



The Significance of Domestic Tourism in Durban, South Africa

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Abstract

Domestic tourism is the cornerstone of economic development processes in most cities and Durban is no exception since it is the centre of attraction in the province of KwaZulu-Natal. The main aim of the study was to examine the significance of domestic tourism in Durban. A qualitative study was undertaken, in which purposive sampling was used. In-depth, semi-structured interviews were conducted, and the data was analysed using thematic analysis. Study findings highlighted the importance of tourism for job creation, poverty alleviation, and infrastructure development. Potential challenges that arise for domestic tourists are pricing and transportation. More needs to be done to invest extra effort into marketing the city more efficiently to all tourists, but especially to domestic tourists in all provinces of South Africa, since domestic tourism offers a reliable market throughout the year.

Keywords: Tourism, domestic tourism, Durban, KwaZulu-Natal, South Africa

Introduction

The travel sector is among the largest industries creating indirect and direct employment, mostly for the local people who live in the communities around a tourism destination, generating business opportunities for other industries (Maharaj, Sucheran & Pillay, 2006). Robbins (2017: 36) found that in 2014, "1 in 25 individuals work in the tourism sector". In most developing countries, domestic tourism constitutes a large and growing proportion of the industry, at approximately 80% (Mazimhaka, 2007). However, the government and tourism bodies are mostly focusing on developing, increasing, and promoting international tourism rather than domestic tourism (Elliott, 1997; Mazimhaka, 2007).

Tourism is important to the economy of South Africa (Robbins, 2017). Domestic tourism is the foundation of the tourism industry in Durban and tourism development is a priority for eThekweni Municipality (Robbins, 2017; Durban Tourism, 2013). In 2016, 93.56% of the city's tourists were domestic tourists, while international tourists were at 6.44%. Domestic tourists stayed on average 4.7 nights, while international tourists stayed 8.2 nights. As the local tourism body, Durban Tourism has the responsibility to develop and promote Durban both locally and internationally.

Durban is the most popular destination of choice in KwaZulu-Natal and is in fact purported to be "the country's most visited destination" (eThekweni Municipality, 2017: 5). Domestic tourist numbers have increased over the years, with 87.7% in 2014, 88% in 2015 and 93.56% in 2016. According to the research undertaken by Durban Tourism (2016), Durban's main domestic tourism market is the province of Gauteng (49%).



The statistics were however not as bright almost a decade ago. In 2008, 71% of the city's tourists were domestic tourists, while international tourists were at 29%. Yet, in a survey conducted in August 2009, domestic tourism had decreased, still, however, dominating international tourism at 58% against 42%. According to Durban Tourism 2013 statistics, there was an increase of just 1% in domestic tourism compared with an increase of 16% in international tourism (Durban Tourism, 2016). International tourist numbers have however declined, with 12.3% in 2014, 12% in 2015 and 6.44% in 2016, and this is considered a challenge (Ethekewini Municipality, 2017). The largest international markets are Germany (25%), the United Kingdom, (20%), the United States of America (9%) and the Netherlands (8%), followed by other African countries, including Swaziland, Zimbabwe, Lesotho, and Malawi (Durban Tourism, 2016).

According to Rogerson and Lisa (2005), research has been conducted several times on domestic tourism. However, the focus was mostly on the economic impacts of domestic tourism on developing countries like South Africa. Government policies and marketing strategies of developing countries examine the foreign exchange arising from the influx of international tourism, which shows the lack of knowledge of the importance of sustainable domestic tourism (Mazimhaka, 2007; Baum & Szivas, 2008). The sustainability of tourism relies heavily on domestic tourism (Mazimhaka, 2007; Qin, Wall & Liu, 2011). Amongst others, it is the aim of Durban Tourism to address challenges pertaining tourism, offer visitors a pleasant stay, and innovate, develop and improve. It is therefore critical to ensure that domestic tourism continues to follow the positive trend that has been observed in recent years and that this market continues to have a positive experience and that any potential threats be identified and dealt with.

