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THE HOLIDAY VISITOR TO DURBAN:

A SURVEY OF SATISFACTIONS,
PREFERENCES AND PROBLEMS

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COMMUNICATIONS OF THE
INSTITUTE FOR SOCIAL RESEARCH
UNIVERSITY OF NATAL
DURBAN

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Commissioned by the Durban City Council

Centre for Applied Social Sciences
University of Natal
Durban

January 1985

PREFACE AND ACKNOWLEDGEMENTS

This study of visitors to Durban was commissioned by the Durban City Council as part of a general survey to gauge public attitudes towards local government and towards community needs and requirements in the Greater Durban area. More specifically, however, this report deals with two issues side-by-side: (1) visitors attitudes to Durban as a holiday city, and (2) the changes necessary in the plan to cope with and adapt to various forces operating within and outside of Durban's tourism industry.

The core local authority in the metropolitan region will, sometime in the near future, be compelled to adapt to numerous dynamic pressures, stresses and needs emanating not only from the population within its municipal boundaries but also from the more transient population which visits Durban for purposes of holiday, business or to see friends and relatives - that is the expanding and changing tourism market. The Durban Corporation has both the leadership and the expertise to cope with the predicted pressures of change, for example it has adequate information systems relating to tourism. But over and above this it is necessary to have a wider range of types of planning information. It is for this reason that a thorough investigation into Durban's tourism industry was proposed concentrating on the attitudinal and subjective aspects of needs, aspirations and problems of the visitor to Durban. Such a study will also represent a significant addition to an otherwise deplete knowledge of visitors' attitudes and perceptions as few surveys of this nature have been conducted

in Durban in the past.

The authors gratefully acknowledge the positive criticism of the questionnaire given by Mr. Johan Erasmus, past regional manager of the South African Tourism Board (Natal), during the early stages of the survey. In addition we wish to thank members of staff of the Centre for Applied Social Sciences who contributed to the production of this study: Ulla Bulteel and Ethne de Groot for the data processing, and Nicolette Wells for the final production of the manuscript on the word processor.

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DURBAN

January 1985

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CHAPTER ONEINTRODUCTION1.1 DURBAN AS A HOLIDAY RESORT

Durban is at present South Africa's premier seaside resort, a major tourist destination to which hundreds of thousands of visitors from all over the country and abroad flock annually. It is the traditional holiday metropolis for much of Southern Africa.

Durban has been described as "the pleasure-seekers' city", "South Africa's humming holiday heart", "the playground of the country" - a colourful and attractive holiday city which enjoys the advantages of a subtropical climate suitable for outdoor activity throughout the year. It is set within lush indigenous vegetation and is closely bound by remarkable scenic features - long beaches fringing the warm waters of the Indian Ocean, the harbour and bay area, the Valley of a Thousand hills and important river estuaries. It contains great socio-cultural variety, with whites, Africans, Hindus, Muslims and a spectrum of other ethnic groups. As well as this there is an extensive infrastructure of support services and accommodation facilities with many recreation amenities and sporting and entertainment facilities.

Tourist resorts in themselves are an age-old phenomenon. For many generations spas, winter-sport centres and coastal resorts have existed, initially developed around outstanding natural features and aimed at specialised markets. In South Africa the end of the

nineteenth century saw the rise of seaside resorts when "a holiday at the seaside" became increasingly popular (Christopher, 1982). Christopher states that:

"although bathing or just taking the sea air had been in vogue for several decades by 1900, little settlement had specifically been laid out for this purpose. However, increasing wealth and cheap rail transport enabled the earliest seaside resorts to develop in the period before the First World War. The initial centres were appendages to the existing port cities. Usually suitable beaches were developed and a new recreational centre adjacent to the town was established. Thus at Durban the beachfront expanded where it had previously been peripheral to the town" (1982: 198).

The resort area was developed separate from, but close to the original city.

There is no single definition of a tourist resort. Markovic has defined tourist resorts as:

"places which attract large numbers of tourists and which tourism endows with special characteristics so that direct and indirect revenue produced by tourism plays a very important and even decisive role in their existence and development" (Peters, 1969: 157).

He goes on to say that any resort should not be considered in isolation but as an integral part of the region and country in which it is situated. Peters (1969: 158) specifies a number of principles for a resort:

- (1) It must make the most use of its natural features and the traditions and customs of the local people so as to promote a unique character of its own, thus avoiding the replication of other resorts.
- (2) It must provide attractions, amenities, recreations and pastimes to enable the visitor to enjoy a complete holiday in

the resort and should be so varied so as to suit all different tastes, age groups, income groups, race groups, levels of education etc.

- (3) It should provide a warm, hospitable atmosphere and ensure that visitors leave satisfied, having been well-entertained and having received good value for money.
- (4) Prices should be competitive with other resorts and should be assessed in relation to the spending capacity of the market.
- (5) Long-term development should be planned so that, as trade expands and the market shifts, amenities can be changed or added, enhancing the resort's attractions, appeal and customer satisfaction without losing its original charm.

1.2 THE BENEFITS FROM TOURISM

Durban is South Africa's most popular resort and therefore its tourism is significant to the whole of the tourist industry at a national level; for example it is a relevant factor in the development of the republic's foreign tourist market. Tourism also has an important bearing on the life of the people of Durban economically, socially, culturally and politically.

The benefits of tourism are many. As Peters points out:

"tourism must be viewed in terms wider than those which relate to simple commercial expediency and economic profit" (1969: xv).

It needs to be regarded as an undertaking, not only of commercial but also of cultural and educational importance.

1.2.1 THE IMPORTANCE OF TOURISM TO ECONOMIC DEVELOPMENT

On a national level

(1) Contribution to the balance of payments.

Tourism can help ameliorate recurring deficits in South Africa's balance of payments.

(2) Foreign exchange earnings.

A large percentage of South Africa's invisible export earnings come from tourism. The revenue from international tourist receipts brings in foreign exchange for investment in other industrial pursuits.

On a local level

(1) Income from tourists.

The "leisure industry", of which tourism represents a part, is one of the fastest-expanding sectors in the economy. Spending on travel has increased more than the rate of increase of national incomes.

Durban concentrates on and is highly dependent on the tourist industry as a major source of income. The money spent by tourists in the consumption of goods and services becomes income in the hands of the local population and is again re-spent, each time giving rise to a certain amount of "leakage" either for the purchase of imports or for saving. For example, a tourist spends R100 of which R35 is spent on accommodation. A certain proportion of this is paid out as salaries and wages to the hotel employees who will re-spend that money. This creates the "multiplier effect".

Expenditure by tourists flows quickly and is distributed widely throughout the economy benefitting all economic sectors, facilitating a diversification of industries and other economic activities. Thus, whilst some sectors of the community come into direct contact with the tourists (e.g. hotels, restaurants, cafes, transport undertakings, shopkeepers, chemists, cinemas etc.), it is wrong to assume that they alone derive benefit from tourism traffic. Sections more remotely situated in relation to the tourist flow do so as well.

(2) Investment.

Tourism helps to attract further investment to an area to the advantage of the local population. In most instances (hotels excluded) the necessary direct capital investment required by the tourist industry is relatively modest compared to that needed by other industries and the marginal cost of an extra tourist is small whereas the return from investment can be substantial and investors and developers usually gain significant rewards. (Infrastructure investment can be substantial although only part of it may be attributable to tourism).

(3) The creation of jobs, directly or indirectly.

a) Jobs in tourism are varied and cover the whole range of economic life, not only direct employment in the hotel industry. For example tourism provides employment

opportunities for local people selling traditional handcrafts.

b) Tourism brings jobs to where people live.

c) Tourism, unlike most other industries, tends to be relatively resilient in times of economic recession and, as long as the demand for tourist services increases, so do employment opportunities.

Tourism is an industry which is fairly labour-intensive. The creation of jobs plays a significant role in South Africa where labour is in surplus.

(4) Contribution to local authority rates.

Tourism can make a major contribution to a city's rates/income.

Tourism is a powerful influence in stimulating industrial development, mobilising natural resources and developing the services and communications industry fundamental to economic growth (Peters, 1969:13).

1.2.2 OTHER BENEFITS

(1) Tourism developments help support a thriving local economy and sustain many attractions and amenities which local residents also enjoy. Tourism has an influence as a tertiary industry, creating prosperity through the development of communications, accommodation, transportation and other consumer services which benefit the local population.

(2) The tourist industry is primarily concerned with people. (One of the most important motivations in generating travel is "meeting other people"/"seeing how other people live"). Tourism can therefore bring social benefits in the contacts made through visitors. Norval (1936) believes that it breaks down national and international barriers, hatreds and prejudices, effects a more intimate intercourse amongst the different races of the world and creates a more sympathetic understanding amongst them. Bringing countries into close and intimate contact means improved communications and a diminishing of ignorance.

On an individual level tourism widens people's interest in worldly affairs and gives a new understanding to issues. This applies to a large cross-section of the community as high wages, paid holidays, car ownership, international meetings and conventions, group travel and inclusive tours have all contributed to increasing the travel market from the privileged few.

The activities comprising the tourist industry are so diverse that it is sometimes difficult to assess the impact of tourism. Nevertheless benefits are substantial, particularly for an important tourist resort such as Durban.

CHAPTER TWOMETHODOLOGY2.1 OBJECTIVES OF THE STUDY

The overall objective of this study is to assess Durban's performance as a tourist centre as perceived by holiday-makers visiting the city and to explore possibilities for the further development of tourism on the basis of tourist preferences and needs. Topics which have been covered include:

- visitors' attitudes toward amenities;
- perceptions of the quality of services offered;
- attitudes to the use of amenities by emerging black tourists;
- reactions to specific problems in planning and layout of tourist areas;
- levels of awareness of the range of attractions offered by Greater Durban;
- general grievances, needs and satisfactions as a basis for identification of appropriate tourism development policy.

These trends in the reactions of tourists are assessed as a basis for suggesting optimal directions in tourist development which hopefully could provide a balance between an increased flow of tourists with their divergent needs, protection of the environment, the interests of investors and property owners and the needs of the resident community in Durban.

2.2 METHODS EMPLOYED IN THE STUDY

A small preliminary investigation was conducted in which a cross-section of visitors to Durban was interviewed using direct personal interviews. For the most part open-ended questions were asked, thus allowing for flexibility and a free expression of ideas and opinions. The final interview schedule was designed on the basis of information gathered from this study and includes the important topics or items of specific interest that were mentioned during the course of the pilot interviews.

In the major study use was made of semi-depth focussed personal interviews, guided by a pre-prepared interview schedule containing both open questions inviting spontaneous answers and fixed alternative choice items. (The interview schedule is presented in Appendix 2.)

A total of three hundred and fifty visitors was interviewed over a period of nine months, extending from the latter part of November, 1983, to mid-August, 1984. Such a period was chosen so as to include the peak holiday seasons over Christmas\New Year and Easter, the less popular yet important July holidays and the shoulder periods in-between. Thus the opinions of visitors who come to Durban at the height of the season and those who avoid such crowded times or who take advantage of a cheaper off-season holiday could all be included. On average the respondents had already been in Durban for five days before the interview took place (see Table 29, page 169).

Table 1 shows a breakdown of the percentages of visitors interviewed in-season or out-of-season. "Seasonal" times correspond to the white school holidays of all the provinces. The "long" weekend which included Ascension and Republic days (i.e. May 31st to June 3rd) was regarded as a high peak time. Other public holidays fell over school vacations.

TABLE 1: PERCENTAGES OF VISITORS INTERVIEWED ACCORDING TO MONTHS OF THE YEAR

| <u>Year</u> | <u>Month</u> | <u>In-season</u> <u>%</u> | <u>Out-of-season</u> <u>%</u> |
|--------------|--------------|------------------------------|----------------------------------|
| 1983 | November | - | 1 |
| " | December | 5 | - |
| 1984 | January | 18 | 3 |
| " | February | - | 7 |
| " | March | - | 15 |
| " | April | 26 | 1 |
| " | May | - | 5 |
| " | June | 2 | 11 |
| " | July | 3 | - |
| " | August | 3 | - |
| TOTAL | | 56% | 44% |

Relevant "white" school holidays for 1983/1984 :

| | "Christmas" | "Easter" | "July" |
|------------|------------------|-----------------|-----------------|
| Transvaal | 8.12.83-10.1.84 | 5.4.84-24.4.84 | 13.7.84- 6.8.84 |
| Orange | | | |
| Free State | 10.12.83-17.1.84 | 24.3.84- 9.4.84 | 30.6.84-23.7.84 |
| Cape | 7.12.83-18.1.84 | 31.3.84-10.4.84 | 27.6.84-22.7.84 |
| Natal | 3.12.83-23.1.84 | 14.4.84-24.4.84 | 6.7.84-23.7.84 |

A difficulty experienced in the sampling was the lack of available information and statistics concerning visitors to Durban. It is known that an estimated one million tourists come

to Durban every year, but there is no breakdown of their characteristics. Thus a highly rigorous method of sampling could not be employed. However the sample was based on a "quota" design in which certain parameters were carefully controlled. This involved interviewers being asked to look for certain characteristics but not being told precisely whom to interview. Those variables which are fairly easy to determine before approaching a potential interviewer (i.e. age, sex and race) were specified. When selecting a respondent the only sampling requirement that was difficult to determine in advance was whether the person was a visitor to Durban or not, but this would appear soon after the first verbal contact and non-visitors were eliminated.

The overall quota specifications yielded the following sample:

(1)

| Age | Sex | | n |
|---------|-----------|-------------|---------|
| | Male % | Female % | |
| 16 - 29 | 33 | 33 | n = 116 |
| 30 - 49 | 34 | 34 | n = 118 |
| 50+ | 33 | 33 | n = 116 |
| Total | 100 | 100 | |
| | n = 176 | n = 174 | |

By having almost equal representatives in terms of age and sex it was possible to compare the views of the different categories.

(2) Eighty-five percent white compared to 5 percent black, 5

percent coloured and 5 percent Indian. When formulating the schedule it became evident that the focus had to be either specifically on the white visitor, or on black, Indian and coloured visitors. In Durban the tourist product offered is designed almost exclusively for the white market. Thus the needs of the white visitor (to whom most things are geared) are completely different to the needs of visitors of other racial groups and one cannot ask the same questions.

The decision was made to concentrate this study on the existing market and especially on those who make use of any facilities available to tourists/visitors. Thus it was directed primarily at the white sector which make up the bulk of this market at present. However the views of a small percentage of black, Indian and coloured visitors were included. Notwithstanding the fact that Durban's tourist market is predominantly white there is no doubt that, as a result of some hotels becoming multi-racial and a few facilities being opened up for the use of all races, there is an increasing number of black, Indian and coloured visitors sharing "white" tourist facilities.

The sampling was also based on two other minimum requirements:

1. the visitor's place of residence in Durban,
2. whether the visitor was foreign or domestic.

The complex set of quotas outlined above made it fairly difficult for interviewers to find the right respondents. For this reason they were given a relatively free reign as to where they could

conduct the interviews. At the same time they were encouraged to use different areas so as to spread the points of contact as far as possible and minimise bias.

Overall forty-four percent of the respondents were interviewed along the beach promenades, thirty percent in hotels, thirteen percent in holiday flats, seven percent in private residences and six percent in other places such as the Esplanade, Francis Farewell Square and outside the Durban Art Gallery.

Interviewers were specifically briefed as to how to conduct interviews in hotels and holiday flats. They were asked to contact management or anybody in charge of the establishment before proceeding with the interviews. No problems were experienced at holiday flats. However the reception at hotels varied from extreme helpfulness to outright refusal with the latter occurring at Durban's two 5-star hotels. Such negative attitudes are disappointing as we believe that any study aimed at visitors to Durban is beneficial, not only to the City Council but also in the marketing strategies of those who provide the facilities used by the visitor - including accommodation.

Each interview took an average of three-quarters of an hour to complete. It was originally thought that such bulky schedules would be off-putting to visitors but few objections were raised as to the duration of interviews. Most respondents seemed to find the study stimulating and responded sincerely. By "having a say"

they appeared to feel involved in the future of Durban's tourist industry. It gave them an opportunity to share their points of view, air their grievances and make recommendations. Many obviously saw the benefits of participating in a study which, in the long run, might be to their advantage. Altogether there was a favourable response from people who were approached - some even enjoyed having something to do while relaxing!

Although funding constraints limited the size of the sample to 350, such a controlled sample was adjudged to be a fair and reliable representation of the market and an adequate basis for generalising about visitors to Durban. A larger sample could have been obtained had the interviews been shorter or had they been distributed for self-completion without an interviewer present. However this approach would have limited the scope of information received and, resulted in a fairly high rate of non-response, encouraged useless answers and led to serious bias.

CHAPTER THREETHE CURRENT TOURISM MARKET - A PROFILE OF THE VISITOR TO DURBAN3.1 THE DEVELOPMENT OF TOURISM - ITS IMPLICATIONS ON THE MARKET

It is a recognised world-wide phenomenon that there has been a remarkable expansion in the travel industry (Peters, 1969). Before World War II travel was available only to a few affluent people. Since the early 1950's it has developed into a mass migration and the tourist market has widened considerably. This can be related to a number of factors :

(1) An increase in leisure time and paid holidays

Technological progress and the growth of mechanization have led to an increase in man-hour productivity and a more rational utilization of the labour force. This has meant a liberation of time and the creation of leisure. Workers can go off duty over longer periods on full pay. The working week has been shortened and annual leave has been extended.

(2) An increase in disposable/discretionary income

A relatively greater proportion of personal income is being spent on non-material needs. With the increase in average wages and salaries, people's more basic needs have become satiated and consequently needs of a higher order have begun to emerge. The individual spends relatively more on those things which minister to his higher needs - and this includes travel.

(3) An improvement in travel facilities and in the means of transport

As a result of improvements (such as the building of good roads) it is now possible for the tourist to economise on time, reaching a destination more quickly. Also the places which were previously inaccessible to most of the population are increasingly being opened up for their general use.

(4) An increase in private car ownership

This has greatly facilitated the growth of intra-regional tourism.

(5) Tourist facilities have become relatively cheaper.

There are a number of reasons which attribute to the costs of travel being partially minimised:

1. As more resorts have opened up the competition between them has increased. Tourists now have an extensive choice of destinations and are therefore highly selective in their decision as to where to spend their holidays. They have become conscious of "good value for money" and the reputation of areas where high prices are the norm has suffered. Resorts are obliged to offer competitive prices in order to survive.

2. In "real" terms travel facilities have tended to become less expensive. The cost of travel to a destination largely determines the minimum price at which a holiday can be taken and is therefore an important factor in ascertaining the share that that destination secures of the tourist trade. For

this reason it is beneficial to reduce travel costs to a minimum as has been done in many cases. For example, promotional fares have been introduced to air, rail and bus transport.

3. There has been a development of large-scale cheap all-inclusive package tours which generated large volumes of recreational travellers. Prices have become affordable to the ordinary man-in-the-street.

High volume traffic to popular resort areas has resulted from lower travel costs accompanied by low-cost accommodation and services, enabling these areas to attract the mass lower-income markets. Lower price brackets have widened the market and holidays are no longer limited to the rich and elderly. Today a new market is being tapped - a substantial proportion of travellers are between 25 to 40 years of age and come from the middle-income groups (Peters, 1969: 14).

Other important influences affecting the growth of tourism are:

1. education and a widening of interests
2. the propensity of individuals to travel
3. population growth
4. rapid urbanisation

3.2 DURBAN'S TOURISM MARKET

With the extension of the tourism market, Durban, as South Africa's leading holiday resort, has been able to take advantage of the increasing number of travellers and has drawn a significant share of the tourist traffic. It has steadily

attracted more and more visitors over the years, as can be seen by the following figures supplied by the Durban Publicity Association:

TABLE 2: THE NUMBER OF VISITORS TO DURBAN 1973 TO 1983

| <u>YEAR</u> | <u>NUMBER OF VISITORS</u> |
|-------------|---------------------------|
| 1973 | 370 000 |
| 1974 | 425 000 |
| 1975 | 475 000 |
| 1976 | 550 000 |
| 1977 | 600 000 |
| 1978 | 800 000 |
| 1979 | 850 000 |
| 1980 | 1 000 000 |
| 1981 | 1 100 000 |
| 1982 | 1 100 000 |
| 1983 | 1 100 000 |

(figures are rounded off to the nearest ten thousand)

3.2.1 SOCIO-ECONOMIC PROFILE OF VISITORS

When looking at the income, occupation and education of the respondents of this survey the data does not necessarily reflect exact trends because of cost limitations in the sampling design. Tentatively, however, the results point towards a predictable pattern of a relatively less educated, lower income group of people frequenting Durban for their holidays.

3.2.1.1 Income

When Durban first became a holiday resort, and for many years thereafter, it was the rich that were primarily catered for. Over the last few decades the tourist product offered has evolved to become more suited to the middle and lower income brackets, thus

adapting to the demands of the majority of visitors who are drawn from these groups. This has not necessarily been to the exclusion of wealthier people since Durban, as a mass tourist market, has tried to satisfy all categories of people.

The survey results showed the following distribution of monthly incomes among respondents:

| | <u>Income</u> | <u>Total %</u> | <u>White %</u> | <u>BIC %</u> |
|--------|------------------|----------------|----------------|--------------|
| Lower | (Up to R549 | 7 | 5 | 15 |
| | (R550 to R999 | 24 | 20 | 46 |
| | | 31 | 25 | 61 |
| Middle | (R1000 to R1499 | 21 | 22 | 17 |
| | (R1500 to R1999 | 17 | 19 | 9 |
| | | 38 | 41 | 26 |
| Upper | R2000 + | 31 | 34 | 13 |

(*BIC = Black, Indian and coloured visitors interviewed)

When taking into account all race groups the market extends even further into the lower income brackets. It must not be forgotten that, in addition to the small minority of blacks, Indians and coloureds who use existing "white" tourist facilities, there is a surprisingly large number who come from elsewhere to visit friends and relatives in the Durban area and whose monthly income is generally in the lower bracket.

3.2.1.2 Occupation

The occupational categories of respondents reflect the trends of the income groups. As can be expected few respondents had high-level jobs.

| <u>Occupation</u> | <u>Total %</u> | <u>White %</u> | <u>BIC %*</u> |
|---|----------------|----------------|---------------|
| Professional\Managerial | 18 | 17 | 25 |
| Middle White-collar | 25 | 24 | 32 |
| Manual Foreman\Skilled Artisans\ Farmers and status equivalent | 16 | 17 | 11 |
| Manual\Menial | 5 | 4 | 11 |
| Student\Scholar | 6 | 6 | 8 |
| Housewife | 15 | 16 | 9 |
| Pensioner\Retired | 14 | 16 | 4 |

(*BIC = Black, Indian and coloured visitors interviewed)

3.2.1.3 Education

As far as formal educational level was concerned (see Table 30, page 169) 28 percent of the total sample had obtained a degree or a postmatric certificate/diploma. Some 27 percent of whites but as many as 45 percent of blacks, Indians and coloureds had less than Std 10. Nevertheless it is clear that the blacks, Indians and coloureds interviewed have superior education relative to the typical pattern in their communities.

3.2.2 PLACE OF RESIDENCE

Durban is frequented by visitors from the interior of South Africa, from adjoining African countries and from overseas. No official data as to the composition of visitors is available thus it is not possible to provide an exact representation of the market in relation to place of residence. The response obtained for this study gives a generally proportionate and balanced representation. The following is a breakdown of the places of residence of those interviewed (percentages are of the total sample):

| | <u>Total %</u> | <u>White %</u> | <u>BIC %</u> |
|--|----------------|----------------|--------------|
| South Africa | 79 | 76 | 91 |
| Overseas | 15 | 17 | 4 |
| Zimbabwe and other neighbouring countries | 6 | 7 | 6 |

(*BIC = Black, Indian and coloured visitors interviewed)

3.2.2.1 Overseas visitors

The size of the overseas market:

It is generally estimated in the tourist trade that roughly fifteen percent of Durban's tourists are from overseas. In our survey this same percentage was obtained.

By studying the figures of overseas arrivals to South Africa very tentative conclusions may be drawn with regard to increases and decreases in the numbers of overseas visitors coming to Durban. It is vital to observe national trends to gain some indication of the overseas market and its possible affect on Durban.

TABLE 3: THE NUMBER OF OVERSEAS VISITOR ARRIVALS TO SOUTH AFRICA

| <u>YEAR</u> | <u>NUMBER OF ARRIVALS</u> |
|-------------|---------------------------|
| 1978 | 338 984 |
| 1981 | 446 107 |
| 1982 | 389 155 |
| 1983 | 405 414 |

(Source: SATOUR)

In the past the overseas market appears to have been in a state of flux with arrival figures increasing and decreasing over the years. The number of overseas visitors has not grown in the same

ratio as the tourist movement in general and this can be explained by the following:

- 1) South Africa is a long distance destination, i.e. it is a country far removed from the main generating markets of Europe and North America (Robinson 1974: 422). The number of people who can afford the time and expense to undertake long-haul trips is relatively small. Thus South Africa draws the bulk of her overseas visitors from the limited few who have large incomes.
- 2) The government restrictions on cheap air-fares excludes many who take advantage of low-priced holidays elsewhere.
- 3) The political climate in any country affects its attractiveness. After the Soweto riots of 1976, South Africa lost thousands of foreign tourists (for example the total number of tourists dropped by 8.4% from 1976 to 1977). This country has the potential of becoming a major tourist destination provided there is stability in Southern Africa.
- 4) Unfavourable foreign exchange rates. While the rand was strong against the dollar it was costly to travel to South Africa.
- 5) A deterioration of the world economic situation.

Judging by the increase in arrival figures from 1982 to 1983 it seems that South Africa is on the verge of a possible upswing in the quantity of visitors from overseas countries. Amongst other things political stability is currently not manifestly at risk and, with the rand weakening against the dollar, exchange rates have improved to the benefit of these visitors. If the future

scenario conforms to the expected pattern and moves in the direction of a consistent growth of visitors from overseas countries it is necessary for Durban not only to retain her part of this market but also to capture a considerable proportion of the increasing market.

The composition of the overseas market:

To gain an overall picture of South Africa's overseas market it is interesting to look at the 1983 arrival figures of overseas visitors to this country compiled by the South African Tourist Corporation (SATOUR). The ten major markets are specified.

TABLE 4: COUNTRIES OF RESIDENCE OF OVERSEAS ARRIVALS TO SOUTH AFRICA, 1983

| <u>COUNTRY OF RESIDENCE</u> | <u>NUMBERS</u> | <u>PERCENTAGE OF TOTAL OVERSEAS VISITORS</u> |
|----------------------------------|----------------|--|
| <u>Europe</u> | | |
| United Kingdom | 131 520 | 32% |
| West Germany | 50 637 | 13% |
| Netherlands | 13 376 | 3% |
| France | 13 321 | 3% |
| Switzerland | 12 409 | 3% |
| Italy | 11 731 | 3% |
| Other | 48 215 | 12% |
| Total | 281 209 | 69% |
| <u>North America</u> | | |
| Canada | 10 831 | 3% |
| United States of America | 57 391 | 14% |
| Total | 68 222 | 17% |
| <u>Central and South America</u> | | |
| Total | 6 270 | 2% |
| <u>Australasia</u> | | |
| Australia | 12 906 | 3% |
| Other | 3 219 | 1% |
| Total | 16 125 | 4% |
| <u>Asia</u> | | |
| Total | 19 192 | 5% |
| <u>Middle East</u> | | |
| Israel | 8 945 | 2% |
| Other | 1 860 | 1% |
| Total | 10 805 | 3% |
| <u>Indian Ocean Islands</u> | | |
| Total | 3 591 | 1% |
| OVERALL TOTAL | 405 414 | 100% |

(The latest available official data are for the year 1983. The official statistics represent the total number of frontier crossings on arrival to South Africa. They include the Indian Ocean Islands of Mauritius and the Seychelles but exclude other African countries).

From the above statistics it can be seen that the United Kingdom remains South Africa's best single overseas tourist-supplying country. Apart from Britain, the United States of America and West Germany are by far the most important countries in terms of generating tourist arrivals to South Africa.

In the five-year period between 1978 to 1983 the greatest increase in terms of actual numbers of overseas visitors occurred with those from the United Kingdom (i.e. from 108 476 in 1978 to 131 520 in 1983, a 21% increase). Reasons for this are various. The most important drawcard is the fact that there are many British people who have relatives in South Africa. Also the close ties between South Africa and Britain established in the pre-Republic days when South Africa was a part of the British Commonwealth, remain evident. Business links are strong and British-based firms are prolific. Ferrario, in his report on the tourist potential of KwaZulu and Natal, explains:

"The bulk of foreign tourists to South Africa seems to come from the better developed countries with high standards of living, a pattern common to most international tourist traffic throughout the world. The predominance of British visitors can be easily explained when the well established historic ties between the two countries and the relations with a large resident population of British extraction are taken into account." (1981: 33)

Furthermore those who come out to South Africa on business often combine work activities with pleasure.

The second greatest gross increase was seen to be amongst West Germans, from 37 062 in 1978 to 50 637 in 1983 (a 37% increase), which is not surprising as West Germany is well-recognised as the

largest tourist-generating country in the world.

