very common tactic for data collection in the tourism industry though they are not the only way of collecting data. He adds that surveys are used when one needs to collect original empirical information, for example, opinions from a group of people. Of course, the survey method is not without flaws. The fact that it involves people, either as interviewees or interviewers, means that problems can creep in and negatively impact on the quality of the data collected (Wiid and Diggines 2017: 118). However, better selection and management, and training of the surveyors can help overcome most of the limitations of a survey.

6.4 TARGET POPULATION

A population refers to the whole group of topics, people, or events of interest to the researcher from which the researcher wishes to investigate (Kotler and Armstrong 2013: 110). Zikmund and Babin (2013: 312) similarly define a population as a collection of units aimed to be investigated by the research effort. For this study, two populations were investigated. These were tourism marketers in Hotels, Travel Agents, Durban Tourism and KwaZulu-Natal Tourism (TKZN) department, and the tourists (local and foreign nationals) visiting the tourism destinations in KZN. According to Tourism KwaZulu-Natal (2014: 4) there is an averaged 847 146 tourists from outside South Africa who visit KwaZulu-Natal annually, and 7 100 000 domestic visits to Kwazulu-Natal. This gives a total of 7 947 146 tourists which constitutes the population for this study. The populations of this study therefore was made up of 7

947 146 tourists and tourism marketers in Travel Agents, Hotels, TKZN and Durban Tourism Authority. These populations were considered cardinal to the topic under study. The inclusion of the Travel Agents, Hotels and KZN Tourism Departments were of vital importance towards meeting with the objectives of the study.

6.5 SAMPLING METHOD

When it is not feasible, practical or financially viable to study the entire target population, one is required to draw a sample (Du Plooy 2009: 107). Sekeran and Bougie (2010: 296) define a sample as a subset of the research population. Furthermore, they add that a greater sample size implies more reliability of the findings from the study. Albaum (2012: 2) argues that it is more advantageous to study the whole population because data from the whole population is more reliable than data from a sample. However, because surveying every tourist was not feasible, practical, and financially viable, a sample was drawn. The study employed a non-probability sampling technique. This refers to a collection of sampling approaches with distinguishing characteristics that subjective judgment can play a role in sample selection. These are: quota sampling, convenience sampling, snowball sampling, purposive sampling and self selection sampling (Sekeran and Bougie (2013: 37).

Non-probability sampling was employed in the form of quota sampling in order to select the tourists for this study. This method relies on the personal judgement of the researcher and the elements of the population have no equal opportunities for selection (Howitt and Cramer (2010:44). The researcher takes explicit steps to get a sample that is very similar to the population. The logic behind this method is that certain relevant characteristics describe the dimension of the population. It is important that the population of interest is defined as precisely as possible. In this present study, the tourism population visiting KwaZulu-Natal was sampled along the following quota control characteristics:

- Country of residence, to match the population which has people from many different countries.
- Race, to include the four racial groups that exist in the tourism population of KwaZulu-Natal.

- Age and gender balance, to proportionally represent different age groups and gender as assumed to exist in the population.
- Activity undertaken by the tourist in KwaZulu-Natal, to appeal to people of different interests.

This quota sampling was based on the statistical characteristics of the tourists visiting KwaZulu-Natal as revealed in Tourism KwaZulu-Natal (2014: 7).

Convenience sampling, a form of non-probability sampling was also employed in this study and it refers to the ease with which participants can be obtained by the researcher (Gravetter and Farzano 2011: 151). According to Wiid and Diggines (2017: 790) a sample is drawn from a segment of the population that is available to the researcher or is readily available. Convenience sampling has the benefit of yielding overwhelming ideas of the subject under investigation and that makes too sophisticated sampling techniques of no purpose (Suen, Huang and Lee 2014: 105). As a result, respondents from the tourism population were chosen at the convenience of the researcher at the selected data collection points in Durban such as the Gateway Mall, beach front, and the Durban station. These data collection places were selected because tourists can be found in a same place and at the same time. The most accessible subjects were selected.

6.6 SAMPLE SELECTION AND SIZE

Sample size refers to the number of units that will be selected into the research study (Burns and Bush 2010: 60). According to Malhotra (2010:211) the number of respondents in quantitative research included in the sample is important as it is often stated that the larger the sample the better, because it will reduce the sampling error. Factors such as precision of data collection instruments and heterogeneity of the population however affect the sample size. Sekaran and Bougie (2010:296) state that an appropriate sample size must range between 30 and 500 respondents. The study applies a formula developed by Israel (1992) in order to determine an appropriate sample size of the tourist population as follows:

$$n = \frac{N}{1+N(e)^2} = \frac{7\ 947\ 146}{1+7\ 947\ 146(0.05)^2} = \frac{7\ 947\ 146}{19\ 867.8675} = 399.999 = 400$$

Where **n** = sample size, **N** = Population sample, and **e** = sampling error or level of precision.

Therefore, the sample size was 400 tourists. This sample of tourists was drawn because it was impossible to conduct a survey on the entire tourism population of approximately 7 947 146 people. Whilst 400 respondents was the ideal sample size, the researcher was able to obtain a response rate of 75% which provided this study with the response of 300 respondents. Furthermore, this was complimented by tourism marketers from travel agents, hotels and the tourism department of TKZN and Durban Tourism, of which the researcher interviewed 7 in order to get in-depth responses to key issues pertinent to this study. The researcher found that the 7 travel agents/tourism authorities interviewed were sufficient enough to meet with the research obligations of this study. Furthermore data saturation was reached at this point as key role players such as TKZN and Durban Tourism authorities participated in this study. The opinions of the tourists, travel agents, hotels and the tourism authorities were obtained, leading to a complete picture of all attitudes and opinions relating to the issue under investigation.

This multi-respondent approach can reduce systematic method error whilst improving casual inferences. Marketing practitioners in travel agents, hotels, tourism departments and the tourists are considered in this study as the key informants that can pose abundant information about the performance of online media and traditional media in promoting tourism. The investigation from the marketing practitioners sought their understanding, extent of use, and evaluation of the performance of traditional and online media. Tourists were expected to indicate their media preferences, pattern of use, perceptions, and the extent to which they get influenced with promotional messages as they are conveyed in traditional media versus online media.

6.7 RESEARCH INSTRUMENTS

According to Saunders *et al.* (2007: 103) the research instruments that can be used for primary data collection are: interviews, observations, questionnaires,

standardised tests, archival records, and documentations. Different instruments were used to collect quantitative data and qualitative data.

6.7.1 Quantitative data collection instrument

Questionnaire was used as research instrument for collecting quantitative data from the tourists. Smith (2017: 75) states that questionnaires are arguably the most important instrument for collecting data for tourism research and therefore were the main data collection tool in this present study. Zikmud and Babin (2013: 280) support the use of questionnaires in self-administered surveys such as this current one. A questionnaire is a document which contains questions developed to solicit appropriate information for analysis. It can be used to provide both qualitative and quantitative data. Questionnaires were regarded as the most suitable instrument for data collection in this study for the following reasons:

- It can collect precise, unbiased, and relevant information for this study.
- It allows a substantial amount of information to be obtained from the tourists.
- Given a larger number of respondents targeted and their geographical dispersion, a questionnaire is considered to be the most cost-effective method.
- As observed by Saunders (2007: 356) a questionnaire reduces the variability of results given the nature of fixed response questions.

However, albeit with the existence of its many advantages, the designing of a questionnaire is a complex exercise which is time consuming (Edward 2013: 805).

6.7.1.1 Questionnaire design

According to Martin (2006: 3) the development of a questionnaire involves decisions about wording, questions ordering, selection and wording of response options, formatting and mode of question administration. He adds that this instrument needs to be properly prepared and responsibly administered in order for it to be a vital instrument for data collection. Wiid and Diggines (2017: 41)) state that questionnaire design is one of the most important skills a researcher must have. The design of the questionnaire ensured the gathering of necessary data in a respondent-friendly way

and in a way that allows easy coding of responses. Smith (2017: 75) cautions that the success of most empirical research depends on how well the instrument is designed and administered. The questions asked were linked directly to the research objectives and were also derived from the literature. This was done to ensure that the questions address the research objectives, to ensure reliability of the outcome of the research.

Smith (2017: 77) states that there are two basic formats of questions: open-ended and closed-ended. The questionnaire was designed mainly using closed ended questions with predetermined answers. The justification for that is, given a high volume of questions and a huge sample, analysis of responses from open ended questions would be difficulty. Armstrong and Kotler (2006: 111) declare that closed-ended questions must have all the possible answers so that the participants can make choices from the predetermined answer options. This was observed in the designing of the questionnaire used in this study. The other justification for the use of closed-ended questions is that the questions were easier and quicker to answer as they required minimal writing by the respondent. Closed-ended questions also allow for greater uniformity and consistency within the research findings (Babbie 2012: 240). However, open-ended questions are good for the betterment of the results because they allow individuals to express themselves more. As such, the questionnaire contained a comment section that allowed the participants to justify or comment on their responses on certain questions deemed pertinent to this study.

Martin (2006: 6) identifies six types of closed-ended questions and these are: ranking, category, listing, rating, quantity, and grid. The questionnaire had a mixture of rating and category type of closed-ended questions. The questionnaire mainly contained Likert-scale type questions in order to solicit information on individual perceptions. Wiid and Diggines (2017: 159) explain that with a Likert scale, a respondent is given a statement or statements about the attitude under investigation, and indicates the extent to which one agrees or disagrees with the statement/s. This was done on a 5 point scale that ranged from strongly disagree (SD) to strongly agree (SA).

To avoid tourists feelings of uneasiness, sensitive questions were completely avoided. Each section of the questionnaire addressed an objective of this research. With this approach, it means that all objectives of this study were given elaborate and individual attention in the questionnaire. It also allows the objectives to be easily linked to the results and make cross-referencing possible and easier. Great care was taken to avoid misunderstanding, ambiguity, offence or bias as the goal of the questionnaire was to establish a clear communication with the tourists and to ensure the questionnaire measured what the researcher intended to measure.

The questionnaire consisted of 48 questions which were put in six sections. The first section to the fifth section addressed an objective of the study. Smith (2017: 84) indicates that there is a higher response rate on personal questions (income, sex, education, age) if these questions are placed at the end of the questionnaire. As a result, the last section addressed the demographic characteristics of the respondents. Wiid and Diggines (2017: 172) also suggest that sensitive questions should be asked last. They add that researchers could not agree on where to place demographic questions as some believe that placing them at the end of the questionnaire helps to reduce the respondents' fatigue since these question are relatively easy to answer. Others claim that demographic questions are easy to answer and are generally non-threatening and therefore are valuable icebreakers at the start of the questionnaire. Demographic details were deemed critical as they may provide explanations to some of the responses on some objectives. Another example demonstrating the importance of demographic data such as age was suggested by Cooper and Hall (2016: 97). The authors state that generational marketing recognise that different generations have distinctive values, characteristics and beliefs which influence tourism consumption, for example, the millennials value networking with friends over belonging to institutions. However, this raises a question of whether the choice of media differs with generations.

Smith (2017: 81) indicates that a simple logo on the structure of the questionnaire adds an aura of professionalism. As a result, the Durban University of Technology (DUT) logo was used on the Letter of Information that was provided to the participants. There were clear instructions laid out in the questionnaire and the respondents were required to mark with 'X' in the box matching their opinions. The

questions were designed to allow rapid computation, graphical presentation, and statistical analysis of data as suggested by (Malhotra 2004: 290). Smith (2017: 83) suggests the use of an explicit 'don't know' (DK) category for some closed ended questions. He claims that there is evidence that not having a DK option for closed-ended responses encourages the participants to make up or guess an answer. In order to avoid this, a DK option was offered for some closed-ended questions where respondents were likely to guess an answer.

6.7.1.2 Advantages of using a questionnaire

The questionnaire has many advantages which include that it is an efficient and quick way of collecting information from a larger number of respondents. Coles, Duval and Shaw (2013: 60) demonstrate that a questionnaire is a highly flexible instrument and is easy to administer. Debois (2016: 1) add that a questionnaire reduces the variability of results as the respondents receive the same questions, making it easy to code, analyse, and interpret the results.

This instrument makes the process of data collection identical to each respondent and reduces the level of bias that the interviewer might impose through mood, conduct, and appearance. Data collection is cost-effective and the answers are standardised and thus allowing the respondents to interpret the answers in the same way. The questionnaire is also advantageous in that it reduces the errors which might be made by the interviewer when recording the responses (Wiid and Diggines 2017: 166). These advantages motivated the use of a questionnaire in this study and the disadvantages of using a questionnaire are presented in the next paragraph.

6.7.1.2 Disadvantages of using a questionnaire

While many advantages exist for utilising the questionnaire as the research instrument, Edward (2013: 805) argues that the designing of a questionnaire is a complex and time consuming exercise. Saunders *et al.* (2007: 286) notice that the delivering of a questionnaire is costly and it gives only one chance to collect the data.

6.7.2.1 Qualitative data collection instrument

 Structured in-depth interviews were employed to collect qualitative data.

6.7.2.2 Structured in-depth interviews

In addition to questionnaires, structured in-depth interviews were conducted with tourism marketers. Wiid and Diggines (2017: 103) state that an interview is an encounter of data collection whereby one person (the interviewer) asks many questions and probes for in-depth answers to another person (the interviewee). The three main categories of interviews are: unstructured, semi-structured and structured. This study adopted the structured in-depth interview methodology and the interest was to understand the experience of tourism marketers in their use of traditional and online media and the meaning they make out of that experience. Though structured interviews are associated with the survey style of research where a standard interview schedule is formulated to answer several questions on a face-to-face basis, they are structured less rigidly than questionnaires. No pattern in asking questions is followed.

According to (Smith 2017: 131) developing and following an interview guide is critically important for ensuring that the data collected from the respondents is comparable. An interview guide is simply a list of questions to cover, sometimes with suggestions on how to probe responses. As a result, the following interview guide was developed and followed.

Interview questions 1-7
- Briefly describe your traditional media (TV, radio and print) and online media (internet based) usage pattern?
- How does that pattern compare with the last ten years and which media do you prefer and for what reason?
- How credible is traditional media for the promotion of tourism in this digital age?
- How far do you agree with the notion that traditional media will soon or later disappear completely?
- Comparing with online media, how effective is traditional media in promoting tourism?

- What are the benefits of both traditional media and online media for the promotion of tourism?
- In summary, what would you say about traditional media and the promotion of tourism in KZN?

6.8 PILOT STUDY

A pilot study is a preliminary small-scale study conducted prior to the main research effort. Its main purpose is to verify feasibility of the study and to inform improvements in the research plan and design as well as to identify the areas which may need correction or just revision. According to Saunders *et al.* (2007: 387) a pilot study allows the assessment of the validity of the questions in the instrument and the reliability of the data to be collected. Validity of the data to be collected can be enhanced through a preliminary analysis of the data obtained through a pilot study as this can indicate that the data that will be collected will address the research objectives. This preliminary analysis of the instrument and the data collected engaged the statistician, the supervisor, and other experts in this field and this was done to test for face validity. A pilot test was conducted in an effort to detect unforeseen problems with the research instrument and to ensure the answers generated will respond to the objectives of this study.

McGivern (2006: 376) recommends a minimum of 12 respondents to pre-test the questionnaire. Therefore, 12 questionnaires were distributed to the tourists to complete this process. These tourists were purposively selected on the criteria of gender and place of origin to allow the pilot study to be more representative of the anticipated sample characteristics. The findings revealed that the tourists had no challenge in understanding the questions but the respondents attach more value to their time so the questions have to be direct and short. It was also revealed that writing boards and pens must be provided to the respondents because certain areas like the beach front where respondents were located makes it difficult to complete the questionnaires if no writing boards and pens were provided. A need for folding chairs at the beach front was also noticed since seating is not readily available at the beach front.

6.8.1 Reliability Statistics

The two most important aspects of precision are **reliability** and **validity**. Reliability is computed by taking several measurements on the same subject. A reliability coefficient of 0.60 or higher is considered as "acceptable" for a newly developed construct. Question 2 and Question 5 reflected Cronbach's alpha score less than the acceptable 0.60 or higher. The scores were 0.50 and 0.238 respectively. Question 2 was slightly below the acceptable standard and was going to improve with a larger sample size. Question 5 was far below the acceptable standard and this was due to directional issues in the way questions were constructed. Question 2.6, 2.10, 4.8, 5.1 and 5.4 were all reworded so that the statements must have the same direction and refer to the same concept. The statistical analysis for the pilot study is contained in the appendix.

6.9 DATA COLLECTION

All research efforts deal with the collection of data which may be available in secondary and primary sources. This research employed quantitative and qualitative data collection methods.

6.9.1 Quantitative data collection from tourists

The questionnaires pertaining to the tourists were self-administered and the researcher hired the assistance of a field worker to help in the distribution and collection of completed questionnaires given the huge sample size. The assistant in the survey was a female aged 24. Smith (2017: 93) suggests that a mixed couple is perceived often as less threatening than a single male (unless one is surveying in a gay site). The role of the assistant was to engage with the respondents. The role included the distribution of the questionnaires, providing clarity to the respondents on unclear or misunderstood questions, and collecting the completed questionnaires using a drop-box. The researcher ensured that the questionnaires were completed in his or his assistant's presence.

According to Tourism KwaZulu-Natal (2014: 5) 70.4% of the tourists visiting KwaZulu-Natal visit Durban destination, 5.3% visit Pietermaritzburg, 5.2% visit

Zululand, 5.2% Elephant Coast, 2% visit Drakensberg, 1.9% visit Battlefieds, and lastly 0.7% visit North Coast and South Coast. Given this distribution of tourists visiting KwaZulu-Natal and that a very high concentration of tourists is in Durban, selected tourist destinations in Durban were surveyed to allow more convenience to the researcher. Tourism KwaZulu-Natal also states that the main activities undertaken by local and foreign tourists are going to the beach and shopping respectively. Based on this premise, data collection places were Gateway Mall, Durban beach front, Durban Station and other public places popular with the tourists.

The questionnaires were handed to the respondents around the Durban beach front resort area as it is one of the major tourist destinations in Durban. Tourists were also accessed at major bus stations such as Durban Station where they wait for buses to visit other different places within and outside KwaZulu-Natal. Questionnaires were also distributed at Gateway Mall, one of the most popular malls in South Africa, where tourists can be accessed whilst enjoying their shopping or lunch. Wiid and Digggines (2017: 122) state that mall intercept interviews are surveys conducted in shopping malls such as the Gateway Mall. They warn that participants must carefully be selected and screened at malls to ensure that they qualify for the study at hand. Smith (2017: 91) indicates that personal distribution of questionnaires targeted to tourists is often carried out in transient venues where there is constant ebb and flow of people. These include ski resorts, theme parks, parks, festivals, parade routes, scenic sports, or shopping districts. Smith further states that personal distribution of questionnaires targeted to tourists is also done at points such as airports, ferry ports or highways that leads to a destination and that is why Durban Station was also considered as a data collection site in this study.