The aim of the study was therefore to examine the significance of domestic tourism in Durban.

The objectives of the study were:

- To identify the factors that could negatively impact domestic tourism in Durban;
- To examine the factors that have an influence on the expansion of domestic tourism in Durban; and
- To provide recommendations which promote domestic tourism and sustainability within Durban.

Tourism

Tourism has different meanings based on particular activities. According to Mthethwa (2003), tourism is an activity that is undertaken by a person, with the said person travelling and spending at least one night away from home for either business or leisure purposes. The United Nations World Tourism Organization (UNWTO) (2014), defines domestic tourism as the activity where the resident travels within the country of reference but outside of his/her own environment, the intention of travelling could be holiday, business, medical, shopping visiting family and friends. In addition, the travel should have an economic impact to the visited destination.

For the purpose of this study, the most appropriate definition of tourism is all activities that arise when people travel from their usual dwellings to other places within their country, or to other countries, for leisure, recreation, or business purposes (Elliott, 1991). This includes all the concomitant activities, from the preparation of the trip, to the process of travelling, the accommodation, entertainment, and the food. All the activities should contribute extensively to the economic system of the location of the host (UNWTO, 2014; Elliott, 1991; Domestic Tourism Strategy, 2010).



Domestic tourism occurs when the residents of a country travel within their own country. They may travel locally, provincially, or nationally, with the intention of visiting tourism destinations or friends and family. Such a visit should have an economic impact on the place visited (Elliott, 1997). The use of domestic tourism for social integration is a new concept in South Africa, coming about after the 1994 democratic election, when the 'rainbow nation' of South Africa could interact in sports events and attractions without any restrictions (Cardoso & Ferreira, 2000; Mazimhaka, 2007). In recession time, which affects mostly international tourism, attention could and should be paid to domestic tourism. This tourism type can sustain the tourism industry during difficult times (Turco, Swart, Bob & Moodley, 2003).

In South Africa, there has been a significant tourism growth since 1994, with the sector now the country's key economic component. Of all the industries, tourism has the most potential, either directly or indirectly, to achieve the country's major objectives of job creation, economic growth, and poverty alleviation in all provinces (IFP Executive Policy Summary).

South Africa's current government is working hard to promote tourism amongst Black people, who, prior to 1994, were disadvantaged and excluded from tourist facilities such as beaches and hotels (Rogerson & Lisa, 2005). The domestic tourism industry in South Africa plays a crucial role in the local economy in places such as Durban, (Rogerson & Visser, 2006; Rogerson & Lisa, 2005; Durban Tourism, 2016).

Mazimhaka (2007) stated that governments and tourism bodies in most developing countries focus more on promoting international tourism, because this brings huge amounts of money into the economy compared with domestic tourism, which seems to have little impact. According to Mazimhaka (2007), the reality is that domestic tourism is the foundation of tourism. Unlike international tourism, which has peak and off-peak seasons, domestic tourism takes place throughout the year. Maharaj et al. (2008) witnessed the weakness of most developing countries in policymaking: such countries are pursuing the expansion of tourism facilities with the anticipation of increasing international tourism and diversifying the economy. International tourism is strongly affected by many factors, such as crime, health issues, safety, and travel documents. However, these are not major factors taken into account by domestic tourists before they travel within their own country (Rogerson & Lisa, 2005).

UNWTO (2014) pointed out that international tourism is affected by the issues of the host country: whatever is happening in the country of interest, such as political instability, poor exchange rates, health concerns and safety issues, influences their decision to visit the place. The West African countries were faced with the disaster of Ebola from March 2014 to 2015 before the disease outbreak came under control. Therefore, the bookings of international tourists to those countries decreased, however, the domestic tourism market was still standing (UNWTO, 2014).

Methodology

The qualitative research approach was used. The participants were selected purposefully, according to the in-depth knowledge and experience they possessed in both domestic and international tourism. Fifteen people were targeted, both from departments that deal directly with the development, promotion, and marketing of tourism services in Durban, as well as from the researcher.