The highest percentage increase in overseas visitors to this country has been from Japan. In 1978, 5 261 Japanese visited South Africa whereas in 1983 7 873 travelled here, an increase of fifty percent. The significant role that Japan now plays as a generator of tourists to many parts of the world is another well-known and acknowledged phenomenon.

Visitors from Argentina have diminished substantially in numbers over the last few years. There was a decrease of 87 percent, from 13 997 in 1978 to 1 792 in 1983. The explanation for this lies in the severe economic problems confronting that country - a high rate of inflation and a world recession coupled with the expense of the 1982 Falklands War - and a possible weakening of diplomatic relations with South Africa.

One can assume that Durban's portion of the overseas market resembles, in part, the composition of the total South African overseas tourist market. Of the overseas visitors interviewed for this survey the largest percentage (44%) came from Great Britain while the remaining mostly came from North America, Europe and Australasia (see Table 31, page 169).

3.2.2.2 Visitors from neighbouring countries

There has been a great movement of tourists between South Africa and its adjoining countries (viz. Zimbabwe, Botswana, Lesotho, Swaziland and Namibia). In comparison there is little inflow of

tourists from more distant African countries.

In 1983, of the total foreign tourist arrivals to South Africa thirty percent came from Zimbabwe. South Africa derives considerable benefit from these visitors. In addition to the many who visit for a holiday there are those who emigrated to South Africa after the Rhodesian War and who are now classified with South African domestic tourists, contributing to the tourist market in that capacity.

At one stage traffic between Zimbabwe and South Africa was reciprocal i.e. tourist traffic from Zimbabwe was of paramount interest to the Republic, and vice versa. Today relations between the countries are strained. This has affected the flow of visitors in both directions although considerable numbers of white Zimbabweans still come to South Africa for their annual leave, mainly because they cannot all afford to travel elsewhere due to the heavy money restrictions imposed on them and because of family and friends residing in this country.

TABLE 5: ANNUAL ARRIVALS OF ZIMBABWEAN VISITORS TO SOUTH AFRICA

| <u>YEAR</u> | <u>NUMBERS</u> |
|-------------|----------------|
| 1978 | 174 985 |
| 1981 | 149 591 |
| 1982 | 166 192 |
| 1983 | 174 274 |

(Source: SATOUR)

Arrival figures for 1983 were slightly below those for 1978 but

figures for 1983 show a five percent increase over those for 1982.

There is no data as to how many Zimbabweans come to Durban. In our study six percent of the sample came from across-border states and other African countries. Of these 52 percent were from Zimbabwe. (Twenty-two percent were from Namibia, 13% from Swaziland, 9% from Botswana and 4% from Zambia).

3.2.2.3 Domestic visitors

South Africa has an enormous domestic market, of which Natal taps a large section. For example, according to the South African Digest (week ended January 25th, 1980), in 1979 domestic tourists spent about R600 million in South Africa, of which R250 million was spent in Natal (42%). These figures give a broad indication of the large proportion of domestic tourists that visit Natal. Again no details exist of the actual numbers that come to Durban annually although one assumes that Durban receives a substantial part of the total.

Nearly eighty percent of the respondents in the sample were domestic visitors, an acceptable guesstimate of reality. The breakdown of place of residence according to province was as follows:

| | <u>Total %</u> | <u>White %</u> | <u>BIC %*</u> |
|-------------------|----------------|----------------|---------------|
| Transvaal | 72 | 74 | 63 |
| Cape | 12 | 11 | 19 |
| Other Natal | 9 | 7 | 17 |
| Orange Free State | 7 | 8 | 2 |

(*BIC = Black, Indian and coloured visitors interviewed)

Understandably by far the majority of the internal market consisted of Transvaal residents particularly from the Rand conurbation and Pretoria. The Cape seemed to patronize Durban to some extent but, in comparison with the Transvaal, numbers were small as this province has its own sea-side resorts. There were fewer respondents from the Orange Free State than expected, especially when one considers the close proximity of the province to Natal. However the figures are very proportional to the relative population particularly if the rural/urban ratio is taken into account. Farmers generally do not take holidays as regularly as city-dwellers, partially because of their commitment to their farms and partially because of no desire or intrinsic interest in travelling. OFS holiday-makers may think it worth their while travelling some extra distance to get to Cape resorts such as Port Elizabeth, East London, Plettenberg Bay and Cape Town.

These results generally support the findings of a Durban holiday survey undertaken by the Jaycees between April 1973 and January 1974 in which a total of 388 questionnaires were completed by white visitors to Durban. Fifty-eight percent of their respondents came from the Transvaal, 15 percent from Natal, 11

percent from the Cape and four percent from the Orange Free State. (Eleven percent came from Zimbabwe and other countries). This shows that in the last decade the domestic market has not changed significantly and that the Transvaal was and still is the major tourist-generating province. The Jaycees understood this to be because the Transvaal is a more prosperous and more heavily populated area than other provinces (1974: 3).

3.2.3 A COMPARISON OF CHARACTERISTICS

The age, sex and ethnic group of the respondents were defined before the commencement of the field research so as to give some base to the quota sample (i.e. the sample was made up of 85% whites and 15% blacks, Indians and coloureds; half were males and half females; and a third fell in each of the age groups of 16-29, 30-49 and 50+). As a result the sample was weighted in favour of certain characteristics and no conclusions can be drawn from them. However it is possible to depict the "typical" visitor from each of the three distinctive markets - overseas, domestic and neighbouring states - looking at these characteristics and others. (We do not claim that these results taken singly are statistically significant - they are merely suggestive of broad patterns).

(A) THE OVERSEAS VISITOR:

- White
- The older age group (50+)
- High income bracket (R2000+)
- Married
- Above a matric pass
- Pensioner/Retired
followed by Professional/Managerial
- Male

(B) THE VISITOR FROM ZIMBABWE AND OTHER NEIGHBOURING STATES:

- White
- The older age group (50+)
- Middle income bracket (R1000-R1999)
- Married
- Standard 10/Matric/"O" levels
- Pensioner/Retired
followed by Middle White Collar
- Male/Female

(C) THE DOMESTIC VISITOR:

- White
- 16-49 age group
- Middle income bracket (R1000-R1999)
- Married
- Up to and including Matric
- Middle White Collar
- Male/Female

In general the overseas visitor is of the older generation and wealthier, more highly qualified and better educated than the local visitor. This trend may be explained by the fact that South Africa is a long-distance destination, more expensive to reach than many other countries in the world. It attracts only those who are prepared to pay the added outlay and so excludes a large percentage of people in the lower income groups. Having paid for the high travelling costs the individual then feels it only worth-while if he/she spends a considerable time in the country. Retired individuals fit this category as they can afford extended visits having more leisure time at their disposal.

On average visitors from neighbouring countries showed similar characteristics to overseas visitors for everything except education and income; that is they represented a less wealthy group of travellers. On the other hand many domestic visitors shared other characteristics (income and education) with visitors

from adjacent states but differed in the age group - Durban appeals more to the younger to middle-aged sets in the former category.

3.2.4 TRAVELLING COMPANIONS

It may be of interest to see the breakdown of respondents in terms of marital status as it can be assumed that marital status has some bearing on whom the individual is travelling with to Durban. For example one can hypothesise that a large percentage of those who are married will be holidaying with their families.

| <u>Marital status</u> | <u>Total %</u> | <u>White %</u> | <u>BIC %*</u> |
|-----------------------|----------------|----------------|---------------|
| Married | 60 | 61 | 55 |
| Single | 28 | 27 | 38 |
| Divorced/Separated | 6 | 6 | 6 |
| Widowed | 6 | 7 | 2 |

(*BIC = Black, Indian and coloured visitors interviewed)

Table 6 below shows that the majority of visitors interviewed came with family:

TABLE 6 : FORM OF ACCOMPANIMENT

| <u>With whom the visitor is travelling</u> | <u>Total %</u> | <u>White %</u> | <u>BIC %*</u> |
|--|----------------|----------------|---------------|
| Husband/Wife and family | 44 | 45 | 42 |
| Husband/Wife | 23 | 24 | 15 |
| Alone | 16 | 15 | 23 |
| Friends | 13 | 12 | 19 |
| Family and friends | 2 | 2 | 2 |
| Organised group of people/tour | 1 | 2 | - |
| Other | 1 | 1 | - |

(*BIC = Black Indian and coloured visitors interviewed)

In the Durban Jaycees' study thirty-seven percent of the respondents were single. Thus it was stated: "Durban clearly is a magnet for single people on holiday" (1974: 3). From our study it appears that this may no longer be so. It may now be the more family-oriented person that comes to the city.

Thirty-five percent of the sample came with children; as a family, as single-parents, as grandparents or with children of friends or of other family members. Of the total sixty percent were domestic visitors, twenty-seven percent visitors from adjoining countries, and a mere thirteen percent were overseas visitors.

TABLE 7: NUMBER OF CHILDREN PER GROUP

| <u>Number</u> | <u>Percentage of Total sample 1983/1984</u> | <u>Percentage of Jaycee sample 1973/1974</u> |
|---------------|---|--|
| 1 | 12 | 11 |
| 2 | 16 | 14 |
| 3 | 3 | 8 |
| 4 | 2 | 2 |
| 5 | 0.3 | 0.5 |

The largest percentage of families with children had two accompanying them. This may be a reflection on society as a whole (smaller family units), or it is possible that many of the larger families cannot afford to go on holiday.

The distribution of the childrens' ages were as such:

| Age | Total % with children | White % with Children | BIC % # with children |
|----------------|--------------------------|--------------------------|--------------------------|
| 0 to under 3 | 15 | 14 | 16 |
| 3 to under 6 | 28 | 29 | 25 |
| 6 to under 11 | 29 | 28 | 35 |
| 11 to under 16 | 17 | 17 | 16 |
| 16 to under 20 | 8 | 9 | - |
| 20 and above | 3 | 2 | 6 |

(*BIC = Black, Indian and coloured visitors interviewed)

Young families with pre-school children were predominant. Most of the remaining children were of school-going age. Not surprisingly there were few children of the older age group - they generally do not like to holiday with their families.

3.2.5 HOME LANGUAGE

The results of the survey follow the trends of the past (see Table 8) namely that, although most of Durban's visitors are English-speaking, a large number have Afrikaans as their first language. This is predictable since many Durban holiday-makers come from the Transvaal.

TABLE B: HOME LANGUAGE

| Language | Percentage of total sample 1983/1984 | Percentage of Jaycee sample 1973/1974 |
|------------------|--|---|
| English | 63 | 71 |
| Afrikaans | 27 | 22 |
| African language | 6 | - |
| Other | 4 | 7 |

3.2.6 SEASONAL TIMES

It is believed that Durban attracts a good share of the overseas tourists visiting South Africa. Thus the figures below effectively represent trends which affect Durban.

TABLE 9: MONTHLY ARRIVAL OF OVERSEAS VISITORS TO SOUTH AFRICA, 1982 AND 1983

| <u>Month</u> | <u>Absolute Figures</u> | | <u>Percentage of total</u> | |
|--------------|-------------------------|----------------|----------------------------|------------|
| | 1982 | 1983 | 1982 | 1983 |
| January | 41 182 | 35 872 | 11 | 9 |
| February | 44 326 | 34 202 | 11 | 8 |
| March | 40 315 | 38 964 | 10 | 10 |
| April | 34 802 | 29 942 | 9 | 7 |
| May | 25 325 | 23 409 | 7 | 6 |
| June | 20 169 | 22 507 | 5 | 6 |
| July | 24 895 | 29 897 | 6 | 7 |
| August | 22 284 | 28 556 | 6 | 7 |
| September | 25 068 | 29 460 | 6 | 7 |
| October | 37 989 | 42 944 | 10 | 11 |
| November | 36 327 | 40 340 | 9 | 10 |
| December | 36 473 | 49 321 | 9 | 12 |
| TOTAL | 389 155 | 405 414 | 100 | 100 |

(Source: SATOUR)

More overseas visitors come to South Africa over our summer months than at any other time of the year as tourists from the Northern Hemisphere take the opportunity of escaping their harsh winters to seek the sun here. During their summer season figures drop off as other resorts in closer proximity become more appealing, offering warm weather and cheap air flights.

South Africa's domestic tourist market is more evenly distributed throughout the country than that from overseas. Overseas visitors

tend to concentrate in towns and cities whereas domestic tourists go to both country-side and urban areas for their holidays. All the same there is some seasonal concentration of domestic and foreign tourists in the cities, particularly in resorts such as Durban and Cape Town, for some periods during the year when popular, peak holiday periods coincide.

TABLE 10: MONTHLY ARRIVAL OF ZIMBABWE VISITORS TO SOUTH AFRICA, 1982 AND 1983

| Month | Absolute figures | | Percentage of total | |
|--------------|------------------|----------------|---------------------|------------|
| | 1982 | 1983 | 1982 | 1983 |
| January | 13 640 | 12 855 | 8 | 7 |
| February | 9 953 | 10 175 | 6 | 6 |
| March | 10 080 | 14 117 | 6 | 8 |
| April | 18 258 | 19 871 | 11 | 11 |
| May | 10 308 | 11 779 | 6 | 7 |
| June | 9 552 | 9 851 | 6 | 6 |
| July | 11 068 | 12 342 | 7 | 7 |
| August | 23 476 | 19 411 | 14 | 11 |
| September | 12 101 | 11 180 | 7 | 6 |
| October | 10 101 | 12 711 | 6 | 7 |
| November | 15 360 | 11 152 | 9 | 6 |
| December | 22 295 | 28 830 | 13 | 17 |
| TOTAL | 166 192 | 174 274 | 100 | 100 |

(Source: SATOUR)

According to these statistics most Zimbabweans arrive in South Africa in December, August and April (times which correspond with school holidays). During these periods the large numbers are attracted to Durban primarily because it is the most accessible sea-side resort.

There is no doubt that the Christmas and Easter holidays are also

the most popular seasons in Durban for the domestic visitor. During the July/August vacation a significant number of local tourists populate Durban because of her mild climate.

The picture which emerges, then, is that there is an overlap of visitors, domestic and foreign, over particular times of the year, namely December/January, April, and July/August. Evidence from various studies confirm these seasonal times. For example Vinton, in his survey to determine the number of holiday-makers that stay in private residences in Durban every year, looked at the total bed nights per stay per household according to the time of year of visit. He concludes: "July is the most popular month, followed by December, April and January, all of which coincide with the school holidays" (1981: 12). November and March were the lowest months i.e. pre-holiday times.

The overlap at high-season times means that there is a great spectrum of tourists all using the available facilities. Durban thus has to cater for the different types as well as for the numbers, a difficult task unless the infrastructure has been designed so as to cope with these sudden waves of extra bodies.

3.2.7 LENGTH OF STAY

From an economic point of view it is necessary for Durban to attract a maximum number of visitors to the city during the course of the year and to induce them to stay for the maximum length of time. However, in considering the potentialities of the tourist industry in Durban, one must bear in mind that it is a matter of secondary importance whether, for example, 25 000 tourists visit Durban and stay on an average of 6 days, or whether 5 000 visitors come and stay on an average of 30 days. What really matters, in the final analysis, is the total number of tourist days spent in the city by visitors. As we have seen tourist traffic is more accentuated during particular months of the year than during others, but it is possible that a small number of tourists staying on an average a longer length of time may be more in the interest of the city than a larger number staying for a shorter time, provided that the total number of tourist days is substantial enough that the amount spent by the visitor is significantly worthwhile. It is beyond the scope of this study to estimate the total number of tourist days spent in Durban annually. What has been measured is the length of stay of the respondents:

| <u>Number of days</u> | <u>Total %</u> | <u>White %</u> | <u>BIC %*</u> |
|-----------------------|----------------|----------------|---------------|
| 0 - 7 | 39 | 36 | 57 |
| 8 - 14 | 36 | 39 | 21 |
| 15 - 21 | 11 | 11 | 11 |
| 22 - 28 | 6 | 5 | 11 |
| 29 and above | 7 | 9 | - |

(*BIC = Black, Indian and coloured visitors interviewed)

A typical holiday, therefore, is one week, although the average duration of stay seems to be roughly 10 days.

It is important to make a distinction between the length of stay of visitors from overseas, domestic visitors and visitors from other countries within the African border:

TABLE 11: PLACE OF RESIDENCE/AVERAGE LENGTH OF STAY

| Place of Residence | 0-7days | 8-14days | 15-21days | 22-28days | 29days+ | Mean |
|--------------------|---------|----------|-----------|-----------|---------|--------|
| Domestic | | | | | | |
| Natal | % 56 | 32 | 8 | 4 | - | 6days |
| Transvaal | % 43 | 42 | 8 | 3 | 5 | 8days |
| Cape | % 27 | 30 | 24 | 18 | - | 12days |
| QFS | % 26 | 47 | 16 | 11 | - | 11days |
| Total | % 41 | 40 | 11 | 5 | 3 | 10days |
| Overseas | | | | | | |
| Zimbabwe | % 17 | 50 | 25 | - | 8 | 12days |
| Other Africa | % 36 | 27 | 9 | 18 | 9 | 12days |

There is a definite relationship between length of stay and the distance travelled to get to Durban. As one would expect visitors from overseas will, on average, stay for a more lengthy period of time than other visitors (mean of two weeks) primarily because of the relative expense and duration of the journey. Ferrario comments on foreign tourists (1981: 34):

"People in the sample tend to have a long visit to South Africa and understandably so as long distance and the high price of the ticket warrant complete utilization of the holiday experience".

This fact is again high-lighted when one looks at the data for

domestic visitors as those from the Cape province remain in Durban on average longer than those from other areas of Natal.

One assumes that distance and time factors influence the length of stay of visitors from Zimbabwe and other contiguous states because their visits are generally of greater duration than those of domestic visitors (twelve days against an average of ten). It is not possible to increase significantly the average length of stay of Zimbabwean visitors because most have fixed holidays, similar to those of South Africa.

3.2.8 MODE OF TRAVEL

Mobility has increased rapidly in the last century and has had a significant bearing on the growth of tourism. Two distinct trends have emerged in the types of transport used by tourists:

- (1) For longer-distant, inter-regional tourism the ever-increasing importance of air transport is evident whereas the popularity of sea cruises has diminished considerably.
- (2) For short-haul, intra-regional tourism, road transport is in greater use over that of rail transport.

Relatively short distances are traversed to reach Durban therefore it is predictable that the majority of tourists come by car. Nearly 60 percent of the respondents interviewed used motor-cars as their mode of travel (white = 58%, black, Indian and coloured = 64%) whereas only 24 percent flew (white = 25%, black, Indian and coloured = 19%), 15 percent came by rail (white = 15%, black, Indian and coloured = 17%), two percent by bus (all white), and one percent by sea (all white).

In South Africa there has been a substantial upsurge in car ownership and thus a particular growth in the use of private motor cars in domestic tourism. In his 1981 report Ferrario states that sixty-eight percent of the domestic tourists used their own cars as the main means of travel within South Africa.

TABLE 12: RESIDENCE OF VISITOR/MODE OF TRAVEL USED

| <u>Residence</u> | <u>Mode of travel</u> | | | | |
|---------------------------|------------------------|------------------------|------------------------|-------------------------|------------------------|
| | <u>Car</u> <u>%</u> | <u>Air</u> <u>%</u> | <u>Bus</u> <u>%</u> | <u>Rail</u> <u>%</u> | <u>Sea</u> <u>%</u> |
| Domestic | 65 | 16 | 2 | 17 | - |
| Overseas | 25 | 64 | - | 6 | 6 |
| Neighbouring Countries | 57 | 26 | 4 | 13 | - |

The car is also the main mode of transport for tourists coming to Durban from adjacent states. This is not surprising as SATOUR reports that in 1983 sixty-eight percent of the tourist arrivals to South Africa from Zimbabwe came by motor-car - and obviously they are likely to use this mode of transport in reaching final destinations such as Durban.

Air transport is most popular amongst overseas visitors. Three facts may explain this phenomenon; firstly that overseas visitors are on the whole wealthier than other people visiting Durban and can afford to travel by air, secondly that very few actually arrive in South Africa by car and only have the use of a car through car-hire services (SATOUR, 1983: 79% of overseas arrivals came to South Africa by air, 3% by sea, and only 17% by road), and thirdly that air transport is time-saving for those with

tight schedules.

Fewer domestic travellers flew to Durban than anticipated. As well as cheap fares being available on scheduled flights (e.g. the late-night, "red-eye" flight operating from Johannesburg to Durban), a promotion was in operation for part of the time the interviewing took place urging residents from Johannesburg, Pretoria, Kimberley, Bloemfontein and Bethlehem to "Do the BANANA SPLIT to Durban". Through this package holidaymakers could fly to Durban for the weekend and stay for two nights in a selected hotel, all for the price of a return airfare from the particular centre the visitor came from. Given the sharply increasing price of petrol this type of package will become more popular in future.

Interestingly, more domestic travellers came to Durban by train than any other group. This was probably because they took advantage of a South African Railways train-hotel plan, a package which consisted of first- or second-class train travel and accommodation at a good hotel, a minimum time limit on the number of nights being specified. Also in operation at the time was the "Fun Train" organised by Southern Suns. The success of these package tours is restricted, however, because they usually operate out of season only.

There is a distinct correlation between size of group and mode of transport used. For example, chartered buses are used by tour groups for mobility and for economic reasons. The car is a cheap

form of transport where large families are concerned whereas tourists travelling on their own can afford to pay the added expense of an air ticket.

TABLE 13: WHOM THE VISITOR IS TRAVELLING WITH/MODE OF TRAVEL USED

| <u>Travelling companions</u> | <u>Mode of travel</u> | | | | |
|------------------------------|-----------------------|------------------|------------------|-------------------|------------------|
| | <u>Car %</u> | <u>Air %</u> | <u>Bus %</u> | <u>Rail %</u> | <u>Sea %</u> |
| Alone | 26 | 47 | 2 | 26 | - |
| Husband/Wife | 48 | 33 | - | 18 | 1 |
| Family/Friends | 72 | 14 | 1 | 12 | 1 |
| Organised group/Tour | 20 | 20 | 60 | - | - |

There is a relationship between monthly income and transport used. Among those with the lowest incomes of up to R549 per month, 42 percent used rail transport to reach Durban, 38 percent came by car, only 17 percent flew and four percent used a bus. Of those with incomes of R2 000 or more per month, 60 percent came to Durban by car, 29 percent by air, 10 percent by train, one percent by bus and one percent by sea.

3.2.9 NUMBER OF PREVIOUS VISITS

In order to fully assess Durban's existing tourism market account need be taken of whether it consists largely of the same people returning to Durban regularly or whether it is composed of new and different faces each year. The visitors interviewed were asked when they were last in Durban on a visit. Only a small group (12%) had never visited Durban before (in the Durban Jaycees' study, 1973/1974, thirteen percent had answered in the same manner). As many as forty-seven percent had been to Durban

in 1983/1984. Sixteen percent had been in 1982, four percent in 1981, seven percent in 1980, five percent in 1979, and only ten percent during 1978 or on earlier occasions.

Those respondents who had been to Durban at some stage in the past, namely 88 percent of the total, then stated how many previous visits they had made to Durban. Approximately half (51%) answered "numerous". Another sixteen percent had been to Durban five times or more, thirteen percent three or four times, and nineteen percent once or twice.

It can be deduced from these results that most visitors to Durban have visited before and many return more than once.

CHAPTER FOURTRAVEL MOTIVATION - REASONS FOR VISITING DURBAN4.1 PRINCIPAL PURPOSE OF VISIT

This study was aimed particularly at the holidaymaker to Durban - those who theoretically use all available tourist facilities. When asked: "What is your main reason for your visit to Durban?", sixty-nine percent said that they were in Durban purely on holiday (whites = 72%, blacks, Indians and coloureds = 47%). Twenty-two percent said that they were visiting friends and/or relatives (of these most were domestic and overseas visitors) (whites = 18%, blacks, Indians and coloureds = 45%) while six percent said that they were combining business with pleasure (mostly visitors from overseas and from Zimbabwe/other adjacent states) (whites = 6%, blacks, Indians and coloureds = 6%). Four percent stated that they were in Durban for different reasons such as honeymooning or to participate in sporting activities (e.g. the Comrades Marathon) (whites = 4%, blacks, Indians and coloureds = 2%).

Clearly, the businessman's role and contribution as a tourist in Durban must not be underestimated. Nearly one quarter of all overseas visitors who come to South Africa do so on business, as do 15 percent of all Zimbabweans (SATOUR, 1983).

4.2 THE ATTRACTIONS OF DURBAN

The attractions of Durban can be broadly grouped under the following headings:

- (1) Scenic and panoramic - e.g. scenic views, flora and fauna.
- (2) Physical -
 - a) Natural e.g. beaches, climate.
 - b) Man-made e.g. provision of indoor and outdoor recreational and sporting activities, accommodation.
- (3) Social - e.g. meeting the local population, staying with friends and relatives.
- (4) Cultural - e.g. availability and opportunity to enjoy local customs and traditions, places of historical significance.
- (5) Economic - e.g. cheap accommodation, the extent to which good value for money is provided.

During the course of the interviews respondents were presented with a card which listed various reasons why people may be attracted to Durban. They then had to choose three items which had attracted them the most. Results were as follows, presented in order of priority:

| | Total % | White % | BIC %* |
|--|---------|---------|--------|
| The city beaches | 40 | 35 | 69 |
| The sub-tropical, warm climate | 36 | 38 | 25 |
| The beaches around Durban on the North and South coasts | 23 | 23 | 21 |
| The sea air | 21 | 22 | 10 |
| Shopping facilities | 20 | 20 | 21 |
| Entertainment for the whole family | 19 | 19 | 19 |
| Good accommodation facilities | 17 | 17 | 13 |
| Having friends or relatives in the city | 15 | 14 | 15 |
| The night-life | 13 | 14 | 6 |
| General entertainment | 13 | 13 | 15 |
| Sight-seeing | 12 | 12 | 12 |
| Scenic views | 10 | 10 | 6 |
| Opportunities to meet people | 7 | 6 | 15 |
| The people | 6 | 6 | 4 |
| The public parks and gardens | 6 | 5 | 8 |
| Restaurants | 6 | 7 | 2 |
| The outdoor recreational amenities | 6 | 5 | 10 |
| The plant life | 4 | 5 | - |
| Cheap accommodation | 4 | 4 | 2 |
| Durban as a stopover to other areas or attractions | 4 | 4 | 8 |
| Accessibility to places of interest | 4 | 4 | 8 |
| Value for money | 4 | 3 | 6 |
| Sporting activities and amenities | 3 | 3 | 2 |
| The variety of cultures and racial groups | 3 | 3 | 4 |
| Historic buildings | 2 | 2 | - |
| The city centre | 1 | 1 | 6 |
| Bird life | 1 | 2 | - |

(*BIC = Black, Indian and Coloured visitors interviewed)

There are particular factors in the tourist movement which determine whether a tourist will go to one place and not to another. For example, a resort might have a special feature peculiar to itself which is appealing. In fact some resorts are fortunate to have one asset so outstanding and unique that the tourist industry can largely depend on, and be promoted by, this feature. But in most cases "the combination of a number of assets is necessary to create a strong enough appeal to secure a viable

share of the market" (Peters, 1969: 147).

Durban has the combined appeal of a wide range of natural and created assets. What seems to attract people the most are its natural features, especially the beaches; forty percent said that they were attracted to Durban because of the city beaches and twenty-three percent mentioned the beaches surrounding Durban. In particular visitors from Zimbabwe and other neighbouring states included the city beaches in their choice of attractions (57%) (See Table 32, page 170).

Climatic considerations are the most important single influence in generating tourism to any part of the world i.e. the main tourist traffic flows are to areas with sunshine, although the sun alone is usually not the only factor determining the choice of destination area. Durban's tropical climate is unquestionably one of its most powerful tourist attractions. It has, on average, the highest mean monthly maximum temperature during the winter months of May, June and July than any other major city in South Africa, and the highest mean monthly minimum temperature throughout the year. It experiences mild winter weather conditions and hot, humid, summers. Durban thus has the advantage of enjoying sunny weather in all seasons and can be considered an all-year-round resort. And it is this sub-tropical, warm climate that largely attracts the overseas visitor (54% chose it as one of the attractions).

Almost one-fifth of the respondents, mostly visitors from the

Transvaal, selected "sea air" in their choice of attractions. This may seem an unusually high percentage - but not if one considers the prevailing belief that sea air is an healing agent, an idea emanating from the last century when sea-side resorts in Europe became fashionable because of the healing power of sea water and sea air. Today some doctors even recommend a holiday by the sea-side to recuperate from an illness. In addition many people, concerned about the ill-effects of big-city pollution, feel it necessary to come to the sea for "a breath of fresh air" or "to clean the lungs out".

Shopping, a "created" as against a "natural" asset, was high on the list of attractions. This applies particularly to residents from neighbouring states (48% gave shopping as an attraction). They, as well as visitors from the country towns of South Africa, suspend their purchases until they visit the larger centres where they can buy to greater advantage; (a) there is more variety, and (b) goods are cheaper because of savings in the costs of carriage and in the profits of intermediate traders.