The distribution of questionnaires took place from the 15 of July through to the 30th of September 2017. As suggested by Smith (2017: 93) about appropriate dressing, the researcher and the field worker wore appropriate attires at the beach, mall and the main bus station respectively. The researcher also wore the DUT student ID around the neck as the name tag and a t-shirt with the Durban University of Technology logo in order to improve identification as someone legitimate. Writing boards and pens were provided to facilitate the completion of questionnaires in public places. Seating was not readily available at the beach front so the researcher also provided two

folding chairs. Participation was entirely voluntary and the whole process was carried out with great courtesy. The researcher and the field worker collected the completed questionnaires from the respondents by asking the participants to drop the questionnaires in a drop-box to ensure anonymity and confidentiality. Several opportunities and challenges were met in personally administering the questionnaire as summarised in Table 6.2.

Table 6.2 Challenges and opportunities faced

Challenges	Opportunities
Permission was required to distribute questionnaires at all selected places	The was easy access to populations that otherwise could be impossible to reach (international tourists)
Questionnaires could not be translated in every language	Data collection was relatively fast
The assistant field worker required training	Response rate was high since the researcher was present and waiting
Researcher ended up approaching people with whom he normally might not interact with so as to ensure diversity	Researcher was able to personally clarify on misunderstood questions for clarity
Some respondents were unwilling to stop to fill the questionnaires out of suspicion and sense of insecurity	Researcher was able to explain the importance of the survey
Some people expected incentives which were not available	Concentration of tourists in resort places minimised walking

6.9.2 Qualitative data collection from tourism marketers

Structured in depth interviews were used to collect qualitative data from tourism marketers in KwaZulu-Natal. Travel Agents, Hotels and the Tourism Departments of KZN and Durban Tourism were considered as key informants on the promotion of tourism in this region. As such, two marketing managers in two different Travel Agents in KZN, two marketing managers in two different Hotels, one marketing manager from Durban Tourism, and two officials in TKZN were interviewed. The researcher used purposive or judgmental sampling to recruit the respondents. As

such the researcher simply booked for appointments to conduct interviews with these marketing practitioners/authorities. The interviews were guided by an interview guide and the questions in the interview guide were at times modified on grounds of the respondents' reactions. In-depth interviews enabled the researcher to seek greater clarification from the respondents.

6.9.3 Data analysis

Data analysis entails the manipulation, ordering, summarising and categorising the data and describing it in more meaningful terms (Malhotra and Birks 2010: 410). According to Ader, Mellenbergh and Hand (2008: 336) it is the process of cleaning, inspecting, transforming, and modelling data with the aim of indicating useful information, supporting decision making, and suggesting conclusions. Wilson (2010: 200) supplements that data analysis is the organisation of the research data in a systematic way and the use of that data to test the research hypotheses. In this present study, quantitative data from the tourists was analysed following quantitative procedures and the data from tourism marketers was analysed using qualitative procedures.

6.9.3.1 Quantitative data

The collected data was analysed using the Statistical Package for Social Sciences (SPSS version 23). Presentation of data in a meaningful way was achieved through the use of descriptive statistics in this study as suggested by Zikmund and Babin (2013: 336) for a study such as this one. Conclusions and generalisation about the population based on the results from the sample of the tourism population were achieved through the use of inferential statistic (Mendenhall, Beaver and Beaver 2009: 4). Chi square test, variance analysis (ANOVA), Correlation analysis, and factor analysis are the examples of inferential statistics which were used to interpret the data in this study as shown in the next chapter.

6.9.3.2 Qualitative data

This section shows the processes followed in the analysis of qualitative data.

Coding and analysis

Smith (2017: 137) distinguished between preliminary and meta-coding. Preliminary coding involves identifying initial ideas or themes of what was said. It is often referred to as line-by-line coding or open coding. The second phase called meta-coding involves looking into the ideas or themes identified in the preliminary phase and identify deeper or bigger themes reflected in the initial phase. This phase is also known as focussed coding or axial coding. Swain (2008: 75) also followed this process by repeatedly critiquing, examining, and generalising his preliminary themes to arrive at final themes or small meta-codes. While looking for meta-codes, Smith (2017: 141) suggest that one should also write notes(memos) to him/herself to reflect one's thoughts and observations whilst going through preliminary codes. Smith claims that this process helps the researcher to formulate findings in an intelligible and comprehensible manner and communicate the findings in an articulate style. This process was followed in coding and analysing qualitative data.

6.10 DELIMITATION

The study was limited to the borders of South Africa and was conducted within the borders of KwaZulu-Natal province. The survey for tourists was conducted in the major tourism destinations of KZN such as Gateway Mall, the beach front in Durban and the Durban Station since these are areas most popular with the tourists. This was limited to the boundaries of the eThekwini Municipality. Travel Agents and Hotels located within Kwazulu-Natal as well as the TKZN and Durban Tourism were interviewed.

6.11 LIMITATIONS

Given that the respondents were drawn from the tourists visiting destinations around Durban only, the sample size became a limiting factor as other destinations within the province were not surveyed. The questionnaires were only available in English as it was unfeasible to translate the questionnaires into many other languages well understood by the tourists given that KwaZulu-Natal draws its tourists from all over the world.

E-surveys employed initially in this study had a primary concern of data quality and the participants were unwilling to respond to emails of people they are not familiar

with. As such, the methodology was entirely changed to mixed methods and interviews were scheduled with Hotels, Travel Agents, and Tourism Authorities. Questionnaire for the tourist were not change and neither was the data collection method affected. However the change to mixed methods as a result of poor response rate from e-surveys provided data rich responses and gave an in depth look of what exactly the tourism marketers experience in using traditional media and online media.

6.12 VALIDITY

According to Bearden, Netemeyer and Haws (2011: 6) validation is the process of ensuring that the surveys were accurately conducted and are free of bias or fraud. Similarly, Sekaran and Bougie (2010:156) define validity as a measure of how well a particular concept is measured with the research instrument. It comprises of internal and external validity. According to Saunders *et al.* (2007: 137) external validity refers to the extent to which results of the study can be transferred. Internal validity refers to the rigour involved in conducting the study, and the extent to which the researcher has taken into account alternative explanations of any causal relationships they explore. The three classifications of validity are construct validity, content validity, and criterion-related validity (Sekeran 2003: 206). He further explained that content validity ensures that the measures used should include a representative and adequate set of items that tap the concept. This study employed two research instruments which are questionnaires and in depth face to face interviews with adequate and representative items to explore the topic under investigation and all this was done in an attempt to ensure validity. All efforts were made to ensure that the questions in the questionnaire were constructed in line with the research objectives, research literature, and conceptually sound results obtained by other scholars in an attempt to increase construct validity. Validity was also addressed through conducting a two factor analysis and a pilot study.

6.13 RELIABILITY

Reliability simply refers to whether a research study may be replicated. Bearden *et al.* (2011: 6) define reliability as the ability of data collection methods to collect

accurate and consistent results. Cronbach's alpha technique and correlation analysis were used to ensure reliability of the measuring instruments. Malhotra (2010: 318) also highlight that reliability test is important for ensuring the collection of consistent data from diverse administrations of a measuring scale. It indicates how the measures of the instrument are free from random error.

The following measures were used to improve both validity and reliability of the questionnaire:

- A pilot study was conducted and it provided learning points in improving the reliability of the instrument.

- A larger sample of this study is more likely to provide more accurate results than if a smaller sample was used.

- All questions included in the questionnaire were derived directly from the objectives of this study.

- Two data collection instruments (questionnaires and in depth interviews were employed.

- A multi-respondent approach was used.

- Each question asked was essentially fulfilling a specific objective.

- All questions were made easy, short, and straightforward to cater for different levels of intellectual capacities among the participants.

- The research instrument was pre-tested to provide information that helped in the structuring of the instrument in order to improve the validity of results.

6.14 ANONYMITY AND CONFIDENTIALITY

According to Crow and Wiles (2008: 1) anonymity and confidentiality refers to the ability of the researcher to safeguard sensitive information and the names of the respondents. Anonymity and confidentiality were ensured in this study by keeping the completed questionnaires away from the general public and by not asking the respondents to divulge their names. Questionnaires from the tourists were dropped directly into the drop-box by the respondent. The researcher also employed a code system where by a person involved in the investigation was identified numerically and even the organisation name was not mentioned.

6.15 ETHICAL CONSIDERATIONS

Ethical standards were greatly observed in this study. No one was forced to take part in the survey if he/she was not willing to do so. Respondents were told about the aim of this research and that results will be shown to the interested parties. The right to privacy was also ensured by dropping the completed questionnaires into a drop-box when collecting from the respondents. Respondents were informed that they can withdraw from the study at any time for whatever reason which they deemed necessary and that their responses are confidential as suggested by Creswell (2009: 89). The research was starting the interviews by reading a letter of informed consent and giving assurance of anonymity and confidentiality to the respondents.

6.16 CONCLUSION

This chapter presented the research methodology that was followed in this study. The research design, target population, sample selection and size, instrument design, data collection and analysis methods, and validity and reliability were discussed. The study employed mixed methods research approach. The study adopted a survey strategy which was carried out using self-administered structured questionnaires with predetermined response options to the tourists and personal interviews with Travel Agents, Hotels, TKZN and Durban Tourism. The next chapter provides a presentation of the research findings and the analysis of the results.

CHAPTER 7

STATEMENT OF FINDINGS, INTERPRETATION AND DISCUSSION OF THE PRIMARY DATA

7.1 INTRODUCTION

The methodology followed in conducting the empirical study was discussed and justified in the previous chapter. This chapter presents, analyses and discusses the results of this study. It commences by providing a detailed analysis of quantitative data obtained from the tourists in KZN, using a self-administered questionnaire as the instrument. Thereafter, qualitative data obtained using structured interviews from key informants such as KZN tourism authorities, Durban tourism authorities, Travel Agents, and Hotels will be presented and then discussed. The thematic qualitative study will be based on common themes identified in the literature review and in line with achieving the research objectives.

7.2 QUANTITATIVE ANALYSIS

This section presents the results and discusses the findings obtained from the questionnaires in this study. The questionnaire was the primary tool that was used to collect quantitative data. The data collected from the responses was analysed with SPSS version 24.0. The results will present the descriptive statistics in the form of graphs, cross tabulations and other figures for the quantitative data that was collected. Inferential techniques include the use of correlations and chi square test values; which are interpreted using the p-values.

7.2.1 The Sample

In total, 400 questionnaires were distributed and 298 were returned, giving a 74.5% response rate.

7.2.2 The Research Instrument

The research instrument consisted of 58 items, with a level of measurement at a nominal or an ordinal level. The questionnaire was divided into 7 sections which measured various themes as illustrated below:

1. Use of traditional media (television, radio and print) and online media by tourists.

2   Credibility of traditional media in promoting tourism.

3   Effectiveness of traditional media in promoting tourism in KwaZulu-Natal.

4   Effectiveness of online media in promoting tourism in KwaZulu-Natal.

5   The benefits of traditional media versus online media.

6   Demographic data.

7.2.3 Reliability Statistics

The two most important aspects of precision are **reliability** and **validity**. Reliability is computed by taking several measurements on the same subject. A reliability coefficient of 0.70 or higher is considered as "acceptable".

The table below reflects the Cronbach's alpha score for all the items that constituted the questionnaire.

Table 7.1 Cronbach's alpha score

	N of Items	Cronbach's Alpha
Credibility of traditional media in promoting tourism	10	0.749
Effectiveness of traditional media in promoting tourism in Kwazulu-Natal	8	0.902
Effectiveness of online media in promoting tourism in Kwazulu-Natal	9	0.924
The benefits of traditional media versus online media	7	0.786

The reliability scores for all sections exceed the recommended Cronbach's alpha value. This indicates a degree of acceptable, consistent scoring for these sections of the research.

7.2.4 Factor Analysis

Why is factor analysis important?

Factor analysis is a statistical technique whose main goal is data reduction. A typical use of factor analysis is in survey research, where a researcher wishes to represent a number of questions with a small number of hypothetical factors. For example, as part of a national survey on political opinions, participants may answer three separate questions regarding environmental policy, reflecting issues at the local, state and national level. Each question, by itself, would be an inadequate measure of attitude towards environmental policy, but *together* they may provide a better

measure of the attitude. Factor analysis can be used to establish whether the three measures do, in fact, measure the same thing. If so, they can then be combined to create a new variable, a factor score variable that contains a score for each respondent on the factor. Factor techniques are applicable to a variety of situations. A researcher may want to know if the skills required to be a decathlete are as varied as the ten events, or if a small number of core skills are needed to be successful in a decathlon. One need not believe that factors actually exist in order to perform a factor analysis, but in practice the factors are usually interpreted, given names, and spoken of as real things.

The matrix tables is preceded by a summarised table that reflects the results of KMO and Bartlett's Test. The requirement is that Kaiser-Meyer-Olkin Measure of Sampling Adequacy should be greater than 0.50 and Bartlett's Test of Sphericity less than 0.05. In all instances, the conditions are satisfied which allows for the factor analysis procedure.

Table 7.2 KMO and Bartlett's Test

	Kaiser-Meyer-Olkin Measure of Sampling Adequacy	Bartlett's Test of Sphericity		
		Approx. Chi-Square	df	Sig.
Credibility of traditional media in promoting tourism	0.792	1073.225	45	0.000
Effectiveness of traditional media in promoting tourism in Kwazulu-Natal	0.880	1548.400	28	0.000
Effectiveness of online media in promoting tourism in Kwazulu-Natal	0.916	1800.491	36	0.000
The benefits of traditional media versus online media	0.730	680.521	21	0.000

All of the conditions are satisfied for factor analysis. That is, the Kaiser-Meyer-Olkin Measure of Sampling Adequacy value should be greater than 0.500 and the Bartlett's Test of Sphericity sig. value should be less than 0.05.

7.2.4.1 Rotated Component Matrix

Factor analysis is done only for the Likert scale items. Certain components are divided into finer components. This is explained in table 7.3 to table 7.6 below in the rotated component matrix.

Table 7.3 Rotated Component Matrix: Credibility of traditional media

Credibility of traditional media in promoting tourism	Component	
	1	2
Traditional media is more believable than online media.	0.757	0.028
I do trust information obtained via traditional media than via online media.	0.842	-0.044
Advertised messages are more credible when the ad is placed in traditional medium than in non-traditional medium.	0.726	-0.050
Traditional media provides enough information (completeness) for decision making.	0.782	-0.006
Traditional media is more reliable and accurate compared to online media.	0.721	-0.014
I am comfortable to use online media to source information.	0.013	0.629
Traditional media is more dependable for up to date information compared to online media for tourism information	0.734	-0.096
I use traditional media to verify online media for tourism information	0.564	0.308
I use online media to verify traditional media for tourism information.	0.047	0.806
I prefer to use online media in order to access the testimonials of other tourists.	-0.119	0.874

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 3 iterations.

The section (table 7.3) above loaded along two components. This implies that respondents identified with different trends in the section relating to the credibility of traditional media in promoting tourism in this digital age. The use of online media to access testimonials of other tourists and the trust of traditional media than online media achieved the highest scores of 0.874 and 0.842 respectively. This implies that traditional media is the most trusted source of information but that does not stop tourists from accessing online media for further information. The results contradict Cindy's (2012: 32) assertion that this is high time to forget about traditional media and turn to social media. The results suggest that there are people who still prefer traditional media and other who prefer online media.

Table 7.4 Rotated Component Matrix. Effectiveness of traditional media

Effectiveness of traditional media in promoting tourism in Kwazulu-Natal	Component	
	1	2
Advertised messages are more favourable when the ad is placed in a traditional medium.	0.116	0.863
I found that traditional media ads are more influential than online sources	0.210	0.757
I was exposed to an advertising message about KZN via a traditional media channel.	0.532	0.628
Traditional media aroused my need for travel to KZN	0.698	0.456
Information/Advertisements on traditional media caught my attention which made me visit KZN	0.697	0.529
The information advertised on traditional media, generated an interest in me to visit KZN	0.858	0.183
As a result of traditional media I had a desire to visit KZN	0.883	0.195
From the information I found on traditional media, I actioned this interest and came to KZN.	0.880	0.169

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 3 iterations.

The above section (table 7.4) also loaded along two components. Respondents therefore identified different trends with the questions that focused on the effectiveness of traditional media for the promotion of tourism. The highest level of scoring (0.880 and 0.863) indicate that traditional media is still favourable for tourism information and is still influential in attracting people to a destination. The results contradict with the assertion by Chao *et al.* (2012: 21) that traditional media has already faded away globally. The results contradict with other others mainly because the contexts in which the studies were conducted are different. Different countries may have different media consumption patterns, given the differences in infrastructural developments. The results suggest that traditional media is still useful in the tourism sector and its role needs not be underestimated.

Table 7.5 Component Matrix; Effectiveness on online media

Effectiveness of online media in promoting tourism in Kwazulu-Natal	Component 1
I drew my list of alternative places to visit through online media.	0.719
Interactions with virtual friends & marketers influenced my travel behaviour.	0.694
I felt drawn to KZN as a result of interacting with marketers online.	0.703
Online media provides more accurate, relevant and up to date information than traditional media	0.722
I became aware of certain tourist attractions in KZN through online media.	0.816
Information/Advertisements on online media caught my attention which made me visit KZN	0.867
The information advertised on online media generated an interest in me to visit KZN	0.838
The information from online media aroused a desire in me to visit KZN	0.855
From the information I found on online media, I actioned this interest and came to KZN.	0.864

Extraction Method: Principal Component Analysis.

a 1 components extracted.

The statement that constituted this section, "Effectiveness of online media in promoting tourism in KwaZulu-Natal" loaded perfectly along a single component. This implies that the statements that constituted this section perfectly measured what they were set out to measure. It also implies that the respondents understood the meanings and intentions of this set of questions and had similar perceptions towards these questions. The highest levels of scoring (0.867, 0.864, 0855, 0.838 and 0.816) indicate that online media is very influential in catching attention of the tourists, generating an interest to visit destinations, arousing a desire to travel, and leading them to take action of travelling to that destination.

Table 7.6 Rotated Component Matrix: Benefits of traditional versus online media

The benefits of traditional media versus online media	Component	
	1	2
Online media is best for interacting with marketers	0.185	0.732
Traditional media is more reliable for information.	0.718	0.134
Online media has a wider reach globally.	0.159	0.871
Online media is more informative.	0.091	0.848
Traditional media is more persuasive.	0.783	0.171
Traditional media influenced my visit	0.834	0.005
Traditional media and online media are complimentary	0.652	0.361

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 3 iterations.

It is noted that the variables that constituted this section "effectiveness of traditional media versus online media" also loaded along 2 components (sub-themes). This means that respondents identified different trends within the section. Within the section, the splits are colour coded. The highest scorings (0.871, 0.848 and 0.834) indicate that online media has a wider reach globally and is more informative, and traditional media influences people to visit a destination respectively. The literature presented by Seymour *et al.* (2009: 17) suggests that domestic visitors to KZN still rely on traditional sources of information. Some travellers have indeed turned to online media as asserted by Loda (2014: 306).