Semi-structured interviews was the most suitable method, as this allowed for two-way communication. Interviews were conducted face to face, to allow for a flow of communication between the respondents and the interviewer. Such a method works best for a small number of respondents, and is suited to gaining insights and perspectives (Creswell, 2009). The semi-structured interview, according to Ehigie & Ehigie (2005), is an in-depth interview that is a



dialogue between the researcher and the participant, rather than a closed-ended question-and-answer session. The research questions for the interviews were constructed based on the study aim and objectives.

The interviews were conducted between the 16th July and the 16th September 2014. Interviewees comprised tourism information officers from the tourism services departments of various offices, marketing managers, the researcher, and the branding officers. Each interview took 30 minutes to an hour, depending on the pace of the respondents, and their level of knowledge and exposure. Respondents who had extensive knowledge and experience concerning the promotion of domestic tourism challenges took about an hour to respond to the questions. All of the interviews were recorded and later transcribed to enable the researcher to analyse the data. The researcher considered all the ethical measures that needed to be taken and requested respondents to complete an informed consent form. The study began only after ethical clearance and a gatekeeper's letter had been obtained. Thematic analysis was used to analyse the data gathered, after it had been transcribed from the audio into themes, which were formed from the repeated concepts. The concepts were either similarities or differences obtained from the data collected (Ryan & Bernard, 2003). The themes are presented below in the Results section, and quotations from respondents are included to lend support.

Results

Significance of tourism in Durban

Participants indicated that tourism is one of the main industries that boosts the economy of Durban and the country as a whole, because it involves other industries. Participants also highlighted that Durban Tourism supports the Department of Economic Development's (2006) vision of developing job opportunities to ameliorate the high levels of unemployment in the province and the country as a whole.

Job creation

All the respondents identified job creation as the greatest advantage of tourism in Durban. Respondents mentioned that local people gain both formal and informal employment through tourism, as well as from other enterprises that work hand in hand with the tourism industry, supplying such necessities as accommodation, transportation, and restaurants. The creation of jobs may be used as a tool to eliminate poverty and unemployment, and to enhance the lives of the local people.

Domestic tourism allows for creation of jobs in businesses such as hotels, service providers, the transportation industry, tour operators, and many more (R5).

Poverty alleviation

It was argued that tourism encourages people to open their own businesses, to be sustained by tourism. For every business opened, people find employment, the rate of unemployment decreases, and many families have at least one person working to support them. Tourism is connected to job creation and offers works to diverse persons, whether lower or higher qualified. Some participants debated the issue of employment in tourism, however, complaining about the unreliability of jobs – particularly in the hospitality sector – tourism being seasonal.

Tourism is among the factors that will decrease crime and poverty by creating jobs (R6).

Domestic tourism generates informal and formal employment and alleviates poverty (R4).



Infrastructure development

Infrastructure development is said to be the long-term benefit of tourism. According to the participants there will be road maintenance; new buildings will be built, facilities will be maintained, and the tourist attraction sites will be kept in a good condition. Generally, everything will be upgraded to meet tourists' expectations. Communities may also use the entire infrastructure, therefore the city will be developed to meet the needs of tourism, continuing to attract an ever-increasing number of events and businesses.

I think we are leading in our domestic market, apparently, people have always loved Durban, and they all wanted to come to Durban even before the marketing strategies that are in use recently. So the city had to be developed, more hotels, guest houses and bed and breakfast, roads to tourism attractions had to be in good conditions at all times, even the services had to be up to the standard. I can mention few infrastructures like Moses Mabhida and its activities, Ushaka Marine World, International Convention Centre (ICC) (R1).

Business opportunity

It was highlighted by the participants that many businesses in Durban are being created because Durban is a holiday destination, with a rich history and culture, a warm climate and beaches, all acting as factors enticing tourists to Durban. There are many business opportunities into which people may tap, which are not necessarily in tourism as such. However, when people are already in a particular environment, they will also use those services or purchase those products. Tourism has brought benefits that may be experienced by people across different sectors, for instance, if there are many tourists coming to Durban, the airlines will automatically benefit.