Entertainment of one form or another was chosen by a large percentage of the respondents - and mostly family-oriented entertainment (this follows from the fact that over half of the sample came with their families). Domestic visitors were more attracted by the entertainment available in Durban in comparison with other visitors - twenty-two percent selected entertainment for the whole family, fourteen percent the night-life and the same percentage general entertainment.

Scenic and panoramic attractions together with social, cultural and economic were considered less as inducements to Durban than physical attractions. What is most interesting is that few visitors named "value for money" or "cheap accommodation" in their list of attractions. Maybe these factors are taken for granted or given a secondary position - it is the more obvious physical features that have the immediate pull.

The three markets - domestic, across-border and overseas - exhibited slightly different but consistent patterns in their choice of attractions. Domestic visitors and visitors from neighbouring countries varied in their choice of attractions to the extent that beaches and shopping facilities were what attracted the traditional holiday flow from Zimbabwe more than anything else.

To the overseas visitor the scenic, social, cultural and economic attractions are more important than they are to other visitors. Overseas visitors are more interested in Durban as a whole. They like to mix with the local population, to spend time with friends and relations, to meet South Africans of all races, to enjoy the different cultural activities and to view the historic sights and scenic views, all within a reasonable price range, rather than merely come to Durban for the weather and beaches (although the latter were highest on their list of attractions). Sport activities and entertainment emerge low down in their choice of attractions, especially in comparison with domestic visitors. Ferrario, in his study of KwaZulu and Natal, found

that:

"foreigners emphasized their relative preferences for human and cultural features, while local South Africans were proportionately more interested in the possibilities of open air activities and entertainment." (1981: 52)

He has this to say about the preferences of foreign visitors:

"It seems that what is unique and particular to South Africa has much more appeal than recreational facilities. It was refreshing to see that natural, cultural, and historical interests come first in foreign visitors' preferences, as opposed to entertainment..... Entertainment has clearly a 'supporting' role only. Understandably, sport activities are not among the strongest interests of foreign visitors. Most sports can be enjoyed in the home country, sometimes at an even better level than that offered in South Africa. Moreover, many of them require specific and sometimes expensive equipment, which is not always available to foreign tourists." (1981: 38)

CHAPTER FIVETHE MAIN ACTIVITIES OF THE VISITOR TO DURBAN5.1 HOW TIME IS SPENT

In an attempt to discover the activities that visitors are involved in while on holiday here, respondents were asked: "Thinking about how you have spent your time whilst in Durban would you tell me which of the following activities you have already done." At this stage a card was handed to the interviewee listing a number of activities, all of which are at the visitors' disposal. These are the results obtained:

TABLE 14: ACTIVITIES ALREADY ENJOYED

| Activity | Total | Domestic | Foreign | Neighbouring Countries |
|---|-------|----------|---------|---------------------------|
| | % | % | % | % |
| 1. Going to the beaches in Durban | 91 | 91(*) | 90(*) | 96(*) |
| 2. Going for walks | 81 | 82(*) | 77(*) | 70(*) |
| 3. Shopping in the city centre | 78 | 77(*) | 79(*) | 87(*) |
| 4. Eating out in restaurants | 66 | 66(*) | 71(*) | 57(*) |
| 5. Shopping on the beachfront | 63 | 68(*) | 50(*) | 39(*) |
| 6. Visiting amusement parks on the beachfront | 57 | 61(*) | 44(*) | 39(*) |
| 7. Visiting friends or family | 53 | 56(*) | 42(*) | 52(*) |
| 8. Visiting the Aquarium and/or Dolphinarium | 47 | 49(*) | 44(*) | 39(*) |
| 9. Going to public parks and gardens | 44 | 42(*) | 62(*) | 26 |
| 10. Going to the beaches outside of Durban | 40 | 40(*) | 40 | 35 |
| 11. Going to the cinema | 33 | 33 | 25 | 48(*) |
| 12. Watching sport | 27 | 26 | 31 | 26 |
| 13. Looking at historic buildings | 25 | 23 | 42(*) | 4 |
| 14. Shopping in outlying areas and suburbs | 23 | 23 | 19 | 39(*) |
| 15. Taking part in water sports | 22 | 23 | 19 | 22 |
| 16. Participating in entertainment provided by the hotels | 21 | 21 | 19 | 25 |
| 17. Going to night clubs and discotheques | 20 | 21 | 19 | 13 |
| 18. Participating in or viewing the African "way of life" | 18 | 15 | 42(*) | 4 |
| 19. Viewing monuments, statues | 17 | 14 | 31 | 13 |
| 20. Going on tours, excursions | 17 | 22 | 35 | 4 |
| 21. Playing other sport | 16 | 15 | 19 | 17 |
| 22. Going on boat trips | 15 | 15 | 17 | 9 |
| 23. Going to shows | 14 | 14 | 15 | 13 |
| 24. Visiting religious buildings | 13 | 12 | 21 | 9 |
| 25. Going to the theatre, ballet or concerts | 8 | 7 | 15 | 4 |
| | | n=275 | n=52 | n=23 |

(* indicates the ten most common activities of each sample group)

When asked if there was anything else that they had done which had not been included on the list as many as seventy percent of those interviewed replied "Nothing". However activities which were added included:

- driving in and around Durban, sight-seeing
- relaxing and sitting around
- sunbathing
- visiting exhibitions and fairs
- window-shopping
- going to bars and pubs
- watching TV/videos
- Christian activities
- meeting people
- visiting the Snake Park, Indian Market, Minitown, the harbour, yacht mole and other places of interest
- visiting museums, the art gallery and libraries, etc.

It is important to include, at this stage of the report:

- 1) the activities that the respondents indicated they still intended doing during their visit, and
- 2) the activities which they would have liked to do had they had more time.

A clearer picture emerges as to which activities are, in fact, the most popular.

TABLE 15: OTHER ACTIVITIES

| Activity | Percentage intending to do the activity | Percentage with no time |
|---|---|-------------------------|
| Nothing else | 16 | 17 |
| Done everything/had enough time | 2 | 10 |
| All we are doing/have done | 2 | 4 |
| Going to Durban beaches | 10 | 4 |
| Going for walks | 9 | 2 |
| Shopping in the city centre | 13 | 2 |
| Eating out in restaurants | 12 | 2 |
| Shopping on the beachfront | 7 | 1 |
| Visiting amusement parks | 5 | 1 |
| Visiting friends or family | 10 | 3 |
| Visiting Aquarium/Dolphinarium | 13 | 4 |
| Going to public parks/gardens | 10 | 6 |
| Going to other beaches | 9 | 6 |
| Going to the cinema | 12 | 5 |
| Watching sport | 7 | 4 |
| Looking at historic buildings | 5 | 6 |
| Shopping in outlying areas | 3 | 2 |
| Taking part in water sports | 9 | 6 |
| Participating in hotel entertainment | 3 | 2 |
| Going to night clubs/discos | 9 | 5 |
| Participating in/seeing the African "way of life" | 4 | 3 |
| Viewing monuments/statues | 6 | 2 |
| Going on tours/excursions | 15 | 18 |
| Playing other sport | 5 | 7 |
| Going on boat trips | 19 | 16 |
| Going to shows | 4 | 7 |
| Visiting religious buildings | 2 | 2 |
| Going to theatre/ballet/concerts | 6 | 6 |
| Other | 6 | 16 |

(Respondents could give more than one answer)

In both instances "other" activities referred mostly to those previously mentioned which had not been included on the list of activities done, for instance resting and relaxing, sightseeing in Durban itself, taking trips (whether privately or on organised tours) along the North and South Coasts and to the Wild Coast,

visiting museums, art galleries and libraries, and meeting people.

In general it appears that many of the more popular activities of the visitors are concentrated within a particular perimeter which includes Durban's beachfront and the Central Business District (CBD). The advantages of having such an intensively used area is that all the tourist facilities are, if not within walking distance of each other, at least within close proximity. Table 14 clearly indicates that the most popular activity amongst the total sample interviewed was going to Durban's beaches, a pastime that at least nine out of every ten holiday-makers took part in. This was followed by going for walks (usually on the beach promenade), an activity closely associated with relaxation. Shopping, particularly in the city centre and along the beachfront, eating out in restaurants, visiting amusement parks and frequenting the Aquarium/Dolphinarium were other well-liked activities centred on this confined space.

In contrast to the above, activities situated outside the boundary, such as going to other beaches and shopping in outlying areas, were less popular. Participatory and spectator sports were similarly unpopular. Nor did visitors take advantage of the boat trips or the range of tours and excursions offered although fairly large percentages did show an interest in taking part in both these activities in the future. Activities lowest on the list of priorities were those of cultural and historical interest.

What visitors do relates in many cases to what attracted them to Durban in the first place. Just as beaches were the number one attraction for all categories of visitors so was going to the beach the number one activity. Just as overseas visitors were attracted by the local culture more so than other visitors, so they showed a greater preference for culture-related activities. And so on.

Table 16 provides an insight into the pattern of variation in activity according to demographic characteristics. Explanations of most of these trends are unnecessary since the patterns are self-evident.

Age is the most powerful differentiation. The following example illustrates a typical process:

More of the younger generation patronized cinemas in comparison with other age groups. Reasons for this include:

- (1) films are aimed specifically at a younger market, and/or
- (2) the presence of TV and 2nd-channels encourages the older age group to remain indoors, and/or
- (3) overcrowdedness of the cinemas and the length of queues has a negative influence on the attendance of the thirty-plus age group, and/or
- (4) pensioners and the elderly cannot afford to pay the exorbitant prices of cinema tickets, and/or
- (5) going to the cinema has become a social activity amongst under-eighteens who are not allowed into licensed premises.

TABLE 16: ACTIVITIES - WHO DID THEM THE MOST

| | | | |
|---|--|--|---|
| <p>Going to the beaches in Durban</p> <ul style="list-style-type: none"> - Single - 16-49 years of age - Male - Foreman/Skills - Afrikaans - White - Up to R549 income | <p>Visiting the Aquarium and/or Botanicus</p> <ul style="list-style-type: none"> - Widowed - 30-49 years of age - Male - Manual/Manual - Afrikaans - Indian - R550-R999 income | <p>Shopping in outlying areas and suburbs</p> <ul style="list-style-type: none"> - Married - 16-29 years of age - Female - Student/Scholar - Afrikaans - Indian - R2000+ income | <p>Going on tours and excursions</p> <ul style="list-style-type: none"> - Widowed - 50+ years of age - Female - Retired/Pensioner - Afrikaans - White - R250-R999 income |
| <p>Going for walks</p> <ul style="list-style-type: none"> - Widowed - 50+ years of age - Female - Retired/Pensioner - Afrikaans - Indian - Less than R1000 income | <p>Going to public parks and gardens</p> <ul style="list-style-type: none"> - Widowed - 50+ age group - Female - Manual/Manual - English - Indian - R250-R999 income | <p>Taking part in water sports</p> <ul style="list-style-type: none"> - Single - 16-29 years of age - Male - Student/Scholar - White - R2000+ income | <p>Playing other sport</p> <ul style="list-style-type: none"> - Married - 30-49 years of age - Male - Professional/Managerial - English - Indian - R2000+ income |
| <p>Shopping in the city centre</p> <ul style="list-style-type: none"> - Single - 50+ years of age - Male - Foreman/Skills - Coloured - R550-R1999 income | <p>Going to the beaches outside of Durban</p> <ul style="list-style-type: none"> - Single - 16-29 years of age - Male - Professional/Managerial - English - Indian - R1000-R1999 income | <p>Participating in hotel entertainment</p> <ul style="list-style-type: none"> - Divorced - 16-29 years of age - Male - Professional/Managerial, Middle White Collar - Afrikaans - Coloured - R2000+ income | <p>Going on boat trips</p> <ul style="list-style-type: none"> - Divorced - 16-29 years of age - Housewife - Afrikaans - Coloured - R2000+ income |
| <p>Eating out in restaurants</p> <ul style="list-style-type: none"> - Single - 16-29 years of age - Male - Middle White Collar - English - Indian - R2000+ income | <p>Going to the cinema</p> <ul style="list-style-type: none"> - Single - 16-29 years of age - Female - Student/Scholar - English - Coloured - R2000+ income | <p>Going to night clubs and discotheques</p> <ul style="list-style-type: none"> - Single - 16-29 years of age - Male - Student/Scholar - English - Coloured - R1000-R1999 income | <p>Going to shows</p> <ul style="list-style-type: none"> - Widowed - 30+ years of age - Male - Professional, Managerial - Afrikaans - Coloured - R1000+ income |
| <p>Shopping on the beachfront</p> <ul style="list-style-type: none"> - Divorced - 30-49 years of age - Female - Scholar/Student - Afrikaans - Indian - R1000-R1999 income | <p>Watching sport</p> <ul style="list-style-type: none"> - Widowed - 16-29 and 50+ years of age - Male - Student/Scholar - Afrikaans - Black - Up to R549 income | <p>Participating in, or visiting the African "way of life"</p> <ul style="list-style-type: none"> - Single - 50+ years of age - Male - Housewife - English - White, Coloured - R550-R999 income | <p>Visiting religious buildings</p> <ul style="list-style-type: none"> - Widowed - 50+ years of age - Male - Manual/Manual - English - Indian - Up to R549 income |
| <p>Visiting Amusement Parks</p> <ul style="list-style-type: none"> - Married - 16-29 years of age - Male - Foreman/Skills - Afrikaans - Coloured - R1000-R1999 income | <p>Looking at historic buildings</p> <ul style="list-style-type: none"> - Widowed - 50+ years of age - Female - Manual/Manual - Afrikaans - White, Coloured - R550-R999 income | <p>Visiting monuments or statues</p> <ul style="list-style-type: none"> - Single, married - 30-49 years of age - Male - Foreman/Skills - Afrikaans - Indian - R550-R999 income | <p>Going to the theatre, ballet or concerts</p> <ul style="list-style-type: none"> - Widowed - 50+ years of age - Female - Housewife - English - White - R2000+ income |
| <p>Visiting friends or family</p> <ul style="list-style-type: none"> - Widowed - 50+ years of age - Female - Retired/Pensioner, Manual/Manual - English - Indian - Up to R549 income | <p>(African and other languages were excluded from language group)</p> | | |

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Preference patterns may not be the single deciding factor for what the visitor does with his or her time. Other determinants are significant such as the effectiveness of advertising and product marketing. The visitor may not know what activities are available.

The accessibility of the activity is another relevant factor. Is there transport to and from the place where the activity is situated? A comparison was made between visitors who came to Durban by car with those who arrived by some other form of transport. Some distinctive patterns emerged e.g. a greater percentage of those with cars shopped in outlying areas and suburbs, went to beaches outside of Durban, visited families and friends, and patronised night clubs and discotheques. On the other hand visitors without private transport were unable to move around freely and were consequently more dependent on entertainment accessible by public transport. These non-mobile people were subject to time limitations and were severely hampered by the selection of activities available to them. In some ways, however, their activities were more constructive: more had gone for walks, taken tours and excursions, visited religious and historic buildings, and viewed monuments and statues.

The expectations of the visitor may differ from the reality; for instance what the visitor wants may not be at his or her disposal. In order to gauge whether this is so the question was posed to those who were interviewed: "Are there any activities

that you would have liked to do had they been available?" As many as seventy-two percent answered that there was nothing, and of these one-fifth specifically stated that they thought everything was available to keep the visitor occupied - that the visitor is well-catered for in Durban! These answers are an indication of relatively great satisfaction. This satisfaction, however, is mostly experienced by white visitors as can be seen by these results:

- 72 percent of the whites interviewed mentioned no other activity, whereas:
- 39 percent of the blacks mentioned no other activity
- 37 percent of the coloureds mentioned no other activity
- 31 percent of the Indians mentioned no other activity.

Activities specified by those who experienced shortcomings included:

- (1) Sporting activities,
 - e.g. - bicycle hiring
 - surfing, waterskiing lessons/equipment for hire
 - jetskis for hire
 - tennis courts in closer proximity to the beach area
 - yachts for hire/yachting facilities
 - sky-diving courses
 - snorkling
 - canoeing
 - golf courses for visitors' use
 - horseriding along the beach
 - improved mini-golf course/putt-putt on South Beach
 - go-carting
 - indoor games including squash and social badminton
 - football, rugby and athletics for visitors
- (2) Casinos and gambling
- (3) Shows and concerts,
 - e.g. - ice-skating shows
 - jazz and rock concerts
 - "live" cabaret concerts and shows

- concerts in the park
- celebrity shows
- participatory concerts

(4) Visiting outlying areas,

- e.g. - a train trip around the surrounding valleys
- guided tours along the coastal regions, to farm areas and to the country-side
 - an organised tour of the residential areas of all racial groups

(5) "Other" activities/entertainment,

- e.g. - bingo
- "old-time" dancing
 - bridge
 - carnivals
 - helicopter rides
 - improved hotel entertainment
 - improved night clubs, open for longer hours
 - communal braais on the beachfront
 - childrens' playcentres
 - new Fun Centre for the whole family
 - miniature train on the beachfront
 - social clubs for old people
 - topless sunbathing
 - quiet relaxation areas
 - tours to game reserves
 - participation in traditional festivals
 - cultural and aesthetic exhibitions/activities

Some of the activities mentioned above may, in fact, be available but the visitors are not aware of them. It is necessary to ask the question "Why?" - maybe it is because of a lack of advertising. In addition some activities are seasonal or they are inaccessible because they are not on a public transport route. Other activities are available, but they are not open to all race groups. This immediately excludes a percentage of the present tourism market from doing certain things. Coloured, Indian and black interviewees unanimously agreed that there should be open, non-racial entertainment of all kinds, and nightclubs, discotheques, restaurants and the theatre were specifically mentioned.

5.2 VISITING MUSEUMS AND ART GALLERIES

An activity not specified on the list but which some visitors did indicate they had done, intended to do, or would have liked to do had they had the time, was going to a museum or an art gallery in Durban. In response to the direct question: "During your present stay in Durban have you visited a museum or an art gallery?", only eleven percent said that they had (white = 10%, black, Indian and coloured = 19%).

These respondents then stated which museum(s) or art gallery(ies) they had been to. Nearly two-thirds (65%) specified the Durban Natural History Museum and/or the Durban Art Gallery, fifteen percent the Local History Museum, seven percent the Old House Museum, and ten percent a combination of some or all. The remaining few had supported private exhibitions (for example, the "Patchwork" display at the Grass Roots Gallery in Westville). It is of interest to note that none of the visitors interviewed had been to the lesser-known museums such as the Killie Campbell Africana Museum on the Berea and the Addington Hospital Centenary Museum, possibly because these and others had been omitted from some of the brochures and maps of Durban which were readily available to the tourist.

Visitors who had been to a museum or an art gallery gave their main reasons for going to such establishments. Answers can be broadly grouped under the categories of general curiosity, an interest in art/culture/history, educational purposes, an

enjoyment in going to see museums or art galleries anywhere in the world, as an accompaniment to friends or relatives and as a result of a recommendation from others.

What was enjoyed the most:

- everything (3%)
- the paintings/sketchings e.g. "the works of South African artists"
- articles on display e.g. "telephones", "fashions of the past", "beautiful birds"
- layout/design of displays e.g. "realistic display of animals", "interesting display of the settlers"
- the atmosphere e.g. "the feeling of history", "quiet, peaceful and relaxing"
- explanations/information e.g. "the showing of various films", "explanations using simple terms"
- educational/interest value e.g. "gaining insight about the past"

What was enjoyed the least:

- nothing (30%)
- position/accessibility/transport to the area
- entrance fees
- the atmosphere e.g. "cold and formal"
- information e.g. "no history given for some paintings"
- staff e.g. "unfriendly"
- displays/material e.g. "the same art is shown every year"

Eighty-nine percent of all the visitors who were interviewed had not visited a museum or an art gallery. Reasons given were:

| Reasons for not visiting a museum/art gallery | Percentage of applicable sample |
|--|------------------------------------|
| No intrinsic interest | 40 |
| No time | 29 |
| Other things to do | 14 |
| Been before | 10 |
| Have intentions of going | 7 |
| Lack of information | 6 |
| Transport difficulties | 4 |
| Better elsewhere | 3 |
| Ill health and other | 11 |

(More than one reason could be given)

The following spontaneous statements are typical of "other" answers put forward:

- "It was hard to find it (the Old House Museum) as roads are badly signposted"
- "I have no-one else to go with"
- "I had never thought about it"
- "This type of entertainment is for wetter weather. I couldn't go knowing it was beautiful outside"
- "I heard that they weren't good"
- "When I have the time the place is closed"
- "It is too hot to move around, to walk in town"

Over sixty percent of the visitors who had not been to an art gallery or a museum showed no personal desire in doing so while on holiday in Durban; because of a complete lack of interest, because of "better things to do" (such as relaxing, going to the beach and enjoying the sea as against sightseeing), because of having visited the art gallery and/or museums of Durban on previous occasions, or because of a preference in going to others of higher standard elsewhere in the world. These people can be

excluded from the potential market of users. On the other hand some visitors were inhibited from visiting the art gallery and museums because of various limitations; time, having no information or having no transport (public or private). These people can be classified as potential users.

According to Mr. Erasmus of the Natal branch of the National Tourist Bureaux, museums, statues and art galleries have been overemphasized as tourist attractions. He referred to them as "passing-by" attractions, inappropriate for seaside resorts. Only relatives will show visitors museums because they want to entertain whereas most other tourists are uninterested. In addition, these attractions do not bring in much money and necessitate high overheads.

5.3 THE USE OF LIBRARIES

"Have you used the library services available in Durban?" In reply to this question at least nine out of every ten respondents gave an answer in the negative (i.e. 91% of the total sample said "No") (white = 94%, black, Indian and coloured = 77%). As a follow-on they were asked: "What are your reasons for not using the library services available?"

| Reasons for not using a library | Percentage of applicable sample |
|------------------------------------|------------------------------------|
| Sufficient reading material | 39 |
| No time | 27 |
| No interest | 19 |
| Do not usually read | 10 |
| Other things to do | 7 |
| Lack of information | 5 |
| Too much trouble | 2 |
| Did not think about it | 2 |
| Ill health and other | 6 |

(More than one reason could be given)

"Other" reasons included: "transport problems", "discouraged because of too few copies - the books I wanted are not available", "the library was closed over the holiday period", "did not know that I was allowed to use a library", "I am a member elsewhere - it's something you only belong to in your home town", "it is too hot to read - I get Natal fever and fall asleep", "I don't like grubby books", "if I got books out of the library they'd get lost because I'm moving around", "I read mainly German books as my English is not too good - they have only English books on the shelf", and "the procedure of joining seems ridiculous for so short a time".

Most of the visitors who had not taken advantage of library facilities seemed to have brought their own reading material with them, bought newspapers, magazines and books whilst in Durban, borrowed from people with whom they were staying or used book exchanges. Moreover many showed no interest in reading either because they disliked it as a pastime or because they preferred other activities while on holiday. Only a small percentage did

not go to libraries through ignorance - because they were unaware of where the libraries were/that they were open to the visitor.

As suggested above, a mere nine percent of the sample had been to a library/libraries of which sixty percent had used either the main City library housed in the City Hall or the library on Victoria Street. Others went to libraries near to where they were staying e.g. Westville, Chatsworth, Musgrave, Hillary and Montclair. Less than seven percent had used the library situated near the beachfront, surprising since one would have assumed it to be the most popular. All who had used a library elaborated on their impressions of the library facilities available. Most gave favourable responses - there was an adequate range and selection of books on offer, libraries were well-stocked and well-organised and staff were helpful. The only major complaints were about inadequate opening and closing times, that visitors had to wait some days before being allowed to take a book out of a library, and that in smaller branches the choice was limited, general reading books were outdated and no newspapers were stocked.

5.4 ORGANISED COACH TOURS AND BOAT TRIPS

When asked specifically: "Have you been on an organised tour or a boat trip in or around Durban?", results clearly revealed a lack of support for all:

- 12% said that they had been on a boat trip (of these 67% were white, 33% were black, Indian or coloured)
- 8% said that they had been on an organised tour (of these 97% were white and 3% were coloured)
- 2% said that they had been on both a tour and a boat trip (all white)
- 77% had been on neither

The boat trips which respondents had been on included pleasure cruises organised on the "Sarie Marais" and on the "m.v. Royal Zulu", deep-sea fishing on the "Isle of Capri" boats, and the "Durban Bay Cruise and Sugar Terminal" and "Durban By Night and Bay Cruise" tours run by the Durban Transport Management Board.

Similarly the coach tours were, in order of priority of use:

- the "City Tour of Durban" (Esplanade, Maydon Wharf, the Graving Dock, Howard College, Botanic Gardens, Mitchell Park, Burman Drive)
- the "Wild Coast Casino" return bus trip
- the "Umhlanga Rocks and Japanese Gardens" coach tour
- the "Oriental Drive-Indian Market" tour (Moslem Mosque, Hindu Temple, Indian Market, Mitchell Park, Sari Shop)
- the excursion to the "Valley of A 1000 Hills, Zulu Reserve and Nagle Dam"
- the "Kranskloof/ PheZulu Tribal Village (Zulu Dancing)" tour
- the visit to the "Natal Lion and Game Reserve"
- the "South African Breweries" tour
- "Orihi Gorge Nature Reserve (South Coast)" coach tour
- "Natal Circular Drive (Ixopo)".

Aspects of the trip(s)/tour(s) liked:

| | |
|---|-------|
| Nothing | - 1% |
| Generally satisfied | - 17% |
| Sights/scenery | - 35% |
| Drivers/staff | - 20% |
| Catering facilities | - 14% |
| Interesting/informative | - 13% |
| The relaxation | - 10% |
| Organization | - 8% |
| People/atmosphere | - 8% |
| Weather | - 4% |
| Other (value for money, fresh air, good roads etc.) | - 9% |

(More than one answer could be given)

When specifying what they liked about the drivers and staff respondents commented that they were courteous, entertaining, friendly and gave good service, factual commentaries and adequate explanations.

Aspects of the trip(s)/tour(s) disliked:

| | |
|---|-------|
| Nothing | - 41% |
| Catering facilities | - 18% |
| Sights/scenery | - 11% |
| Time factors | - 10% |
| People/atmosphere | - 8% |
| Personal experiences | - 6% |
| Weather | - 3% |
| Other (expense of the tickets, booking time schedules etc.) | - 6% |

(More than one answer could be given)

A great measure of satisfaction was manifested by those who had been on tours or boat trips. Feelings of dissatisfaction were less evident. Complaints put forward ranged from a concern about the facilities (e.g. the coach was not air-conditioned, coach windows should have been tinted for the glare, there was no music

on the buses, food on board boats was too expensive, toilet and food facilities were inadequate at stop-off points), disappointment about the scenery and sights, where the tour went to and what one was shown, unhappiness with times (e.g. tours were too long/slow and boring, or too short), to dejection with the weather.

Having assessed the opinions of those who had been on a trip of one form or another it was thought to be of interest to discover whether there was anywhere visitors would like to go, on a tour or excursion, but could not because that tour was not offered. Hence the question was posed to all respondents: "Is there somewhere that you could suggest a tour go to which is not already available?" Forty percent simply gave a negative reply without qualifying their statement. Ten percent were completely satisfied with the range available and said that the coverage of tours was sufficient. One comment made was, "I think the authorities will do their best to offer tours to all the places of interest"!

A further nine percent showed no interest in organised tours at all, either because they were content with doing other activities, because they would rather have visited places on their own, because they had their own transport, or because friends/relatives had shown them the sights.

As many as 21 percent stated that they did not know about tours. Ignorance about what was offered to visitors was wide-spread. In

fact some people even named tours already in operation. Blacks, coloureds and Indians mentioned excursions to areas (e.g. to Mitchell Park, the Indian Market, the harbour and dock area, the Valley of A Thousand Hills, the Drakensberg and Umhlanga Rocks) which are available but are not widely advertised as being multi-racial.

The remaining twenty percent put forward suggestions about tours or excursions that they would like to see operating:

- (1) Coastal regions:
 - a) General - boat trips/cruises along the coast, day excursions to beaches outside of Durban, reintroduce a boat trip like that offered by the "m.v. Royal Zulu"
 - b) North Coast - Tongaat, St.Lucia, Sodwana Bay
 - c) South Coast - Amanzimtoti, Scottburgh, Margate, the Sugar Mills
 - d) Wild Coast other than the Casino
- (2) Within the Greater Durban Area:

Tours for single people to discotheques at night, an historical walking tour of Durban, a tour around the University of Natal, helicopter rides around the city, to see and tour visiting ships, Burman Bush, a tour especially designed for children, a conducted trip around the City Hall
- (3) Surrounding areas/inland:

Hazelmere Dam, Mariannahill, day trips to the Drakensberg, Howick Falls, farm lands
- (4) Black, Indian and coloured areas:

Kombi tours to Kwa Zulu, trips into residential areas such as the black townships (Kwa Mashu, Inanda etc.), African and Indian Universities
- (5) Game Reserves:

Smaller game reserves e.g. Ndumu

General comments passed were: "tours to the Casino are slow", "Durban needs guides which are available to show private parties around", and "there are tours but they only go on certain days so if you only have a week you have to plan carefully".