Factor analysis is a statistical technique whose main goal is data reduction. A typical use of factor analysis is in survey research, where a researcher wishes to represent a number of questions with a small number of hypothetical factors. With reference to tables 7.3 to 7.6 above:

- The principle component analysis was used as the extraction method, and the rotation method was Varimax with Kaiser Normalization. This is an orthogonal rotation method that minimizes the number of variables that have high loadings on each factor. It simplifies the interpretation of the factors.
- Factor analysis/loading show inter- correlations between variables.
- Items of questions that loaded similarly imply measurement along a similar factor. An examination of the content of items loading at or above 0.5 (and using the higher or highest loading in instances where items cross-loaded at greater than this value) effectively measured along the various components.

It is noted that variables that constitute "effectiveness of online media" loaded perfectly along a single component. This implies that in this section, the statements measured what they were set out to measure. All the remaining sections loaded along two components (sub-themes). This means that the respondents identified different trends within those sections.

7.2.5 Biographical Data (Section A)

This section summarises the biographical characteristics of the respondents. The table (7.7) below describes the overall gender distribution by age.

Table 7.7 Gender distribution

			What is your gender? Male	Female	Total
Age group	< 20	Count	11	8	19
		% within Age group	57.9%	42.1%	100.0%
		% within What is your gender?	5.9%	7.1%	6.4%
		% of Total	3.7%	2.7%	6.4%
	20 - 29	Count	43	28	71
		% within Age group	60.6%	39.4%	100.0%
		% within What is your gender?	23.2%	24.8%	23.8%
		% of Total	14.4%	9.4%	23.8%
	30 - 39	Count	43	20	63
		% within Age group	68.3%	31.7%	100.0%
		% within What is your gender?	23.2%	17.7%	21.1%
		% of Total	14.4%	6.7%	21.1%
	40 - 49	Count	46	31	77
		% within Age group	59.7%	40.3%	100.0%
		% within What is your gender?	24.9%	27.4%	25.8%
		% of Total	15.4%	10.4%	25.8%
	50 - 59	Count	24	23	47
		% within Age group	51.1%	48.9%	100.0%
		% within What is your gender?	13.0%	20.4%	15.8%
		% of Total	8.1%	7.7%	15.8%
	60+	Count	18	3	21
		% within Age group	85.7%	14.3%	100.0%
		% within What is your gender?	9.7%	2.7%	7.0%
		% of Total	6.0%	1.0%	7.0%
Total		Count	185	113	298
		% within Age group	62.1%	37.9%	100.0%
		% within What is your gender?	100.0%	100.0%	100.0%
		% of Total	62.1%	37.9%	100.0%

Overall, the ratio of males to females is approximately 3:2 (62.1%: 37.9%).

Within the age category of 30 to 39 years, 68.3% were male. Within the category of males (only), 23.2% were between the ages of 30 to 39 years. This category of males between the ages of 30 to 39 years formed 14.4% of the total sample. There were significant differences by gender and age group (separately) ($p < 0.001$). The results revealed that men travel more than women.

The figure (7.1) below indicates the nationality of the respondents.

Figure 7.1 Nationality of the respondents
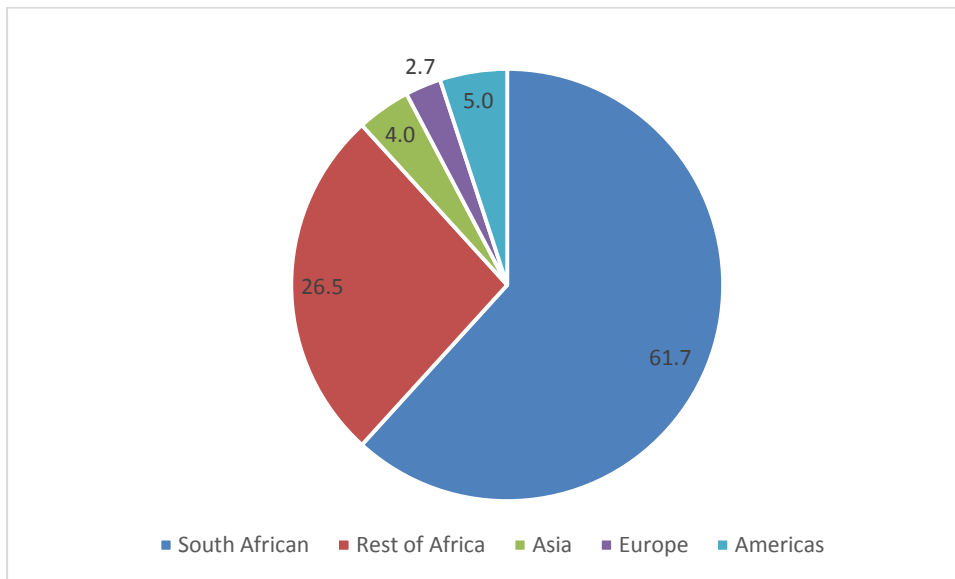
The majority of the respondents were South African (p < 0.001). The results show that KZN draws most of its tourists from South Africa (61.7%) and 26.5% of the respondents were from the rest of Africa. Americas, Asia and Europe were 5.0%, 4.0% and 2.7% respectively. The results are consistent with TKZN (2014: 13) international and domestic segmentation of its market into: domestic (South Africa), SADC and rest of Africa, Europe, America and Asia. It confirms the results by stating that KZN draws most of its tourist from South Africa followed by SADC and the rest of Africa. The table (7.8) below indicates the areas where respondents live.

Table 7.8 Area where respondents live

	Frequency	Percent
Rural	84	28.2
Urban	214	71.8
Total	298	100.0

Significantly more respondents were from urban areas (p < 0.001). Nearly three quarters (71.8%) of the respondents were from urban areas and nearly one quarter was from rural areas. The results show that people from urban areas travel more than people from rural areas. The figure below (7.2) indicates the racial composition of the sample.

Figure 7.2 Race
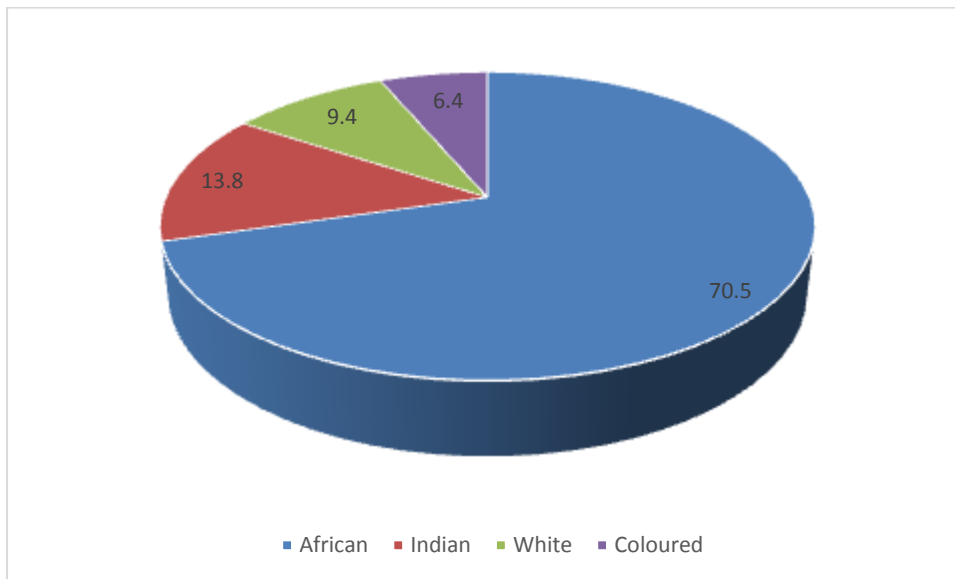
The majority of the respondents were African (p < 0.001). This was followed by 13.8% Indian, 9.4% white, and 6.4% coloured. The results are consistent with the population statistics of South Africa. The figure (7.3) below shows the educational qualifications of the respondents.

Figure 7.3 Educational level
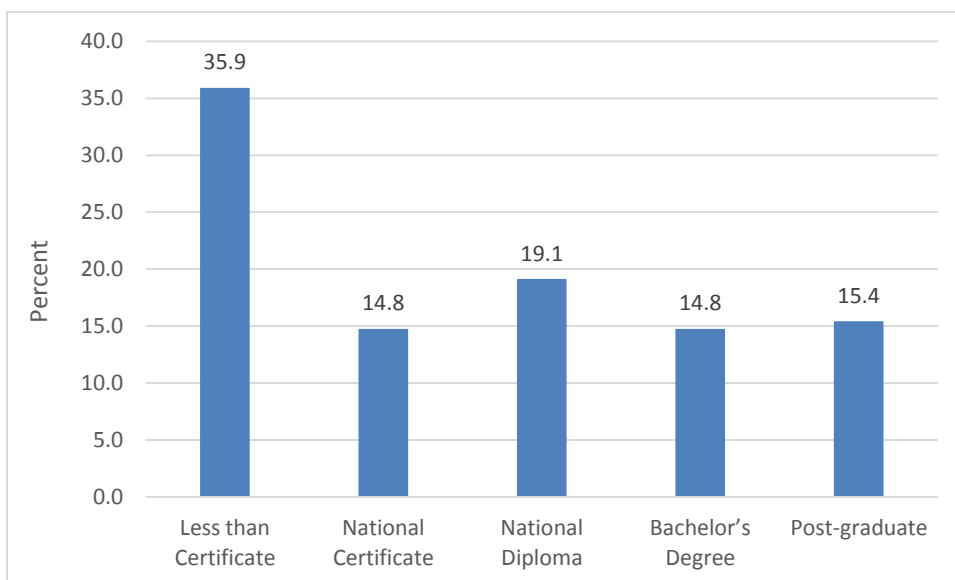
The majority of respondents (64% had a post school qualification. Fifteen percent of the respondents had a post graduate degree (p < 0.001). This is a useful statistic as it indicates that a fair proportion of the respondents have a higher qualification. This

indicates that the responses gathered would have been from an informed (learned) source. The table (7.9) below indicates the employment status of the respondents.

Table 7.9 Employment status

	Frequency	Percent
Employed	145	48.7
Unemployed	153	51.3
Total	298	100.0

There were similar numbers of employed and unemployed respondents (p = 0.643). Employed people were 48.7% of the sample and unemployed were 51.3%.

7.2.6 Section Analysis

The sections that follow analyse the scoring patterns of the respondents per variable per section. Levels of disagreement (negative statements) were collapsed to a single category of "Disagree" where applicable. The same procedure was followed for the levels of agreement (positive statements). The results are first presented using summarised percentages or mean scores for the variables that constitute each section. Results are then further analysed according to the importance of the statements and are categorised under Section B to F.

7.2.6.1 Use of traditional media and online media (Section B)

This section deals with the use of traditional media and online media by the tourists. The figure (7.4) below summarises the scoring patterns for the statements:

My media usage pattern changed in the last decade vs Which media do you spent more time using?

Figure 7.4 Media usage pattern of tourist
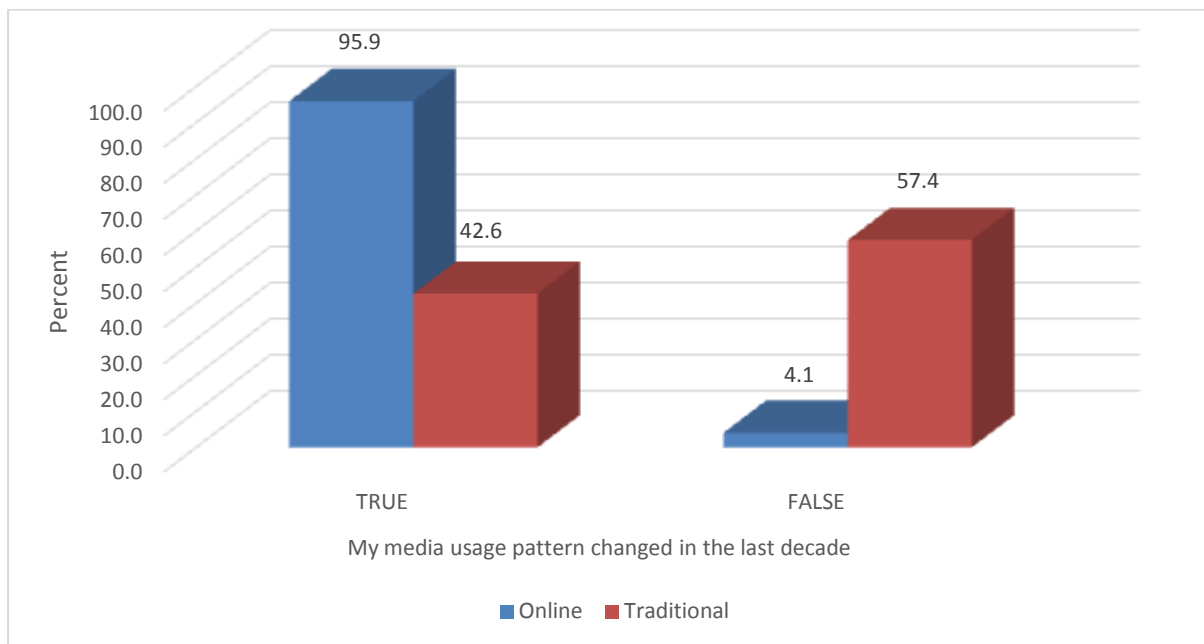
A large number of respondents who were online users (95.9%) indicated that there had been a major change in their media usage patterns. Approximately 43% of the traditional media users also indicated that there had been changes to their media usage patterns. Findings revealed that 57.4% of tradtional media users did not change their media usage pattern in the last decade. This indicates that there are people still inclined to traditional media use. This implies that traditional media is still usefull for the promotion of tourism (p < 0.001). A biggger change was noticed among online media users as they were adopting the new media This affirms Bergemann and Bonatti's (2011: 417) assertion that online media is increasingly becoming an important medium. The figure (7.5) below indicates the frequeincies of use of the different media.

Table 7.10 Media use frequencies

	Online	Traditional	Chi square p-value
Television	63.2	36.8	0.009
Print	54.6	45.4	0.317
Radio	43.1	56.9	0.162
Social media	70.9	29.1	0.001
Company websites	64.9	35.1	0.001
Search engines	88.7	11.3	0.001

The resulst are graphically illustrated in the figure (7.5) below.

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Figure 7.5 Media usage frequencies
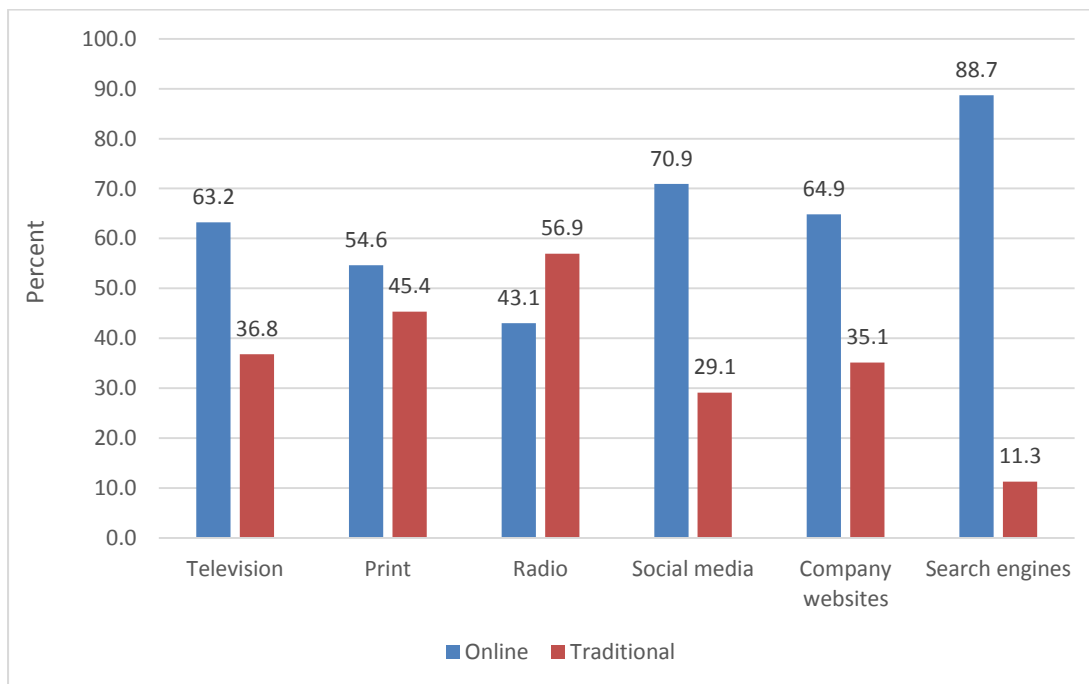
There are similar usage patterns between the groups for print and radio (p > 0.05). Print and radio are the mostly used traditional media channels by tourists, they have high values of 45.4% and 56.9 respectively, higher than other traditional media such as television. Brito and Pratas (2015: 123) state that brochures are a distinctive advertising medium in the tourism industry, while Stuart and Chotia (2012: 109) indicate that radio still remains an important medium in South Africa and it reaches over 88% of both rural and urban population of 15 years and older in a typical week. These assertions are consistent with these results for radio and print. However, in all other instances, there is significantly higher usage by online media users than traditional media users. The findings revealed that there is a higher usage of online media than traditional media among the tourists. This affirms an assertion by Goyal and Sharma 2013: 44) that there is extensive use of the Internet as a very important source of information

The figure (7.11) below summarises the scoring patterns for the statements: In which media did you come across an advertisement to visit KZN? * Which media do you spent more time using?

Table 7.11 Media exposure

| | | | Which media do you spent more time using? | | Total |
			Online	Traditional	
In which media did you come across an advertisement to visit KZN?	Traditional	Count	27	49	76
		% within In which media did you come across an advertisement to visit KZN?	35.5%	64.5%	100.0%
		% within Which media do you spent more time using?	13.8%	48.5%	25.6%
		% of Total	9.1%	16.5%	25.6%
	Online	Count	67	3	70
		% within In which media did you come across an advertisement to visit KZN?	95.7%	4.3%	100.0%
		% within Which media do you spent more time using?	34.2%	3.0%	23.6%
		% of Total	22.6%	1.0%	23.6%
	Both	Count	78	27	105
		% within In which media did you come across an advertisement to visit KZN?	74.3%	25.7%	100.0%
		% within Which media do you spent more time using?	39.8%	26.7%	35.4%
		% of Total	26.3%	9.1%	35.4%
	None	Count	24	22	46
		% within In which media did you come across an advertisement to visit KZN?	52.2%	47.8%	100.0%
		% within Which media do you spent more time using?	12.2%	21.8%	15.5%
		% of Total	8.1%	7.4%	15.5%
Total		Count	196	101	297
		% within In which media did you comes across an advertisement to visit KZN?	66.0%	34.0%	100.0%
		% within Which media do you spent more time using?	100.0%	100.0%	100.0%
		% of Total	66.0%	34.0%	100.0%

The Fisher's p-value indicates that there is a significant difference in the patterns between the two groups (p < 0.001). Respondents indicated that they spend more time (two thirds) using online media (66.0%) than tarditional media (34.0%). This affirms an asserion by Ling and Yue (2015: 593) that online media has a displacement effect on traditional media. More people 35.4% indicated that they came across an advertisement to visit KZN through both traditional media and online media. The findings associate with Huang (2012: 9525) claim that traditional media and online media are complementary. Furthermore 25.6% indicated that they came across an advertisement through traditional media only and 23.6% through online media only. The results reveal that the appropriation is not complete, therefore, media displacement rather than media replacement has occurred. The findings associate with Okazaki and Romero's (2010: 101) assertion that two media can consequently coexist with some degree of displacement rather than a complete

replacement. Furthermore, 15.5% indicated that they were never exposed to any advertising and this concurs with an assertion by Marrison (2013: 326) who strongly cautions against using a destination's total number of tourists as a measure of effectiveness as it is very unlikely that destination marketing has generated each and every visitor to its destination.