Tourism is very important as it promotes business opportunity in the city and the province at large (R9).

Decline in tourism industry

The respondents stated that domestic tourism occurs all year round, unlike international tourism, which is seasonal. Domestic tourists sustain the operation of the whole industry, therefore the diminishing of the major market in the industry is a clear indication of a crisis. Some businesses will be closed down as they cannot stand to run at a loss, for instance for tour operators, hotels and bed and breakfasts which offer daily services, a day without selling services to anyone represents a loss.

The majority of the people see Durban as a destination with full business opportunities; hence, they come to invest in the various companies and enterprises found in Durban. The city is known as the number one domestic tourism destination (R5).

Domestic tourists' motivation to travel to Durban

The respondents had differing comments regarding motivation for domestic tourists to travel to Durban, including warm weather, beaches, and Ushaka Marine World, which were mentioned by the participants as the major attractions for domestic tourists.

Respondents revealed that Durban has the advantage of a better geographical location than other provinces. The city has a warm climate, and beaches, and is a gateway to other provincial tourism attractions such as wildlife and the uKhahlamba Drakensberg Mountains, which is a World Heritage Site. The following were said to be aspects that attract domestic tourists to choose Durban over other coastal cities.

Mostly it is the natural attractions that bring most domestic tourists in Durban, we have unique attractions (R11).



All the participants mentioned the warm climate of Durban as an advantage over other cities. Durban is known to have sub-tropical weather, therefore tourists may readily visit the city all year round. Durban has the advantage of a high domestic influx in winter owing to its warmth, other provinces suffering the cold in winter. When on holiday, many people wish to have a change from what they experience in their own homes.

The respondents believed that the warm beaches provided a lure for domestic tourists to come to Durban. Many people prefer warmth to cold weather, hence domestic tourists flock to Durban. The beachfront provides many activities apart from swimming. The developments provided in preparation for 2010 World Cup have made the beach safer and more attractive. Umhlanga beach has some new developments that are hard to resist, and the new pier project has been completed. Tourists wish to experience change in tourism destinations. Affordability was also found by the interviewees to be among the factors that encourage domestic tourists to make KwaZulu-Natal their preferred destination, over all the other provinces of South Africa. Some interviewees, however, believe that the prices of hotels and other tourism attractions are not affordable to less affluent domestic tourists, with some product owners not catering to everyone. Some interviewees gave examples of entities that are owned by the municipality as being affordable, such as the city tour and Moses Mabhida activities.

Participants stated that Durban is a place where people can learn about the original culture of the Zulu people, and that the province of KwaZulu-Natal is the only province still offering authentic Zulu culture. Durban has a mixture of Zulu and Indian people, therefore it affords the experience of both cultures. It also has a rich history. Most of the interviewees believed that the entertainment and large-scale events that are held in Durban, such as the Tourism Indaba and the Durban July, play a major role in increasing the number of domestic tourists. The Aliwal Shoal is yet another significant attraction. The interviewees also emphasised that Durban plays host to many conferences: delegates, having seen the attractions, will wish to return for holidays. The nightlife is also among the most alluring experiences for tourists, especially the Florida Road attractions. The shopping experience was also mentioned, especially at large malls such as Gateway and the Pavilion.

The vibrance of the city, its nightlife in Florida road and beachfront, variety of activities and experiences attracts domestic tourists to visit Durban; our biggest domestic market is Gauteng (R13).

The interviewees identified iconic attractions as the third factor attracting domestic tourists to Durban, namely, Ushaka Marine Theme Park and all its experiences, and Moses Mabhida Stadium.

The respondents provided an important fact about domestic tourists – South Africans from various provinces, who, owing to work or relationships, leave their families in Durban, and venture to other provinces. On the other hand, however, there are people from other provinces who work or live in Durban, who will be visited by friends and family members. This is an advantage for the tourism industry, people often taking in the sights and entertainment destinations while in Durban.