CHAPTER SIX

VISITORS' NEEDS IN RELATION TO FACILITIES

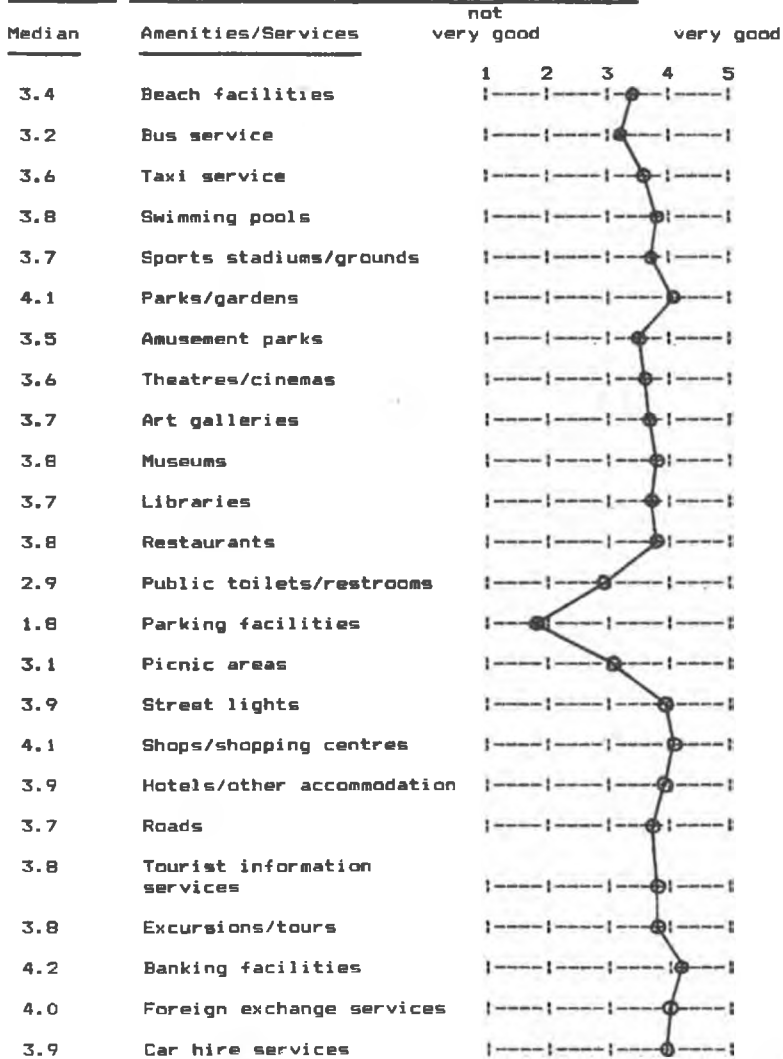
6.1 AMENITIES AND SERVICES

A considerable variety of amenities and services are available to visitors in Durban. An important focus of the investigation was to ascertain what needs might exist for additional amenities or services or for improvements on those already at hand, therefore we attempted to find out what the visitors to Durban perceive as beneficial to themselves, now or potentially.

6.1.1 MEDIAN RATINGS

Respondents were read a selected list of amenities/services and were asked to personally rate them by giving them marks out of five. Those that they had found to be very good received the maximum five rating while those not very good at all were given the lowest rating of one. In some cases visitors indicated that specific items were not applicable to them. Table 17 reveals the median ratings for the total sample, ignoring these "not applicable" responses. The results therefore reflect the feelings of those visitors interviewed who had either used the service/amenity or were aware of their existence. (See Table 33, page 171 for the overall percentage ratings).

TABLE 17: VISITOR RATINGS FOR AMENITIES AND SERVICES



6:1.2 SUGGESTED IMPROVEMENTS

Interviewees who gave a service or amenity a rating of three or less were subsequently required to suggest any improvements for the particular item. An examination of some of the answers provided illuminates the needs of the visitor: (The services and amenities are ordered according to importance of consideration - those with the lowest medians and thus requiring most urgent attention are listed first.)

Parking facilities

Nearly all respondents who considered parking a problem specified that there should be more parking provided - along all areas of the beachfront and in the city centre, for hotels and for holiday flats - day and night, and especially on weekends and at peak holiday seasons. Some visitors thought the problem drastic and unsolvable. When putting forward specific suggestions as to how to alleviate the situation others proposed (more) high-rise, multi-storey parkades, parking on the roofs of hotels and holiday flats and large municipal parking areas close to the beach,

Many visitors complained about time wasted waiting for a parking space or driving around in an attempt to find one (and perhaps getting lost in Durban in the process), having to park in illegal spots and inevitably being ticketed, and the distance needed to walk from parking to destination, sometimes loaded with shopping.

Additional ideas for improving parking were:

- more free parking spots or cheaper parking at hotels/parkades
- better sign posts for existing parkades
- fix the parking metres
- provide shady parking
- more parking with security guards
- reserve parking spaces for tourists
- some parking on the beachfront should be reserved for old people
- friendlier traffic policeman, not biased against Transvaal cars
- relax ticket controls whilst parking is scarce
- more 120-minute and less 60-minute parking
- increase parking for buses and mini-buses
- abolish parking on the main beach road directly alongside the beach because it is dangerous - there are too many people, especially children, crossing roads in that area

Public toilets and restrooms

Approximately half of those who gave such amenities a low rating suggested that they should be consistently kept cleaner. Existing restrooms were described as "dirty", "filthy", "dark holes" and "depressing places" that need to be modernised, painted and made more attractive-looking and brighter. It was proposed that the toilets themselves be fixed, toilet paper and soap be supplied at all times and that the towels and washbasins be kept cleaner. Attendants are required, not only to vigilate cleanliness and service the toilets/restrooms but also as a protection factor. Restrooms should be locked at night when supervision cannot be laid on.

Visitors complained about no fresh-water supply but this is understandable as interviews were conducted at the time of Natal's severe drought when steps were being taken to curb the

water shortage.

Nearly one-third of the respondents thought it vital to provide more restrooms on the beachfront and in town and to distribute them more evenly over the extent of the city. Botanic Gardens and the Esplanade were specifically mentioned as places lacking in adequate toilet facilities. In particular blacks, Indians and coloureds complained about the lack of toilets. These visitors either suggested having more toilets for each race group or combining all and doing away with apartheid as some had found the racial signs which discriminate between "Black and White" insulting.

Other general suggestions included:

- more taps for washing feet
- toilets should be free
- if paying is essential, supervision is necessary to provide small change ("I don't always have 2c on me when I want to go to the loo"!)
- restrooms should have better sign posts

Picnic areas

The majority of respondents who commented on picnic areas wanted to see more. It was generally agreed that most existing picnic spots are at a distance from the city centre and beach area - wouldn't it be nicer to have them in closer proximity to where most tourists are accommodated, and in particular on the beachfront? A significant number of visitors even proposed a plan to have picnic areas with braai stands and with facilities at hand where braai packs, wood, charcoal and firelighters could

be bought.

Other suggestions were:

- cleaner, keep them tidier
- more shade
- more greenery and plants
- allow shops on location
- separate the picnic areas for each race group

The bus service

As many as fifty-six percent of those who gave Durban's bus service a rating of three or less wanted to see an increased service in operation. More buses at more regular intervals along the beachfront, into town, to the suburbs of the city (e.g. Greyville, Hillary and Escombe) and to the outskirts and surrounding areas of Durban (e.g. the airport, Amanziatoti and Umhlanga Rocks) were requested. With so few buses in operation overcrowding occurs during peak holiday season and there are no seats for the elderly. It was also suggested that buses should run until much later at night, with a more frequent service between the hours of five and eight. The opinion of one visitor was:

"I would like an extended bus service to more places which also runs in the evening. I wouldn't mind how much it cost. Because the service is subsidised the Durban City Council cut their costs by having a limited service which people are guaranteed to use. If buses run in the evening their profits might not be so high therefore they increase costs to cover this. If need be do away with subsidies - make people pay for the service, but extend it."

Not all respondents would agree with this statement. A certain degree of dissatisfaction about the expense of bus fares was

evident. An elderly woman interviewed thought that:

"there should be a bus ticket for old-age pensioners when they are on holiday - in Johannesburg there are free tickets for the over-70's when they catch buses".

To some, information about the bus service was inadequate and at times non-existent. Fares were not advertised and few bus stops had time-tables displayed. Improvements suggested were that more information should be made available in hotels and holiday flats (i.e. where to catch which bus and when, and route maps).

Blacks, Indians and coloureds complained about their bus services; that the bus service is poor particularly to the beach over weekends, that buses are overcrowded, dirty and uncomfortable and that drivers are often rude. An integrated, non-racial bus service was called for.

General comments were made about the bus service:

- more buses are needed over weekends
- there should be car parking outside the city with only buses operating within the city centre
- buses need to be punctual and keep to timetables
- more bus shelters must be erected
- courteous, helpful bus drivers would improve the service

Beach facilities

Numerous ideas were put across as to what changes could be made to improve the beach facilities:

- 1) What came out as the most important issue was to clean up the beaches and the beach area as regards litter.

- 2) More change-rooms (with locker facilities), toilets and showers need to be built for all race groups.
- 3) Visitors suggested more open-air cafes, refreshment kiosks and restaurants serving light meals along the beachfront and cheaper-priced restaurants and take-aways with improved service. One respondent was adamant that free enterprise should be encouraged by allowing licences for mobile shops (e.g. for selling different-flavoured ice-creams between South and Addington beaches!).
- 4) Beach equipment needs to be improved e.g. replace the old and dilapidated deck-chairs and have more umbrellas for hire.
- 5) Clear the construction mess.
- 6) It was proposed that all facilities be integrated. Blacks, Indians and coloureds specifically complained about their separate and inadequate beach facilities (the beaches are far from hotels and the main beachfront area, there are too few food kiosks etc.)
- 7) Other ideas given were:
 - have pharmacies situated nearer to the beach
 - have a more scenic area with walks, parks and gardens
 - have more shelters, benches and shaded areas
 - have a ramp with rails joining the Marine Parade with the beach extending right into the sea for disabled people
 - do not make facilities multi-racial
 - have less expensive services and facilities
 - have more rockpools for children
 - banish hawkers selling on the beach
 - provide organised entertainment on the beach e.g. games, watersports, Punch and Judy shows, donkey rides
 - make the beachfront less commercialised

Amusement Parks

Again what came up as a top priority was cleanliness. But what

was evidently even more necessary was updating and increasing the variety of facilities and entertainment offered e.g. by building a roller-coaster and more amusements for young children and by increasing and modernising the selection of computer games. Machines were described as "archaic", "not sophisticated enough", "dull and dreary", "old-fashioned" and "in bad condition", and many were not in working order.

Some visitors suggested enlarging the space for amusement parks. Supporting this thesis are a selection of statements made: "It needs to be more spacious - it's dingy and I feel boxed in because it is not well-lit" (talking about Newtons), "there is not enough playground - I feel too cramped", "it would be nice to have an amusement park on South Beach", and "it is very crowded".

"Eradicate the rough element" was a plea from a few respondents.

"It looks like a den of crime" was another comment passed!

Generalised responses were:

- abolish amusement parks altogether
- build ramps for prams
- do away with the voucher system
- lower the prices
- open "Newtons" earlier on in the day
- employ friendlier staff
- have more control over/organization of crowds
- build more toilets

Taxi service

The most earnest appeal concerning the taxi service was that the rates charged by taxis be reduced or controlled. The usual

grievances were that taxi drivers took the longest route, that meters were not in operation and that drivers charged any price, usually inflated for the tourists. In some cases drivers pretended that they had no change.

Other suggestions included:

- more taxis in the city centre and at the railway station
- more taxi ranks where a visitor can get a taxi within a couple of minutes
- more minicabs
- less overloading amongst the black taxi drivers

Theatres and cinemas

Major dissatisfactions expressed about cinemas were that there were too few in number especially in black, Indian and coloured residential areas. If there were more cinemas or larger ones and if they became multiracial the opportunity for viewing films would increase for all race groups.

The selection and variety of films, plays and shows was criticized. Family shows and films for children were recommended.

Further proposals were:

- reduce the prices of tickets
- improve facilities e.g. side-lights, air-conditioning
- have more comfortable reclining chairs
- show films on Sundays
- maintain and clean the premises more adequately
- improve entertainment before the commencement of the films e.g. less advertisements, more clips on countries
- do not censor films
- improve sign-posts to the Drive-Ins
- increase the advertising for current shows e.g. for the Durban Film Festival

Sports stadiums and sports grounds

Recommendations were generalised:

- build more so as to reduce crowds, especially for blacks as they are not allowed to use some of the sports grounds and pavillions reserved for whites
- Kingspark and Kingsmead are old and need to revamped
- improve the seating e.g. in some cases the stands are made of wood and are a fire hazard
- make them more accessible by public transport
- bring sporting grounds closer for visitors' use
- a big park is needed with all facilities under one roof e.g. tennis, squash - visitors can then pay a set admission into the grounds and have a choice of any sports
- replace the bowling green at South Beach if it is to be removed
- have sports grounds available to residents of hotels and holiday flats at special reduced rates
- clean the facilities e.g. the toilets
- have less expensive sporting facilities

Art Galleries

A few suggestions were made which included:

- more variety of art
- have something to keep the children occupied while adults walk around
- private galleries should be advertised more
- have coffee bars on the premises
- have portable tapes on hire which give information about the painting/artist

Libraries

Opinions about libraries had been expressed in response to a previous question (see page 67).

Roads

The most important proposals made by visitors who gave roads a low rating were:

- 1) Widen the roads. Narrow roads result in congestion,

especially on the beachfront where traffic is heavy over seasonal periods.

- 2) Improve the condition of the roads. Surfaces have deteriorated - potholes are evident - and are badly in need of repair and maintenance. Pavements are in a serious state particularly in residential areas.
- 3) Have more pedestrian crossings or build pedestrian bridges in the beach area. Allow more time for pedestrians to cross roads at existing crossings.
- 4) Erect more signposts/improve street names. Complaints included: "there are inadequate road directions to the Japanese Gardens", "off-ramp signs are misleading - they suggest changing lanes when one doesn't really need to", and "road names aren't very obvious at junctions - it would be better if they were painted on kerbs".
- e) One-way streets cause confusion - eliminate them.

Other ideas were:

- publish a concise, up-to-date road map of Durban
- educate and conscientise Durban drivers
- avoid road construction over holiday seasons

Swimming pools

Basically respondents, who were dissatisfied with swimming pools, wanted to see more built and existing ones enlarged to cope with the crowds. Requests included having one multi-racial swimming pool in town and one on the beachfront, more pools in black, Indian and coloured residential areas and a paddling pool at every beach.

The cleanliness of swimming pools was brought up as an issue. It was also suggested that pools be modernized and made attractive by planting trees and grass around them.

More specific requests were:

- build a freshwater swimming pool on the beachfront
- have restaurants inside pool enclosures
- build ramps and rails going into the pools for old and disabled people
- do not charge a fee for the use of swimming pools

Museums

Apart from comments passed previously about museums (see page 63), suggestions proposed were to lower the entrance fee for children, have a canteen of some sort for refreshments, mark items on display clearly, introduce novel things to see and generally make museums more attractive to the public.

Restaurants

Proposals put forward were to improve the general standard of cleanliness and of food, ensure faster and better service, control the high prices charged and make all restaurants multi-racial. More specifically:

- have more Eastern food restaurants
- extend the opening hours of restaurants
- open up more restaurants in the suburbs, such as in Glenwood
- try to provide various types of food from different countries in the world e.g. Lebanese food

Tourist Information Services

A major complaint was the lack of information available to

visitors. To solve this a variety of suggestions for improvements were made:

- have more outlets/information kiosks especially on the beachfront and in the city centre - they must be well-stocked with all types of relevant information and the people manning them must be well-informed
- have a reception area in hotels which only caters for tourists' queries - or the reception of hotels and holiday flats should have information available at the desk on the visitor's arrival
- generally provide more information on what there is to see and do
- have huge maps placed around the city and the beach area on which "places of interest" are emphasized
- the main tourist information offices (the National Tourist Bureau and the Durban Publicity Association) should not be in the city centre - it would be more convenient to have them on the beachfront
- offices must be opened on weekends
- have more helpful, co-operative and friendly staff e.g. at the airport information centre
- publish handbooks ("guides to the tourist") in various languages giving a history of the area etc.

What emerged as vitally important was the need for making people aware (a) that tourist information offices exist and (b) where they are located. Better advertising and publicity was recommended as well as making offices more visible by sign-posts. Blacks in particular said that they did not know anything about tourist information offices.

Excursions and tours

Although much of what was said about tours and excursions had been said before (see page 69), namely extend tours to certain areas and have more of them more frequently, other suggestions were made at this stage:

- better advertising about what is available
- shorter trips to specific parks and gardens e.g. Mitchell Park and Botanic Gardens, mornings only
- tours for blacks, Indians and coloureds specifically
- have a centralized, organised body which books all tours and boat trips and gives information about them
- provide coverage of the tours in languages other than in English - translators should be available who can be arranged in advance
- lower the prices - have special rates for students and pensioners
- tours to leave later in the morning
- be able to organise tours for special parties e.g. for family and friends only

Street lights

More and brighter lights in all areas of the city and the suburbs were requested. The Marine Parade ("at night it should look like day-light"), town alleyways, the Berea, Wentworth, Chatsworth and Inanda were given as examples of where better lighting is a priority. Other requirements proposed were:

- check existing lights because many do not work
- put up more colourful lights

Hotels and other accommodation

Those who rated accommodation low on the scale requested cheaper accommodation or accommodation that gives value for money, a higher standard of cleanliness and an upgrading of the standard of service at receptions and in restaurants. In addition:

- build indoor swimming pools
- have dining-rooms in holiday flats
- set up more letting agents for the holiday flats
- improve the appearance of the buildings
- provide better facilities e.g. entertainment, play centres for the children and television in every room
- have gardens on the roofs of buildings
- improve the attitudes of staff
- build fewer expensive hotels and more family hotels
- encourage competition between hotels so that they will not all always offer the same form of entertainment

Car hire services

Few respondents gave car hire services a rating of three or less. Those who did thought they could be improved by increasing the advertising of the service, reducing prices, quoting exact charges on hire and catering more adequately for holiday rushes by employing more staff at such peak times.

Foreign exchange services

Again only a small number of ideas were expressed - faster service, better hours, less abrupt staff, more banks and shorter queues.

Parks and gardens

Basically requests made included:

- have more/bigger parks and gardens all over the city
- eradicate the loafers
- prevent blacks, Indians and coloureds from using the parks
- improve upkeep and cleanliness, provide litter bags
- have more greenery and colour (plants and flowers)
- have parks in closer proximity to the beachfront or make them more easily accessible by public transport
- build waterfalls and artificial lakes in the parks
- make more use of the amphitheatre e.g. better lighting

Shops and shopping centres

Again the most recurring suggestion was to "have more", that is to build a larger number of shops and bigger shopping centres/malls where one can buy everything in one place, particularly in the beachfront area. Other improvements put forward were:

- lengthen the shopping hours
- have more open-air markets, African market places
- have air-conditioning in all the shops
- have more shops selling traditional African crafts and oriental goods
- build hyperstores along the Marine Parade
- have a better selection of merchandise on sale e.g. less uniform clothes - only popular fashions are sold
- control inflated prices of goods over peak seasons
- encourage more diversified, specialised shops on the beachfront
- encourage greater cleanliness
- improve the quality of goods
- build parking areas at or near the shops and shopping centres
- introduce some system in shops to reduce queues
- concentrate on local rather than imported goods for tourists
- re-introduce all the old shops that used to be in the city centre e.g. "Stuttafords", a better-class/more sophisticated shop

Banking facilities

The major grievance was the poor service provided by banks and building societies. Quicker, more efficient service from less abrupt, unfriendly, uncooperative staff was recommended. Solutions were to open more banks and building society branches and enlarge existing ones, and to increase the number of autobanks. Other generalised proposals were to lengthen banking hours, investigate the system whereby holiday-makers draw out their money, and display street signs to greater advantage.

The feedback from the interviewees was that, when rating amenities and services, visitors in general felt considerable satisfaction with what Durban had to offer.

6.2 IMPRESSIONS OF DURBAN'S BEACHES

To gain an assessment of Durban's beaches visitors to the holiday resort were asked to give their overall impressions. The results provide insight as to what the needs for improvement are as perceived by the visitors themselves.

In Chapter 4 it was found that the biggest attraction to Durban was its beaches. It was also found that a large majority of the people who were in Durban on holiday had been before. The contention is, therefore, that the many visitors who had experienced Durban's beaches in the past and were, yet again, attracted by them would give a fairly positive reaction. Our findings confirmed this although not to the extent that was predicted.

- 44% of the respondents said that they were impressed with the beaches (whites = 44%, black, Indian and coloured = 44%)
- 29% said that they were not impressed with the beaches (whites = 29%, black, Indian and coloured combined = 24%)
- 28% held reservations/were in-between (whites = 24%, black, Indian and coloured = 32%)

What appears to be happening in Durban is a typical tourism phenomenon. What attracted visitors to the resort in the first place, namely the beaches, are becoming negatively affected by exploitation and overdevelopment. Aggravating this is overuse which is extremely marked in peak holiday season. The holiday-makers insist on or are encouraged to sit and bathe on certain beaches and this inevitably causes congestion. As a result the attraction of the beaches is beginning to wane. Demand is

diminishing and people are finding greater appeal in other resorts where overcrowding and deterioration of the product is less evident, such as on the South Coast.

When articulating their impressions of the beaches respondents substantiated their answers with various comments. These are categorised as follows:

| <u>TABLE 18: IMPRESSIONS OF THE BEACHES</u> | <u>Total %</u> |
|---|----------------|
| <u>Positive response</u> | |
| Completely satisfied | 32 |
| Fair/average level of satisfaction | 16 |
| Cleanliness | 16 |
| Improvement on previous years | 7 |
| Good protection/safe | 3 |
| Natural beauty/the sea | 3 |
| Good amenities and other answers | 6 |
| <u>Negative response</u> | |
| Completely dissatisfied | 3 |
| Dirty/unclean | 34 |
| Crowded | 9 |
| Discrimination | 6 |
| Unsatisfactory amenities/facilities | 6 |
| Restricted swimming area | 3 |
| Unsafe | 2 |
| Against integration and other answers | 6 |
| (More than one answer could be given) | |

As it is the needs of the visitors which are under discussion it is worth focussing on some of the less favourable impressions. Firstly it is necessary to clarify the issue of "unclean" beaches. When a respondent spontaneously mentioned that Durban's beaches were dirty one of four things could have been meant/implied:

- (1) Natural "dirt" - black sand, broken shells, stones etc.

- (2) Man-made pollution - litter, oil etc.
- (3) Untidiness from the construction that was in progress at the time.
- (4) Havoc caused by the cyclones that hit Durban.

Of these four problems man-made pollution is most important. A number of respondents mentioned the need for educating the public about litter and for placing more bins around. One visitor suggested that small rubbish bags should be made freely available to each and every person to have with them while on the beach and to dispose of later - a possible idea for the "Keep Durban Beautiful" Campaign.

Some anti-integration feelings were expressed but much less commonly and less harshly than anticipated. Whereas blacks, Indians and coloureds almost unanimously complained about discrimination, the unfair quality of their beach facilities, the distance of their beaches from the core white area where most amenities are situated (especially hotels) and the unattractiveness of their beaches, a mere two percent of the total white sample spontaneously said that they were against racial mixing. Clearly the integration of a section of Durban's Battery Beach has not affected anywhere near a significant proportion of Durban's visitors!

When referring to the low standard of beach amenities and facilities, respondents of all races merely reiterated what had been said before - that there is a need for better ablution blocks, restrooms, showers, taps, shelters, deckchairs and

umbrellas, swimming facilities, braai and picnic places and parking, and for controls on food prices etc. (see page 79).

Other diverse complaints about beaches included their narrowness (a young man suggested making a water break out 35 degrees from Vetchies Pier to help retain the sand), sharp drops in the sand, having exposed pipes on the beach, being plagued by vendors and hawkers, permitting loafers to lie around and not allowing topless sunbathing.

6.3 IMPRESSIONS OF SHOPPING FACILITIES AND THE RANGE OF MERCHANDISE AVAILABLE

Mostly a positive reaction was obtained in response to the open-ended question asking people how they felt about shopping facilities and the range of merchandise available to visitors like themselves. Sixty-one percent gave "excellent" and "good" ratings (whites = 62%, blacks, Indians and coloureds = 60%) while a further 16 percent rated them as "fair" (whites = 17%, blacks, Indians and coloureds = 11%). This supports the high median rating of 4.1 given to shops and shopping centres (see page 87). It also supports the results of the Jaycees' study in which 69 percent of the respondents agreed with the statement "Durban shops offer a wider range of merchandise than shops at home".

Some respondents remarked that the price of merchandise was cheap and reasonable (11% of the total), that what the shops had to offer was better than in other places (5%) and that shops on the beachfront kept good hours (3%).

The few negative comments passed about shopping facilities merely reiterated what was expressed earlier although the expense of goods (e.g. in hotel curio shops), the fluctuation of prices in certain places and the crowds in shops were additional complaints made.

6.4 IMPRESSIONS OF THE PEOPLE OF DURBAN

What is vitally important to any resort vying competitively for the tourism market is the satisfaction of customers' needs. But also imperative is that visitors are received warmly by the people who reside permanently in the area. People are an integral part of the travel experience. The perception a visitor has of them has a long-lasting influence on the overall impression of the resort. Ask any traveller and he or she will usually confirm that their lasting memories of a trip are the people met rather than details of the place itself. The impressions will often be relayed to other potential visitors and, if favourable, can positively affect the flow of tourists to the resort.

Durban's resident population has from time to time openly shown a disregard and intolerance for visitors, particularly for tourists from the Transvaal and the Orange Free State. Thus the response to the question, "What is your impression of the people of Durban?" was hypothesised to be primarily a negative one. On the contrary results showed otherwise. As many as 61 percent of the respondents referred to the people in Durban as friendly and pleasant (whites = 63%, blacks, Indians and coloureds = 53%)

although it could be possible that the visitor is primarily mixing with other visitors and is taking his or her impressions from them without having met or socialised with any true Durbanites.

TABLE 19: IMPRESSIONS OF THE PEOPLE OF DURBAN

| | Total % |
|---------------------------------------|------------|
| Do not mix with Durban people | 4 |
| Some people are likable, some are not | 10 |
| <u>Positive response</u> | |
| Friendly/pleasant | 61 |
| Mediocre | 11 |
| Helpful | 10 |
| Easy-going/relaxed | 5 |
| Courteous | 3 |
| Hospitable and other | 7 |
| <u>Negative response</u> | |
| Unfriendly | 9 |
| Reserved/cliquest | 4 |
| Impatient drivers and other | 6 |

(Respondents could give more than one answer)

These results match those of the Durban Jaycees' study (1973/1974). Their subjects were asked to say to what extent they agreed with the statement "Durban people are always so friendly". Sixty-three percent agreed strongly or partially whereas 21 percent disagreed and 16 percent were undecided. The most who strongly disagreed were visitors from the Orange Free State, visitors who probably have the most animosity shown to them because they are Afrikaans-speaking.

CHAPTER SEVENACCOMMODATION7.1 WHERE THE VISITOR TO DURBAN STAYS

No analysis of the breakdown and ratios of the accommodation types used by visitors to Durban have been produced to date. In order to establish a fairly representative distribution of types of accommodation for this survey a control was imposed on the sample group. Minimum requirements were stipulated, i.e. at least 150 respondents staying in hotels, 50 staying in holiday flats and 50 staying with friends or relatives were interviewed with the remaining left to chance.

The final results for the total sample showed the following, although it must be stressed that this is not a statistical estimate of the true distributions:

- 41% of the respondents stayed in a licensed hotel
- 3% stayed in an unlicensed hotel
- 26% stayed in a holiday flat
- 26% stayed in a private residence
- 5% stayed in other accommodation types such as the Y.M.C.A., a time-share unit, or a caravan/camp site.

(See Table 34, page 172 which specifies the names of the hotels, holiday flats and residential areas covered).

7.1.1 Hotels

Hotels constitute a central factor in the tourism industry. A city may possess a number of tourist attractions, but without satisfactory hotels and other types of accommodation it is not possible to develop its tourist traffic. Along with outdoor

pleasure and attractions the tourist demands indoor comforts of a reasonable standard.

In the ultimate analysis the quantity and quality of hotel accommodation should be determined by demand. The demand for and supply of hotel accommodation are mutually interdependent phenomena governing one another and production occurs up to the limit or margin where there is equilibrium between the forces of demand and supply. What occurs in reality, however, is that an adjustment of the productive capacity to contraction in demand is not always economically possible. This is because:

- 1) Hotel undertakings necessitate relatively large capital expenditure and heavy outlays. Hotels cost a lot of money to build and, once constructed, are virtually permanent.
- 2) The hotel industry is unable to follow the consumer with its wares from point to point with a shifting in demand. Thus there is a lack of elasticity of supply because the service-commodity has to be consumed at the centre of production (Norval, 1936: 205).