The table (7.12) below shows the sccoring pattern for the statements:
From which media did you request for information to make arrangements for your trip * Which media do you spent more time using?

Table 7.12 Media used to request informationfor the trip

| | | | Which media do you spent more time using? | | Total |
			Online	Traditional	
From which media did you request for information to make arrangements for your trip?	Online	Count	109	10	119
		% within From which media did you request for information to make arrangements for your trip	91.6%	8.4%	100.0%
		% within Which media do you spent more time using?	55.3%	9.9%	39.9%
		% of Total	36.6%	3.4%	39.9%
	Traditional	Count	23	36	59
		% within From which media did you request for information to make arrangements for your trip	39.0%	61.0%	100.0%
		% within Which media do you spent more time using?	11.7%	35.6%	19.8%
		% of Total	7.7%	12.1%	19.8%
	Both	Count	43	23	66
		% within From which media did you request for information to make arrangements for your trip	65.2%	34.8%	100.0%
		% within Which media do you spent more time using?	21.8%	22.8%	22.1%
		% of Total	14.4%	7.7%	22.1%
	None	Count	22	32	54
		% within From which media did you request for information to make arrangements for your trip	40.7%	59.3%	100.0%
		% within Which media do you spent more time using?	11.2%	31.7%	18.1%
		% of Total	7.4%	10.7%	18.1%
Total		Count	197	101	298
		% within From which media did you request for information to make arrangements for your trip	66.1%	33.9%	100.0%
		% within Which media do you spent more time using?	100.0%	100.0%	100.0%
		% of Total	66.1%	33.9%	100.0%

The Fisher's p-value indicates that there is a significant difference in the patterns between the two groups (p < 0.001). The majority of the respondents (39.9% indicated that they requested for information for their trip through online media, followed by 22.1% who mentioned that they used both traditional media and online media. Traditional media only was 19.8% followed by 18.1% of the respondents who mentioned that they never used any media to request for travel information. The

findings correlate with Okazaki and Romero (2010: 101) assertion that individuals interested in information procurement in a specific content area will optimise their retrieval of information on that particular content area by exposing themselves to a multitude of media outlets.

The following table (7.13) shows the results for the statements: I made reservations online * Which media do you spent more time using?

Table 7.13 Media used to make reservations

| | | | Which media do you spent more time using? | | Total |
			Online	Traditional	
I made reservations online	Yes	Count	107	26	133
		% within I made reservations online	80.5%	19.5%	100.0%
		% within Which media do you spent more time using?	54.3%	25.7%	44.6%
		% of Total	35.9%	8.7%	44.6%
	No	Count	90	75	165
		% within I made reservations online	54.5%	45.5%	100.0%
		% within Which media do you spent more time using?	45.7%	74.3%	55.4%
		% of Total	30.2%	25.2%	55.4%
Total		Count	197	101	298
		% within I made reservations online	66.1%	33.9%	100.0%
		% within Which media do you spent more time using?	100.0%	100.0%	100.0%
		% of Total	66.1%	33.9%	100.0%

More of the online users used online media ($p < 0.001$). Almost half online media users (54.3%) indicated that they made reservations for their trips online. Some of traditional media users (25.7%) indicated that they also made reservations online. The results suggest that most of the tourists are not strictly digital or strictly inclined to traditional media.

7.2.6.2 The credibility of traditional media (Section C)

This section looks at the credibiity of traditional media for the promotion of tourism in this digital age. One of the objectives of the study was to examine the credibility of traditional media in the contemporary tourism marketing environment. Table 7.14 and Figure 7.6 illustrate the scoring patterns of the results obtained.

Table 7.14 Credibility of traditional media

		Online	Traditional	Mann-Whitney U	Wilcoxon W	Z	Asymp. Sig. (2-tailed)
Traditional media is more believable than online media.	B2.1	3.48	3.80	8614.50	28117.50	-2.059	0.039
I do trust information obtained via traditional media than via online media.	B2.2	3.48	4.01	7376.50	26879.50	-3.799	0.000
Advertised messages are more credible when the ad is placed in traditional medium than in non-traditional medium.	B2.3	3.53	4.05	7132.00	26438.00	-4.159	0.000
Traditional media provides enough information (completeness) for decision making.	B2.4	3.34	3.69	8234.00	27737.00	-2.504	0.012
Traditional media is more reliable and accurate compared to online media.	B2.5	3.36	3.88	7280.50	26783.50	-3.975	0.000
I am comfortable to use online media to source information.	B2.6	3.60	2.74	6388.00	11539.00	-5.177	0.000
Traditional media is more dependable for up to date information compared to online media for tourism information	B2.7	2.91	3.53	7161.50	26664.50	-4.075	0.000
I use traditional media to verify online media for tourism information	B2.8	2.87	2.82	9670.50	14821.50	-0.405	0.686
I use online media to verify traditional media for tourism information.	B2.9	3.21	2.86	8120.50	13271.50	-2.670	0.008
I prefer to use online media in order to access the testimonials of other tourists.	B2.10	3.44	2.83	7199.00	12350.00	-3.999	0.000

The table (7.14) refelects the mean scores for the statements that constituted this section C. The means were tested between the two groups, with $p < 0.05$ considered as significant. To determine whether the scoring patterns between the groups were similar, a Mann Whitney test was done. The null hypothesis claims that there is no difference in the central measure. The results are shown in the table (7.14) above. The highlighted sig. values (p-values) are less than 0.05 (the level of significance), it implies that there were significant differences between the groups for these statements.

Figure 7.6 Credibility of traditional media
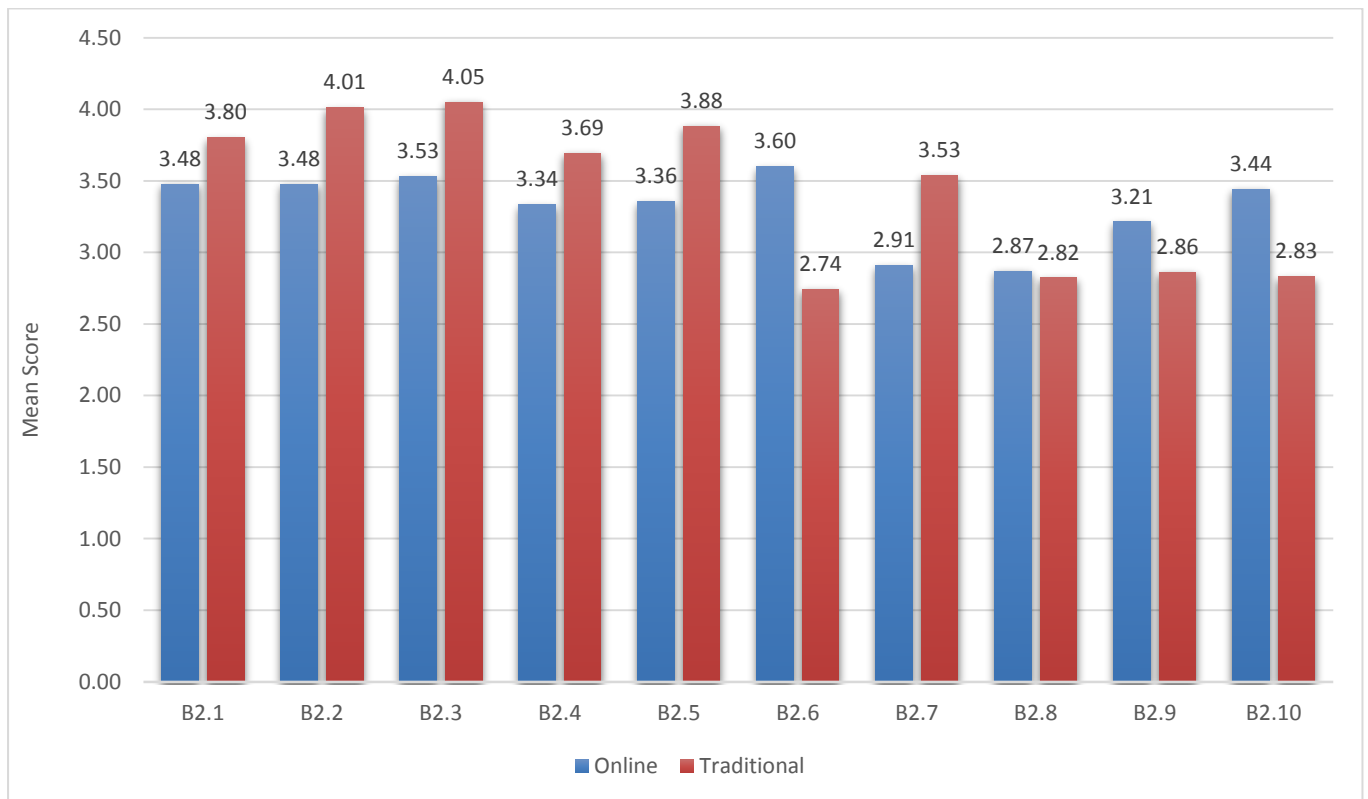
The following patterns are observed:

- Some statements show (significantly) higher levels of agreement whilst other levels of agreement are lower (but still greater than levels of disagreement).
- For some statements, online scores are higher whilst this is reversed for other statements.
- The significance of the differences between the groups is tested and shown in the table.

Significantly higher levels of agreement were noticed on the statements: Advertised messages are more credible when the ad is placed in a traditional medium than in non-traditional medium (mean score 4.05), I do trust information obtained via traditional media than via online (mean score 4.01), traditional media is more reliable and accurate compared to online media (mean score 3.88), and traditional media is more credibile than online media (mean score 3.80). Factor analysis show that these statements form a sub-theme. These findings reveal that traditional media is still more credible for toursim information in this digital age. The results contradict with

(Dahlen and Edenius 2007: 34) assertion that traditional advertising media have suffered from less favourable evaluations and reduced credibility. The reason for the contradiction is partly due to the differences in the industry context in which the studies were conducted. The findings suggest that though credibility of traditional media might have reduced over the past, it is still considered more credible than online media for tourism information.

Factor analysis also shows that the following three statements form a sub-theme: I am comfortable to use online media to source information (mean score 3.60), I use online media to verify traditional media for tourism information (mean score 3.21), and I prefer to use online media in order to access the testimonials of other tourists (mean score 3.44). For these statements, online scores were higher than traditional media scores. This suggests that other tourist consider online media to be credible for the variables under investigation. The results associate with Kim's (2016: 94) assertion that credibility is critically tied on the effectiveness of relationship-building activities such as on social media.

7.2.6.3 Effectiveness of traditional media (Section D)

This section aims to reveal the effectiveness of traditional media in this digital age in the tourism sector. One of the objectives of the study was to determine the effectiveness of traditional media for the promotion of tourism in this digital age. Table 7.15 and Figure 7.7 below illustrate the scoring pattern of the results obtained.

The table (7.15) refelects the mean scores for the statements that constituted section D. The means were tested between the two groups, with $p < 0.05$ considered as significant. To determine whether the scoring patterns between the groups were similar, a Mann Whitney test was done. The null hypothesis claims that there is no difference in the central measure. The highlighted sig. values (p-values) are less than 0.05 (the level of significance), it implies that there were differences between the groups for some of half of these statements.

Table 7.15 Effectiveness of traditional media

		Online	Traditional	Mann-Whitney U	Wilcoxon W	Z	Asymp. Sig. (2-tailed)
Advertised messages are more favourable when the ad is placed in a traditional medium.	C3.1	3.46	4.18	6658.50	26161.50	-4.874	0.000
I found that traditional media ads are more influential than online sources	C3.2	3.39	3.93	7263.50	26766.50	-3.944	0.000
I was exposed to an advertising message about KZN via a traditional media channel.	C3.3	3.15	3.57	8057.50	27560.50	-2.773	0.006
Traditional media aroused my need for travel to KZN	C3.4	3.16	3.42	8777.00	28280.00	-1.718	0.086
Information/Advertisements on traditional media caught my attention which made me visit KZN	C3.5	3.14	3.58	8043.00	27546.00	-2.791	0.005
The information advertised on traditional media, generated an interest in me to visit KZN	C3.6	3.17	3.22	9724.00	29227.00	-0.332	0.740
As a result of traditional media I had a desire to visit KZN	C3.7	3.06	3.34	8724.00	28227.00	-1.794	0.073
From the information I found on traditional media, I actioned this interest and came to KZN.	C3.8	3.11	3.28	9320.50	28823.50	-0.921	0.357

For the other not highlighted half, there was no significant difference in the central measures.

Figure 7.7 Effectiveness of traditional media
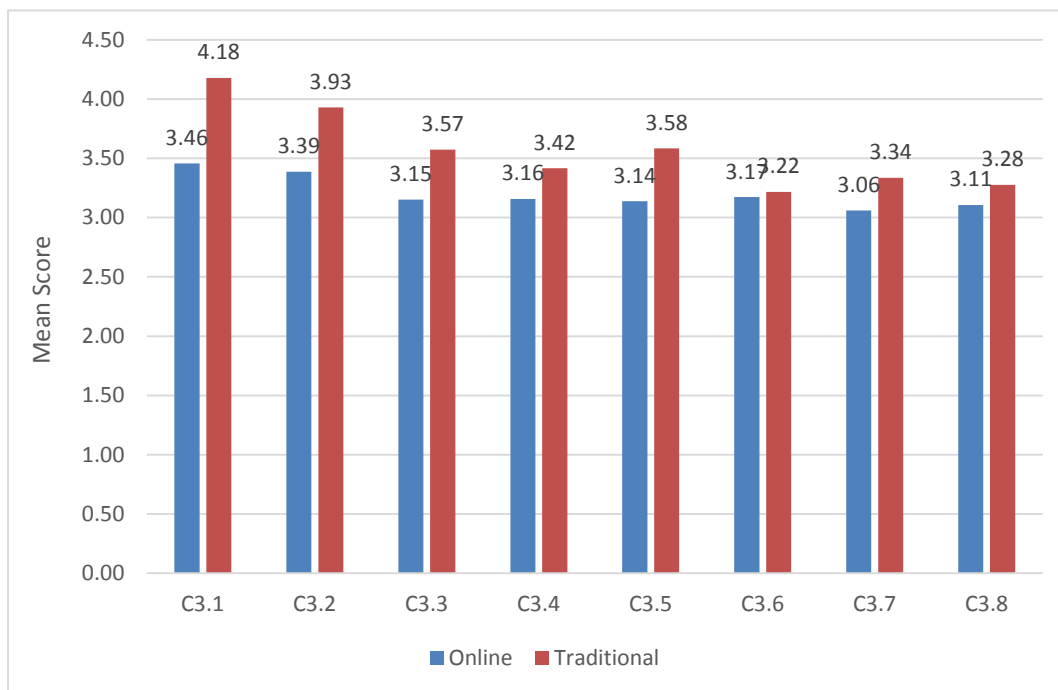
The general pattern observed is that traditional media is still effective for the promotion of tourism in this digital age. The majority of the respondents (mean score 4.18) mentioned that advertised messages are more favourable when the ad is placed in a traditional than none-traditional media. Most of the respondents (mean score 3.93) also indicated that they found tradition media ads to be more influential than online sources. Furthermore, more respondents (mean score 3.57) indicated that they were exposed to advertising messages about KZN via a traditional media channel prior to visiting KZN. The results contradict Bruhn *et al.* (2012: 771) assertion that consumers are turning away from traditional media such as radio, TV, or magazines and increasingly utilising online media only. Moreover, from that information obtained via a traditional media channel, more respondents (mean score 3.58) acknowledge that the information caught their attention and this persuaded them to visit KZN. The results associate with Seymour *et al.* (2009: 17) assertion that most domestic visitors to KZN still rely on traditional sources of information. The results of this study suggest that traditional media is still effective for the promotion of tourism.

7.2.6.4 The effectiveness of online media (Section E)

This section reveals the effectiveness of online media for the promotion of tourism. The aim of the study was to make a comparative analysis of the performance of traditional advertising media and online media in the contemporary tourism promotion environment in KwaZulu-Natal. This section examines the effectiveness of online media for the promotion of tourism. Table 7.16 and Figure 7.8 illustrate the scoring pattern of the results obtained.

Table 7.16 Effectiveness of online media

|		Online	Traditional	Mann-Whitney U	Wilcoxon W	Z	Asymp. Sig. (2-taile)
I drew my list of alternative places to visit through online media.	D4.1	3.55	3.20	7540.50	12691.50	-3.579	0.000
Interactions with virtual friends & marketers influenced my travel behaviour.	D4.2	3.38	3.17	8664.00	13815.00	-1.907	0.057
I felt drawn to KZN as a result of interacting with marketers online.	D4.3	3.06	3.02	9710.50	14861.50	-0.353	0.724
Online media provides more accurate, relevant and up to date information than traditional media	D4.4	3.26	2.90	8347.00	13498.00	-2.340	0.019
I became aware of certain tourist attractions in KZN through online media.	D4.5	3.53	3.04	7314.00	12465.00	-3.861	0.000
Information/Advertisements on online media caught my attention which made me visit KZN	D4.6	3.37	2.78	6958.00	12109.00	-4.379	0.000
The information advertised on online media generated an interest in me to visit KZN	D4.7	3.23	2.77	7594.00	12745.00	-3.446	0.001
The information from online media aroused a desire in me to visit KZN	D4.8	3.12	2.75	8108.00	13259.00	-2.731	0.006
From the information I found on online media, I actioned this interest and came to KZN.	D4.9	3.29	2.64	6928.00	12079.00	-4.407	0.000

The table (7.16) refelects the mean scores for the statements that constituted the section. The means were tested between the two groups, with p < 0.05 considered as significant. To determine whether the scoring patterns between the groups were

similar, a Mann Whitney test was done. The null hypothesis claims that there is no difference in the central measure. The results are shown in Table 7.16 above. The highlighted sig. values (p-values) are less than 0.05 (the level of significance), it implies that there were differences between the groups for these statements.