Factors impacting negatively on domestic tourists

Various factors may negatively affect domestic tourists at a tourism destination, which will determine whether they will return. If tourists have a bad experience, most will not wish to return; therefore it is crucial to identify negative effects of a destination on domestic tourists, clouding their expectations about Durban. The following are the factors that the respondents mentioned as negatively affecting domestic tourism in Durban.

Some of the interviewees revealed that the city may be more accommodating to English- and



isiZulu-speaking people. When a tourist cannot speak either of those two languages it is hard to assist such a person. South Africa in fact has 11 official languages.

The other issue that was raised by the respondents was a lack of tourism signage, which makes it problematic and tedious for domestic tourists to find tourism destinations in the area, especially when without the assistance of tour operators or a tour guide. Tourists sometimes become lost, which could make them vulnerable to crime.

The participants mentioned the issue of the distances between the tourism destinations, which limits domestic tourists from enjoying all that Durban has to offer. Too much time is often spent travelling to destinations: this calls for more days than anticipated to spend in Durban.

The respondents also raised the issue of transportation. There is a lack of public transport to several tourist destinations. Domestic tourists must therefore have their own transport to travel to destinations, or depend on metered taxis/cabs that are very expensive. Durban Tourism is promoting nightlife in Durban; however, the issue of transport is impeding its success. A lack of public transport after hours makes it challenging for domestic tourists who do not have their own transport.

The study found that creativity plays a major role in attracting tourists, yet the participants criticised the city for its lack of creativity, saying that people will not come to Durban repeatedly, only to suffer similarly negative experiences. The participants agreed that, in order to achieve a higher number of domestic tourists, the Durban tourism industry must be creative, offering new experiences at least every year.

The participants complained about a lack of daily-organised trips. When domestic tourists arrive in Durban they may sometimes find that they have to wait a few days in order to take their tours. On the other hand, the packages that are offered are mostly not suitable for domestic tourists, because the service providers' package experiences focus mostly on the international market.

The respondents exposed the problem of some hotel, service, and product owners doubling their prices over the peak season, which makes it even more burdensome for domestic tourists to afford their services. The respondents emphasised that this issue will have long-term effects on the industry, which might lead to the point at which domestic tourists do not use hotels, bed and breakfasts, guest houses, and general accommodation, but will resort to lodging with family and friends instead.

The participants indicated that crime is a threat to tourism. This is however an external factor over which they do not have control. When visitors are robbed this puts Durban in a bad light. Nonetheless, there were respondents who believed that crime is a common problem throughout the country, stressing that people have an unfairly negative perception about the crime rate in Durban. The respondents also mentioned the challenge related to tourists complaining of cleanliness of the city compared with other cities.

Tourism marketing strategies

Respondents listed several marketing strategies that are used to market Durban to the domestic market; however, the 2012-2020 visitors' strategy is what guides them in their marketing. Events are also used to market the city and its tourism destinations, which are normally attended by people from different areas around South Africa. The participants also indicated that there are many conferences held in Durban. After such conferences, delegates are taken on city tours as a way of marketing the city and environs.

The interviewees also stated that they use media, television, and radio stations, as well as



websites and magazines as other effective ways of reaching the domestic market. In addition, the interviewees explained that Durban Tourism disseminates brochures that inform tourists about the city of Durban and its tourism destinations. In addition DVDs with a compilation of all the Durban experiences, show clips of all the various forms of tourism that may be experienced in the city. They also use billboards and telescopic flags (large advertising flags or banners) to advertise events.

In explaining how they reach other provinces, apart from the use of media, the interviewees said that they attend exhibitions and create activations in Gauteng, this province being a business hub which accommodates people from other provinces. By advertising in Gauteng, all other provinces may be reached.