Relative over-production and over-capitalisation is a central problem with which the hotel industry has been confronted for many years and adequate planning of hotel construction is therefore imperative. Prospective business enterprises, misjudging the demand for hotel accommodation from seasonal rushes and the corresponding so-called shortage, increase the number of hotels. (They react to complaints about an inadequacy of hotel accommodation made by those tourists who try to make a

booking but find accommodation at hotels difficult to be had, clearly losing sight of the fact that this position is caused solely by the seasonal rush.) An over-supply of hotels is created and hotel keepers find it difficult to sell their rooms.

It is evident, therefore, that the hotel industry is not such a lucrative business as is often assumed. It has become less than easy to make profits. Even well-known, established hotels or those well-situated on Durban's beachfront are finding it difficult to stay in business and it has become necessary to go to great lengths to persuade people to use hotels. The hotel industry, anxious to maintain turnover and bookings, is initiating all kinds of schemes, and competition to attract customers has increased rapidly. Discounts and benefits are offered and the old order of fixed prices is giving way to demand-supply based pricing.

The Bureau of Financial Analysis, University of Pretoria, published a report on the occupancy and income of South African hotels based on information gained from monthly returns of a short questionnaire from an average of 315 licensed white controlled hotels distributed over all areas of the Republic during the year 1983. According to the BFA an important figure in hotel statistics is the percentage room occupancy because it directly affects accommodation income and, to a lesser extent, the income of the catering and liquor departments. Unoccupied rooms represent unproductive assets which absorb labour and

maintenance cost and are ultimately responsible for a low return on capital invested (1983: 23). From resulting figures it was concluded that "the decline in the hotel industry which was evident from December 1981 continued through 1982 and 1983" (1983: 3). During 1983 the average annual room occupancy of all participating hotels deteriorated five percentage points. For example the average annual room occupancy figures for 1982 and 1983 according to grading amongst participatory hotels were:

| | 1982 % | 1983 % |
|------------|-----------|-----------|
| One-star | 50 | 46 |
| Two-star | 62 | 56 |
| Three-star | 74 | 68 |
| Four-star | 75 | 69 |
| Five-star | 69 | 65 |
| All hotels | 65 | 60 |

It was predicted that the general decline would continue into 1984 together with a lessening of total income in real terms.

Generally-speaking in Durban itself the demand for hotel accommodation has also diminished. Even though Durban has a dual season extending almost throughout the year and there is a comparative regularity in the flow of visitors, only a couple of months can be considered "full" and the average frequency of occupancy of all months is low. There is an over-supply of hotels relative to demand.

The fact that the travelling public demanding high-grade hotel

accommodation is diminishing in number can be attributed to a number of things:

- 1) The smallness of the population making major use of hotels (i.e. mainly whites).
- 2) The less wealthy who are now travelling and forming an ever-growing proportion of the tourism market are increasingly opting for cheaper forms of holiday accommodation as hotels become beyond their means. Trends are similar to those seen in other countries; for example many British seaside resorts are becoming conference centres attracting the business market in an attempt to compensate for the drop in holiday-makers who now prefer staying in "Bed-and-Breakfast" establishments.

More tourists in the higher income groups stay in hotels as seen by the results of this survey:

TABLE 20: INCOME GROUPS ACCORDING TO ACCOMMODATION TYPE

| Income | Unlicensed Hotel % | Licensed Hotel* % | Holiday Flat % | Private Home % | Other % |
|----------------|--------------------------|-------------------------|----------------------|----------------------|------------|
| Up to R549 | - | 33 | 8 | 54 | 4 |
| R550 to R999 | 3 | 36 | 23 | 36 | 3 |
| R1000 to R1999 | 4 | 43 | 29 | 17 | 7 |
| R2000+ | 3 | 41 | 31 | 22 | 4 |

(* See Table 35, page 173 for income group according to licensed hotel grading).

Notwithstanding the trends, however, there is a relatively high percentage of visitors of lower income groups staying in hotels in Durban. Some insight is gained if one looks at where the

different race groups reside while holidaying in the resort, remembering the strong positive correlation between income and race.

TABLE 21: RACE ACCORDING TO ACCOMMODATION TYPE

| Race | Unlicensed Hotel % | Licensed Hotel% % | Holiday Flat % | Private Home % | Other % |
|----------|--------------------------|-------------------------|----------------------|----------------------|------------|
| White | 3 | 41 | 31 | 20 | 5 |
| Coloured | - | 50 | - | 50 | - |
| Indian | - | 41 | - | 59 | - |
| Black | - | 35 | - | 65 | - |

(* Race according to licensed hotel grading can be seen in Table 36, page 173).

It becomes obvious that there is not much choice in accommodation for blacks, coloureds and Indians - if they do not stay in private homes they must stay unlicensed hotels, and if they want to take advantage of all the tourist facilities near the beachfront they are obliged to stay in the more expensive "International" hotels!

Despite the negative aspects and the adverse and retarding influences, Durban hotels compare fairly well with those in other parts of the world particularly because of the grading system which operates. Hotel classification is important because tourists like to know in advance the characteristics of the accommodation establishments, to know that places with a similar classification offer the same standards of comfort and service at comparable prices. Also hoteliers themselves are stimulated by a

classification system to make improvements.

All grades of hotels - licensed and unlicensed - were covered by the study although considerable weight was placed on licensed hotels. This is because many of the hotels in Durban which have no star grading depend, to a comparatively large extent, on permanent residents and not on tourists. They sell a large percentage of their total roomnights to permanent guests, offering relatively cheap full board and lodging on a monthly basis.

TABLE 22: PERCENTAGES OF VISITORS WHO STAYED IN HOTELS ACCORDING TO HOTEL GRADINGS

| <u>Grading</u> | <u>Total %</u> |
|----------------|----------------|
| Unlicensed | 9 |
| One-star | 14 |
| Two-star | 19 |
| Three-star | 47 |
| Four-star | 8 |
| Five-star | 3 |

The Bureau of Financial Analysis (1983) gave a breakdown of tourist hotels registered with the South African Tourism Board:

Tourist hotels divided according to grading for the Durban and Umhlanga Rocks region:

| | Licensed Hotels | | | | |
|--------------------------|-----------------|--------|--------|--------|--------|
| | 1-star | 2-star | 3-star | 4-star | 5-star |
| Number of tourist hotels | 20 | 14 | 9 | 2 | 3 |
| Number of beds | 1 801 | 2 840 | 4 524 | 1 211 | 1 233 |
| Number of rooms | 962 | 1 352 | 1 810 | 546 | 616 |

These figures show that, although there may be a large number of hotels of a particular grading (e.g. one-star hotels) these hotels do not offer the greatest number of beds or rooms. Thus the numbers of beds/rooms need to be considered when judging the representation of the sample distribution according to hotel grading. As can be seen the distribution of hotel residence in our study is an adequate representation of probable distribution of hotel beds at various grades. It would suggest that our sample ratios are reasonably valid.

7.1.2 Holiday Flats

In the last decade the decrease in the use of hotels has gone hand-in-hand with the increase in the patronage of holiday flats. In times of economic stress holiday flats provide cheaper accommodation especially for families holidaying together. In the Jaycees' Durban Holiday Survey (1973/1974) as many as seventy-one percent of the respondents stayed at hotels (67% in licensed and 4% in unlicensed hotels) whereas only eleven percent made use of holiday flats. In this study, a decade later, significantly fewer (44%) stayed in hotels whereas twenty-six percent were accommodated in holiday flats.

7.1.3 Private Homes

A particular feature of Durban's tourism industry is the large number of visitors who stay with either friends or relatives in their private homes. Although they do not pay commercial rates for their accommodation these visitors make a considerable contribution to the tourist industry by spending money on the

numerous amenities available (Vinton, 1981).

Vinton's survey amongst Durban's white population estimated the number of holidaymakers who stayed in a private residence - about one-third of the hotel visitors (1981). The amount of bed nights taken up in private residences was about 35 percent of the total sold in hotels. The hypothetical white household in Durban, on average, had visitors for 10.74 days of the year and the number of holidaymakers per year per household averaged out at 2.85 in white areas. These visitors stayed in private homes all the year round, but there were three definite peak months - July, April and December - which coincided with school holidays.

Vinton found that certain factors had a significant bearing on whether households had holidaymakers staying with them or not. For example home language was significant, with Afrikaners more prone to offering hospitality as opposed to English-speakers. Family size also proved to be relatively important verifying the hypothesis that larger families were more hospitable i.e. 53% of the households with five family members had holidaymakers to stay as opposed to 27% of the households with one member only.

The majority of holidaymakers accommodated in private homes tended to be relatives of the householder rather than friends or acquaintances (Vinton, 1981:7). Of those who had visitors 67 percent had relatives only, 20 percent friends only and 13 percent both. Afrikaners predominantly accommodated relatives and English a considerably larger number of friends.

In conclusion Vinton suggested several possible consequences, for example:

- 1) any growth of the city would result in a growth of tourists in private accommodation,
- 2) evidence was available that the Afrikaans population was increasing and therefore visitors to Durban would increase more than proportionately, and
- 3) with ever-increasing hotel charges there could be a greater emphasis on this type of holiday in the future, including "home swapping".

Any increase in the number of visitors staying with friends and relatives would be beneficial as it would mean extra money spent in Durban (1981:14).

Staying in private residences is not by any means peculiar to the white visiting population. There are large percentages of other race groups who use this form of accommodation. In fact it is most common to them, possibly not through choice but through necessity.

7.1.4 Time-share Units

By buying time-share the visitor is buying the right to use a certain property for a specified period of time every year. According to the magazine "Travel World" (Issue No.12, September 1984), since the late 1970's the concept of time-sharing has mushroomed throughout South Africa with more than 30 thousand people having bought week units. The overall size of the industry now exceeds R200 million. Durban, the Natal North and South

coasts, the Eastern Transvaal and the Garden Route stand out as the major venues for time-share developments and the scope of time-shares, following overseas patterns, has widened into yachts, units in game parks and other fields.

The same article gave results of a recent survey of South Africa's time-sharing population instigated by the S A Property Owners' Association. Eighty-five percent of those canvassed were happy with their decision to embark on this form of holiday while only seven percent of buyers regretted their investment. Apart from stating the single disadvantage - that time-shares are limited largely to domestic tourism - the writers in the magazine elaborated on what they saw as the advantages of the time-share industry:

- 1) The developer gets a sound financial return both on sales and for annual levy. (However investment cost, business risk and all the other factors of appointing a management company to run the place efficiently cannot be ignored.)
- 2) For the man-in-the-street:
 - a) It gives access to property at a price far below the outright purchase price and, if it is an investment, price appreciation can bring in a useful profit.
 - b) It ensures accommodation at a resort at a particular time of the year (in some cases even Easter weekend, a movable date on the calendar, can be specifically booked).
 - c) With a time-share the visitor can be offered full hotel facilities, at the same time having the freedom and privacy

of a holiday flat.

d) The purchaser may let the apartment to whomever he or she chooses for whatever rental is agreed upon, or there may be a rental pool in operation which aids in letting the apartment. Thus the purchaser is not forced to go on holiday to the same place every year.

e) If the developer of the time-share scheme is tied up with overseas developers, purchasers can exchange their units for others in different resorts either in South Africa or abroad.

- 3) During low season periods time-shares may appeal to other sectors of the public which need to think in terms of holidays at fixed prices, for example retired people.

Although few visitors in the sample were staying in time-shares it is perhaps foreseeable that this form of accommodation will become increasingly popular and possibly be a solution to hotels unable to depend on an unpredictable, transient custom.

7.1.5 Caravan and Camping Sites

There has been a world-wide increase in caravanning and camping following the rapid rise of car owners among the lower-paid income groups. The increase is largely due to economic considerations and is the answer for those seeking holidays at cheaper prices. It caters for the desire for itinerant tourism at little cost, appeals to those wanting a holiday with less formality than in an hotel and is an especially useful form of tourism for families with children. For some people the open-air aspects are an important factor (Peters 1969: 60). The increased

popularity of caravanning and camping is evident in South Africa and various clubs have been established amongst whites and coloureds. However in Durban itself the lack of camping and caravanning facilities deters an otherwise fast-growing fashion (there are only two sites in the metropolitan area).

7.2 AVERAGE LENGTH OF STAY

When referring to accommodation the average length of stay is the average number of days that guests remain in the accommodation.

An analysis was made of the correlation between length of stay and the degree of expense of the accommodation type. Results showed a definite connection between the two. For example the average length of stay was lowest for those staying in hotels whereas holiday flats enjoyed longer average occupancy. A comparison with visitors in unlicensed as against licensed hotels confirmed the relationship. The mean number of days for visitors in unlicensed hotels was twelve and that for licensed seven. However visitors in one-star hotels averaged ten days and those in other star-ratings ranged from an average of 6-8 days therefore it would not be absolutely correct to say that there is a tendency for the length of stay to decrease as hotel grading increases.

TABLE 23: AVERAGE LENGTH OF STAY ACCORDING TO ACCOMMODATION TYPE

| <u>Accommodation</u> | <u>Average number of days</u> |
|--|-------------------------------|
| Hotel | 7 |
| Holiday Flat | 11 |
| Private Residence with Family/Friends | 10 |
| Other (e.g. Caravanning) | 13 |

Holiday-makers who stayed with friends or relatives visited Durban for a fairly lengthy period of time - on average they stayed ten days. Vinton's findings support our results i.e. the average length of stay per visit was 10.02 days. He goes on to add:

"Only one factor seems to influence the holiday-makers' length of stay in a private residence and that is the dwelling type of their host. Of those interviewed in flats, only 13% had visitors who stayed more than ten days. However, of those in houses 22% had visitors for more than ten days." (1981: 10)

People living in houses tend to accommodate visitors for a greater length of time than do flat dwellers.

7.3 AVAILABILITY OF ACCOMMODATION

As far as perception of the availability of accommodation was concerned results suggested a high degree of satisfaction. In response to the question: "Were you able to find suitable accommodation?", sixty-one percent answered "very easily", twenty-eight percent "easily", and eleven percent "not very easily at all".

Obviously it was more difficult to find preferred accommodation during peak holiday times although generally there did not seem

to be a crisis situation.

TABLE 24: DEGREE OF DIFFICULTY IN FINDING ACCOMMODATION ACCORDING TO SEASONALITY

| | Very easily % | Easily % | Not very easily % |
|------------|------------------|-------------|----------------------|
| In-Season | 57 | 31 | 12 |
| Off-Season | 66 | 25 | 9 |

Amongst the differing race groups Indians found it the most difficult to find suitable accommodation followed by coloureds (29% and 13% respectively answered "not very easily at all"). Eighty percent of the blacks interviewed found accommodation very easily, explicable by the fact that many stay with friends and relations who welcome them within the extended family tradition.

7.4 QUALITY OF ACCOMMODATION

We were interested in hearing visitors' personal views about the quality of accommodation offered in Durban. Respondents staying in either an hotel or a holiday flat were read a list of things relating to their accommodation for which they were required to give ratings. Items not applicable to the particular establishments were ignored.

TABLE 25: IMPRESSIONS OF ACCOMMODATION BY VISITORS WHO STAYED IN AN HOTEL.

| | Very good % | Good % | Not very good % |
|---|----------------|-----------|--------------------|
| The situation of the hotel | 57(*) | 38 | 5 |
| Comfort of the bedrooms | 46(*) | 46 | 8 |
| Maintenance of the rooms | 34 | 59 | 8 |
| Hotel cleanliness | 42(*) | 50 | 8 |
| Room service | 36 | 45 | 18(*) |
| Food in the hotel and its restaurants | 39 | 48 | 13(*) |
| Dining-room service | 38 | 50 | 12(*) |
| Hotel bar and bar service | 35 | 59 | 6 |
| Reception service | 40(*) | 51 | 9 |
| Peace and quiet in the hotel | 34 | 49 | 17(*) |
| Provision of entertainment by the hotel | 23 | 44 | 33(*) |
| Friendliness and courtesy of the waiters and staff | 55(*) | 40 | 5 |
| Overall rating | 36 | 58 | 6 |

(* denotes the five items with the greatest percentage of "very good" ratings and five items with the greatest percentage of "not very good" ratings.)

It is clear that all aspects of the hotels tended to be rated more positively than not with particular items such as the provision of hotel entertainment receiving less favourable assessments. However, in all applicable cases unlicensed hotels were accorded ratings lower than those given to licensed hotels. Only twenty percent of those who stayed in unlicensed hotels rated them very good overall, whereas of those who stayed in licensed hotels thirty-seven percent gave them a similar rating. Amongst the latter, hotels with five-star grading received the highest ratings.

The question regarding impressions of holiday flats was included about one-third of the way through the interviewing. This means that only sixty percent of those who stayed in holiday flats were

asked to assess their accommodation. These are the results that emerged:

TABLE 26: IMPRESSIONS OF ACCOMMODATION BY VISITORS WHO STAYED IN A HOLIDAY FLAT

| | Very good % | Good % | Not very good % |
|--|----------------|-----------|--------------------|
| The situation of the holiday flat | 55(*) | 36 | 9 |
| Nearness to amenities such as restaurants, laundrettes etc. | 58(*) | 36 | 6 |
| Comfort of the bedrooms | 41 | 44 | 16(*) |
| Maintenance of the rooms | 39 | 47 | 14(*) |
| Cleanliness of the flat | 44(*) | 42 | 14(*) |
| Servicing of the rooms | 44(*) | 42 | 14(*) |
| Reception service | 52(*) | 39 | 9 |
| Peace and quiet in the flats | 39 | 44 | 16(*) |
| Friendliness and courtesy of staff | 61(*) | 34 | 3 |
| The condition of the kitchenette | 35 | 51 | 13 |
| The equipping of the kitchenette | 37 | 51 | 12 |
| Overall rating | 38 | 50 | 12 |

(* denotes the items with the greatest percentage of "very good"/"not very good" ratings).

The range of ratings was wider for holiday flats than for hotels. This indicates that, although in most instances there was a greater feeling of satisfaction about holiday flats, a higher level of dissatisfaction was also apparent. The lack of a system of grading holiday flats leads to vast differences in standards and this may explain the diversity in opinions.

7.5 PREFERENCES FOR OTHER ACCOMMODATION

The visitors interviewed were asked whether they would have preferred to have stayed elsewhere in Durban. The responses were as such:

| | <u>Total %</u> | <u>White %</u> | <u>BIC %*</u> |
|-----------|----------------|----------------|---------------|
| Yes | 29 | 28 | 36 |
| No | 67 | 69 | 57 |
| Uncertain | 4 | 3 | 7 |

(*BIC = Black, Indian and coloured visitors interviewed)

An above-average percentage of visitors in unlicensed hotels, two- and three-star hotels and in holiday flats said that they would have preferred to have stayed in some other accommodation. Visitors staying in five-star hotels, on the other hand, unanimously agreed that they were happy with their current accommodation and had no wish to move elsewhere. Visitors in one-star hotels and in private homes also seemed more satisfied with where they were compared to the average visitor.

Respondents who said that they would not have preferred to have stayed elsewhere had to give reasons for this. (Answers in the listing below relate to aspects of the accommodation used by the respondent at the time of the interview. Percentages do not sum to 100 due to the fact that more than one reason could be given.)

| <u>Reasons for not wanting to stay elsewhere</u> | <u>Total %</u> |
|---|----------------|
| Generally satisfied | 29 |
| Convenient/central location | 12 |
| Cheapness/value for money | 12 |
| Enjoyment of friends or relatives | 11 |
| Favourable past experiences | 5 |
| Pleasant atmosphere/people | 3 |
| Comfort/adequate facilities | 3 |
| Good service | 2 |
| Other diverse answers (e.g. cleanliness, quietness) | 9 |

A significant percentage of residents in holiday flats commented on the independence and freedom implied by staying in such accommodation.

Almost one-third of the respondents indicated that they did want to stay elsewhere. The main preferences put forward were for:

- more centrally-situated accommodation e.g. a camp and caravan park near the beachfront
- accommodation in an hotel e.g. to relieve the burden of catering while on holiday
- accommodation in an hotel of a higher standard e.g. where service of a higher standard is offered and where one has the use of better facilities such as air-conditioned rooms, swimming-pools
- accommodation with friendlier and more courteous staff
- cleaner accommodation
- cheaper accommodation
- quieter accommodation
- accommodation other than with friends or relations e.g. to escape from feelings of obligation
- accommodation in resorts along the North or South Coasts such as Umhlanga Rocks, Umdloti and Scottburgh e.g. to enjoy less crowded beaches
- accommodation with a sea view

Three percent of the respondents said that they were uncertain in their answer because they did not know enough about the accommodation available in Durban to make comparisons or to give opinions.

7.6 GENERAL COMMENTS ABOUT THE VISITORS' ACCOMMODATION

Opinions regarding accommodation, critical or otherwise, were briefly and comprehensively summarised in a question asking respondents if they had any additional remarks to pass. The array of answers can be categorised as follows:

No further comment

- 33%

| Positive statements | % | Negative statements | % |
|---------------------------------|----|------------------------------------|----|
| Satisfaction with accommodation | 24 | Dissatisfaction with accommodation | 1 |
| Good service/amenities | 9 | Bad service/amenities | 19 |
| Value for money/cheap | 7 | Expensive | 5 |
| Central position | 3 | Not central position | 2 |
| Pleasant view | 1 | Noisy | 2 |
| Other positive | 4 | Old/deteriorated | 2 |
| | | Other negative | 4 |

(More than one answer could be given).

Mostly visitors seemed satisfied with where they were staying in Durban and on many occasions they described their accommodation as warm and comfortable with a friendly, family atmosphere. This sense of homeliness seems to have had a great appeal to many.

Major complaints related to the service, facilities and amenities offered by some accommodation establishments, examples of which are:

- insufficient entertainment - no play centre for children, no 2nd-channel television, few indoor activities and no swimming-pools in some hotels
- inadequate room facilities - bedrooms too small, radios not operating after a certain time, no air-conditioning, some rooms without bathrooms, no colour television sets, insufficient number of electricity plugs, poor lighting, old mattresses, no cots supplied for babies, badly equipped kitchenettes and no water flasks supplying hot and cold water in each bedroom
- bad service - insufficient room service, unfriendly and overworked staff, disorganised receptionist and no supervision for holiday flats over weekends
- uncleanliness - old, dilapidated furniture, bedding not changed during the week, dirty blankets and towels and unhygienic ablutions
- low standard of food - breakfasts too elaborate and expensive, little choice on menus and dining-room hours for children too early

It is important to stress the negative because it is from this that much can be learnt for the planning of improvements. We have thus taken a random selection of statements made by visitors about their accommodation which depict the various dissappointments:

- "it is not nearly as nice as the pamphlets made out"
- "there should be permanent caravans in a caravan park which visitors can book in advance"
- "if buildings are going to be busy with renovations they must warn us when we make reservations because it is highly inconvenient"
- "we were sad to see that Indians were put in separate wings of the hotel - this is unhealthy because it precludes mixing"
- "the standard has dropped because it has become multi-racial"
- "ugly area of the beach - it stinks in the street - a rough element hangs about"
- "noisy - couldn't find cheap accommodation in the quieter suburban areas"
- "dislike people draping their washing over balconies - it makes the place look shabby"
- "in multi-racial hotels need to change the menu to suit all tastes"
- "there is a dire necessity for a cheap Youth Hostel in Durban centre"
- "should have someone to help blacks with table-manners because other residents of the hotel laughed at us when we were eating"
- "if some hotels can be painted, the image can be improved to help to attract customers"
- "too few camping sites in Durban, especially in the centre and directly on the beach"
- "the hotel is nice from the outside looking in, but unfortunately there are barriers in communication with people and don't tend to get a family feeling"

- "tariffs should be displayed clearly so one does not have to barter for prices"
- "attitudes to blacks are poor amongst the staff"
- "stop kids playing in the lifts"

CHAPTER EIGHT
PROBLEMS EXPERIENCED IN DURBAN

Turning to more specific aspects of the visitors' stay in Durban we asked those interviewed if they had experienced any problems or difficulties on their current visit. A card listing possible problems was handed to each respondent who had to specify for every item whether it had been for them a "serious problem", a "mild problem" or "no problem at all". The listing, with results, are given below in rough order of importance:

TABLE 27: PROBLEMS EXPERIENCED BY THE VISITOR

| | Serious Problem % | Mild Problem % | No Problem % |
|--|-------------------------|----------------------|--------------------|
| Overpricing | 25 | 30 | 44 |
| Overcrowded areas | 21 | 29 | 50 |
| Traffic jams and congestion | 20 | 31 | 50 |
| Dirty beaches | 19 | 31 | 50 |
| Litter on the streets | 21 | 27 | 52 |
| Traffic noise | 20 | 27 | 53 |
| Beggars | 19 | 25 | 56 |
| Lack of Sunday entertainment | 16 | 19 | 65 |
| The heat and humidity | 9 | 26 | 65 |
| Too commercialised | 9 | 21 | 69 |
| Air pollution | 11 | 19 | 70 |
| Hawkers on the beach | 7 | 15 | 77 |
| Accessibility to places of interest | 6 | 16 | 78 |
| Pickpockets | 15 | 6 | 79 |
| Bad roads | 6 | 15 | 79 |
| Vandalism | 9 | 12 | 80 |
| Choice of entertainment | 4 | 14 | 81 |
| Muggings | 11 | 7 | 82 |
| Lack of cultural activities | 6 | 13 | 82 |
| No bus shelters | 7 | 11 | 83 |
| Opening and closing times of shops | 4 | 11 | 85 |
| Variety in tours offered | 3 | 8 | 89 |
| Banking hours | 1 | 9 | 90 |
| Dogs in public | 4 | 6 | 91 |

Some brief comments on the most pertinent problems may be useful:

Overpricing

In the Jaycees' study (1973/1974) subjects were read the statement: "visitors are never overcharged on the beachfront", to which 52 percent disagreed and 30 percent agreed, the rest being undecided. The problem of overpricing is therefore not new. Ten years ago it was already being said:

"Durban can be relatively pleased with the way it directs, appeals to and handles its visitors. But the matter of dissatisfaction about prices suggests that there should be firm action taken against ... concessionaires who are proved to be charging excessive prices" (1974: 6).

It has become obvious not only to the visitor but also to the resident of Durban that this recommendation has gone unheeded and the charging of high prices remains a major problem.

In this survey over half of the visitors interviewed agreed that the problem exists confirming the evidence of the exploitation of visitors by high prices charged - for amenities, for food in restaurants, for articles bought in curio shops etc. Those most concerned with the problem were:

- domestic visitors, and in particular visitors from the Orange Free State
- Afrikaners
- visitors 16-29 years of age
- blacks and coloureds
- visitors with an income of less than R549 per month
- scholars/students and manual/menial workers.

Overcrowded areas

This relates to all areas and not specifically to the beach zone

or to the city centre. In many cases it seems to have been taken to mean residential areas, particularly amongst black, Indian and coloured respondents who were aware of the gross shortage of houses and recreational grounds in the suburbs and "townships" where they were staying.

Traffic jams and congestion

The scarcity of parking along the beachfront and the narrow width of the roads contribute to an abnormal amassing of vehicles at any one time resulting in traffic jams and congestion. Those most concerned with the problem were respondents who had travelled to Durban by bus (67% considered it a problem, "mild" or "serious") and those who had arrived by car (58%) although visitors who had used means of transportation other than road were also very much aware of traffic problems.

Dirty beaches

This subject has been covered at length in an earlier chapter (see page 90). It is noteworthy, however, that visitors from other parts of Natal and coloured and Indian visitors showed the greatest levels of concern.

Litter on the streets

Unlike "dirty" beaches where certain natural factors are involved in the accumulation of pollution, garbage and filth in the streets is solely a product of human littering. It is therefore easier to control, simply by enforcing existing legislation.

Those most concerned with the problem:

- visitors from Zimbabwe and other neighbouring states
- English-speaking visitors
- visitors 50 years of age and above
- blacks
- University graduates

Traffic noise

It is inevitable that a high-density population area will have traffic noise pollution whether it be the beachfront or a dormitory suburb such as Phoenix. The need for peace and quiet is an intangible need of many people who seek relaxation while on holiday.

Beggars

The proliferation of beggars is a product of modern society and is thus inevitable and not peculiar to South African cities. It is a sorry reminder of the present economic climate.

The reaction to beggars is a mixture of fear, distrust and guilt. Visitors who seemed to be most conscious of this problem were domestic visitors and old-age pensioners/retired people.

Lack of Sunday entertainment

The Hotel and Bottle Association, Durban and District, conducted a visitor survey during the Easter period, April 1984, in which guests of licensed hotels were canvassed. One of the questions asked was: "On a Sunday, should entertainment be as freely available as on any other day - e.g. cinemas, theatre, dancing,

nightclubs?" In response 72 percent of the sample answered "yes" (1984: 5). This supports the thesis that there is a lack of adequate entertainment provided on a Sunday.