Figure 7.8 Effectiveness of online media
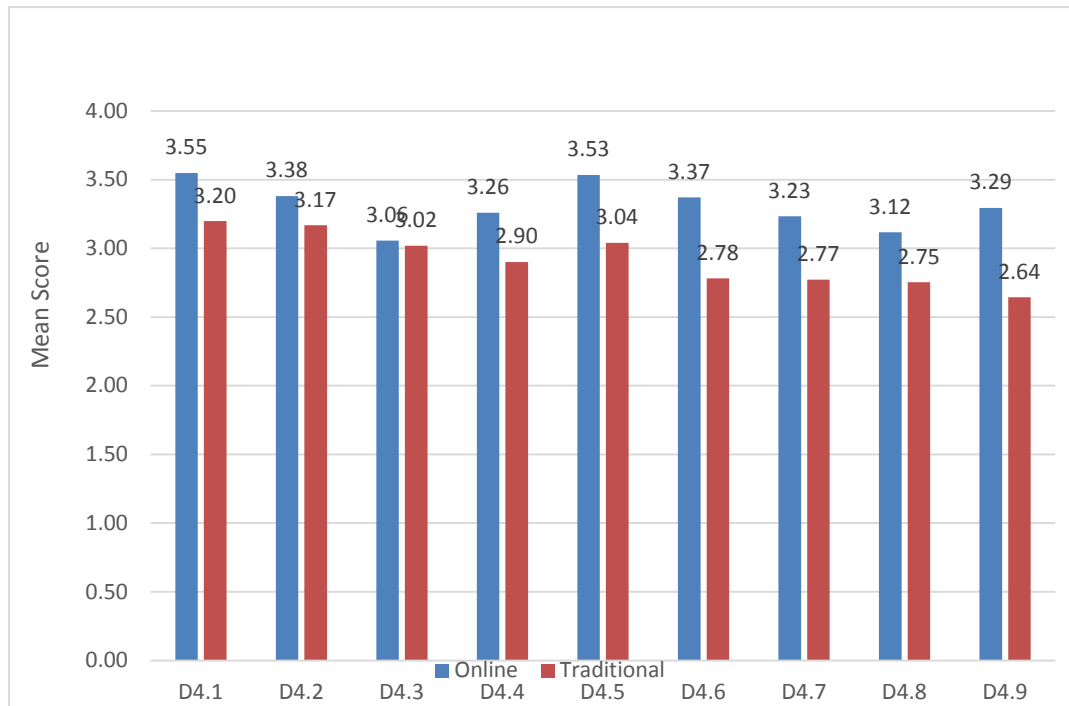
The general pattern observed is that online media has higher mean scores than traditional media for all for all variables under investigation in this section. Many respondents (mean score 3.55) acknowledged that they drew their lists of alternative places to visit through online media. Furthermore, most respondents (mean score 3.53) indicated that they became aware of certain tourist attractions in KZN through online media. The results correlate with an assertion by Chung, Nam and Stefanone (2012: 171) that online media has global market reach and permanent exposure. The majority of the respondents (mean score 3.38) also mentioned that interactions with virtual friends influenced their travel behaviour. The findings support an assertion by Hudson and Thal (2013: 158) that customer interaction through social media is now playing a pivotal role in decision making. Some respondents (mean score 3.29) indicated that from the information they found from online sources, an interest to visit KZN was generated and they actioned that interest and came to KZN. The results associate with Strauss and Frost's (2014: 68) assertion that social media

is used in the tourism business industry to push sales by attracting more tourists to South African destinations. The results suggest that as with traditional media, online media is also effective for the promotion of tourism but with more efficiency than traditional media.

7.2.6.5 The benefits of traditional media versus online media (Section F)

This section highlights the respondents' perceived benefits of both traditional media and online media in the promotion of tourism products and services. One of the objectives of the study was to develop a promotion framework for the promotion of tourism that utilises the benefits of both traditional media and online media. This section investigates the benefits of traditional media and online media for the promotion of tourism. Table 7.17 and Figure 7.9 illustrate the scoring pattern of the results obtained.

Table 7.17 Benefits of traditional media versus online media

		Online	Traditional	Mann-Whitney U	Wilcoxon W	Z	Asymp. Sig. (2-tailed)
Online media is best for interacting with marketers	E5.1	3.78	3.39	7884.00	13035.00	-3.069	0.002
Traditional media is more reliable for information.	E5.2	3.44	3.71	8369.50	27872.50	-2.327	0.020
Online media has a wider reach globally.	E5.3	4.13	3.53	6899.50	12050.50	-4.574	0.000
Online media is more informative.	E5.4	4.04	3.30	6016.50	11167.50	-5.866	0.000
Traditional media is more persuasive.	E5.5	3.49	3.47	9876.00	15027.00	-0.108	0.914
Traditional media influenced my visit	E5.6	3.02	2.70	8621.00	13772.00	-1.934	0.053
Traditional media and online media are complimentary	E5.7	3.72	3.12	7226.00	12377.00	-4.022	0.000
Television	E5.8.1	3.72	3.29	8243.50	13394.50	-2.507	0.012
Radio	E5.8.2	2.95	4.25	5272.00	24775.00	-6.881	0.000
Print	E5.8.3	3.27	4.29	5672.50	25175.50	-6.300	0.000
Social media	E5.	3.9	3.83	8691.0	1384	-	0.057

	8.4	3		0	2.00	1.9 00	
Website	E5. 8.5	3.3 0	2.78	7889.0 0	1304 00.00	- 2.9 92	0.003
Search engines	E5. 8.6	2.7 7	1.49	5651.0 0	1080 02.00	- 6.4 27	0.000

The table (7.17) refelects the mean scores for the statements that constituted the section (F). The means were tested between the two groups, with $p < 0.05$ considered as significant. To determine whether the scoring patterns between the groups were similar, a Mann Whitney test was done. The null hypothesis claims that there is no difference in the central measure. The highlighted sig. values (p-values) are less than 0.05 (the level of significance), it implies that there were differences between the groups for the majority of these statements.

Figure 7.9 Benefits of traditional media versus online media
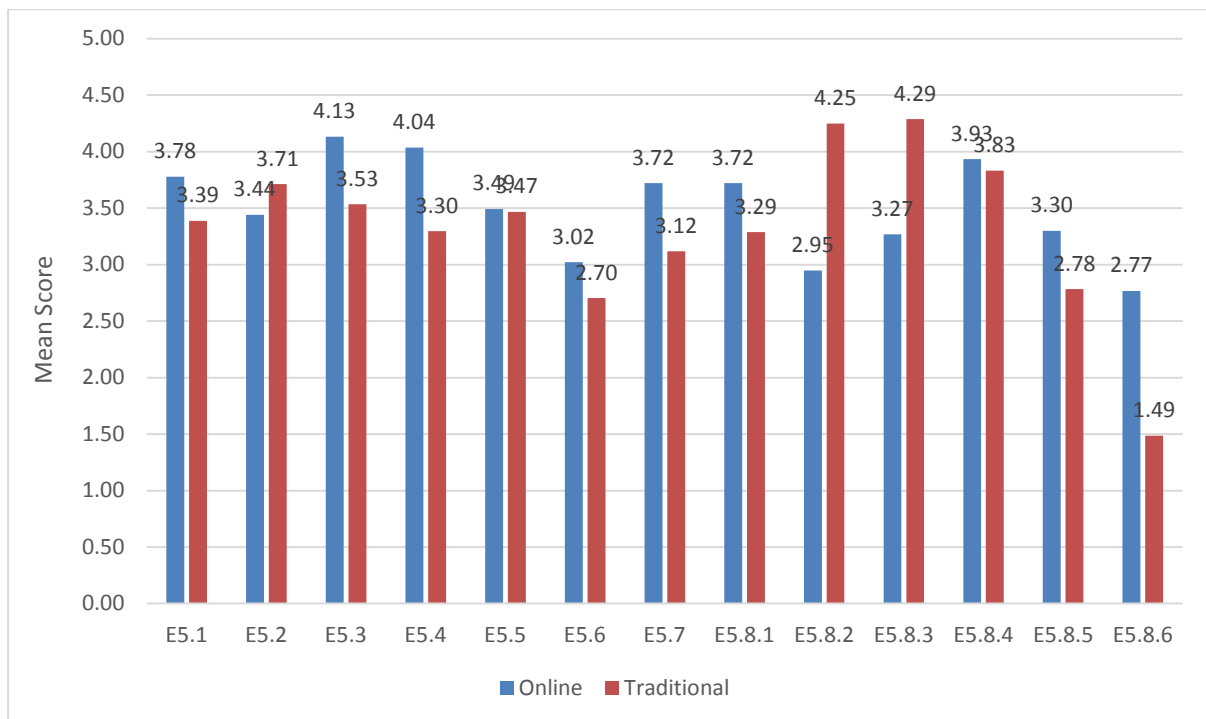
Two similar patterns are observed in Figure 7.9 characterised by outstanding mean scores (4.13, 4.04, 3.78) for online media on certain variables and outstanding mean scores (4.29, 4.25, 3.38) for traditional media on certain variables as well. The results revealed by this pattern show that online media and traditional media have their own distinctive benefits for the promotion of tourist and this makes them both necessary and useful in the tourism sector. Benefits of online media were found to

be strong on: "having a wider reach globally" (mean score 4.13), "being more informative" (mean score 4.04) and "interactivity" (mean score 3.78). Social media had a higher score in this regard (3.93). The results correlate with Chung, Nam and Stefanone's (2012: 171) assertion that the Internet improved user interaction and the availability of information to any user in the world. Traditional media was found to be a "source of reliable information" (mean score 3.71). The print media and the radio medium, with mean scores 4.29 and 4.25 respectively, were found to be of more benefit for the promotion of tourism. The findings associate with Brito and Pratas' (2015: 123) assertion that brochures are ubiquitous and versatile tourism advertising medium. Results further correlate with KwaZulu-Natal Tourism (2016: 48) report that promotional efforts through radio stations such as Jozi FM and East Coast radio significantly improved the awareness of KZN as an attractive destination, sometimes evidenced by immediate sale of holiday packages to the province. The results suggest that online media and traditional media complimentary and both are beneficial for the promotion of tourism.

7.2.7 CROSS TABULATIONS (HYPOTHESIS TESTING)

The traditional approach to reporting a result requires a statement of statistical significance. A **p-value** is generated from a **test statistic.** A significant result is indicated with "$p < 0.05$". A second Chi square test was performed to determine whether there was a statistically significant relationship between the variables (rows vs columns). The null hypothesis states that there is no association between the two. The alternate hypothesis indicates that there is an association.

7.2.7.1 Chi square tests

The chi-square test results reveal that there are a number of significant relationships between the research statements and the respondents' biographical data.

Table 7.18 Chi-Square Tests: Nationality

Which media do you spent more time using?		Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)	Point Probability
Online	Pearson Chi-Square	23.086[c]	12	0.027	.[b]		
	Likelihood Ratio	27.692	12	0.006	0.008		
	Fisher's Exact Test	23.030			0.009		
	Linear-by-Linear Association	.042[d]	1	0.838	0.857	0.434	0.028
	N of Valid Cases	196					
Traditional	Pearson Chi-Square	50.993[e]	12	0.000	0.002		
	Likelihood Ratio	27.346	12	0.007	0.002		
	Fisher's Exact Test	24.512			0.004		
	Linear-by-Linear Association	7.584[f]	1	0.006	0.005	0.002	0.001
	N of Valid Cases	101					
	N of Valid Cases	297					

From the table (7.18) above, the p-value between **"**In which media did you come across an advertisement to visit KZN?", "Which media do you spent more time using" and "Please indicate your nationality" is 0.009 for online media users and 0.004 for traditional media users. This means nationality plays a role on media exposure and media choice of the travellers.

Table 7.19 Chi-Square Tests: Employment Status

Which media do you spent more time using?		Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)	Point Probability
Online	Pearson Chi-Square	6.137[d]	1	0.013	0.014	0.010	
	Continuity Correction[b]	5.440	1	0.020			
	Likelihood Ratio	6.152	1	0.013	0.014	0.010	
	Fisher's Exact Test				0.014	0.010	
	Linear-by-Linear Association	6.106[e]	1	0.013	0.014	0.010	0.005
	N of Valid Cases	197					
Traditional	Pearson Chi-Square	.327[f]	1	0.567	0.641	0.365	
	Continuity Correction[b]	0.114	1	0.736			
	Likelihood Ratio	0.324	1	0.569	0.641	0.365	
	Fisher's Exact Test				0.641	0.365	

Linear-by-Linear Association	.324[g]	1	0.569	0.641	0.365	0.156
N of Valid Cases	101					

From the table (7.19) above, the p-value between "I made reservations online", "Employment status" and "Which media do you spent more time using?" is 0.014 for online media users. This means employment status has a role to play in terms of accessing online media to make online reservations. The p-value for traditional media users is 0.641 which means there is no significant relationship between employment status and accessing traditional media to make reservations.

Table 7.20 Chi-Square tests: Nationality

Which media do you spent more time using?		Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)	Point Probability
Online	Pearson Chi-Square	36.244[c]	12	0.000	.[b]		
	Likelihood Ratio	38.644	12	0.000	0.000		
	Fisher's Exact Test	34.474			0.000		
	Linear-by-Linear Association	10.817[d]	1	0.001	0.001	0.001	0.000
	N of Valid Cases	197					
Traditional	Pearson Chi-Square	34.232[e]	12	0.001	0.001		
	Likelihood Ratio	29.868	12	0.003	0.001		
	Fisher's Exact Test	24.075			0.002		
	Linear-by-Linear Association	11.260[f]	1	0.001	0.001	0.000	0.000
	N of Valid Cases	101					

The p-value between "From which media did you request for information to make arrangements for your trip", "Please indicate your nationality", and "Which media do you spent more time using?" is 0.000 for traditional media users and 0.002 for online media users. This implies that there is a significant relationship between nationality and media used to request for information. This means nationality has a role to play in terms of choosing a media to use for requesting information given the different abilities and availability of different media in different parts of the world.

Table 7.21 Chi-Square Tests: Employment status

Which media do you spent more time using?		Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)	Point Probability
Online	Pearson Chi-Square	2.911[d]	1	0.088	0.143	0.086	
	Continuity Correction[b]	1.796	1	0.180			
	Likelihood Ratio	3.378	1	0.066	0.143	0.086	
	Fisher's Exact Test				0.143	0.086	
	Linear-by-Linear Association	2.896[e]	1	0.089	0.143	0.086	0.074
	N of Valid Cases	197					
Traditional	Pearson Chi-Square	10.557[f]	1	0.001	0.002	0.001	
	Continuity Correction[b]	9.251	1	0.002			
	Likelihood Ratio	10.626	1	0.001	0.002	0.001	
	Fisher's Exact Test				0.002	0.001	
	Linear-by-Linear Association	10.453[g]	1	0.001	0.002	0.001	0.001
	N of Valid Cases	101					
Total	Pearson Chi-Square	12.936[a]	1	0.000	0.000	0.000	
	Continuity Correction[b]	11.951	1	0.001			
	Likelihood Ratio	13.144	1	0.000	0.000	0.000	
	Fisher's Exact Test				0.000	0.000	
	Linear-by-Linear Association	12.892[c]	1	0.000	0.000	0.000	0.000
	N of Valid Cases	298					

The p-value between "My media usage pattern changed in the last decade", "Employment status" and "Which media do you spent more time using?" is 0.002 for traditional media users. This implies that there is a significant relationship between these variables highlighted in yellow. That is, for traditional users, the employment status of the respondent did play a significant role in terms of determining the media usage patterns.

Table 7.22 Chi-Square Tests: Nationality

Which media do you spent more time using?		Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)	Point Probability
Online	Pearson Chi-Square	15.749[c]	4	0.003	0.002		
	Likelihood Ratio	17.595	4	0.001	0.002		
	Fisher's Exact Test	16.497			0.001		
	Linear-by-Linear Association	13.876[d]	1	0.000	0.000	0.000	0.000
	N of Valid Cases	197					
Traditional	Pearson Chi-Square	5.205[e]	4	0.267	0.267		
	Likelihood Ratio	7.017	4	0.135	0.164		
	Fisher's Exact Test	4.333			0.350		
	Linear-by-Linear Association	.414[f]	1	0.520	0.597	0.319	0.093
	N of Valid Cases	101					
Total	Pearson Chi-Square	14.386[a]	4	0.006	0.005		
	Likelihood Ratio	16.981	4	0.002	0.003		
	Fisher's Exact Test	15.085			0.003		
	Linear-by-Linear Association	10.156[b]	1	0.001	0.001	0.001	0.000
	N of Valid Cases	298					

From table 7.22 above, the p-value for the statements: "I made reservations online", "Please indicate your nationality" and "Which media do you spent more time using?" is 0.001 for online media users and 0.003 for traditional media users. This means there is a significant relationship between these variables. This implies that nationality has a role to play in terms of media usage when making reservations given the difference in media cost in different countries.

Significant relationships were mainly found on nationality and employment status against other variables of interest in this study. This implies that nationality and employment status play significant roles in terms of media usage. All values without an * (or p-values more than 0.05) do not have a significant relationship.

7.2.8 CORRELATIONS

Correlation analysis is a statistical tool used to describe the degree to which two variables are linearly related to one another (Zar 1984: 226). Wegner (2010: 418) state that Pearson's correlation frequently computes the correlation between two numerics (ratio-scaled) random variables. Bivariate correlation was performed on the (ordinal) data. The results are found in the Appendix. The most commonly used

bivariate correlation technique is Spearman's correlation. Spearman' correlation measures the relationship between variables without giving a distinction between the dependant and the independent variables (Mertler and Vannatta 2002: 13). The results indicate the following patterns:

Positive values indicate a directly proportional relationship between the variables and a negative value indicates an inverse relationship. All significant relationships are indicated by a * or **. As a result, mostly those measures indicating significant relationships (highlighted by an asterisk) will be discussed, as shown by the Spearman's correlation calculation.

The correlation value between "Traditional media is more believable than online media" and "I use traditional media to verify online media for tourism information" is 0.380. This is a directly related proportionality. Respondents indicate that the more believable traditional media is, the more respondents use it to verify online information, and vice versa.

There is a directly proportional relationship between the respondents' perception of the influence of traditional media "I found that traditional media ads are more influential than online sources" and the statements: "I do trust information obtained via traditional media than via online media" (r = 0.643, p = 0.000), "Traditional media is more reliable and accurate compared to online media" (r = 0.261, p = 0.008), "I use traditional media to verify online media for tourism information" (r = 0.397, p = 0.000), "Traditional media aroused my need to travel to KZN" (r = 0.470, p = 0.000), "Information on traditional media caught my attention which made me visit KZN" (r = 0.470, p = 0.000), and "From the information I found traditional media, I actioned this interest and came to KZN" (r = 0.529, p = 0.000). All of these preceding correlation values between the statement, "I found that traditional media ads are more influential than online sources" and six of the given statements all support the existence of directly proportional relationships. Tourists indicate that traditional media is very influential in tourism as they have trust of that information and the information is reliable and accurate that they use it to verify online media information and can catch their attention and arouse their need to travel, leading to them taking an action to visit a destination. One of the objectives of the study was to determine the credibility of traditional media for the promotion of tourism in this digital age. These results

reveals that traditional media is highly credible for the promotion of tourism as tourists indicated that they trust traditional media information and the information is accurate and reliable. The other two objectives of the study were to investigate and describe the use traditional media by tourists and to determine the effectiveness of traditional media for the promotion of tourism. The findings reveals that tourist still regard traditional media as a reliable source of information and that information can actually influence them to visit a destination.