The future of domestic tourism in Durban

Participants had differing opinions regarding the future of Durban's domestic tourists. Some participants believe that there will be growth in the coming years if they adhere to the 2012-2020 visitors' marketing strategy. As Durban is the leading South African city in domestic tourism, Durban Tourism is committed to work hard to secure Durban's position by implementing new tourism initiatives. The participants believed that they needed to make some changes to their domestic tourism marketing strategy in order to achieve sustainability of the domestic market. They need to advertise in all provinces not only in Gauteng, in order to explore the untapped market. Among other things that the participants believe will enhance domestic tourism and sustain its growth are good packages, affordable prices, and reliable transport both day and night.

A number of participants hoped that there might be growth resulting from infrastructure developments and potential new initiatives that are taking place. The respondents indicated that tourists need novelties, especially domestic tourists who might have been in Durban before, in order to encourage them to return.

Discussion

The findings of this study revealed that tourism has crucial importance for both Durban and South Africa; tourism being among the large-scale industries affording many benefits to the community and the country. The findings identified the major advantages of tourism, namely, job creation, poverty reduction, the creation of business opportunities, and the contribution to the gross domestic product.

The findings further showed that the tourism industry gives people an opportunity of starting their own businesses, gaining formal jobs at various tourist destinations, or gaining informal jobs, such as making bead products or cultural clothing to sell to tourists. The tourism industry does not work in isolation: it involves other industries in its daily operations; hence it provides an important multiplier effect. The economy of the country improves, as do business opportunities, which play a major role in poverty alleviation in Durban and South Africa as a whole. There are similarities between this study's findings and those of Chandralal's (2010) & Mthethwa's (2003), who also regarded tourism as an industry providing job opportunities in various sectors of tourism and other industries.

Eugenio-Martin & Campos-Soria (2011) outlined that tourism creates employment opportunities, most of its services being labour intensive, therefore many people are hired. Tourists need transportation, food, entertainment, and accommodation, therefore there must be people to provide all these services. The findings revealed that tourism enhances the economy of the country. As a result, more investors may be attracted to invest, while more business opportunities could emerge, and poverty could be reduced.



There are many domestic tourists who could travel to Durban; however, owing to lack of information, they may have the impression that tourism is only to be experienced by the affluent. In fact, there are many different experiences at a full range of prices. It was also found that, at most municipal entities, there are no entry fees. However, where tourists do need to pay, the prices are affordable. There were similarities between the findings of Ndlovu et al.'s (2011) study and the findings of the current study. In the former, it was found that Namibians do not travel much within their country, owing to a lack of promotion. This has also highlighted the importance of using a range of tools, such as local newspapers and radio stations, as well as advertising at events, to reach people.

The findings relate to those of Ndlovu et al. (2011) regarding the use of special packaging and group discounts, which could serve as promotion to the domestic tourists. The findings of the study also correlate with the findings of Mazimhaka (2006) on the issue of tourism-product owners and tour operators who have done little to foster domestic tourism, not seeing a reason to focus more on domestic tourists, owing to their lack of buying power.

The findings of the study revealed several factors that encourage domestic tourists to visit Durban, including the warm climate and beaches. The findings of Massidda & Etzo (2012) corroborate these findings, that climate is a major factor which tourists consider before they choose their tourism destinations.

There are also similarities between the findings of the current study and the findings of Eugenio-Martin & Campos-Soria (2011), who stated that climate and coastlines play a crucial role in the selection of a tourism destination; a destination which is close to the coast and has warm weather, having an advantage over other areas. However, the findings of Eugenio-Martin & Campos-Soria (2011) contrast with the current findings with regard to motivation to travel.

Bujosa & Rosselló (2013) indicated that temperature plays a major role in the selection of a destination, however, the kind of tourism that domestic tourists are looking for also comes into play. Durban Tourism should expediently promote the advantage of the warm temperatures in winter to encourage domestic tourists to select Durban over other coastal destinations. It was indicated that the income level of the household has an influence on tourists' holiday destinations. The higher the income, the more people wish to travel internationally, rather than domestically.