In this study it is of interest to compare the visitors interviewed who showed the most concern about the problem with those who showed the least:

| <u>Most concerned</u> | <u>Least concerned</u> |
|---|--|
| - overseas visitors | - domestic visitors, in particular visitors from the Orange Free State |
| - English-speaking visitors | - Afrikaners |
| - visitors 16-29 years of age | - visitors 50 years of age and above |
| - blacks | - whites |
| - visitors with an income of between R550-R999 pm | - visitors with an income of R2000 plus pm |
| - manual/menial workers | - pensioners/retired persons |

When considering all problems what becomes evident is a certain consistency in the characteristics of visitors who are the most dissatisfied. For examples:

1. domestic visitors
2. English-speaking visitors
3. visitors 16-29 years of age
4. coloureds and blacks
5. visitors with an income of less than R549
6. visitors with a university education followed by those with an education of up to Standard 9, and
7. scholars/students followed by visitors with manual or menial jobs.

Problems exist, to some extent, in all facets of the visitor's experience and need to be rectified if possible. They extend further than those mentioned above, from the shortage of parking, the poor bus service and the ending of entertainment early on Saturday nights to discrimination, all of which were named by respondents during the course of the interviews.

CHAPTER 9ATTITUDES OF THE VISITOR TO INTEGRATION

The controversial subject of mixed beaches has been debated at length. There are, as in any dispute, two separate view-points which can be summarised as follows:

1. Those for segregation

Three complimentary motives are given:

(1) Political:

The law legislates the segregation of all race groups and this applies to the beaches.

(2) Economic:

The beaches are Durban's prime asset and a major contributing factor to the large numbers of white visitors who come here. The emergence of a new user group (the blacks, Indians and coloureds) is a threat to the status quo as the mixing of beaches may discourage the existing tourist market, the current spending power, from visiting the resort in the future. The argument goes further to say that, even if the present market is replaced by a new black market, there will be less of an inflow of money because other race groups have not got the same cash to spend. If the black market was bigger than the existing white market and thus spent the same amount, facilities would have to be expanded to adapt to the growth of tourism, at great cost.

(3) Cultural:

The argument is that the the beach behaviour of blacks in particular reflects different cultural norms which cause offence to whites. The most frequent specific reference is to black people swimming in their underwear.

2. Those for integration

Motives are political, economic and humane:

(1) Political:

The inevitability of the opening of facilities to all race groups some time in the near future is generally acknowledged, leading to the question: "so why not now?" Although the demand for beach facilities is relatively small at present, demands are likely to increase rapidly. Durban blacks, Indians and coloureds are also taxpayers and ratepayers and therefore should have full access to major amenities.

(2) Economic:

Local people must be encouraged to spend their money within Durban - if they go to other resorts a "leakage" results. Durban has a large Indian and black population to which this applies.

(3) Humanitarian:

Concern over the quantity and quality of bathing and beachfront facilities for blacks, Indians and coloureds and beliefs in the equality for all.

At this stage a brief comment on some of the attitudes and arguments propounded may be of use. Firstly, there is confusion as to existing legislation regarding beach segregation. The Rand Daily Mail, 9th January, 1984 reported that:

"The South African Government's policy to allow municipalities to decide for themselves how to handle thorny apartheid issues has led to total confusion about beach apartheid among visitors to South African beaches during the past holiday season".

The article states that, according to the Durban Publicity Association (DPA) all beaches are open to all races for beach combing and walking but not for swimming:

"Visitors have found it difficult to appreciate that Indians, coloureds and blacks are entitled to walk along any beach or sit on the sand. It is only bathing that is zoned for specific race groups".

The public are under an illusion about the issue and this needs to be clarified. The complaints of many white up-country visitors who object to people of other race groups being on "their" beaches are, in fact, invalid. People seem to object to the presence of other races regardless of what the law says.

Secondly the argument that the mixing of the beaches will upset the existing tourist patterns is largely based on assumptions. Few surveys have been conducted to gauge the public's true reaction to such an emotive subject. It appears that the beach issue is often used as a scapegoat when theories are put forward as to why tourists stay away from Durban. Other circumstances such as the competition of South Coast resorts, the recession and high prices tend to be overlooked.

Whatever the broad pro-integration and opposition sentiments may be, we will proceed to consider visitors' personal attitudes to the topic of the integration of facilities, beaches inclusive.

A statement was read to each respondent: "There are many differing views about the opening of public amenities to the different race groups", after which the questions were asked, "If there was effective planning to discourage crowding what would be your reaction to the opening of some beaches to all race groups?", ".....to the opening of some paddling pools and swimming pools to all races?", and ".....to the opening of some other amenities and facilities?" The results are listed below:

1. ATTITUDES TO THE INTEGRATION OF SOME BEACHES

| | Total sample % | White % | Indian % | Black % | Coloured % |
|--------------------------------------|----------------------|------------|-------------|------------|---------------|
| Anti-integration | 45 | 51 | - | 20 | - |
| <u>Not opposed:</u> | | | | | |
| Pro-integration | 43 | 35 | 94 | 65 | 100 |
| Pro-integration with reservations | 10 | 11 | 6 | 15 | - |
| Indifferent, plus other | 3 | 3 | - | - | - |

2. ATTITUDES TO THE INTEGRATION OF SOME POOLS

| | Total sample % | White % | Indian % | Black % | Coloured % |
|--------------------------------------|----------------------|------------|-------------|------------|---------------|
| Anti-integration | 44 | 52 | - | 10 | - |
| <u>Not opposed:</u> | | | | | |
| Pro-integration | 43 | 35 | 100 | 75 | 100 |
| Pro-integration with reservations | 10 | 10 | - | 15 | - |
| Indifferent, plus other | 3 | 3 | - | - | - |

3. ATTITUDES TO THE INTEGRATION OF SOME OTHER FACILITIES/AMENITIES

| | Total sample % | White % | Indian % | Black % | Coloured % |
|--------------------------------------|----------------------|------------|-------------|------------|---------------|
| Anti-integration | 36 | 42 | - | 10 | - |
| <u>Not opposed:</u> | | | | | |
| Pro-integration | 46 | 38 | 100 | 75 | 100 |
| Pro-integration with reservations | 15 | 17 | - | 15 | - |
| Indifferent, plus other | 3 | 3 | - | - | - |

Indians, blacks and coloureds were almost unanimous in their belief that facilities should be open to all. Whites, on the other hand, did not fully accept the idea. In reviewing the results it is obvious that double standards are being applied, that is mixing is acceptable in facilities which are already open (e.g. restaurants and hotels) but not in facilities which currently remain closed (e.g. pools and beaches). Further evidence of the inconsistency in beliefs was shown in the responses to the question posed to a representative sub-sample (one-third) of the white respondents: "If, with present discussions, Maputo (formerly Lorenzo Marques) is open to tourism again and offers attractive beaches, climate, food and atmosphere, would you consider visiting Maputo or not?" Sixty percent answered that they would consider the idea, thirty percent that they would not and ten percent were uncertain. Those who said "No" had to specify why not. Less than 45 percent of the above 30 percent (i.e. 14 percent of the sample) mentioned that they were against multi-racialism. (Other reasons given were the fear of unrest, insecurity, the lack of facilities for tourists, no interest in the place and a preference for other holiday resorts.)

Attitudes and beliefs about integration can best be understood if one looks at the underlying reasons for the various responses to the opening of facilities. All visitors interviewed, after spelling out their reactions, were probed as to the reasons for their answers.

TABLE 28: UNDERLYING REASONS FOR INTEGRATION PREFERENCES

| <u>Pro-segregation responses</u> | <u>Total %</u> |
|---|----------------|
| Danger of overcrowding | 19 |
| Racist views/against any mixing | 18 |
| Belief in principle of separation | 13 |
| Dislike of physical contact | 10 |
| Concern over litter/deterioration of facilities | 8 |
| Different cultures have different standards | 7 |
| Possible misbehaviour will occur | 7 |
| Bad experiences of mixing in the past | 4 |
| Danger of racial friction | 4 |
| Other | 7 |
| <u>Pro-integration responses</u> | |
| Natural for people to mix | 30 |
| Equal opportunity for all | 13 |
| Mixing is inevitable | 7 |
| Improve race relations and other | 14 |
| <u>Reservations/other answers</u> | |
| Control crowds/maintain a high standard | 11 |
| Respect/good behaviour must be shown | 6 |
| Other | 5 |
| Indifference | 3 |
| Facilities are open already | 1 |

(Respondents could give more than one reason)

The attitudes of whites ranged over the whole spectrum of answers. The greatest concern was overcrowding, that an increased number of people using an amenity would mean that there would not be enough of the facility to be shared. Comments passed included:

- "they come in their 100's and 1000's and push the white man out"
- "if they are allowed to use our facilities more people will be attracted from inland - it will be chaotic"
- "we'll get over-run by blacks"
- "look at the hordes of them in the amusement park area - what will they do to the beaches?"
- "once you give them a little bit then they take the whole thing"

- "they will just take over like ants"
- "there are too many of them - they will swamp us out"
- "the other races take over and go wild - anything for free and they are there"

These quotes show that much of the concern about over-crowding is essentially disguised racial hostility.

Preferences for segregation tended to be dominant in people who are conservative in outlook and background. These South Africans are fully committed to the apartheid ideology and often admit to being "racists" in a sense. The visitors who upheld such views were definite in their beliefs that mixing is wrong and that each race group must have its own separate set of facilities. Some comments passed were:

- "expand the existing set-up for coloureds, Indians and blacks but do not mix"
- "if they've got their own place...well, like me, why should I go there? - it's not my people"
- "leave the separate facilities as they are, but don't deprive them either"
- "I come from the OFS and I'm not used to mixing"
- "it's an inbred segregation problem - I've been brought up to not care for their feelings or possessions"
- "I've lived all my life being segregated and I wouldn't enjoy mixing now. You might call me a racist but that's the way I feel"
- "don't like them"
- "I've worked with blacks all my life - I would prefer white faces"
- "they've got enough of their own"

Furthermore there were white visitors who emphasized the differences in the cultures:

- "they aren't like us"
- "they are different - they should stay in their kraals where they belong"
- "they have their own culture and we have ours - different cultures and different ways of life won't mix well"

Related to this was an unacceptability of a lowering of standards of hygiene and health and a perceived deterioration of facilities:

- "once they open conditions will be worse, that is more filth and dirt"
- "they aren't brought up to a standard of respect. They must be educated first"
- "everything deteriorates when it becomes multi-racial. I've seen it happen in Zimbabwe"
- "vandalism would increase"
- "it will be a cause for concern because of the hygiene"
- "it will be unhygienic for small children and babies because of diseases - black children are not inoculated and we are"

A few visitors assumed that crime and misbehaviour would result from mixing facilities or that racial friction would occur:

- "they are boisterous, loud and give trouble - we don't need it"
- "it won't be safe for my wife and children"
- "it will lead to confrontation and that's unnecessary"
- "it won't work because people are so full of hate for other races that it can only cause trouble"
- "I'm not against them as individuals but I've seen what has happened before - friction"

What it all comes to is an apparent violation of "white space". This is manifested, yet again, in the response given by ten percent of the sample (whites) indicating a dislike of physical contact or of physical proximity:

- "I'm not happy about swimming with blacks"
- "they aren't properly covered"
- "they always stare - I can't relax if a black sits next to me"
- "they smell"
- "they have bad eating habits - I couldn't eat with blacks around me"

The coverage of the beach controversy in the press has resulted in heated discussions and high emotions. Visitors for this study were canvassed at the peak of such a time, when people aired their views honestly and felt confidence in doing so, realising that they had some support. Thus they hid or spared few feelings and even reached a stage of being aggressive (as is evident in a number of the above statements) in an attempt to put across their opinions and beliefs.

The minority of blacks (20%) who expressed a desire to keep facilities separate gave one of two reasons for this; either they preferred to mix with their own race group or they feared mixing with whites because of the aggression and hostility so regularly shown to them - if whites were more respectful they would be happy to combine facilities.

All respondents opposed to integration were asked an additional question: "If amenities were separate for each race but there was a charge to you for using them, would you still be in favour of each race having its own separate amenities, or would you consider shared amenities?" Three-quarters of those questioned said that they would still be opposed. These hard-liners constituted 36 percent of the total sample. Some 17 percent of the pro-segregation group would consider sharing and the remaining eight percent were uncertain.

Pro-integration sentiments extended over all race groups. Respondents who wanted integration chose this primarily because they believe it natural for people to mix and hope to see equality for all and the elimination of discrimination on racial grounds. These beliefs are self-explanatory although a selection of the visitors' quotes illustrate their viewpoints:

- "It's not important to me who I swim with"
- "no people should be denied their rights"
- "all races should be given the opportunity to get as much enjoyment out of Durban as we do"
- "it personally doesn't bother me - basically all races want to quietly enjoy themselves"
- "I'm used to it in London and I don't care who is black or who is white"
- "if you have a multi-racial hotel why not a beach? I can't understand the people who stay in a multi-racial hotel and who do not want the same for the beaches!"
- "in my view we are all one"
- "who are we (whites) to say who can swim in the sea and where - give the blacks a chance"

- "since we do everything else with another colour skin why not mix on this level also"

In conclusion, the total sample was read the statement: "Certain amenities in Durban have already become more integrated". Each interviewee was asked if he or she had personally experienced any problems or had had no real difficulties. Nine out of every ten visitors said that they had not come across any difficulties with integrated facilities. This can be taken as some proof of unfounded assumptions, fears and anxieties which are conjured up when the subject of the integration of facilities is raised. In overall terms, given these fears, however unfounded they may be, it would seem that at most just over one-third of white visitors are or would be implacably opposed to integration, about the same proportion would favour integration while the remainder adopt cautious intermediate views and could be swayed by rational argument.

CHAPTER 10OVERALL ASSESSMENT OF THE EXPERIENCE OF VISITING DURBAN

The questions asked at the commencement of the interview were unembarrassing and uncontroversial, designed to build up a relationship between interviewer and interviewee allowing both to feel at ease in their respective roles. They related to the visitors' experiences in Durban, what had been enjoyed the most and what had been enjoyed the least during the length of their stay.

| <u>What visitors enjoyed the most - spontaneous mention</u> | <u>Total %</u> |
|--|----------------|
| Everything | 3 |
| Beaches, the sea | 50 |
| Climate, weather | 16 |
| Relaxation, peace and quiet | 12 |
| Entertainment, night-life | 11 |
| Sports, sporting amenities | 11 |
| Attitudes of people met or visited | 9 |
| Shops, shopping facilities | 8 |
| Amusement parks | 6 |
| Tours, excursions, drives | 5 |
| Atmosphere | 5 |
| Scenery, landscape, views | 4 |
| Taking walks | 4 |
| Accommodation | 3 |
| Eating out, food | 2 |
| Public parks and gardens | 2 |
| Visiting attractions and other | 10 |
| <u>What visitors enjoyed the least - spontaneous mention</u> | |
| Nothing unpleasant | 23 |
| Climate, weather | 18 |
| Crowding | 11 |
| Litter, dirt, pollution | 9 |
| Parking | 7 |
| Overpricing | 6 |
| Accommodation | 6 |
| Traffic, roads | 6 |
| Racial discrimination | 6 |

| | <u>Total %</u> |
|--|----------------|
| Transport | 5 |
| Attitudes of people | 4 |
| Beach facilities | 4 |
| Racial mixing | 3 |
| Night-life, entertainment | 3 |
| Noise | 2 |
| Crime, danger | 2 |
| Personal experiences and other | 5 |
| (Subjects were encouraged to give as many answers as they liked) | |

The results speak for themselves. Comparisons can be made with results obtained from responses to the following question: "Imagine that you were describing Durban in a letter to a friend who was also thinking of coming to visit. What things would you say about Durban to describe its special features or about what you have experienced here?"

Similar patterns emerged. The positive experiences/features of Durban that were named were the beaches and the sea (49%), the climate (37%), entertainment (33%), the resort facilities on hand for the visitor (20%), the people met (19%), Durban's holiday atmosphere (18%), the shops and shopping facilities (13%), accommodation (12%), the scenic views (11%), the tours/excursions and drives (8%), relaxation and peacefulness (8%), sporting amenities (5%), the restaurants and food (5%), and value for money (5%). Also mentioned were the opportunities to meet people ("Durban has beautiful girls"), the city's historic attractions, the accessibility to other places of interest, the varied cultures and the tropical plants and flowers. As many as 10 percent of the sample were satisfied with everything about Durban. This was epitomised in the comment, "if you don't enjoy

Durban it's your own fault!".

Negative features/experiences named included unsatisfactory tourist facilities such as entertainment and accommodation (6%), the crowds (2%), and the weather (2%). Only one percent of the sample said that they would not recommend Durban as a holiday resort.

It seems that, when people talk about their holiday to friends they emphasize the good things. This is important because "word-of-mouth" recommendation is one of the most effective forms of advertising at the tourist industry's disposal.

It is encouraging to note that some measure of satisfaction has manifested itself throughout the study, for example in the visitors' assessments of the amenities and services, of the beaches and of the people in Durban. The overall ratings of the visitors' holiday experience were consistent with these findings:

- 56% of the sample interviewed rated their stay in Durban overall as "very good";
- 42% rated their stay overall as "fairly good";
- 2% rated their stay as "not very good".

In addition these results were obtained:

Seasonal period/rate of stay

| | In-season % | Off-season % |
|---------------|----------------|-----------------|
| Very good | 59 | 53 |
| Fairly good | 39 | 46 |
| Not very good | 2 | 1 |

Place of residence/rate of stay

| | Total % | Natal % | Domestic | | | Overseas | | Neighbour countries |
|------------------|------------|------------|----------------|-----------|----------|----------|----|------------------------|
| | | | Transvaal % | Cape % | OFS % | % | % | |
| Very good | 55 | 56 | 57 | 42 | 63 | 65 | 46 | |
| Fairly good | 43 | 40 | 42 | 58 | 37 | 35 | 48 | |
| Not very good | 2 | 4 | 2 | - | - | - | 4 | |

Race/rate of stay

| | White % | BIC* % |
|---------------|------------|-----------|
| Very good | 60 | 34 |
| Fairly good | 39 | 62 |
| Not very good | 1 | 4 |

(*BIC = Black, Indian and coloured visitors interviewed)

CHAPTER 11OVERALL ASSESSMENT OF DURBAN AS A RESORT11.1 RATING OF DURBAN AS A RESORT

In response to a question requesting respondents to rate Durban as a resort 63 percent assessed it as "very good", 37 percent as "fairly good" and 3 percent as "not very good".

11.2 REASONS FOR THE CHOICE OF DURBAN ABOVE OTHER RESORTS

The question was asked of those interviewed: "Why did you choose Durban as the place to come and visit, to spend your holiday, rather than another resort?" These were the reasons given:

| | Total % |
|---|------------|
| Good holiday facilities offered, entertainment, accommodation etc. | 27 |
| Close proximity to home, convenience | 21 |
| Enjoy Durban, come every year | 20 |
| Visit friends, relatives | 19 |
| Enjoy the beaches, sea | 15 |
| Warm weather | 13 |
| No choice, travelling with others | 7 |
| Curiosity, never been before | 6 |
| Value for money, cheaper than other places | 4 |
| People are friendly | 4 |
| Opportunity for a change, to "get away" | 3 |
| Convenience, accessibility of facilities | 2 |
| Relaxed atmosphere | 2 |
| As a stop-over | 2 |
| Health and other reasons | 9 |
| (More than one answer could be given) | |

As one respondent put it "Durban is a 'city of bananas' and I like bananas!"

11.3 MAJOR ATTRACTIONS OF OTHER RESORTS

"What would attract you to another resort?" was asked of the total sample. Results are listed below:

| | Total % |
|--|------------|
| Nothing, satisfaction with Durban | 7 |
| Coast, beaches, sea | 27 |
| Scenic areas, nature | 26 |
| Peace and quiet, less commercialisation | 22 |
| Entertainment, pleasure, fun | 22 |
| Climate | 19 |
| Value for money | 12 |
| Different environment, change | 10 |
| Accommodation facilities | 9 |
| Sporting facilities | 7 |
| Family, friends | 5 |
| More to offer, better facilities generally | 5 |
| No discrimination | 3 |
| Parks and gardens, plant life | 3 |
| Shopping facilities | 2 |
| Easy accessibility | 2 |
| Cleanliness | 2 |
| Wild life | 2 |
| Segregation | 1 |
| Other | 8 |
| (More than one answer could be given) | |

11.4 THE IDEAL RESORT

An exercise with a little bit of difference was performed to stimulate the imaginations of the interviewees. They were read the following:

"I would now like you to imagine what would be for you an ideal holiday resort, a place which would have everything to attract you to it. What would you like in such a resort? I will read to you some things which you may or may not think are important in your idea of an ideal resort. Please say which of these you believe would be appropriate".

At this they were requested to close their eyes whilst the list of items were called out one-by-one. This is the listing together

with the percentage of positive responses, percentages being of the total sample:

| | Total % | | Total % |
|--|------------|------------------------------|------------|
| fun and excitement | 67 | comfortable hotels | 88 |
| white sands | 80 | warm waters | 77 |
| cosmopolitan atmosphere | 53 | mixing with the opposite sex | 48 |
| outside cafes | 70 | relaxation | 91 |
| historical monuments | 36 | sunshine | 91 |
| fishing | 30 | traditional crafts | 42 |
| bright lights | 47 | hustle | 23 |
| blue surf | 76 | beautiful scenery | 85 |
| seafood | 66 | cabaret shows | 44 |
| theatre, symphony concerts and ballet | 38 | braai vleis | 60 |
| pleasure | 82 | peace and quiet | 76 |
| African traditional life | 35 | new experiences | 74 |
| glamour | 36 | good restaurants | 83 |
| curio shops | 48 | sea air | 89 |
| wild life | 61 | low prices | 83 |
| varied entertainment | 78 | oriental custom | 40 |
| exotic food | 38 | swimming | 80 |
| outdoor sports | 59 | palm trees | 67 |
| oriental bazaars | 51 | late nights | 43 |
| tropical plants | 61 | tanning | 59 |
| carnivals | 47 | shelly beaches | 56 |
| friendly people | 95 | colourful birds | 62 |
| sipping cocktails | 46 | different cultures | 56 |

Durban possesses many of these tangible and intangible products but, most important of all, she appears to offer (as results of this survey have shown) the most popular - friendly people, sunshine, relaxation, sea air and comfortable hotels to name but a few. It is of interest, however, to take note of what Durban lacks but which clearly has high appeal (for example white sands and low prices).

CHAPTER 12SUGGESTED IMPROVEMENTS

In Chapter 6 a number of improvements were suggested by visitors in relation to Durban's amenities and services. However on a more general scale it is of interest to see what visitors proposed as improvements to the attractiveness of Durban as a city.

The high level of contentment with what Durban has to offer manifested itself yet again - 40 percent of the visitors questioned said that they could think of nothing to improve Durban, that the city is attractive as it is. Proposals put forward by others can be classified as follows:

- clean the city e.g. have more litter bins
- clean the beaches e.g. remove the black sand
- improve the entertainment e.g. more entertainment for families as a group and for the over-30's, build a casino
- improve the beach facilities e.g. more shelters/benches along the beach promenade, have more restaurants serving afternoon teas
- improve the buildings e.g. pull down old buildings and replace them with the new, paint dirty buildings
- improve parking facilities
- improve the transport e.g. introduce a mini-bus service for tourists operating between the most popular tourist attractions at a minimal day-fee
- less commercialization e.g. stop erecting high-rise buildings on the beachfront
- increase "green" areas e.g. plant more tropical plants in the beach zone
- improve the roads and traffic e.g. have a "3-street town"
- improve the sporting facilities e.g. build a hotrod car track
- improve accommodation facilities e.g. build a caravan park near the beach, provide baby-sitters
- provide budget accommodation e.g. chalets
- eliminate discrimination

The results above provided an in-depth probe. On a more superficial basis a few indicative statements were read out relating to what might improve Durban's attractiveness and to which the visitor could agree or disagree.

| | <u>Percentage agreement</u> |
|--|---------------------------------|
| Turning a street in the beach area into a pedestrian mall with sidewalk cafes and landscaped areas | 84 |
| Making the beachfront more scenic and natural with trees and gardens | 78 |
| Increased beach space | 63 |
| Preserving old buildings and historic features | 61 |
| Relaxing controls on Sunday entertainment | 58 |
| Keeping the city centre alive at night | 58 |
| More family entertainment | 55 |
| Braai facilities in certain parks and picnic areas near the city | 54 |
| A larger, more spacious amusement park <u>near</u> but <u>not on</u> the beach | 53 |
| Having a permanent fairground | 49 |

One point becomes clear, namely that public awareness of the environment and the need for its protection is growing. The world-wide conservation trend has broadened its base to all levels of the population. Issues are extensive and cover the wish to preserve old buildings, the need to minimise congestion, crowding and pollution, the desire for more greenery and less concrete and the hope of an overall uplifting in the quality of the man-made environment. The Revel Fox plan appears to consider this trend, the intention being, for example, to make the

beachfront a more natural area of parkland with trees, shrubs and gardens blending in with the seascape. Other attempts are in action to save Durban's heritage of old buildings and historic sites, much of which has become lost in the hands of the demolisher or been covered by modern urban development.

CHAPTER 13THE LIMITATIONS OF THE AWARENESS OF ATTRACTIONS

The scope of the visitor's assessment of Durban is limited by his or her own experience. In many cases this experience is narrowed by inactivity or activity within a confined space - the "Golden Mile". The majority of visitors who come to Durban give the impression that they are content with doing little else other than participating in activities offered in the beachfront and/or city area, whether it be sunbathing and relaxing on the beach, taking walks along the promenade, shopping or eating out in restaurants. Although they may appear to be aware of the choice of activities and the attractions and sights which extend to the surrounding areas of Durban these visitors are unmotivated and show little interest in them. Visitors staying with friends or relatives seem to get a broader perspective of Durban as do the more active and curious overseas visitors who are inhibited in what they do largely through immobility and ignorance.

A list of selected attractions was read to each visitor in an effort to establish how aware visitors were about the attractions offered in and around Durban. These are the results which emerged:

| | <u>Total percentage have visited/ or are aware</u> |
|---|--|
| The Amusement Centre on the beachfront | 98 |
| The Oceanarium and Dolphinarium | 97 |
| The City Hall | 96 |
| Durban Snake Park | 95 |
| Pietermaritzburg | 95 |
| The Indian Market | 92 |
| The harbour terminal | 90 |
| Ricksha rides | 89 |
| Durban bay cruises/ocean cruises | 88 |
| Wild Coast Casino | 87 |
| Valley of a Thousand Hills | 85 |
| Drakensberg mountain resorts | 84 |
| Minitown | 83 |
| Horse racing at Greyville/Clairwood | 83 |
| Midmar Dam | 82 |
| Deep-sea fishing | 82 |
| Durban yacht basin | 80 |
| Maydon Wharf and dry docks | 80 |
| Howick Falls | 79 |
| The Japanese Gardens | 75 |
| Natal Lion and Game Reserve | 72 |
| The Old Fort | 70 |
| The Botanical Gardens and Orchid House | 69 |
| The Sugar Terminal | 69 |
| Howard College/University of Natal (Durban) | 69 |
| The Oriental Bazaar | 68 |
| Indian flower sellers | 65 |
| Durban Art Gallery | 65 |
| Mitchell Park | 62 |
| Blue Lagoon recreational area | 61 |
| Amanzimtoti lagoon | 60 |
| The Moslem Mosque | 59 |
| Dick King statue | 57 |
| Scarlet Tanager bird park, Umhlanga Rocks | 56 |
| Hluhluwe Game Park | 55 |
| Durban Natural History Museum | 55 |
| Durban Cathedral | 53 |
| Albert Falls Dam | 53 |
| Umfolozi Game Park | 53 |
| Oribi Gorge Nature Reserve | 52 |
| SABC live broadcasts | 47 |
| St.Lucia Game Reserve and resort | 47 |
| The Hindu Temple | 46 |
| "Little Top" | 45 |
| John Ross statue | 45 |
| Nagle Dam | 44 |
| Phezulu tribal village | 44 |
| Zulu dancing at "Cabana Beach" hotel | 44 |
| Jameson Park and its Rose Garden | 39 |
| Local History Museum | 39 |
| Air flips over the city | 39 |

| | |
|--|----|
| Mkuze Game Park | 37 |
| Natal Anti-shark Measures Board talks and slide shows | 36 |
| African Art Centre | 35 |
| South African Breweries tour | 34 |
| Addington Hospital Centenary Museum | 34 |
| Da Gama Clock | 33 |
| Old House Museum | 30 |
| Currie's Fountain | 29 |
| Llanda Wild Nature Reserve and Inyoni Bird Sanctuary, Amanzimtoti | 28 |
| Toyota factory tour | 27 |
| River Bend Crocodile Farm, Ramsgate | 27 |
| Kranskloof gorge | 25 |
| Private game hunting ranches | 23 |
| Paradise Valley Nature Reserve | 23 |
| Coronation Brick and Tile factory tour | 22 |
| Eduardo Villa Sculpture | 18 |
| Crocodile Creek, Tongaat | 15 |
| Stewart's Farm - Zulu village, Eshowe | 13 |
| Palmiet Nature Reserve, Westville | 13 |
| Stainbank Nature Reserve | 13 |
| Killie Campbell Africana Museum | 12 |
| Mahatma Ghandi Museum, Phoenix settlement | 9 |

The lack of knowledge of attractions, for whatever reasons, has implications on the tourist market. Visitors, unaware of what the city has to offer, may not feel a compulsion to visit. Those who have already been to the resort may become disillusioned and bored with what they perceive as a limited range of attractions, never to return again.