There is also a directly proportional relationship between the statement "I am comfortable to use online media to source information" and the statements: "I prefer to use online media in order to access the testimonials of other tourists" (r = 0.549, p = 0.000), "I drew my list of alternative places to visit through online media" (r = 0.434, p = 0.000), "Interactions with virtual friends and marketers influenced my travel behaviour" (r = 0.291, p = 0.000), "I became aware of certain tourists attraction in KZN through online media" (r = 0.415, p = 0.000), "Online media has a wider reach globally" (r = 0.332, p = 0.000), and "the information from online media aroused a desire in me to visit KZN" (r = 0.457, p = 0,000). All of these preceding correlation values between the statement, "I am comfortable to use online media to source information" and six of the given statements all support the existence of directly proportional relationships. Respondents indicate that they are comfortable to use online media to source information from testimonials of other tourists, interacting with virtual friends and marketers around the world and that information creates awareness of tourist attractions, is used to draw a list of alternative places to visit and can arouse a desire to visit a destination. One of the objectives of the study was to investigate and describe thee use on online media by both tourists and marketers. These results reveal that tourists use online media to source information from testimonials of other tourists and to interact with marketers and virtual friends around the world. This creates more awareness of tourist attractions and creates a desire to visit a destination.

Negative values imply an inverse relationship. That is, the variables have an opposite effect on each other. This implies that, as one increases, the other decreases. The following was observed: The correlation value between "Traditional media provides enough information (completeness) for decision making" and "I became aware of certain tourist attractions in KZN through online media" is -0.243.

That is, the more information traditional media provides, the less the need to access online for tourist attractions, and vice versa.

7.3 QUALITATIVE ANALYSIS

This section highlights the qualitative analysis which was reported on these four preliminary themes: tourism marketers' media usage pattern, the credibility of traditional media, effectiveness of traditional media, effectiveness of online media, and benefits of using both traditional media and online media. The preliminary coding was followed by meta-coding, which involved looking into the themes identified in the preliminary phase and identify reflected bigger or deeper themes. This process resulted in the identification of twelve meta-codes. These themes were identified upon the analysis of the data gathered from structured interviews and were in line with achieving the following objectives:

- To investigate and describe the use of traditional media and online media by tourism marketers.
- To examine the credibility of traditional media in the contemporary tourism marketing environment.
- To determine the effectiveness of traditional media for the promotion of tourism in this digital age.
- To develop a promotion framework for the promotion of tourism that utilises the benefits of both traditional media and online media.

The data was transcribed verbatim to guide the discussion. Relevant quotes from the data obtained from structured interviews were used to support this discussion.

7.3.1 Tourism marketers' media usage pattern

The next section analyses the media usage pattern of tourism marketers. The participants were asked to elaborate on how they are using traditional media and online media. The following sub themes were identified from the responses.

7.3.1.1 A ten year trend review

All participants indicated that they use both traditional media and online media for the promotion of tourism and their media usage patterns have changed in the last 10 years. There has been an increase in the use of online media and neither a

decrease nor an increase in the use of traditional media. They further elaborated that:

Definitely there has been a shift to an increase in the use of online media, but not a shift on it being more effective. Traditional media mainly changed in terms of content and not in terms of how much of it do we use, there has been no change in the last 10 years. Traditional media still works for us but how the content is packaged has changed.

To summarise this trend, there has been an increase in the usage of online media coupled with no change in the use of traditional media. The participants indicated that the increase in the use of online media is not tantamount to the increase in its effectiveness. This pattern disagrees with Loda (2014: 306) who states that the digital revolution has already changed almost everything about how business is conducted in the tourism industry. It is important to note that some things were not changed such as the use of traditional media in the tourism sector in KwaZulu-Natal. The uptake of digital revolution was much slower in South Africa than other first world countries. This is the reason to why the response from the tourism operators differs from other authors studies such as Loda (2014).

Still on the media usage pattern of the tourism marketers, the following sub-theme was identified to reflect the state of media usage.

7.3.1.2 The media used in promoting tourism in KZN

The findings reflect that both traditional media and online media are being used in promoting tourism. Tourism authorities indicate that they still use more of traditional media than online media. This did not agree with the travel agents and hotels who indicated that they use more of online media than traditional media. Travel agents and hotels elaborated that:

We use online media more frequently because we own the resources to do so.

Tourism authorities pointed out that:

TKZN has a website and we are getting increasingly active on Instagram, Twitter, and Facebook but we are still using more of traditional media than online media.

The findings support Goyal and Sharma's (2013: 45) assertion that possessing a web site or a web portal in the tourism industry has become a basic for promoting tourism services and products. The responses also associate with Hudson and Thal's (2013: 157) who mention that tourism marketers are considerably using social media to engage with actual and potential tourists throughout the decision making journey.

The responses also indicate that traditional media is used to a greater extent and the print medium (brochures and magazines) are mainly used. The results do not resonate with the assertion by Chao *et al.* (2012: 12) who claim that the rise of online advertising as one of the most prominent promotion vehicles has prompted business organisations around the world to strategically shift their focus to online media. Tourism marketers did not shift their focus from traditional media but they increased their use of online media whilst maintaining the trend on traditional media.

Tourism Kwazulu-Natal (TKZN) uses a lot of brochures and these are housed at a number of different tourist information offices such as at Ushaka Marine World, King Shaka International Airport, Kokstard, Cape Town International Airport, O. R Tambo International Airport, Montrose and a number of magazines are being used as TKZN has partnerships with publishers. Radio and TV are also used to market the destination and as well as various events.

While appreciating that traditional media was to some extend affected, the transformation was not as massive as predicted. The tourism sector is a unique industry where the use of traditional media is still massive. The results do not resound well with Sturgis (2012: 1) who highlights that traditional advertising media have been massively shaken by the internet revolution which transformed the environment in which they all operate. The ongoing discussion on this sub-theme has clearly revealed that tourism authorities have a different media usage pattern from travel agents and hotels. Hotels and travel agents they tend to use more of online media than traditional media and among the reasons for this was that online media is more affordable than traditional media, given their small size. Tourism authorities use more of traditional media than online media. The following sub-theme was also identified.

7.3.1.3 The preferred media for conveying marketing messages

The majority of the participants highlight that they have no premeditated media preference, but their media choice is influenced by factors such as the target market to be reached, the preference of the tourists, and the objective to be achieved. However, all travel agents indicated that they prefer online media because of their small size and its affordability. Hotels and tourism authorities indicate that they prefer to use both traditional media and online media as long as they can get the results.

7.3.2 The credibility of traditional media in this digital age.

The following section reveals the credibility of traditional media in promoting tourism in this digital age where the use of the Internet and the proliferation of other new media has revolutionised the advertising industry. The following question was posed to the interviewees, "How credible is traditional media for the promotion of tourism in this digital age?" With regards to this, the following sub-themes were identified.

7.3.2.1 Tourists' attitude towards traditional media

It was apparent that the attitude of domestic tourists towards traditional media is different from the attitude of foreign tourists. Domestic tourists have a positive attitude towards traditional media than international tourists who are more inclined to online media. One interviewee explained that:

Foreign source markets are more digitally minded but we don't know whether they are using our data or they are using brochures or maps that are physically printed when they come here.

From the ongoing theme, one participant further explained that:

In terms of the domestic market, one will think that everyone is on cell phone, but there is still quite a majority who relies on traditional media such as brochures, magazines, and maps.

The ongoing discussion shows that international visitors have a positive attitude to online media than traditional media and the opposite is equally true for domestic tourists.

7.3.2.2 Impact of traditional media content

All participants agreed that traditional media is more credible than online media. The interviewer observed that in all their offices, travel agents, tourism authorities, and hotels keep displays of brochures which they all indicated to be on demand by visitors. This does not support a claim by Goyal and Sharma (2013: 46) that the Internet has shifted entirely the traditional manner in which tourism products were promoted and distributed. Most aspects on how tourism is promoted were not changed but newer ways were added to existing ones. This was further corroborated by one participant from the tourism authority who stated that:

Traditional media still does it. It's a lot more credible that what many people may think. People forget that yes we are in a digital age but there are still a number of travellers who are within a generational gap, who have no clue on how to use a cell phone to access Internet. That's why it is better to still maintain a database of traditional media to cater for that target market.

This point clearly showed that traditional media is still highly credible than the general perception of the people. The findings also reveal that traditional media is a lot more credible than online media. From traditional media, print was found to be more credible, followed by radio and TV respectively.

7.3.2.3 The future of traditional media

To infer about the future of traditional media, the interviewees were asked, "How far do you agree with the notion that traditional media will sooner or later disappear completely?" No interviewee was in agreement with this notion. As such, it can be deduced that traditional media is not going anywhere and it's still working well alongside online media. There is no evidence that traditional media will disappear completely, either sooner or later. One interviewee avowed that as he vociferously spoke:

We won't be getting rid of traditional media any time soon in KZN but we do need to play more on the online space!

This is again in opposition to Bruhn *et al* (2012: 771) who predicted that traditional media will succumb to technology innovations that revolutionised the promotion industry. They fear that traditional media have entered a death spiral and are no

longer competitive in doing meaningful business. They added that promotion through traditional media is already dead and the media will soon or later disappear completely. These findings disapprove that claim and that claim can possibly be dismissed as it does no tally with these findings from the tourism marketers at present. There are noticeable mismatches between the earlier predictions on the performance of traditional media in this digital age and its actual performance in the market.

7.3.3 The effectiveness of traditional media.

This section provides an analysis of the effectiveness of traditional media for the promotion of tourism in this digital age. Traditional media is reported to be very effective in promoting tourism in KZN. Brochures are used the most, followed by billboards, radio and television respectively as revealed by the findings.

As you can see here, we still printing and stocking brochures because they are going out, people are taking them. People are still walking to our information offices to get these brochures with their cell phones in their pockets or hand bags. We also distribute brochures to international markets using different tour operators.

The results reveal that brochures are also used to penetrate international markets. The interviewees also mentioned that they sometimes partner with radio stations, artists, television channels and publishers in foreign countries to promote certain events as well as the KZN destination. This shows that traditional media is not only effective in the local market, but also in the global market.

7.3.3.1 The adaptability of traditional media to current trends.

The findings reveal that traditional media have adapted to current trends mainly in terms of their content such as the use advertorials. One participant stated that:

There is no need to buy a newspaper if you can streamline news on your tablet. But people still buy it for close to R20 because of the content in that newspaper.

The way the content is packaged, especially advertisements, was revealed to have adopted to meet current trends.

7.3.3.2 The response from traditional media advertising.

The interviewees agreed that they are having a positive response from their use of traditional media. One participant pointed out that:

Traditional media is still a very important part of promoting tourism in KZN.

In support of this, another interviewee stated that:

A lot of people still prefer to go to travel agents and book their trips than to do it on their own on the screen of the computer.

Tourism authorities indicated that they have had more responses from traditional media than online media. They were in disagreement with hotels and travel agents who stated that more responses were coming from online media. One reason suggested for this disagreement was the differences in the target segment of the market and the affordability of traditional media by small and financially unstable travel agents.

7.3.3.3 Comparing the effectiveness of traditional media to online media.

Generally it was difficult for most participants to accurately state which media is more effective than the other. The participants elaborated that:

We can't say traditional media is more effective and we can't say online media is more effective for the promotion of tourism because it depends on source markets and the trends in the source area. Online media is more effective in first world countries such as the UK than in countries such as South Africa and Ethiopia where traditional media proves to be still more effective.

However, 60% of the participants clearly pointed out that traditional media is more effective in persuading people to visit a destination than online media. One participant stated that:

Traditional media is more of a souvenir when you go back home with a brochure from the city you visited or a map. Digital media may completely be effective for promoting, say for example, electronic products, but not for tourism. Tourism is a psychological thing, it's a geographical thing, it's a socio-economic thing, and it's an anthropological thing so it's too complicated to be promoted entirely on digital media.

It can be deduced here that tourism is a unique sector where traditional media is still yielding good results. Online media is not as effective in the tourism sector as in other industries such as electronic products business. The issue of effectiveness also depends on the circumstance requiring an explanation. It was made clear that effectiveness of the media mainly depends on the source market and the trend in that market. it was pointed out that online media is more effective among the visitors from first world countries such as the UK than visitor from third world countries such as Ethiopia and South Africa where people are still inclined to traditional media.

7.3.4 The effectiveness of online media versus traditional media for the promotion of tourism.

An analysis of the effectiveness of online media for the promotion of tourism is provided in this section. The participants were asked the following question, "Comparing with traditional media, how effective is online media for the promotion of tourism?" The foregoing discussion identified the following sub-themes.

7.3.4.1 The efficiency of using online media

It was pointed out that online media is less expensive to use than traditional media and can effectively reach international source markets. These results resonate with the assertion by Len (2000: 46) who states that the global audience can effectively be reached by a simple web site in a relatively less expensive way. However, about 55% of the *participants disagreed that online media is more effective. They elaborated that:*

 Online media can't give you a guaranteed captured audience as with traditional media. Everyone is on social media and counted in the numbers but you can't effectively select the right people who can afford to travel.

Some participants pointed out that online media are best for interacting with potential travellers. This affirms the literature provided by Howison (2014: 278) who stated that the opportunity for online interactive communication is provided by social media.

However, the fact that online media is said to be less expensive is highly debatable. It can be cheap to place an add but the cost of viewing that ad by millions of people, when put together, can amount to millions of Rand, which in a way can be more than what can be spend on traditional media. From the foregoing discussion, it is

apparent that online media is less expensive to the marketer who places an ad than to the viewers of that ad who have to pay money to access the information, which is not the case with traditional media where the medium such as brochures are made available free of charge. In addition, online media can be said to be less expensive because the cost burden is shifted to the people (target audience) who have to pay to view that add.

7.3.4.2 The response from online marketing

All participants acknowledged their presence online. It supports Goyal and Sharma (2013: 46) who posit that it is essential for tourism companies to have online presence. However, about 50% of the participants were not happy with the response they are getting from online media. They elucidate that:

You can have your social media, yes its fine, but you are talking to the already captured audience. Marketers today are too excited by social media and they think it will drive numbers. It gives awareness, yes, but in terms of generating conventions and creating value from those conventions, we doubt!

Other participants expounded that:

A very big organisation can post something interesting on Facebook but still gets 6 Likes, from those 6 Likes, 3 may be from people from the very organisation.

It is clear that some tourism marketers are not satisfied with the responses they are getting from online media. Not to say that online media is not working for them, but it's not working as they had expected from it. It can be said here that drawing numbers to a social media platform is not synonymous to drawing numbers to a destination. When the reality strikes, that's when it becomes more evident that online media is less effective for drawing numbers to a destination than traditional media. Some participants went on to say:

There are many online radio stations and online television channels, but did you ever listen to one?

The question was directed to the researcher, to which the answer was, "never!" The interviewee wanted to hint at the researcher that there are some developments with

online media which in reality do not produce promotional results but people cherish them out of mere excitement.

7.3.4.3 Effectiveness of online media.

All participants agreed that online media is effective to a certain extent and its benefits are not fully exploited in KZN. They expounded that:

Internet connectivity in many rural destinations in this province is not as good as it should be. We also need to consider that our data cost and speed is not as fast as in other countries.

The other interviewee illuminated that:

Online media is still very young and still going through teething stages. Traditional media has been around for years and is not going away any time soon. However digital media still gets better day by day, but still is doesn't cater for every tourist in the mean time.

It can be construed here that the effectiveness of online media is limited by the prevailing conditions in the market such as high data cost, poor network coverage, and poor speed of the Internet. This can give advantage to traditional media over online media because traditional media can be freely accessed while with online media the traveller has to bear a huge cost. The results do not align with Goyal and Sharma (2013: 45) who stated that compared to traditional media, online media is much cheaper. Online media is cheaper to place an ad than to view that ad by millions of users, when that cost is put together. Online media is not free in KZN as well as in SA to access the information. Traditional media is considered expensive by many marketers because they are the once who bear the cost burden but it can effectively convey the message to the market at no cost to the recipient. Online media can be said to be more expensive than traditional media. If all the little cents spent by millions if not billions of people accessing information online were to be put together, the amount could be more than what is spend when using traditional media to place an ad and to access that information. There are inconsistencies in how the costs of online media and traditional media are accounted for as well as on who bears the cost burden.

7.3.5 The benefits of using both traditional media and online media.

This section discusses the benefits of using both traditional media and online media for the promotion of tourism. The findings reveal that both are useful and both have advantages and disadvantages. To maximise on the benefits of traditional media and online media and to capitalise from their advantages, it is better to use both. The disadvantages of one media will be offset by the advantages of the other media.

7.3.5.1 Media reach

Utilising both media allows the marketers to reach every segment of the market. Where traditional media cannot reach, online media will reach. Most participants expounded that:

There is still a wide range of people both domestic and international that still uses traditional media. It makes travelling more of an adventure when you got a map or a brochure in your hand. A lot of people still watch TV, listen to radio, read newspapers, and carry brochures and maps when travelling.

From their words, interviewees further reiterated that:

Online media allows access to other markets not accessed with traditional media and most especially international markets.

The results associate with Al Kailani and Kumar (2011. 76) who highlight that one of the main advantages of the Internet is that it enables marketing practitioners to reach a worldwide customer segment, so that prospective customers and actual customers can search, select, and purchase products from suppliers around the world. Traditional media was also found to be strong in the domestic market so utilising both media enables tourism marketers to cater for every segment of the market.

7.3.5.2 Relationship building mechanism

The results reveal that all the media can be used to serve the needs of the traveller effectively. Constant communication with the target market enhances the ability of the organisation to build relationships with the target audience. The findings align with Cooper and Hall (2016: 108) who indicate that the massive growth of social media has enhanced organisations' ability to build lasting relationships with customers**.** The participants pointed out that:

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Online media is used more frequently to interact with travellers.

The interviewees agreed that they use more online media in this regard of interacting with travellers and forging relationships. These findings associate with Guo (2014: 2) who highlight that tourism companies must utilise the social media platforms as those websites provides an opportunity for companies to interact and engage with current and potential customers, create meaningful and important relationships with customers, and encourage an improved sense of intimacy of the customer relationship.

7.3.5.3 Message synergy

All tourism marketers indicate that they use both media to convey the message to the target audience. The findings are compatible with Mayer Brito and Pratas (2015: 123) who suggest that both components within a marketing communication plan are complimentary than conflicting. The participants expounded that:

Both media are helping us in terms of driving the message. We use every media that can easily take us to the right people. Once you forgo the traditional media and use only online media, you will lose it.