The findings indicated that Durban has been a key domestic destination for many years because it is affordable compared with other coastal destinations. In some destinations that are owned by the municipality, entrance is free or the prices are kept low to accommodate domestic tourists. When it comes to the accommodation industry, there are a variety of places from which to select, from one-star hotels to bed and breakfasts, backpacker hostels, guest houses, and five-star hotels. There are also group package discounts, which make travelling more affordable.

The emphasis here is that Durban caters for everyone. Dwyer et al. (2009) indicated that affordability does not necessarily mean low prices; rather, this means that services and products are worth their prices; tourists are ready to pay any reasonable amount if the tourism experiences are of high quality. Dwyer et al. (2009) argued that all tourists need is affordable value for their satisfaction, advocating high-quality experience in tourism destinations.

In the findings of the study, it was seen that culture and history are among the motivational factors that entice tourists to come to Durban for a holiday. Patuelli, Musson & Candela (2013) found that cultural tourism plays a significant role in attracting both domestic and international tourists. The participants in the study indicated that Durban hosts major events that attract many people within South Africa as well as from neighbouring countries, such events including the Durban July, the Tourism Indaba, and international games, yet another attraction being the



Aliwal Shoal. Again, Durban has the advantage of hosting large-scale conferences after which delegates are always taken on a tour of the city and environs. The study found that all these activities may motivate people to return to Durban for a holiday with family or friends. Rogerson & Lisa (2005) argued that events and entertainment appeal to domestic tourists, as do religious pilgrimages; however, the latter were not found relevant in the current study to be motivators for travel.

The findings of the current study indicated that the majority of domestic tourists come to Durban to visit their family and friends, the city being family-centric, attracting people to visit their loved ones. This affects the accommodation industry, however, because such tourists take up lodgings with their families or friends, leaving the domestic spend low compared with international tourists' spending patterns. Rogerson and Lisa (2005) also indicated that visiting family and friends is often the usual motivation for domestic tourists to travel to other parts, especially in developing countries.

In the study, it was discovered that unique and iconic structures such as the Ushaka Marine theme park and Moses Mabhida stadium attract tourists to Durban; tourists are enticed by the activities that are offered by such attractions. Maharaj et al. (2006) affirmed the importance of unique attractions such as Zulu villages, temples, and battlefields, which provide motivation for visitors to spend time there.

The study discovered the need for the government to strengthen the transport infrastructure in Durban to keep up with the rate of development and the incoming flow of tourists; there is a need for reliable and affordable transportation to and from the tourism destinations. Alwis (n.d), Dwyer et al. (2009), & Wang (2010) also supported the findings of the study on the issue of transport in tourism destinations. The researchers indicated that transport plays a major role in tourism: if tourist destinations lack transport, this impacts negatively on tourism because tourists need reliable transport at all times. Wang (2010), in his study on Yangshuo in China, showed that, after the government became involved in the development of transportation, tourism investment increased.

The findings indicated that crime is a problem in Durban, which lowers the number of tourists. This problem is beyond the industry's control, however, the industry must make every effort to assure tourists that Durban is a safe place that one may travel to any time of the year. The study findings were corroborated by those of Dwyer et al. (2010), who argued that safety and security are the foundation for the development of sustainable tourism. If a destination lacks safety and security, the flow of tourists will be constrained.

The findings have shown that limited information has a negative impact on the development of domestic tourism. Tourists have to know what is happening in Durban in general, thus the tourism industries' websites must be updated to give current information. The effort made by domestic tourists to travel to destinations independently shows the potential of such destinations, perhaps overlooked by the industry. On the other hand, some of the domestic tourists can afford to travel to destinations; however, they are not well informed about pleasurable tourist activities which they might enjoy, and as a result, they do not travel.

Mazimhaka's (2007) findings correlated with the current findings on the importance of information for tourists. In order for people to travel and participate in certain tourist activities at their destinations, they must first have sufficient knowledge of the destination, its activities, entrance fees, transportation, and the food offered in restaurants, inter alia. In order for people to travel to a destination they need to know what is happening in that particular place, and in the industry as a whole.