CHAPTER 14FUTURE INTENTIONS OF THE VISITOR

When queried as to how likely they would be to make a visit to Durban again a notable percentage of the visitors interviewed (87%) indicated that it was likely that they would be coming here for another visit. Seven percent said that it was "unlikely", six percent were uncertain. In a similar question posed to the subjects of the Hotel and Bottle Store Association's study (April, 1984) as many as 92 percent voiced the opinion that they would return to Durban for a holiday. Our results relating to the number of times visitors have returned to Durban over the years, and these, confirm the fact that people who come here on holiday are mostly happy to visit again.

Respondents for this survey were asked: "Where do you intend to spend your next holiday?" One in every three named Durban. Thirteen percent were undecided. The remaining people mentioned overseas countries (18% of the total), the Cape coastal belt (14%), other coastal areas of Natal, in particular the South Coast (6%), inland areas of all the four provinces (5%), Namibia and other African states (5%), Mauritius/the Seychelles (4%) and the Transkei (1%).

In the same April survey conducted by AHASA, results to the question "In order of preference which holiday centre in South Africa is your favourite?" were as follows (1984: 3):

| | First Choice % | Second Choice % | Third Choice % |
|-------------------|-------------------|--------------------|-------------------|
| Durban | 85 | 17 | 6 |
| Cape Town | 12 | 57 | 38 |
| South Coast | 2 | 13 | 10 |
| Port Elizabeth | } | 7 | 15 |
| Eastern Transvaal | | 1 | 19 |
| Other places | | 6 | 12 |

In all instances the Cape coastal belt (East London, Port Elizabeth, Plettenberg Bay, Cape Town etc.) seems to be Durban's most competitive rival within the boundaries of the Republic of South Africa. The Natal South Coast comes second.

It must not be forgotten that the visitors who were being questioned had already chosen Durban as the place to come for their holiday - the city had high appeal for them - and thus the orientations were loaded in Durban's favour. Surveys performed elsewhere may elicit contrary information. However what is satisfying to know is that most visitors who come here are gratified by their stay and leave with a firm intention to return again.

CHAPTER 15CONCLUSIONS

The conclusions and suggestions which follow are made in the full knowledge that major replanning of the beachfront area of Durban is taking place (inter alia the Revel Fox Plan). Many of our suggestions may co-incide with plans already being implemented. Readers should see this as confirmation of the need for existing improvements.

- Durban appears to be maintaining its reputation as a coastal resort and its position as South Africa's leading holiday centre. Since the major analysis in this report was completed the annual numbers of visitors to the city has risen. This can be attributed directly to various factors of which the following are by no means insignificant:
 - 1) the advertising campaign on television embarked on by the Durban Publicity Association in which Durban was widely publicised as a tourist resort,
 - 2) the dollar/rand exchange rate making it unaffordable for the mass domestic market to travel overseas and at the same time promoting foreign tourism, and
 - 3) a recession which has also encouraged domestic travel as opposed to overseas trips.

- Hopefully one may assume that the relatively high degree of satisfaction among visitors evident in the results of this

study has a bearing on the growth of Durban's tourism.

- It has long been held that the beaches, sea and sun are Durban's major attractions. Time and again this contention was supported by the responses of the visitors interviewed.
- People are not dissatisfied with holiday accommodation in Durban. If hotels become too expensive for their pockets they adapt and utilise holiday flats or other cheaper forms of accommodation, provided they are available.
- Value for money does not appear to be a serious issue during the visitors' stay, despite inflation. This may be because the painful sacrifice in setting aside money has been made prior to the holiday or will be paid off subsequently. The cost inflation for holidays is probably in line with other cost increases, to which people have become accustomed.
- Entertainment and night-life appear to be adequate except in regard to that provided specifically by hotels for their guests. In particular there is a need for family entertainment and entertainment for children.
- Who does Durban attract? There appears to be a dichotomy. On the one hand Durban is increasingly moving down-market, appealing to the lower- to lower-middle income groups and thus substantially attracting a mundane, conventional type of person. At the same time, however, the expanding beachfront

hotel accommodation of a superior type is an attempt to draw the higher income brackets.

- Contrary to some prevailing beliefs families are more inclined to holiday in Durban than single visitors; a finding which is also supported by the results of the Hotel and Bottle Store Association's survey (December 1983) in which 71 percent of the subjects visited Durban as a family unit.

- Visitors' expectations appear to be modest in general. although there is considerable variation. Most visitors have been to Durban on previous occasions and therefore their expectations are attuned to the realities of available attractions.

- A fairly passive orientation to holiday pursuits is evident. The majority of visitors seem to be satisfied with activities within the beachfront area of Durban. By day they are happy to relax on the beach, sit on benches along the promenade or at the pools, shop and take short, repetitive walks. By night they enjoy hotel-based entertainment and visit coffee bars, lounges and restaurants. One can picture a fairly inactive, unmotivated individual, content merely to be at the sea and away from his or her normal, every-day surroundings.

- The outcome is that, being broadly satisfied with what Durban has to offer, most visitors intend to return to Durban for their holidays. Durban in this sense has a reliable tourist

market.

- Despite the broad satisfactions of most visitors the city and the tourist industry should not be complacent. Various specific grievances exist among the tourists which are likely to be more intensively felt over time. Among these are:

- insufficient parking
- litter on beaches and discoloured sand
- inadequate beach facilities in some areas like changing rooms, deck chairs, limited swimming zones, pools, paddling pools and beach cafes and restaurants (see later)
- litter on streets
- crowding on some beaches
- price exploitation in specific beachfront places
- lack of caravan and camping facilities
- poor public transport
- few restrooms/toilets
- traffic along the beachfront

- Other negative impressions emerged, such as:

- discrimination (felt particularly by the black, Indian or coloured visitor)
- noise on the beachfront
- poor customer service both in terms of quantity and quality
- few tourist information offices

- There are among the problems certain immediate issues to be faced in coping with and serving the present market. These are issues which are fundamental and which authorities should examine if the city is to hold its own as the premier resort:

Parking:

This is one of Durban's most pressing problems (aggravated by the fact that most visitors travel to Durban by car), the long-term implications of which need to be considered.

An impression of dirt on the beaches:

The state of the beaches needs to be improved because they remain the city's greatest tourist asset. It is necessary to educate the public on the reality of the "black sand" situation. (This sand is a natural part of the coastal sedimentation within the Durban area - signs on popular beaches might be erected to explain this.) The controllable factor, human littering, should receive stricter policing, not only by officials but by the public themselves. Fines should be levied; the extra revenue used to institute such procedures will be recouped in indirect ways. More litter-bins are required.

Overcrowding of certain beaches:

At present certain pockets of crowds occur around existing facilities with broad spaces in-between. By opening up and developing all the city's beaches from Vetchie's Pier to the Blue Lagoon the crowds of beach-goers would become more evenly spread over a larger area. Furthermore, by improving beach facilities like providing more grassed areas behind beaches, more paddling pools, restaurants and restrooms, and by improving accessibility in the form of more frequent public transport along the beaches and well-distributed parking, visitors will be encouraged to use a wider range of beaches than the pattern at present.

Inadequate beach facilities:

Visitors assume that they have the natural right to use the sea and the beaches without cost and the Durban City Council still considers it a public service to make such facilities

available free of charge. Overhead costs are becoming increasingly substantial (e.g. for sand levelling, lifeguards, construction of facilities, labour charges etc.). At present the required revenue comes from rates charged which imposes a disproportionate burden on local ratepayers. Relative to demand the quantity and quality of beach facilities are likely to become increasingly less adequate. If visitors could be charged indirect or direct fees to use the beaches and amenities, Durban's ability to upgrade facilities would be augmented. Possibilities for charges include:

- 1) the charging of a modest fee for access to selected, highly popular beaches. Revenue raised could finance new facilities;
- 2) the levying of realistic indirect charges over weekends and peak holiday periods through places of accommodation, applicable only to temporary visitors. (This introduces a problem in regard to those staying with friends and relatives but absolute consistency is not required.) Lifting these charges in off-peak periods would encourage extensions of the seasons.

Littering:

In an article in the Natal Mercury, 16th January 1984, it was stated that "Durban has been described as one of the dirtiest cities in South Africa". The article went on to say that the:

"Durban City Council is commendably alive to the seriousness of the problem and has already given grants-in-aid of some R155 000 to the Keep Durban Beautiful Association whose main purpose is to

educate the public not to litter. In addition the City Police are taking a tougher line against offenders as shown by the 230 prosecutions of litterers and dumpers in the past 3 months".

There is no doubt that action against littering is being taken at some expense. Further efforts are required. First and foremost is the need to conscientise visitors to the fact that they are offenders as much as anybody else.

Overcharging:

This is an age-old problem about which little has been done. The Durban City Council might consider a more active role in discouraging price offenders particularly over peak season. The main strategy, however, should be to increase competition by providing sites for more commercial facilities.

Limited caravanning facilities:

Caravanning is the most cost-effective way of taking a holiday. As a result the market is growing. At present Durban has two caravan sites, both situated on the Bluff, away from the main-stream of tourist attractions. Facilities are lacking and thus potential caravanners, disillusioned have probably gone elsewhere. A high-quality park already proposed for the beachfront is a good idea. Trailer villages should be considered to accommodate less affluent visiting families.

Poor Service:

This is related to inefficient personnel training and grading. Modern tourism management relies on a highly specialised workforce but Durban lacks trained staff at the lower levels, i.e. the people communicating directly with the tourist, such as waiters, receptionists, counter-assistants

and tourist information assistants. The City Council should consult with trade and employer associations in order to encourage more adequate staff training in specific areas and occupations.

Insufficient local transport:

There is a need to extend the bus service serving tourist areas. A cheap, efficient system of transport (possibly with the use of mini-buses) open to all races is necessary for visitors commuting to destinations up and down the beaches, to the central business district and to other tourist attractions. An example would be the "tourmobile" that operates in Washington D.C. in the USA.

Too few restrooms/toilets:

The charge for the use of toilets must be maintained. Money received should be spent on the uplifting of hygiene standards.

- Restaurants and cafes. This issue has been mentioned above but deserves more discussion. The results have shown that gating out or enjoying snacks in the beachfront area is a surprisingly important aspect of the tourist's routine. Despite this Durban has done very little to provide what our climate makes possible and desirable, i.e. outdoor - indoor dining and snack facilities. Anyone who has visited Rio or coastal resorts in Europe will be struck by the dearth of such culinary amenities on the Durban beachfront. More than any other single improvement, such facilities could, in a South African context, add to the environmental interest of

the beachfront. Such facilities would also add competition and help to control prices.

The Durban City Council cannot be expected to play a direct role in the establishment of such facilities but through site-zoning and trade licensing policies could play a major role in the emergence of such facilities. The hotels, too, should be encouraged to provide more interesting and varied service on their verandahs which, once other planning has been completed, could be extended outwards to provide services of the type found in Rio.

■ In regard to future policy certain facts cannot be ignored. Durban is facing stronger competition. As South Coast resorts grow and more tourist areas compete for traffic and revenue, the traditionally popular destinations such as Durban, Port Elizabeth, East London and Cape Town can no longer be certain of a sustained growth rate in their lucrative tourist trade. Stiffer competition brings new trends in travel, creates new holiday fashions. Today tourists can choose between numerous destinations and they will favour those that offer more variety.

A major question is whether or not improved relations with Mozambique will eventually threaten Durban's tourist industry? The re-opening of the borders will, without doubt, cause a change in domestic tourism patterns. Over the last few years Durban has derived advantage from problems in Mozambique but now it can be anticipated that Mozambique will try to rebuild her tourist industry. Maputo can be described

as a "purer" example of a tropical resort city with its white sands, palm trees and tradition of interesting food and entertainment. Durban has to react to this challenge without delay while tourist habits are still in its favour.

The South Coast, with its cheaper family accommodation, peace and quiet, wider, more open beaches and "family" atmosphere is a further threat to Durban in the long run.

Other areas which can be considered potential rivals are the Transkei and KwaZulu coastal regions. At the moment there are constraints on tourist development; for example their relative remoteness and limited road infrastructure. Their scenic attractions will however ensure popularity once the constraints are removed.

- Our results show that there is a low level of awareness of some very worthwhile attractions in Durban's tourist environment. Some attractions (for example the amusement park, the oceanarium complex, the beaches, the Snake Park) are well-known and popular but many others are simply never thought of by most tourists. Some explanations for this are:
 - 1) Lack of accessibility - in terms of walking distance from accommodation, public transport routes etc.
 - 2) Isolation from other tourist attractions.
 - 3) Poor organisation of the product.
 - 4) Lack of promotion and advertising - they are not brought to the public attention. Visitors staying with friends tend to be more aware of the less-conventional attractions than those catered for by the tourist industry.

- The successful promotion and development of a holiday resort area requires a sufficient variety of attractions and amenities to interest many different types of people and a wide range of tastes. There is unexploited potential in and around Durban itself which can help to broaden the diversity. Possible ideas of areas for development or exploration are:

 - 1) Outside of Durban - Valley of a Thousand Hills and the proposed Inanda Dam, Richmond and the 1820 Settler area, the Umgeni River Valley
 - 2) Within Durban - the reintroduction of a boat trip like the m.v. Royal Zulu which offered lunch/twilight cruises with the availability of liquor, Victoria Embankment with a promenade and scenic viewing spots, a shopping area extending into the bay, a maritime museum, further development of the Blue Lagoon, an upgrading of the Point Road area and a greater development of the opportunities for tourists to enjoy "ethnic" Indian and Zulu culture in more accessible places.

- The visitors who do not return to Durban are a particularly important category. Those holiday-makers who state that there is no likelihood that they will pay future visits to Durban form a minority group. but they are an important minority since they may represent an accumulating loss to Durban's tourism. Certain categories of visitors are more likely not to revisit or visit Durban than others:

- single people
- income groups of R2 000 plus
- English-speaking individuals
- visitors from overseas countries
- visitors who stay in more expensive licensed hotels
- short-term visitors

These characteristics illustrate the need for more varied attractions and entertainment in the tourist zones of Durban.

There is no doubt that the black tourist market is expanding and showing great potential. This was evident in a report in the Financial section of the Sunday Tribune (January 13, 1985) titled "Blacks Join In the Fun - Holidays at S A Resorts and Abroad Catching On". It was stated that at least 20 000 blacks resident in the Johannesburg-Witwatersrand area intend going on organised holidays (of at least R4 000 each) both overseas and within the Republic, according to a tour operator. The article claimed that:

"Middle-class blacks have taken to organised holidays despite the prevailing economic situation, and we expect further growth this year.... it represents a sharp break with tradition which dictates that the majority of blacks holiday with relatives in the rural areas...."

It also shows the increasing number of urban blacks who do not have strong ties with the rural areas - they travel to seaside resorts instead of visiting their families.

The principal influences on the black leisure market are obvious i.e. population growth, more disposable income, increasing leisure time with shorter working hours and longer paid holidays, a larger percentage with an advanced education and increased mobility due to motor car ownership.

Existing tradition in Durban has been to take little notice of black tourism. It is becoming less and less realistic for a major resort to ignore a rapidly growing black tourist market. It is suggested that the City Council give serious attention to this issue, bearing in mind that already our limited results have shown a very great awareness of discrimination among black tourists.

Furthermore it should be borne in mind that although black tourists may be wealthy within the black group, they are not by any means affluent in terms of white standards. Increasingly the growing black tourist will be seeking cheaper family accommodation outside of the "international" hotels. The city authorities and the central government face interesting and delicate challenges in this regard which simply cannot be delayed. Planning for an adaptation of the city to meet the emerging new needs is a matter of urgency.

- Given trends in black tourism as well as trends in existing tourism there is a need to shift the distribution of accommodation from hotels to holiday flats, guest houses/bed and breakfast establishments and static caravan parks.

Due to the current recession it is now an unfavourable period in which to build hotels. Investments in hotels are no longer viable with escalating building costs and high interest rates. More attention should be given to the provision of appropriate accommodation at lower levels.

● The issue of the black tourist market referred to earlier also raises the issue of the degree of race integration which should be envisaged in future planning. The results of this study have shown that very firm resistance to integration is articulated by just over one-third of visitors. A response to a question on possible visits to Maputo suggested, however, that actual resistance to racial integration would be considerably less in scope. Furthermore, the existing degree of integration in hotels and shops had not produced any noticeable friction.

Studies in race relations the world over indicate a consistent tendency for the fears of integration to be far greater than adverse reaction to integration after the event. Provided that an integration of beaches and amenities is done in such a way as to avoid friction due to crowding and other extraneous frustrations, we feel quite confident that there would be hardly any loss to the Durban tourist industry as a result of tourists withdrawing their patronage.

● In very general terms the study has shown that the essential challenge facing Durban's tourist industry is to diversify and extend the range of visitors, from all groups of South Africans and from abroad.

Some might argue that since the typical or average lower-middle class white visitor is generally satisfied no problems exist. This tourist, in the longer run, is a dwindling (yet important) species. In fifteen years time, however, a very substantial proportion of lower-middle class South Africans

will be coloured, Indian and black. This is one major reason why Durban has to look to accommodating the emerging tourist who is not white.

- The overseas market is also important in economic terms, not only for the city but for the country as a whole, thus the opportunity to attract more tourists from abroad must not be lost.
- The implementation of the Fox Plan on the beachfront and in the central business district will do much to enhance Durban's image as a resort. Planning alone cannot achieve everything, and a more diversified range of commercial services, restaurants and sidewalk/beachfront cafes must emerge to reinforce the planned functional changes instituted by the City Council. The City Council should take all possible steps to facilitate the diversification of commerce and services, and to bring the rest of the city and its environs closer to the tourist zone through improvements in transportation.

Durban's existing tourist trade appears to be safe for the time being. The real challenge is development and diversification.

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APPENDIX 1:
ADDITIONAL TABLES

APPENDIX 1 : ADDITIONAL TABLESTABLE 29 : TIME ALREADY SPENT IN DURBAN

| <u>Number of days</u> | <u>Total %</u> |
|-----------------------|----------------|
| 0 - 2 | 16 |
| 3 - 4 | 22 |
| 5 - 6 | 19 |
| 7 - 8 | 14 |
| 9 - 10 | 8 |
| 11 - 12 | 3 |
| 13 - 14 | 6 |
| 15+ | 13 |

TABLE 30 : EDUCATION

| | <u>Total %</u> | <u>White %</u> | <u>BIC* %</u> |
|--------------------------------|----------------|----------------|---------------|
| Up to Std. 9 | 29 | 27 | 45 |
| Std 10/Matric | 34 | 36 | 23 |
| Trade Certificate | 8 | 9 | 4 |
| Postmatric Certificate/Diploma | 15 | 15 | 17 |
| University education | 13 | 14 | 11 |

*(BIC = Black, Indian and coloured visitors interviewed)

TABLE 31: PLACE OF RESIDENCE OF OVERSEAS VISITORS

| | <u>%</u> |
|--------------------------|----------|
| Britain | 44 |
| United States of America | 12 |
| The Netherlands | 8 |
| West Germany | 6 |
| Portugal | 4 |
| Sweden | 4 |
| Israel | 4 |
| New Zealand | 4 |
| Mauritius | 4 |
| Australia | 2 |
| Switzerland | 2 |
| France | 2 |
| Canada | 2 |
| Phillippines | 2 |

TABLE 32: PLACE OF RESIDENCE/WHAT ATTRACTED THE VISITOR TO DURBAN

| Attraction | Place of Residence | | |
|-------------------------------------|--------------------|----------|------------------------|
| | Domestic | Overseas | Neighbouring Countries |
| | % | % | % |
| City beaches | 43 | 19 | 57 |
| Climate | 32 | 54 | 35 |
| Durban beaches | 23 | 19 | 22 |
| Sea air | 22 | 15 | 13 |
| Shopping | 18 | 19 | 48 |
| Family entertainment | 22 | 4 | 17 |
| Good accommodation | 18 | 15 | 4 |
| Friends, relatives | 14 | 19 | 13 |
| Night-life | 14 | 6 | 13 |
| General entertainment | 14 | 12 | 9 |
| Sight-seeing | 12 | 13 | 9 |
| Scenic views | 9 | 12 | 17 |
| Opportunities to meet people | 7 | 10 | 4 |
| People | 5 | 10 | 9 |
| Public parks, gardens | 5 | 10 | - |
| Restaurants | 7 | 4 | - |
| Outdoor recreation | 6 | 4 | 4 |
| Plant life | 4 | 4 | 4 |
| Cheap accommodation | 4 | 8 | - |
| Durban as a stopover | 4 | 8 | 4 |
| Accessibility to places of interest | 4 | 6 | 9 |
| Value for money | 3 | 6 | 4 |
| Sport | 3 | 2 | - |
| Cultural variety | 3 | 8 | - |
| Historic buildings | 1 | 2 | 4 |
| City centre | 1 | 2 | - |
| Bird life | 1 | 2 | - |

TABLE 33: RATINGS OF AMENITIES AND SERVICES

| Amenity/Service | Ratings | | | | |
|------------------------------|---------|--------|--------|--------|--------|
| | 1 % | 2 % | 3 % | 4 % | 5 % |
| Beach facilities | 4 | 8 | 23 | 34 | 31 |
| Bus service | 13 | 13 | 16 | 34 | 24 |
| Taxi service | 6 | 4 | 12 | 45 | 33 |
| Swimming pools | 7 | 5 | 11 | 36 | 41 |
| Sports stadiums/grounds | 3 | 6 | 11 | 42 | 39 |
| Parks/gardens | 2 | 3 | 9 | 33 | 53 |
| Amusement parks | 4 | 7 | 20 | 35 | 34 |
| Theatres/cinemas | 1 | 7 | 16 | 42 | 34 |
| Art galleries | 3 | 3 | 14 | 37 | 43 |
| Museums | 4 | - | 16 | 40 | 40 |
| Libraries | 2 | 4 | 12 | 45 | 37 |
| Restaurants | - | 4 | 11 | 43 | 41 |
| Public toilets/restrooms | 11 | 16 | 25 | 30 | 18 |
| Parking facilities | 30 | 24 | 16 | 19 | 12 |
| Picnic areas | 16 | 14 | 16 | 36 | 18 |
| Street lights | 2 | 3 | 10 | 39 | 46 |
| Shops/shopping centres | 1 | 1 | 7 | 37 | 54 |
| Accommodation | 2 | 1 | 10 | 42 | 45 |
| Roads | 1 | 3 | 15 | 44 | 37 |
| Tourist Information services | 4 | 6 | 15 | 30 | 45 |
| Excursions/tours | 3 | 6 | 12 | 35 | 44 |
| Banking facilities | 2 | 3 | 8 | 27 | 60 |
| Foreign exchange facilities | 2 | 4 | 9 | 35 | 51 |
| Car hire facilities | - | 6 | 16 | 31 | 47 |

TABLE 34: NAMES OF HOTELS, HOLIDAY FLATS AND RESIDENTIAL AREAS**HOTELS:**

| | |
|--------------------------|--|
| <u>Albany</u> | - no grading |
| <u>Unlicensed</u> | Blenheim, D'Urban, Regent, Rydal Mount |
| <u>One-star</u> | Balmoral, Berkeley, Butterworth, Empress, Palmerston, Pavilion |
| <u>Two-star</u> | Claridges, Himalaya, Killarney, Park View, Picardi Lonsdale |
| <u>Three-star</u> | Blue Waters, Four Seasons, Holiday Inn, Malibu, New Beach |
| <u>Four-star</u> | Edward, Elangeni |
| <u>Five-star</u> | Maharani, Royal |

HOLIDAY FLATS:

Baltimore, Coastlands, Eden Heights, Golden Sands, Hawaii, Hilton Heights, Impala, Marine Sands, New Dolphin, Oceanic, San Marina, Sarie Marais, Seaboard, Sea Breeze, Seapark, Wavecrest

RESIDENTIAL AREAS:

Austerville, beachfront, Berea, Bluff, central town, Chatsworth, Chesterville, Clairmont, Durban North, Escombe, Glenmore, Glenwood, Hillary, Hillcrest, Kloof, La Lucia, Malvern, Manor Gardens, Morningside, Phoenix, Red Hill, Reservoir Hills, Seaview, Springfield, Umbilo, Umlazi, Virginia, Wentworth, West Ridge, Westville, Yellowwood

TABLE 35: INCOME GROUP/HOTEL GRADING

(Percentages are of those staying in hotels)

| Hotel grading | Income | | | |
|---------------|-----------------|----------------|-------------|-------------|
| | Up to R549 % | R550-R999 % | R1000- % | R2000+ % |
| Unlicensed | - | 7 | 8 | 7 |
| One-star | 38 | 16 | 21 | 4 |
| Two-star | 25 | 23 | 15 | 22 |
| Three-star | 38 | 42 | 49 | 52 |
| Four-star | - | 10 | 7 | 9 |
| Five-star | - | 3 | - | 7 |

TABLE 36: RACE/HOTEL GRADING

(Percentages are of those staying in hotels)

| Hotel grading | Race | | | |
|---------------|------------|------------|---------------|-------------|
| | White % | Black % | Coloured % | Indian % |
| Unlicensed | 8 | - | - | - |
| One-star | 17 | - | 13 | - |
| Two-star | 20 | - | 38 | - |
| Three-star | 45 | 83 | 50 | 83 |
| Four-star | 7 | 17 | - | 17 |
| Five-star | 3 | - | - | - |



APPENDIX 2:
QUESTIONNAIRE



Centre for Applied Social Sciences*

Toegepaste Maatskaplike Studiesentrum

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UNIVERSITEIT VAN NATAL

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TA "UNIVERSITY" TELEX 60177

A SURVEY ON PLANNING FOR TOURIST DEVELOPMENT

DECEMBER 1983

STRICTLY CONFIDENTIAL

INTRODUCTION

In order to plan for tourist development, the University of Natal is conducting a study of tourist needs on behalf of the Durban City Council. We would appreciate it greatly if you could assist in this venture as it is important for us to find out visitors' attitudes to Durban.

The survey is confidential - names are not wanted. All results will be grouped together and no individual results are given.

* formerly the Institute for Social Research

1. We would like to know what you have enjoyed the most whilst staying in Durban. Would you tell me what has been most enjoyable for you during your present visit to Durban. (INT: PROMPT WITH "WHAT YOU HAVE ENJOYED THE MOST.")

- 2a. We would also like to know what you have enjoyed the least about your stay. (INT: RECORD VERBATIM AND PROMPT, IF NECESSARY.)

- 2b. Could you explain briefly why you say this?

3. What is your main reason for your visit to Durban? Are you here on holiday, for business purposes, to visit friends or relatives, or for some other reason? (INT: READ ALL MENTIONED OPTIONS.)

CIRCLE APPROPRIATE CODE

| | |
|-----------------------|---|
| Holiday | 1 |
| Business | 2 |
| Visiting friends | 3 |
| Visiting relatives | 4 |
| Other (Specify) | |
| | 5 |

4. People are attracted to Durban because of a number of different things. Listed on this card (HAND CARD 1 TO RESPONDENT) are various reasons why visitors are attracted to this city. I will read through the list with you and, at the end, I would like you to say which three things attracted you the most.

MARK WITH AN X

| | | |
|--|----|--------------------------|
| 1. The city beaches | 1 | <input type="checkbox"/> |
| 2. The beaches around Durban on the North and South coasts | 2 | <input type="checkbox"/> |
| 3. The sub-tropical, warm climate | 3 | <input type="checkbox"/> |
| 4. The sea air | 4 | <input type="checkbox"/> |
| 5. Scenic views | 5 | <input type="checkbox"/> |
| 6. Shopping facilities | 6 | <input type="checkbox"/> |
| 7. Sporting activities and amenities | 7 | <input type="checkbox"/> |
| 8. The night-life | 8 | <input type="checkbox"/> |
| 9. Entertainment for the whole family | 9 | <input type="checkbox"/> |
| 10. General entertainment | 10 | <input type="checkbox"/> |
| 11. Opportunities to meet people | 11 | <input type="checkbox"/> |
| 12. Having friends or relatives in the city | 12 | <input type="checkbox"/> |
| 13. The plant life | 13 | <input type="checkbox"/> |
| 14. The bird life | 14 | <input type="checkbox"/> |
| 15. The people | 15 | <input type="checkbox"/> |
| 16. Historic buildings | 16 | <input type="checkbox"/> |
| 17. The variety of cultures and racial groups | 17 | <input type="checkbox"/> |
| 18. Cheap accommodation | 18 | <input type="checkbox"/> |
| 19. Good accommodation facilities | 19 | <input type="checkbox"/> |
| 20. Durban as a stopover to other areas or attractions | 20 | <input type="checkbox"/> |
| 21. General sight-seeing | 21 | <input type="checkbox"/> |
| 22. The public parks and gardens | 22 | <input type="checkbox"/> |
| 23. Restaurants | 23 | <input type="checkbox"/> |
| 24. Value for money | 24 | <input type="checkbox"/> |
| 25. Accessibility to places of interest | 25 | <input type="checkbox"/> |
| 26. The city centre | 26 | <input type="checkbox"/> |
| 27. The outdoor recreational amenities | 27 | <input type="checkbox"/> |

5. Why did you choose Durban as the place to come and visit, to spend your holiday, rather than another resort? (PROBE AND RECORD VERBATIM.)