It can be deduced here that the tourism marketers have to use both traditional media and online media. Both media must speak with one voice to avoid inconsistencies. The findings are further strengthened by Zentner (2012: 193) who assert that advertising expenditures on online and offline media need not be substitutes, multitasking and synergies between online and offline media could make them compliments. Therefore, traditional media and online media are complimentary in use and in effect.

7.4 CONCLUSION

This chapter showed the presentation, analysis, and discussion of the findings from this study. SPSS version 24.0 was used to analyse quantitative data. The data was presented in the form of cross tabulations and graphs. Thematic content analysis was used to analyse qualitative data. The results collected from this study underline the significant use of both traditional media and online media for the promotion of tourism in Kwazulu-Natal. The results revealed that though there are people who are inclined to traditional media and others have indeed turned to online media.

However, individuals interested in information procurement in a specific content area optimise their retrieval of information on that particular content area by exposing themselves to a multitude of media outlets. The findings reveal that traditional media is still effective and more credible for toursim information in this digital age. Online media was found to be best for interacting with potential travellers and virtual friends, more efficient in reaching the global market and an excellent relationship building mechanism especially through interactions with tourists using social media. Both traditional media and online media are very influential in catching attention of the tourists, generating an interest to visit destinations, arousing a desire to travel, and leading them to take action of travelling to that destination. The results further reveal that the appropriation effect of online media to traditional media is not complete, therefore, media displacement rather than media replacement has occurred. Practitioners and customers need to come to terms with traditional media and online media coexistence rather than speculating the demise of one media (traditional media) whilst overestimating the effectiveness of another media (online media). Tourism is indeed a unique sector where traditional media is still yielding good results whilst working alongside online media. The results suggest that traditional media and online media are complementary.

The next chapter is dedicated to drawing conclusions and proposing recommendations on the use and performance of traditional media and online media for the promotion of tourism, and how promotional benefits of both media can be maximised in the tourism sector.

CHAPTER 8

CONCLUSION AND RECOMMENDATIONS

8.1 INTRODUCTION

The previous chapter analysed and discussed the findings from this study. This final chapter of the study is set out to summarise the main findings and provide conclusions based on the empirical data. It also provides insightful recommendations on making sound media decisions that allows the tourism sector to maximise the promotional benefits presented by traditional media and online media. Although the study was confined only to KZN, the findings are generally important to the promotion of tourism around South Africa, given the common characteristics of the market from which all other destinations draw their visitors. The chapter begins by summarising the theoretical and empirical investigations, followed by discussions pertaining to the realisation of the research objectives set out on the onset of this study. Key issues unearthed by this study will be highlighted. The chapter will then conclude by providing recommendations deduced from this investigation, and proffer areas for further research.

8.2 SUMMARY OF THE THEORETICAL ORIENTATION

Chapter two discussed the nature of the tourism sector in KwaZulu-Natal, characteristics of tourism marketing, and the management of the promotion mix. Advertising is the main element which tourism organisations can use to influence actual and potential tourists to visit various tourist destinations. Therefore, advertising and its importance in tourism marketing as well as the impact created by ads in this environment were explained. It was established that one of the critical issues in advertising is the media choice. Advertising can be executed in different media types. Modern age advertising is divided media into two main groups, traditional media and online media advertising.

Chapter three presented the theoretical underpinnings related to the use and effectiveness of traditional media for the promotion of tourism. Traditional media information sources are an important channel for service firms as they present immediate benefits to customers. They are still used to transmit messages to

consumers in this digital era. Tourism KwaZulu-Natal is making sound use of radio and print media to market the province to both domestic and international markets. Radio is one of the most trusted media by consumers in the world of mass communication today and has been around for over a century. Different types of print media are also being used for advertising tourism. Brochures are ubiquitous and versatile tourism advertising medium. They are a distinctive advertising medium in the tourism industry.

In the past, the tourism industry and other business organisations relied heavily on these traditional media channels to market their products and services. However, the advancement of network technologies and the increasing penetration of the Internet have prompted increasing numbers of organisations around the world to use online (Internet) advertising in order to attract more customers in cyberspace. The Internet emerged as a modern advertising medium. It increasingly became an important medium for advertising in the past decade. Chapter four explained the theoretical underpinnings related to the efficacy of online media and its major criticism that it is essentially unregulated. The tourism industry is information-intensive. Adaptive organisations are required in this contemporary tourism marketing environment in order to succeed. Organisations need to be highly flexible to react to market signals with speed and customisation, using the right media.

Chapter five provided a comparative analysis of traditional media and online media performances in the contemporary tourism marketing environment. One of the qualities of the Internet that distinguishes it from traditional media is its interactivity, i.e. the ability to respond to the inputs of the user. It gives a sense of engagement as a result of its ability to give feedback in response to the actions performed by the users on the computer. It was found necessary for tourism businesses to provide interactivity that meets a diverse range of potential consumers to enable the customers to select their choice. Global exposure for tourism destinations is of prime importance. The Internet outperforms traditional media in its ability to expose information to a global audience. Anybody in any part of the globe can access a destination's marketing information at any time they desire.

However, online media alone cannot be enough to supply that much needed information. Traditional media still has a role to play. It has been observed that although online media has a massive audience, by any means it does not reach the entire world. Television, radio, brochures, magazines, billboards and newspapers are still very useful in reaching the other segments of the market. In fact at this stage, online media should be used to supplement the promotional efforts executed in the traditional media as the primary media in the tourism sector of KZN.

It was established in the literature review that the Internet is not threatening the survival of traditional media in the tourism environment as once speculated by other studies. There is continued effectiveness in traditional advertising media due to its adaptability to current trends. Other studies have shown that traditional media advertising is not conflicting with promotional efforts in other media such as online media. As a result, the media complementarity theory was adopted. According to this theory, people who consume a particular medium in their searches for information tend to consume other media that also provide information on that topic at hand. It was then proposed that tourists interested in information procurement in a specific content area will optimise their retrieval of information on that particular content area by exposing themselves to a multitude of media outlets.

8.3 SUMMARY OF THE EMPIRICAL STUDY

Presented here is the summary of both quantitative and qualitative data analysis.

8.3.1 Quantitative data

The summary from quantitative data showed that tourists use both traditional media and online media for their tourism information needs. Majority of the respondents however indicated that there has been a change in their media usage patterns in the last decade as more tourists were adopting the use of online media. However, this did not threaten the survival of traditional media as quite a substantial number of travellers indicated that they are still inclined to using traditional media. Both traditional media and online media were found to be useful for the promotion of tourism in this digital era and the pattern indicated a higher usage of online media than traditional media by tourists. Respondents further indicated that search engines, social media, company websites, radio and print are the media used the most

respectively. More time is also spent accessing online media than traditional media and online media was found to have a displacement effect on traditional media. Therefore, the two media do coexist with some degree of displacement of traditional media, but not a complete replacement.

Traditional media was found to be more credible for toursim information than online media in this digital age. Tourism advertising messages were indicated to be more credible when the ad is placed in a traditional medium than in online media as respondents revealed that they have more trust on traditional media than online media and that traditional media is more reliable than online media. Traditional media was revealed to be still effective for the promotion of tourism and that most domestic visitors to KZN still rely on traditional sources of information.

Respondents indicated that they drew their lists of alternative places to visit through online media, they became aware of certain tourist attractions in KZN through online media, interactions with virtual friends influenced their travel behaviour, and from the information they found from online sources, an interest to visit KZN was generated and they actioned that interest and came to KZN. It was also revealed that online media has a global market reach and permanent exposure. The findings indicated that online media is equally effective for the promotion of tourism but with more efficiency than traditional media. It was revealed that online media and traditional media have their own distinctive benefits for the promotion of tourist and they are both necessary and useful for the promotion of tourism. Social media was indicated to be widely used by tourist for interacting with marketers and virtual friends. Traditional media was found to be strong as a source of reliable information. The print media and the radio medium were found to be of more benefit for the promotion of tourism among traditional media outlets.

8.3.2 Qualitative data
Themes identified upon the analysis of the data gathered from structured interviews and in line with achieving the research objectives were used to present qualitative data. The preliminary coding was followed by meta-coding and that process resulted in the identification of twelve meta-codes. The findings have revealed that tourism authorities and marketers use both traditional media and online media for the promotion of tourism and their media usage patterns show an increase in the use of

online media and neither a decrease nor an increase in the use of traditional media. However, the uptake of digital revolution seems much slower in South Africa than other first world countries. Tourism authorities indicated that though their usage of online media is increasing, they are still using more of traditional media than online media at this stage. Traditional media is used to a greater extent and the print medium (brochures and magazines) is mainly used among traditional media outlets. Tourism marketers further indicated that they did not shift their focus from traditional media but they increased their use of online media whilst maintaining the trend on traditional media.

The participants indicated that international visitors have a positive attitude towards online media than traditional media while domestic tourists have a positive attitude towards traditional media than online media. Traditional media was revealed to be highly credible than the general perception of the people and it is a lot more credible than online media. The survival of traditional media is not threatened by online media and traditional media is still working well alongside online media. There was no evidence found that traditional media will become obsolete, either sooner or later. Traditional media was reported to be very effective in promoting tourism in KZN and that brochures are used the most, followed by billboards, radio and television respectively. Tourism marketers indicated that they have had more responses from traditional media than online media. Traditional media was revealed to be more effective in persuading people to visit a destination than online media.

Online media was indicated to be less expensive to use by marketers than traditional media, best for interacting with potential travellers, and more effective on reaching international source markets. Opportunity for online interactive communication is provided by social media. All participants acknowledged their presence online as it was reported to be essential for tourism companies to have online presence. However, most participants were not happy with the responses they were getting from online media because it didn't work as they had expected from it and as was predicted earlier on. Participants further indicated that online media is less effective for drawing numbers to a destination than traditional media. However, the benefits of online media are not fully exploited in KZN. The effectiveness of online media is limited by the prevailing conditions in the market such as high data cost, poor network coverage, and poor speed of the Internet.

The findings reveal that both traditional media and online media are useful for the promotion of tourism and both have advantages and disadvantages. To maximise on their respective benefits and to capitalise from their advantages, it is better to use both. The Internet allows marketers to reach international customer segment and traditional media was found to be more strong in the domestic market. The results revealed that both traditional media and online media can be used to serve the needs of the traveller effectively. Synergies between online and traditional media could make them compliments. Traditional media and online media were revealed to be complimentary in use and in effect.

8.4 REALISATION OF RESEARCH OBJECTIVES

Five research objectives were set out in order to solve the research problem. These are described as follows:

8.4.1 Objective one

The first objective was to investigate and describe the use of traditional media and online media by tourists. Chapter three explained that traditional media is used by tourists as a reliable source of information and the print media (mainly brochures and magazines) followed by radio are widely used in this regard. Chapter four explained that digital revolution has resulted in more travellers adopting the use of online media. Tourist's media usage patterns are not strictly digital or purely traditional. Tourists used to turn to few sources of information, but today they use various information outlets available at their disposal. However, the empirical evidence has shown that there is a slightly higher usage of online media than traditional media among the tourists. Traditional media is popular among domestic travellers whilst foreign tourists are more inclined to online media. As a result, this first research objective was achieved.

8.4.2 Objective two

The second objective was to investigate and describe the use of traditional media and online media by tourism marketers. Chapter three presented the theoretical underpinnings on the use of traditional media by tourism marketers while chapter four explained the use of online media. Traditional media such as print, radio and

television are being used for the promotion of tourism. Print (brochures) and radio are the mainly used traditional media outlets. It was found that tourism marketers are still using more of traditional media than online media but they are also increasing their online presence. Online media is not fully adopted in KZN by tourism marketers though it is reported to be less expensive and more efficient than traditional media. A part of the literature discussed suggest a massive shift from traditional media to online media by marketers and their target market, raising alarm that traditional media has entered a death spiral and will soon or later succumb to technological innovations. Major disparities were noticed between the literature and the empirical findings as tourism marketers indicated that they still use more of traditional media than online media, though they are increasing their usage of online media. Empirical findings showed that tourism marketers did not shift their focus from traditional media but they increased their use of online media whilst maintaining the trend on traditional media. As such, this second objective was achieved.

8.4.3 Objective three

The third objective was to examine the credibility of traditional media in promoting tourism in KwaZulu-Natal. Traditional media was revealed to remain a lot more credible than online media in this digital age for the promotion of tourism.Travellers have high trust on traditional media information than online media. Advertising messages were found to be more credible when the ad is placed in a traditional medium than in online media. Empirical findings have shown that traditional media is also highly credible than the general perception of the people. Among the traditional media outlets, print was found to be more credible, followed by radio. The summary of the empirical study is also presented above. As a result, this third objective was achieved.

8.4.4. Objective four

The fourth objective was to determine the effectiveness of traditional media in the promotion of tourism in this digital age. A summary of the empirical study is presented above. Questionnaires and structured interviews were scheduled with identified respondents. It was revealed that traditional media is not dead, it is still effective for the promotion of tourism, especially in the domestic market. To discredit traditional media in favour of online media is short-sighted, mere excitement, and a clear way of running away from the reality that traditional media is widely used for

the promotion of tourism and is still yielding a positive response. It is only its purpose, scope, and reach that simply have been more acutely defined. As a result, this fourth objective was achieved.

8.4.5 Objective five

The last objective was to develop a promotion framework for the promotion of tourism that utilises the benefits of both traditional and online media. The empirical findings were used to propose a framework for the promotion of tourism that utilises the benefits of both traditional media and online media. This framework is illustrated in Figure 8.1 below and this objective was thus achieved.

8.5 RECOMMENDATIONS DEDUCED FROM THIS STUDY

The following recommendations can assist tourism marketers to effectively promote their sector by making sound and informed media decisions. It has been noticed that advertising in this digital age is not only limited to the Internet. Creative marketers can use any media that can effectively reach the target audience such as TV, radio, magazines, brochures, billboards, posters, and newspapers. Caps, t-shirts, coffee mugs, calendars, refrigerator magnets, and pens bearing slogans and logos of a destination may also be used to put advertising messages that can be seen daily by users as they can take these items back to their homes after the visit to a destination. Practitioners need to rise above the non-traditional versus traditional media debate and begin to understand that success is achieved when one makes his/her service or product a part of the audience's everyday world. An integrated approach to media choice is the means to the end of that debate.

Tourism marketers should, by any means, underestimate the role of traditional media in the promotion of their destinations. Traditional media is still effective for the promotion of tourism and it ranks high in terms of credibility. The domestic market, which also constitutes the bulk of the tourists visiting KZN, still relies heavily on traditional media than online media. As a result, marketers should continue to use traditional media to promote domestic tourism because of its sheer volume and its benefits for sustainability and seasonality. Marketers need to increase their presence online without neglecting the use of traditional media. Though traditional media is said to be expensive, it still yields a positive response.

Online media emerged as a new media with better efficiency than traditional media on certain dimensions such as interactivity and ability to reach the global market. As a result, it must be fully embraced because tourism is a global business. The study recommends tourism marketers and authorities to improve their uptake of the Internet and to be more innovative online so as to cater for the needs of the customers whose preference is online media.

Marketing initiatives should be improved in order to meet the global trends. One of the recent trends around the world is the development of tourism applications to be used on smart phones, which provide an array of tourism information. Examples of other global trends include: virtual tour guides, alternate reality gaming, geo-caching, and participant route mapping. These initiatives have a high potential of engaging the target market and improves the competitiveness of the destination. As a result, innovation towards the development of these applications is a necessity in order to efficiently serve the needs of travellers.

It is imperative that good collaboration between role-players in tourism marketing, public or private, be taken to a higher level. The tourism marketing activities are highly fragmented. Good integration and cooperation in advertising is needed to ensure the effectiveness in reaching the target segment using the right media. When there is no coordination, one organisation can assume that a certain segment has been reached by marketing efforts of another organisation which might also have the same assumption.

All media, traditional or none-traditional should be used for the promotion of tourism. There is no need to rely on one media to do it all. Though online media has a wider reach in the global environment, it does not reach the whole world, hence the need to integrate with traditional media. The world is communication-saturated so it takes many touch points to be noticed in the market. Where traditional media lacks, online media must be there to make up the difference and enhance the tourist's experience.

8.6 LIMITATIONS

This study was limited to the tourism sector of Kwazulu-Natal. This compromised the generalisability of the findings, but this could be strengthened if the study was to be

replicated in other tourism destinations similar to KZN and with a larger sample. In addition, the media landscape is ever-changing so what has been found to be true today cannot be equally true in the near future.

Another limitation of this study was that it typically failed to factor out the respondents who had decided to visit KZN before they were exposed to any advertising. According to Dae-Young (2005: 45) this often provides an overestimated ad or media effectiveness representation. By conducting surveys among the actual tourist, the study also failed to incorporate the cognitive/attitudinal dimensions that do not bring about an immediate visit but rather a long term behavioural change. The performance of advertising media in tourism marketing is not limited to actual visits to a destination but is extended to a number of behavioural changes and psychological effects such as destination image formation. Those psychological effects may bring about a visit in the long run. It's a drawback that the study was based on actual visits and potential visitors to KZN were not incorporated.

8.7 AREAS OF FURTHER RESEARCH

Given the limitations of this study, the researcher has identified opportunities for further research. The areas proffered for further research are as follows:

- This research could be conducted in other provinces or tourism sectors of South Africa which are different from KZN in terms of tourist attractions, culture and traditions.
- Further research on the same area covered by this study is required on an ongoing basis in order to keep abreast of the developments in the market. The media environment is unpredictable as completely different media can be developed and tastes and preferences of people change.
- Research should be conducted incorporating potential visitors to a destination as well since the effects of an ad are not only manifested in actual visits but may cause long term behavioural changes or psychological effects that will influence a visit in the longer term.
- More research should be conducted to explore the role played by other elements of the promotion mix such as personal selling, public relations, and

sales promotion. Their performance in terms of promoting tourism is not well covered in the literature.

8.8 CONTRIBUTION OF THIS STUDY TO NEW KNOWLEDGE

It can be said from the findings of the study that there is no single media, traditional or non-traditional, which is completely efficient in all situations. The degree of effectiveness is also not the same hence both media need to work in collaboration to complement one another. To claim that one media is unsurpassable in every dimension is an apparent way of running away from the truth that all media are useful and desirable. Traditional media and online media supplement each other's efforts and works towards a common goal of attracting and serving travellers to their greatest satisfaction. To this end, this study makes a significant contribution to the body of knowledge in the following ways:

- The results can assist marketers to strike a balance in their use of traditional media and online media.
- Establish a contemporary theoretical model on the performance of traditional advertising media and online media for the promotion of tourism.
- Establish fresh and current insights on how tourism can better be promoted using various media.

8.8.1 Contextual Overview for the tourism promotion framework

The tourism promotion framework is developed in recognition of the global, national and local trends, constraints and opportunities facing the tourism industry. The framework provides elaborate details concerning the prospective and current trends so as to create a solid basis on which advertising media decisions are made as well as setting how the model works. As such, the global trends, national trends in South Africa, as well as the trend in Kwazulu-Natal are explained hereunder.