Unemployment is one of South Africa's major problems, hence the finding of the current study that local people do not travel to a tourism destination, as they cannot afford it. There are similarities between the current study and the findings of Baltaci (2010), who argued that unemployment was found to be the major hurdle to the development of sustainable tourism in developing countries. The findings also indicated that there could be more growth in domestic tourism should Durban Tourism change its present marketing strategies, engaging in more inclusive strategies, in which marketing will be conducted in all parts of South Africa. If there are no initiatives to change the strategy there is a high possibility of a downturn in domestic tourism in the coming years. In a study by Athanasopoulos et al. (2014) in Australia, the authors found that domestic tourism is given little attention compared with international tourism, for reasons of economics and visibility. The above-mentioned researchers also indicated that it is always easy to collect international statistical data, whereas domestic statistics are not easy to establish. This might make domestic tourism appear less important, however, there could be a huge number of domestic tourists uncounted, yet bringing revenue into the tourist destinations. International tourism is regarded as an export, which boosts the economy of a country. Outwardbound tourism is likely to increase, which will result in an economic deficit, as people will be travelling to other countries, rather than spending money at home (Athanasopoulos et al., 2014).

Conclusion

The main aim of the study was to examine the significance of domestic tourism in Durban. The study also sought to identify factors that could negatively affect domestic tourism and provide recommendations to promote domestic tourism in Durban.

The findings of the study highlighted that there are many factors that could hinder domestic tourists from travelling to Durban. The respondents identified a lack of public transport as a factor that restrict tourists' movements while in Durban. A lack of information on the domestic tourism side is a challenge to the tourism industry, because domestic tourists do not like to use tour operator services. As a result they do not visit some attractions because they do not know about them. People who live in a coastal province may not see the value in coming to Durban, yet Durban has so much to offer to domestic tourists that one visit is not enough to experience everything. A lack of tourism signage is another challenge that the participants highlighted. Doubling of prices seems to be a challenge to domestic tourists and Durban Tourism. Crime and an unclean environment are major factors. The findings further revealed that there is lack of daily organised trips/tours around Durban. Domestic tourists must be motivated to visit Durban. Some challenges that arise for domestic tourists are pricing, transportation, and unemployment. It was found that tourists are willing to travel; however, high pricing remains a deterrent. To reduce pricing, service providers must see the benefit of the domestic tourism market, moreover, marketing practices must be implemented that focus on the local domestic tourist market.

The government has to maintain the roads, and the tourism industry has to provide tourists with affordable and accessible transport to all destinations. Transport should be included as part of packages, catering to tourists who do not have their own transport. In addition, Durban has to work to improve tourism signage in all tourism destinations, making it easy for tourists to reach tourism destinations independently.

Local people should be educated on tourism and its importance to their communities, so that people have a better knowledge of tourism, suggesting strategies to maintain safety and security. The community can make huge progress in destination protection once they understand the benefits of tourism to their daily lives. The tourism industry must create products that attract domestic tourists to Durban. Tourism stakeholders should offer authentic



products and services that may be found only in Durban. Creativity and innovation are crucial to the tourism industry; repeat tourists like to have new experience.

In order to achieve sustainability in tourism planning and development, it should be noted that sustainable development cannot be achieved without the involvement of the host communities and all stakeholders. Durban cannot achieve sustainable tourism development when the majority of stakeholders are not actively involved in tourism development, decision-making and planning. The study drew on a small sample size and only incorporated qualitative research. Interviews were only conducted with a one stakeholder group. A future large-scale study could be conducted to incorporate both qualitative and quantitative research, in order to include various tourism stakeholders, the government, and the communities in Durban. Future research should be aimed at obtaining the views of tourists themselves regarding their attitudes towards and perceptions of Durban as a tourist destination. Future studies might also examine the views of international versus national tourists.

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