6. What would attract you to another resort? (INT: PROMPT WITH "WHAT ELSE?" AND ATTEMPT TO OBTAIN THREE RESPONSES.)

1. _____

2. _____

3. _____

7. Thinking about how you have spent your time whilst in Durban, would you tell me which of the following activities you have already done.
(INT: HAND CARD 2 AND READ.)

| | <u>CIRCLE</u> |
|---|---------------|
| 1. Eating out in restaurants | 1 |
| 2. Participating in, or viewing the African "way of life" | 2 |
| 3. Looking at historic buildings | 3 |
| 4. Viewing monuments or statues | 4 |
| 5. Visiting religious buildings | 5 |
| 6. Shopping in the city centre | 6 |
| 7. Shopping on the beachfront | 7 |
| 8. Shopping in outlying areas and suburbs | 8 |
| 9. Visiting friends or family | 9 |
| 10. Taking part in water sports | 10 |
| 11. Playing other sport | 11 |
| 12. Watching sport | 12 |
| 13. Visiting the Aquarium and/or Dolphinarium | 13 |
| 14. Going to public parks and gardens | 14 |
| 15. Going on boat trips | 15 |
| 16. Going on tours and excursions | 16 |
| 17. Visiting Amusement parks on the beachfront | 17 |
| 18. Going to the cinema | 18 |
| 19. Going to night clubs and discotheques | 19 |
| 20. Going to the theatre, ballet or concerts | 20 |
| 21. Going to shows | 21 |
| 22. Going to the beaches in Durban | 22 |
| 23. Going to the beaches outside of Durban | 23 |
| 24. Participating in entertainment provided by the hotels | 24 |
| 25. Going for walks | 25 |

(RESPONDENT TO RETAIN CARD 2 UNTIL QUESTION 11)

8. Is there anything else that you have done which has not been mentioned here? (PROBE AND RECORD VERBATIM.)

9. Which of these activities do you still intend to do during your present visit? (INT: PROMPT WITH "WHAT OTHER ACTIVITIES?" AND RECORD BELOW.)

1. _____

2. _____

3. _____

4. _____

10. Which would you like to do had you had more time? (PROMPT WITH "WHAT OTHERS?" AND RECORD BELOW.)

1. _____

2. _____

3. _____

4. _____

INTERVIEWER: REMOVE CARD 2 FROM RESPONDENT

11. Are there any activities that you would have liked to do had they been available? (PROBE AND LIST BELOW.)

1. _____

2. _____

3. _____

12. Many visitors come to Durban because of the beaches. Could you tell me what your overall impression of the beaches is? (INT: PROBE AND RECORD VERBATIM.)

13. How do you feel about shopping facilities and the range of merchandise available to a visitor like yourself?

- 14a. During your present stay in Durban have you visited a museum or an art gallery?

CIRCLE

| | |
|-----|---|
| Yes | 1 |
| No | 2 |

IF NO: SKIP TO Q.15

IF YES: ASK

- 14b. Which museum(s) or art gallery(ies) did you visit? (INT: IF RESPONDENT CANNOT REMEMBER THE NAME(S) TRY TO OBTAIN A DESCRIPTION E.G. LOCATION, WHAT THEY SAW, ETC.)

1. _____

2. _____

3. _____

4. _____

14c. What was your main reason for going? (PROBE AND RECORD VERBATIM.)

14d. What did you enjoy the most about your visit(s)?

14e. What did you enjoy the least about your visit(s)?

IF NO TO Q.14a, ASK

15. What are your main reasons for not having visited a museum or an art gallery? (INT: IF VAGUE ANSWER IS GIVEN, PROBE FOR UNDERLYING REASON.)

ASK ALL RESPONDENTS

16a. Have you used the library services available in Durban?

CIRCLE

Yes 1

No 2

IF NO: SKIP TO Q.17

IF YES: ASK

16b. Which library or libraries have you been to? (INT: IF RESPONDENT CANNOT GIVE THE EXACT AREA(S) TRY TO OBTAIN AN APPROXIMATE LOCATION.)

1. _____

2. _____

16c. What is your impression of the library facilities available?
(PROBE, IF NECESSARY.)

IF NO TO Q.16a: ASK

17. What are your reasons for not using the library services available?

18. We are interested in hearing your views about the accommodation offered in Durban.

Firstly, we would like to know where you are staying. Which, of these, are you staying in? (IMPORTANT: INT: IF INTERVIEWING IN AN HOTEL, HOLIDAY FLAT OR OTHER PLACE OF ACCOMMODATION THIS QUESTION MUST NOT BE ASKED, BUT SIMPLY RECORDED. OTHERWISE READ OUT THE FOLLOWING OPTIONS.)

| | <u>CIRCLE</u> |
|--|---------------|
| A licensed hotel | 1 |
| An unlicensed hotel | 2 |
| A holiday flat | 3 |
| A time-sharing unit | 4 |
| A private home with friends or relatives | 5 |
| A caravan or camping site | 6 |
| Other (Specify) | 7 |

19. Where, in Durban, is the situated? (INT: AGAIN THIS IS TO BE RECORDED BY YOU IF INTERVIEWING IN A PLACE OF RESIDENCE.)
-

20. Were you able to find suitable accommodation "very easily", "easily" or "not very easily at all"?

| | <u>CIRCLE</u> |
|-----------------------|---------------|
| Very easily | 1 |
| Easily | 2 |
| Not very easily | 3 |
| Other (Specify) | |
| | 4 |

21a. Would you have preferred to have stayed elsewhere?

| | <u>CIRCLE</u> |
|-----------|---------------|
| Yes | 1 |
| No | 2 |
| Uncertain | 3 |

21b. Why do you say this? (RECORD VERBATIM AND PROBE.)

FOR THOSE NOT STAYING IN AN HOTEL OR HOLIDAY FLAT, SKIP TO Q.23.

FOR THOSE WHO ARE STAYING IN AN HOTEL, ASK:

22a. We would like to know your impressions of the hotel you are staying at. I am going to read to you a number of things about hotels. Could you please say whether you find each "very good", "good" or "not very good".

| | <u>CIRCLE</u> | | | |
|--|------------------|-------------|----------------------|-----------------------|
| | <u>Very Good</u> | <u>Good</u> | <u>Not very good</u> | <u>Not Applicable</u> |
| 1. The situation of the hotel | 1 | 1 | 1 | 1 |
| 2. Comfort of the bedrooms | 2 | 2 | 2 | 2 |
| 3. Maintenance of the rooms | 3 | 3 | 3 | 3 |
| 4. Hotel cleanliness | 4 | 4 | 4 | 4 |
| 5. Room service | 5 | 5 | 5 | 5 |
| 6. Food in the hotel and its restaurants | 6 | 6 | 6 | 6 |
| 7. Dining-room service | 7 | 7 | 7 | 7 |
| 8. Hotel bar and bar service | 8 | 8 | 8 | 8 |
| 9. Reception service | 9 | 9 | 9 | 9 |
| 10. Peace and quiet in the hotel | 10 | 10 | 10 | 10 |
| 11. Provision of entertainment by the hotel | 11 | 11 | 11 | 11 |
| 12. Friendliness and courtesy of waiters and staff | 12 | 12 | 12 | 12 |
| 13. Overall rating | 13 | 13 | 13 | 13 |

FOR THOSE WHO ARE STAYING IN A HOLIDAY FLAT. ASK:

- 22b. We would like to know your impression of the holiday flat you are staying in. I am going to read to you a number of things about holiday flats. Could you please say whether you find each "very good", "good" or "not very good".

C I R C L E

| | Very good | Good | Not very Good | Not Applicable |
|---|--------------|------|------------------|-------------------|
| 1. The situation of the holiday flat | 1 | 1 | 1 | 1 |
| 2. Nearness to amenities such as restaurants/laundrettes etc. | 2 | 2 | 2 | 2 |
| 3. Comfort of the bedrooms | 3 | 3 | 3 | 3 |
| 4. Maintenance of the rooms | 4 | 4 | 4 | 4 |
| 5. Cleanliness of the flat | 5 | 5 | 5 | 5 |
| 6. Servicing of the rooms | 6 | 6 | 6 | 6 |
| 7. Reception service | 7 | 7 | 7 | 7 |
| 8. Peace and quiet in the flats | 8 | 8 | 8 | 8 |
| 9. Friendliness and courtesy of staff | 9 | 9 | 9 | 9 |
| 10. The condition of the kitchenette | 10 | 10 | 10 | 10 |
| 11. The equipping of the kitchenette | 11 | 11 | 11 | 11 |
| 12. Overall rating | 12 | 12 | 12 | 12 |

ASK ALL:

23. Do you have any other comments to make about your accommodation?
(PROBE IF NECESSARY).

24. Have you been on an organised tour or a boat trip in or around Durban?

CIRCLE

| | |
|-------------------------|---|
| Organised tour | 1 |
| Boat trip | 2 |
| Both tour and boat trip | 3 |
| Neither | 4 |

IF CODE 4 CIRCLED, SKIP TO Q.26

IF CODES 1, 2 or 3 CIRCLED, ASK:

- 25a. Where have you been to?

1. _____

2. _____

3. _____

4. _____

5. _____

- 25b. What aspects of your trip(s) did you like? (INT: IF VAGUE ANSWER,
E.G. "DON'T KNOW" IS GIVEN, PROBE FOR MORE SPECIFIC ASPECTS.)

- 25c. What aspects of your trip(s) did you dislike? (INT: AGAIN PROBE FOR
MORE SPECIFIC ASPECTS IF ANSWER IS VAGUE.)

ASK ALL:

26. Is there somewhere that you could suggest a tour go to which is not already available? Is there anywhere you would like to go, on a tour or excursion, but cannot because that tour is not offered? (INT: REPEAT THE FIRST QUESTION IF NO ANSWER IS FORTHCOMING.)

27. Is there anywhere you would like to go, either in the city itself or its surrounding areas, but cannot because there is no transport provided?

28. What is your impression of the people of Durban?

29. I would now like you to imagine what would be for you an ideal holiday resort, a place which would have everything to attract you to it. What would you like in such a resort? I will read to you some things which you may or may not think are important in your idea of an ideal resort. Please say which of these you believe would be appropriate. (INT: CIRCLE THE WORDS THE RESPONDENT SAYS "YES" TO AS YOU READ THEM OUT.)

| | |
|--|------------------------------|
| fun and excitement | comfortable hotels |
| white sands | warm waters |
| cosmopolitan atmosphere | mixing with the opposite sex |
| outside cafes | relaxation |
| historical monuments | sunshine |
| fishing | traditional crafts |
| bright lights | bustle |
| blue surf | beautiful scenery |
| seafood | cabaret shows |
| theatre, symphony concerts and ballet | braaivleis |
| pleasure | peace and quiet |
| African traditional life | new experiences |
| glamour | good restaurants |
| curio shops | sea air |
| wild life | low prices |
| varied entertainment | oriental custom |
| exotic food | swimming |
| outdoor sports | palm trees |
| oriental bazaars | late nights |
| tropical plants | tanning |
| carnivals | shelly beaches |
| friendly people | colourful birds |
| sipping cocktails | different cultures |

- 30a. Various amenities and services are available to visitors in Durban. We would like to know how you personally rate them. I'll read through the list and you say how many marks out of 5 you would give each one in terms of how good or bad you have found them. Those that you have found to be very good would get a rating of 5. Something that is not very good at all would get a rating of 1. (INT: THE RATINGS ARE FROM 1 TO 5. IF AN ITEM IS "NOT APPLICABLE" TO THE RESPONDENT, MARK WITH AN X.)

MARKS OUT OF 5

| | 1 | 2 | 3 | 4 | 5 |
|-----------------------------------|---|---|---|---|---|
| 1. Beach facilities | | | | | |
| 2. Bus service | | | | | |
| 3. Taxi service | | | | | |
| 4. Swimming pools | | | | | |
| 5. Sports stadiums/sports grounds | | | | | |
| 6. Parks/gardens | | | | | |
| 7. Amusement parks | | | | | |
| 8. Theatres/cinemas | | | | | |
| 9. Art galleries | | | | | |
| 10. Museums | | | | | |
| 11. Libraries | | | | | |
| 12. Restaurants | | | | | |
| 13. Public toilets/restrooms | | | | | |
| 14. Parking facilities | | | | | |
| 15. Picnic areas | | | | | |
| 16. Street lights | | | | | |
| 17. Shops/shopping centres | | | | | |
| 18. Hotels or other accommodation | | | | | |
| 19. Roads | | | | | |
| 20. Tourist information services | | | | | |
| 21. Excursions/tours | | | | | |
| 22. Banking facilities | | | | | |
| 23. Foreign exchange services | | | | | |
| 24. Car hire services | | | | | |

FOR THOSE ITEMS WITH RATINGS OF 3 OR LESS:

- 30b. Can you suggest any improvements for?
(INT: GO THROUGH THE LIST AND READ OUT SEPARATELY THOSE ITEMS GIVEN RATINGS OF 1, 2 OR 3. WRITE DOWN THE CORRESPONDING NUMBER OF THE SERVICE/AMENITY WITH THE RESPONDENT'S COMMENTS ALONGSIDE EACH NUMBER.)

- 31a. There are many differing views about the opening of public amenities to the different races. If there was effective planning to discourage crowding what would be your reaction to the opening of some beaches to all race groups?

To the opening of some paddling pools and swimming pools to all races?

And to the opening of some other amenities and facilities?

- 31b. Could you substantiate your answers and give reasons why you say this? (INT: PROMPT CAREFULLY AND RECORD VERBATIM.)

IF IN FAVOUR OF INTEGRATION, SKIP TO Q.33.

IF OPPOSED, ASK -

32. If amenities were separate for each race but there was a charge to you for using them, would you still be in favour of each race having its own separate amenities, or would you consider shared amenities?

CIRCLE

| | |
|----------------------------|---|
| Would still oppose sharing | 1 |
| Would consider sharing | 2 |
| Uncertain | 3 |

- 33a. Certain amenities in Durban have already become more integrated. Have you personally experienced any problems or have you had no real difficulties?

CIRCLE

| | |
|----------------------|---|
| Problems | 1 |
| No real difficulties | 2 |

- 33b. Please comment on your answer. (INT: PROBE WITH "WHY DO YOU SAY THIS?")

34. Would you now think about your stay in Durban as a whole, and if you have experienced any problems here. On this card (HAND CARD 3) is a list of problems that a visitor might experience during his or her stay in Durban. We will go through each one, and if you could say whether it has been a "serious problem", a "mild problem", or "no problem" to you.

| | <u>CIRCLE</u> | | | |
|--|----------------------------|-------------------------|-----------------------|---------------------------|
| | <u>Serious Problem</u> | <u>Mild Problem</u> | <u>No Problem</u> | <u>Not Applicable</u> |
| 1. Accessibility to places of interest | 1 | 1 | 1 | 1 |
| 2. Variety in tours offered | 2 | 2 | 2 | 2 |
| 3. Opening and closing times of shops | 3 | 3 | 3 | 3 |
| 4. Pickpockets | 4 | 4 | 4 | 4 |
| 5. Muggings | 5 | 5 | 5 | 5 |
| 6. Overcrowded areas | 6 | 6 | 6 | 6 |
| 7. Overpricing | 7 | 7 | 7 | 7 |
| 8. Choice of entertainment | 8 | 8 | 8 | 8 |
| 9. The heat and humidity | 9 | 9 | 9 | 9 |
| 10. Vandalism | 10 | 10 | 10 | 10 |
| 11. Litter on the streets | 11 | 11 | 11 | 11 |
| 12. Traffic jams and congestion | 12 | 12 | 12 | 12 |
| 13. Traffic noise | 13 | 13 | 13 | 13 |
| 14. Air pollution | 14 | 14 | 14 | 14 |
| 15. Dogs in public | 15 | 15 | 15 | 15 |
| 16. Banking hours | 16 | 16 | 16 | 16 |
| 17. Bad roads | 17 | 17 | 17 | 17 |
| 18. Dirty beaches | 18 | 18 | 18 | 18 |
| 19. Lack of Sunday entertainment | 19 | 19 | 19 | 19 |
| 20. No bus shelters | 20 | 20 | 20 | 20 |
| 21. Too commercialised | 21 | 21 | 21 | 21 |
| 22. Lack of cultural activities | 22 | 22 | 22 | 22 |
| 23. Beggars | 23 | 23 | 23 | 23 |
| 24. Hawkers on the beach | 24 | 24 | 24 | 24 |

- 35a. Thinking of your holiday up to now, what single experience have you enjoyed the most? (INT: ONLY ONE ANSWER IS REQUIRED HERE.)

- 35b. And what single experience have you enjoyed the least? (INT: AGAIN ONLY ONE ANSWER REQUIRED.)

36. Imagine that you were describing Durban in a letter to a friend who was also thinking of coming to visit. What things would you say about Durban to describe its special features or about what you have experienced here?

37a. What do you think will improve the attractiveness of Durban as a city? (INT: HELP BY REPEATING "TO IMPROVE ITS ATTRACTIVENESS.")

37b. Would you think that any of the following would improve its attractiveness to you, the visitor? (INT: READ THROUGH THE LIST.)

- | | <u>CIRCLE</u> |
|---|---------------|
| 1. Relaxing controls on Sunday entertainment | 1 |
| 2. Preserving old buildings and historic features | 2 |
| 3. Turning a street in the beach area into a pedestrian mall with sidewalk cafes and landscaped areas | 3 |
| 4. A larger, more spacious amusement park <u>near</u> but <u>not on</u> the beach | 4 |
| 5. Increased beach space | 5 |
| 6. Having a permanent fairground | 6 |
| 7. Making the beachfront more scenic and natural with trees and gardens | 7 |
| 8. More family entertainment | 8 |
| 9. Braai facilities in certain parks and picnic areas near the city | 9 |
| 10. Keeping the city centre alive at night | 10 |

38a. Taking everything into account, how would you rate your stay in Durban overall. Would you rate it "very good", "fairly good" or "not very good"?

| | <u>CIRCLE</u> |
|-----------------------|---------------|
| Very good | 1 |
| Fairly good | 2 |
| Not very good | 3 |
| Other (specify) | |
| | 4 |

38b. How would you rate Durban as a resort? "Very good", "fairly good" or "not very good"?

| | <u>CIRCLE</u> |
|-----------------------|---------------|
| Very good | 1 |
| Fairly good | 2 |
| Not very good | 3 |
| Other (specify) | |
| | 4 |

39. How likely would you be to make a visit to Durban again? Is it "likely" or "unlikely", or are you "uncertain" as to whether you will be coming here for another visit?

| | <u>CIRCLE</u> |
|-----------------------|---------------|
| Likely | 1 |
| Unlikely | 2 |
| Uncertain | 3 |
| Other (specify) | |
| | |

40a. Where do you intend to spend your next holiday?

40b. Why have you chosen that place? (INT: PROBE AND RECORD VERBATIM.)

AND NOW A FEW MORE GENERAL QUESTIONS!

41. In the last three years have you been away on any kind of holiday apart from this present trip to Durban?

CIRCLE

| | |
|-----|---|
| Yes | 1 |
| No | 2 |

IF NO, SKIP TO Q.43.

IF YES, ASK:

- 42a. Where did you spend your holiday(s)?

| | |
|----|----|
| 1. | 4. |
| 2. | 5. |
| 3. | 6. |

- 42b. What time of the year did you go away? (INT: RECORD THE MONTH(S) NEXT TO THE CORRESPONDING PLACES.)

| | |
|----|----|
| 1. | 4. |
| 2. | 5. |
| 3. | 6. |

ASK ALL:

43. How did you come to Durban? By car, bus, train, ship or by air?

CIRCLE

| | |
|----------------------|---|
| Car | 1 |
| Bus | 2 |
| Rail | 3 |
| Sea | 4 |
| Air | 5 |
| Other (specify) | |
| | |

44. Where did you come from?
-

45a. How long are you staying in Durban on this visit?

45b. How long have you already been here?

46. Who are you travelling with? (INT: IF TRAVELLING WITH CHILDREN, RECORD THE NUMBER, PLUS THEIR AGES.)

47. When were you last in Durban on a visit?

48. How many previous visits have you made to Durban?

SOME PERSONAL DETAILS: (INT: RING THE APPROPRIATE CODES)

SEX

Male 1
Female 2

STATUS

Single 1
Married 2
Divorced/Separated 3

AGE

Under 20 01
20 - 24 02
25 - 29 03
30 - 34 04
35 - 39 05
40 - 44 06
45 - 49 07
50 - 54 08
55 - 59 09
60 - 64 10
65+ 11

EDUCATION

Less than Std. 3 1
Std. 3 - Std. 7 2
Std. 8 or 9 3
Std. 10/Matric 4
Trade Certificate 5
Postmatric certificate
or Diploma 6
University degree 7

INCOME

| | |
|----------------|----|
| None | 01 |
| Under R299 | 02 |
| R300 - 549 | 03 |
| R550 - 749 | 04 |
| R750 - 999 | 05 |
| R1 000 - 1 499 | 06 |
| R1 500 - 1 999 | 07 |
| R2 000 - 2 499 | 08 |
| R2 500 - 2 999 | 09 |
| R3 000+ | 10 |

RACE OF RESPONDENT

| | |
|----------|---|
| White | 1 |
| Coloured | 2 |
| Indian | 3 |
| Black | 4 |

OCCUPATION (full details)

PRESENT PLACE OF RESIDENCE

HOME LANGUAGE

| | |
|-----------------|---|
| English | 1 |
| Afrikaans | 2 |
| Other (Specify) | |
| | 3 |

NATIONALITY

| | |
|-----------------------|---|
| South African | 1 |
| Zimbabwean | 2 |
| Other (Specify) | |
| | 3 |

49. One last question! We are trying to find out how aware visitors are about attractions which are offered in and around Durban. I am going to read through the whole list of attractions. For each attraction I would like you to say whether you have visited it. (INT: FOR EACH ATTRACTION ASK "HAVE YOU BEEN THERE?" IF THE ANSWER IS "NO", THEN ASK IF THEY ARE AWARE OF THE ATTRACTION - ASK IF THEY KNOW ABOUT IT.)

ATTRACTIONS IN DURBAN

| | <u>CIRCLE</u> | | |
|---|-------------------------|--------------|----------------|
| | <u>Have visited</u> | <u>Aware</u> | <u>Unaware</u> |
| 1. The Moslem Mosque | 1 | 1 | 1 |
| 2. Durban Cathedral | 2 | 2 | 2 |
| 3. The Indian Market | 3 | 3 | 3 |
| 4. The Oriental Bazaar | 4 | 4 | 4 |
| 5. African Art Centre | 5 | 5 | 5 |
| 6. Indian flower sellers | 6 | 6 | 6 |
| 7. Toyota factory tour | 7 | 7 | 7 |
| 8. South African Breweries tour | 8 | 8 | 8 |
| 9. The Sugar Terminal | 9 | 9 | 9 |
| 10. SABC live broadcasts | 10 | 10 | 10 |
| 11. Coronation Brick and Tile factory tour | 11 | 11 | 11 |
| 12. Ricksha rides | 12 | 12 | 12 |
| 13. Durban yacht basin | 13 | 13 | 13 |
| 14. The harbour terminal | 14 | 14 | 14 |
| 15. Maydon Wharf and dry docks | 15 | 15 | 15 |
| 16. Durban bay cruises/ocean cruises | 16 | 16 | 16 |
| 17. Deep-sea fishing cruises | 17 | 17 | 17 |
| 18. Howard College/University of Natal (Durban) | 18 | 18 | 18 |
| 19. The Japanese Gardens | 19 | 19 | 19 |
| 20. Mitchell Park | 20 | 20 | 20 |
| 21. Jameson Park and its Rose Garden | 21 | 21 | 21 |
| 22. The Botanical Gardens and Orchid House | 22 | 22 | 22 |
| 23. John Ross statue | 23 | 23 | 23 |
| 24. Dick King statue | 24 | 24 | 24 |
| 25. Currie's Fountain | 25 | 25 | 25 |
| 26. Da Gama Clock | 26 | 26 | 26 |
| 27. The Hindu Temple | 27 | 27 | 27 |
| 28. Durban Natural History Museum | 28 | 28 | 28 |
| 29. Addington Hospital Centenary Museum | 29 | 29 | 29 |

CIRCLE

| | <u>Have Visited</u> | <u>Aware</u> | <u>Unaware</u> |
|--|-------------------------|--------------|----------------|
| 30. Killie Campbell Africana Museum | 30 | 30 | 30 |
| 31. Local History Museum | 31 | 31 | 31 |
| 32. Old House Museum | 32 | 32 | 32 |
| 33. Durban Art Gallery | 33 | 33 | 33 |
| 34. The City Hall | 34 | 34 | 34 |
| 35. The Post Office | 35 | 35 | 35 |
| 36. The Old Fort | 36 | 36 | 36 |
| 37. The Oceanarium and Dolphinarium | 37 | 37 | 37 |
| 38. The Amusement Centre on the beachfront | 38 | 38 | 38 |
| 39. Durban Snake Park | 39 | 39 | 39 |
| 40. Minitown | 40 | 40 | 40 |
| 41. "Little Top" | 41 | 41 | 41 |
| 42. Scenic Views from Durban Bay | 42 | 42 | 42 |
| 43. Scenic views from the Berea | 43 | 43 | 43 |
| 44. Air flips over the city | 44 | 44 | 44 |
| 45. Blue Lagoon recreational area | 45 | 45 | 45 |
| 46. Horse racing at Greyville/Clairwood | 46 | 46 | 46 |
| 47. Eduardo Villa Sculpture | 47 | 47 | 47 |
| 48. Palmiet Nature Reserve, Westville | 48 | 48 | 48 |
| 49. Paradise Valley Nature Reserve | 49 | 49 | 49 |
| 50. Stainbank Nature Reserve | 50 | 50 | 50 |

ATTRACTIONS OUTSIDE OF DURBAN

| | | | |
|---|----|----|----|
| 51. Amanzimtoti lagoon | 51 | 51 | 51 |
| 52. Llanda Wild Nature Reserve, and Inyoni Bird Sanctuary, 'Toti | 52 | 52 | 52 |
| 53. River Bend Crocodile Farm, Ramsgate | 53 | 53 | 53 |
| 54. Oribi Gorge Nature Reserve | 54 | 54 | 54 |
| 55. Richmond | 55 | 55 | 55 |
| 56. Pietermaritzburg | 56 | 56 | 56 |
| 57. Natal Lion and Game Reserve | 57 | 57 | 57 |
| 58. Howick Falls | 58 | 58 | 58 |
| 59. Umgeni Valley | 59 | 59 | 59 |
| 60. Nagle Dam | 60 | 60 | 60 |
| 61. Midmar Dam | 61 | 61 | 61 |

CIRCLE

| | <u>Have Visited</u> | <u>Aware</u> | <u>Unaware</u> |
|--|-------------------------|--------------|----------------|
| 62. Albert Falls Dam | 62 | 62 | 62 |
| 63. Valley of a Thousand Hills | 63 | 63 | 63 |
| 64. Phezulu tribal village | 64 | 64 | 64 |
| 65. Kranskloof gorge | 65 | 65 | 65 |
| 66. Drakensberg mountain resorts | 66 | 66 | 66 |
| 67. Umhlanga Rocks (i.e. Scarlet Tanager) bird park | 67 | 67 | 67 |
| 68. Natal Anti-shark Measures Board talks and slide-shows, Umhlanga Rocks | 68 | 68 | 68 |
| 69. Zulu dancing at "Cabana Beach" hotel | 69 | 69 | 69 |
| 70. Stewart's Farm - Zulu village, Eshowe | 70 | 70 | 70 |
| 71. Mahatma Ghandi Museum, Phoenix settlement | 71 | 71 | 71 |
| 72. Crocodile Creek, Tongaat | 72 | 72 | 72 |
| 73. St. Lucia Game Reserve and resort | 73 | 73 | 73 |
| 74. Hluhluwe Game Park | 74 | 74 | 74 |
| 75. Umfolozi Game Park | 75 | 75 | 75 |
| 76. Mkuze Game Park | 76 | 76 | 76 |
| 77. Richards Bay harbour | 77 | 77 | 77 |
| 78. Private game hunting ranches | 78 | 78 | 78 |
| 79. Wild Coast Casino | 79 | 79 | 79 |

DATE OF INTERVIEWINTERVIEWER



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