8.8.1.1 International trend

According to UNWTO (2011) the most frequently travelled destinations continue to be Western European and American countries, Italy, USA, Spain and China standing out as the world's top destinations. About 40% of travellers book their trips online through online travel agents and branded supplier sites, 40% have a smart phone and 83% want applications that recommend sites to see, routes to take, useful travel

information and as well as restaurants . One of the recent trends around the world is the development of tourism applications to be used on smart phones, which provide an array of tourism information. Virtual tour guides (downloadable audio and maps), alternate reality gaming, geo-caching, participant route mapping (where routes are suggested and amended by anyone, with tags and notes, photos, similar to FourSquare applications or to MapMyRun) are other global trends. These have a high potential of engaging the target market and examples where they were successfully implement include the Best Roof Gardens Tours and Street Art Tours. Social media growth (Facebook, TripAdvisors, Twitter, lonelyPlanet forums) presents a great opportunity to capitalise on positive comments and reviews by spreading them through social media. Social media also presents an opportunity for rapid response to negative experiences (UNWTO 2011).

8.8.1.2 National perspective: Cape Town

Cape Town stands out as the main tourism destination in the Western Cape Province and in South Africa (Cornelissen 2005). Like KZN, most of visitors to Cape Town come from European countries and United States of America. Overseas visitors to Cape Town mainly come from Germany, UK, USA, Netherlands, Australia, France, Switzerland and Brazil respectively. Their shared characteristics in terms of travel behaviour are that they plan extensively, prefer online booking or through a travel agent (Cape Town 2013: 33). Visitors from Africa range from Lesotho, Zimbabwe, Namibia, Botswana and Mozambique (City of Cape Town 2013: 7). The domestic market is the largest source market of visitors to Cape Town and the majority of them come from Gauteng and Western Cape. The domestic market is still inclined more to traditional media than online media.

Online media is not fully exploited in Cape Town as in other first world countries. The only tourism app currently available in Cape Town is the Cape Town Travel Guide Lite by Tourism Radio, a Spanish owned company. As such, locals have little or no influence over the accuracy and quality of the app and profits from this app are not local (Cape Town 2013: 61). Online applications are under-tapped in South Africa but geo-caching can be done via the South African site (http://geo.caching.co.za) or the global site (http://www.geocaching.com). The Travel and Tourism Competitiveness Index highlights that SA scores low in terms of information and

communication technology (ICT). ICT capabilities and access to software, hardware and skills is still low and needs to be improved so as to enhance competitiveness and innovation capacity of the tourism sector. In Khayelitsha, most accommodation facilities were found not to have any online presence, whether a booking site or a website of their own.

8.8.1.3 KwaZulu-Natal

The empirical findings of this study conducted in KwaZulu-Natal assisted in proposing a framework for the promotion of tourism that utilises the benefits of both traditional media and online media. This framework is illustrated in Figure 8.1 below. As the advertising industry, people need to come to terms with traditional media and online media coexistence and integrate the two media types in order to manipulate the benefits of utilising both media. Some of the benefits identified by this study include effective media reach to every market segment should both traditional media and online media be used. Where traditional media cannot effectively reach such as the international market segment, online media can serve that segment better. Where online media cannot effectively reach such as the local KZN market, remote rural areas, and a segment of the South African which is not comfortable with utilising online media, traditional media can reach this segment much better. There is a trend of limited accessibility and high cost of the Internet in South Africa, KZN included. Both media are beneficial for the promotion of tourism and media integration is the way to go. The other benefit of utilising both media is to align media choice with the customer's media preference in order to effectively reach them. Utilising the benefits of both traditional media and online media maximises the impact of a campaign in the target audience.

Jacobs (2012: 1) supports this when he mentions that it is critical today to understand how your audience consumes media so you can use the right media (their preferred media) to reach them. The results have indicated that there is a majority of people who still prefer traditional media and others who are inclined to digital media. Destination marketers need to realize that no tourist's media consumption is strictly digital or purely traditional. Though tourists used to turn to few sources, they now use various information outlets available at their disposal. The media plan must start by understanding how the target audience engages with and consume media. With this consumer-focused and reach-based approach to media

choice, tourism marketers will be able to deliver advertising messages where, how, and when they will be heard.

8.8.2 The integrated media choice approach

The model illustrates how tourism can be promoted on the international, national, provincial and local levels as far as media performance (reach and travellers' preference) is concerned. Media reach and travellers' preference are regarded as the guiding principles to ensure that the media reaches the target audience and is able to accomplish the set aim. In this digital age where media choices are exploding, there is a fundamental need of viewing advertising holistically so as to avoid a bias towards online media as a result of a mere excitement. The tourism sector needs an integrated media choice approach because the findings from this study reveal that both traditional media and online media are more or less equally competitive for the promotion of tourism. However, traditional media and online media platforms are not equally effective to the same consumer segments. The integrated media choice approach has adopted media reach and travellers' media preference as standard measures of key performance across traditional media and online in the local, national, and international market segments. To support why media preference was chosen as one the standard measures of key performance, Strategic Direction (2016: 7) state that consumers they now decide what they want access to, and can opt out of things they do not want. Consumers are very willing to pay for the media of their choice, so long they are able to ignore or remove things they have no interest in. The new model suggests offering a media mix (traditional media and online media) that offer some degree of tailored media based on consumer's preference and media reach.

Figure 8.1 Media reach and travellers' preference

Traditional Media Reach and Preference   Online Media Reach and Preference
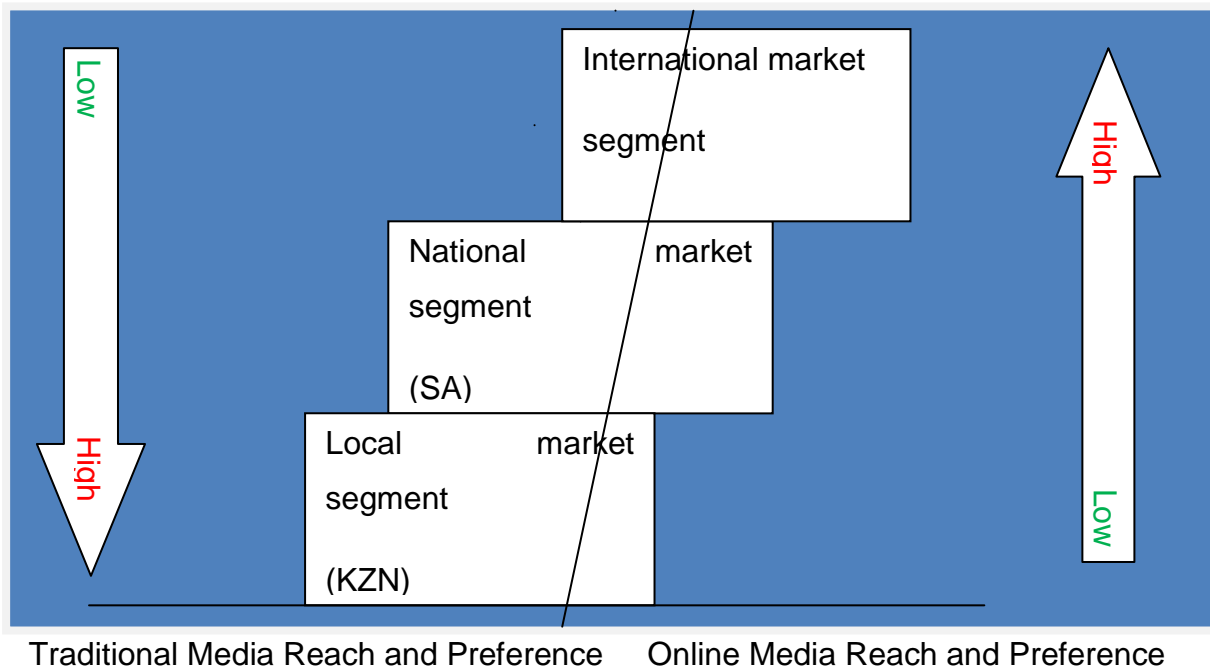
Source: Own illustration

The model illustrates that there is high traditional media preference and reach in the domestic (Local and National) market segments than online media and as a result, more of traditional media have to be used in the domestic market. This has to be done without neglecting the use of online media. As indicated by arrows pointing in opposite directions, there is a high travellers' preference of online media in the international market segment and online media can reach this segment more effectively than traditional media. Online media is more effective in the international market segments than traditional media so more online media must be used to serve this segment to satisfaction as this segment is more digitally minded than the domestic market segment. This must be done without neglecting the use of traditional media in those foreign markets. Seamless use of both traditional media and online media maximises the impact of an advertising campaign in the market.

The model suggests combining traditional media and online media in order to manipulate the benefits of each media and design an effective campaign that reaches every segment of the market with consistent promotional messages. According to Young (2008: 58) the traditional way when making media allocation decisions was to trade off frequency versus reach in the media buy. This study suggests that this model is still the standard approach of thinking about programming

advertising exposures in the tourism sector. However, given that travellers today are more empowered in their media choice and preference due to technological advancements on the Internet, the new model suggests a trade-off between reach and customer media preference. People today can only be exposed to advertising messages through the media they prefer and their preferred media is more likely to impact them in a positive way. Bearing media reach in mind, tourism marketers must align their media choice with the travellers' media preference. The results of this study have indicated that international travellers are more digitally minded than domestic travellers who are still more inclined to traditional media. As a result, both online media and traditional media are equally useful for the promotion of tourism in South Africa. Even though traditional media and online media are designed to work together in this new model called the integrated media choice approach for the promotion of tourism, that does not imply that they will work equally well in every segment. Online media works better in attracting international visitors, but that does not mean it is not useful in the domestic market as well as there are some people who have turned to be more digitally minded. The same applies to traditional media, it does not work better only in the domestic market but can also attract international tourists as there are some travellers who are still comfortable in using printed maps, brochures, and making bookings through travel agents than doing it online on their own.

8.9 CONCLUSION

This particular study is a pioneering endeavour in the KwaZulu-Natal and South African tourism sector. Very little research has been published regarding a comparative analysis of the performance of traditional media and online media for the promotion of tourism. The study has clearly indicated that the tourism sector is a unique industry where traditional media is widely used and still yields substantial benefits to both the travellers and the tourism marketers. The study also appreciates the role of online media in promoting tourism and revealed that though we are living in the digital age, online media alone is not sufficient in promoting tourism. Neither is traditional media is sufficient alone as well. Tourism marketers must utilise both traditional media and online media and this led to the researcher proposing a framework that utilises the benefits of the two media in terms of media reach and customer media preference. Traditional media and online media in the promotion of

tourism can be said to be different sides of the same coin, they are both useful, they are not conflicting, they are complimentary. Their performance is supplementary and the benefits of using both greatly outweighs the benefits of any one used alone. Therefore, they must speak with one voice, consistent marketing messages must be conveyed in traditional media as in online media for both the domestic market and the international market.

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APPENDIX A: QUESTIONNAIRE

Faculty of Management Sciences

Department of Marketing and Retail Management

Date: 01 August 2017

Dear Tourist

I am a currently registered student with the Faculty of Management Sciences at the Durban University of Technology (DUT), located in Durban South Africa. As part of my studies and to qualify for the award of a Doctorate in Management Sciences degree, I have to complete a dissertation. I am therefore conducting a study titled: **A comparative analysis of the performance of traditional advertising media and online media for the promotion of tourism in KZN.** I have to distribute 400 questionnaires to tourists. I kindly request you to participate and contribute to this study by completing a questionnaire which will not take more than 15 minutes of your valued time. All the data collected in this study will solely be applied for research purposes and confidentiality is guaranteed.

Should you not understand any one question in this questionnaire, please do not hesitate to ask me or my fieldwork assistant for clarity. My supervisor can also be contacted on 031 373 6870 should you need to make any further enquiry. All your efforts to complete this questionnaire are highly appreciated.

Yours Sincerely

Elvis Madondo

Your participation is highly appreciated

QUESTIONNAIRE: Tourists

Instructions

- ❖ Please mark with an 'X' to indicate your response for all questions.
- ❖ The comment section is optional; however, you can motivate your response.

1. Use of traditional media (television, radio and print) and online media (Internet based) by tourists.

1.1 My media usage pattern changed in the last decade   True ☐   False ☐

 1.2 Which media do you spent more time using?

Online media ☐   Traditional media ☐

1.3 Which medium do you prefer to use from the following (you may select more than one):   Television ☐   Print ☐   Radio ☐

Social media ☐   Company websites ☐   Search engines ☐

1.4 In which media did you came across an advertisement to visit KZN?

Traditional media ☐   Online media ☐   Both ☐   None ☐

1.5 From which media did you request for information to make arrangements for your trip: Online ☐   Traditional sources ☐   Both ☐   None ☐

1.6 I made reservations online.   Yes ☐   No ☐

2. Credibility of traditional media in promoting tourism.

	Please 'X' the most appropriate	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
2.1	Traditional media is more believable than online media.					
2.2	I do trust information obtained via traditional media than via online media.					
2.3	Advertised messages are more credible when the ad is placed in traditional medium than in non-traditional medium.					
2.4	Traditional media provides enough information (completeness) for decision making.					
2.5	Traditional media is more reliable and accurate compared to online media.					
2.6	I am comfortable to use online media to source information.					
2.7	Traditional media is more dependable for up to date information compared to online media for tourism information					
2.8	I use traditional media to verify online					

		Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
	media for tourism information					
2.9	I use online media to verify traditional media for tourism information.					
2.10	I prefer to use online media in order to access the testimonials of other tourists.					
Comments:						

3. Effectiveness of traditional media in promoting tourism in Kwazulu-Natal

	Please 'X' the most appropriate	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
3.1	Advertised messages are more favourable when the ad is placed in a traditional medium.					
3.2	I found that traditional media ads are more influential than online sources					
3.3	I was exposed to an advertising message about KZN via a traditional media channel.					
3.4	Traditional media aroused my need for travel to KZN					
3.5	Information/Advertisements on traditional media caught my attention which made me visit KZN					
3.6	The information advertised on traditional media, generated an interest in me to visit KZN					
3.7	As a result of traditional media I had a desire to visit KZN					
3.8	From the information I found on traditional media, I actioned this interest and came to KZN.					
Comments:						

4. Effectiveness of online media in promoting tourism in Kwazulu-Natal.

	Please 'X' the most appropriate	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
4.1	I drew my list of alternative places to visit through online media.					
4.2	Interactions with virtual friends & marketers influenced my travel behaviour.					
4.3	I felt drawn to KZN as a result of interacting with marketers online.					
4.4	Online media provides more accurate, relevant and up to date information than traditional media					

		Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
4.5	I became aware of certain tourist attractions in KZN through online media.					
4.6	Information/Advertisements on online media caught my attention which made me visit KZN					
4.7	The information advertised on online media generated an interest in me to visit KZN					
4.8	The information from online media aroused a desire in me to visit KZN					
4.9	From the information I found on online media, I actioned this interest and came to KZN.					
Comments:						

5. The benefits of traditional media versus online media.

	Please 'X' the most appropriate	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
5.1	Online media is best for interacting with marketers					
5.2	Traditional media is more reliable for information.					
5.3	Online media has a wider reach globally.					
5.4	Online media is more informative.					
5.5	Traditional media is more persuasive.					
5.6	Traditional media influenced my visit					
5.7	Traditional media and online media are complimentary					
Comments:						

5.8 Rate the following in terms of preference with 6 being the best source of information and 1 being the worst.

Television ☐   Radio ☐   Print ☐

Social media ☐   Websites ☐   Search engines ☐

6. Demographic data

Finally, we would like to ask a few questions about yourself to allow us to put your other answers in context. Remember all data are confidential and in no way will you be identified with your answers

6.1 What is your gender? Male ☐   Female ☐   Prefer not to answer ☐

6.2 Please indicate your nationality   -------------------------------

6.3 Please specify your area of residence. Rural ☐   Urban ☐

6.4 **Age group:** Under 20 ☐   20-29 ☐   30-39 ☐
. 40-49 ☐   50-59 ☐   60 and above ☐

6.5 **Race**. African ☐   Indian ☐   White ☐   Coloured ☐

6.6 **Educational level.** Less than Certificate ☐   National Certificate ☐
National Diploma ☐   Bachelor's Degree ☐   Post-graduate ☐

6.7 **Employment status.** Employed ☐   Unemployed ☐

APPENDIX B: PILOT STUDY OUTPUT

RELIABILITY STATISTICS

The two most important aspects of precision are **reliability** and **validity**. Reliability is computed by taking several measurements on the same subjects. A reliability coefficient of 0.60 or higher is considered as "acceptable" for a newly developed construct. The table below reflects the Cronbach's alpha score for all the items that constituted the questionnaire.

Q2 Reliability Statistics

Cronbach's Alpha	N of Items
.503	10

This is only slightly below the acceptable standard. It will improve with a larger sample size. (Not to worry about)

Q3 Reliability Statistics

Cronbach's Alpha	N of Items
.864	8

Acceptable

Q4 Reliability Statistics

Cronbach's Alpha	N of Items
.722	9

Acceptable

Q5 Reliability Statistics

Cronbach's Alpha	N of Items
.238	7

There were directional issues here as shown by Factor Analysis table below. The ones highlighted in yellow were rephrased so that the statements are now all referring to the same concept and have the same direction.

FACTOR ANALYSIS

Q2 Rotated Component Matrix[a]

	Component 1	2	3	4
Q2.1	-.224	.317	-.102	.872
Q2.2	.162	.900	.099	.107
Q2.3	.108	.721	.092	.396
Q2.4	.498	.112	.746	.126
Q2.5	-.290	.010	.841	-.230
Q2.6	-.856	-.039	.197	.057
Q2.7	.467	-.184	.220	.797
Q2.8	.867	.034	.336	.134
Q2.9	-.348	.825	.159	-.364
Q2.10	-.140	-.309	-.591	-.268

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 8 iterations.

2.6 and 2.10 were reworded

Q3 Rotated Component Matrix

	Component 1	2
Q3.1	.259	.858
Q3.2	.745	.018
Q3.3	.821	.201
Q3.4	.876	.081
Q3.5	.960	.157
Q3.6	.866	-.196
Q3.7	-.087	.857
Q3.8	.822	.149

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 3 iterations.

Acceptable

Q4 Rotated Component Matrix[a]

	Component		
	1	2	3
Q4.1	.738	.552	.242
Q4.2	.819	-.141	.039
Q4.3	.112	.136	.857
Q4.4	.268	.619	-.379
Q4.5	.918	.099	.019
Q4.6	.761	.554	.147
Q4.7	-.131	.883	.110
Q4.8	-.583	.177	.365
Q4.9	-.001	.859	.403

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 5 iterations.

4.8 Reworded

Q5 Rotated Component Matrix[a]

	Component		
	1	2	3
Q5.1	.147	-.874	-.107
Q5.2	.155	.796	-.062
Q5.3	.467	-.335	.320
Q5.4	.020	.139	-.744
Q5.5	.184	.234	.825
Q5.6	.843	.355	-.131
Q5.7	.901	-.132	.182

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 5 iterations.

5.1 Rewritten

5.4 Rewritten