

Cape Town Jazz Festival blows recession blues away

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Abstract

The arts sustain the livelihoods of artists and their families; additionally, music and other art forms provide hope in times of despair. This might be a reason why the American President, Mr. Barak Obama, made a \$50 million increase in arts funding in his stimulus package. For this same reason, the South African government supports and promotes the arts as part of its strategy for economic development. Thereby, the constant growth of art festivals in South Africa is ensured; however, the sustainability of festivals has come under fire as many of these art festivals compete for similar tourism markets. One such festival is the Cape Town Jazz festival. In 2009 the festival created 2 750 jobs and contributed R761 million to the national gross domestic product (GDP) and R572 million to the Western Cape provincial GDP. The purpose of the current study was to measure the motivational factors pertaining to the 33 500 visitors to the Cape Town Jazz festival in 2009. To achieve this purpose, a total of 480 questionnaires were completed to test satisfaction data by using a four-point Likert scale. The scale included 23 motivation statements and visitors were asked to assess these statements in terms of their motivation to attend the festival. The results indicate that this cultural event is a way of achieving visibility and to build a reputation and image for Cape Town as a cultural destination. Understanding the motives of tourists to this event is a key to designing better products and services that are closely linked to satisfaction, and is therefore a crucial factor towards understanding visitors' decision-making processes.

Keywords: Cape Town Jazz; culture; arts festivals

Introduction

Since South Africa's re-integration into the world economy and the lifting of sanctions in 1994, the role of tourism as a source of foreign exchange has significantly improved (Kagiso, 2003). Cape Town, the second largest city in South Africa, is situated in the Western Cape. This is one of the country's nine provinces that have realised the significance of MICE potential and have invested in an International Convention Centre (ICC), which is now an exciting event destination for domestic and international visitors.

The growth of the events industry is dependent on both international and local travel; this implies not only that potential tourists need to be made aware of event opportunities through marketing, but also that event marketers need reliable data regarding the characteristics and preferences of the various markets. The latter can be determined through market segmentation, especially if one considers the sheer number of festivals and events in South Africa. At present, it is almost impossible to name a town or community that does not host an event. Therefore, it is important to determine the motivation for attending these festivals and to segment the markets of the various festivals. According to George (2008), market segmentation allows marketers to focus on consumer needs and wants, and to develop an effective marketing mix and it also allows for more effective market positioning. The current article will be of importance in the following ways:

- It will improve the ability of the event organisers to satisfy the needs of conference-goers;
- It will allow event organisers to target the identified markets with appropriate marketing strategies; and
- Recommendations will be made to the event organisers with regard to motivational factors for attending the Jazz festival.

Literature review

To understand a market and divide it into sub-groups, event organisers make use of market segmentation. Rix (2001) stresses that the success of any organisation is based on selecting the most effective form of segmentation. It is therefore very important for the event organiser to know and understand the market and its sub-

groups in order to identify the most profitable one, and then to tailor their services to that group's need and wants. Market segmentation allows marketers of events to focus their efforts on particular types of attendees. According to George (2008), segmentation not only allows marketers to focus on consumer needs and wants and to develop an effective marketing mix; it also facilitates more effective market positioning.

Some of the advantages of segmenting (Rix, 2001; Venter, 2010) the Jazz festival market would be:

- To focus on the needs and wants of event attendees and provide a better service;
- To assist towards identifying the most effective marketing mix for a specific chosen market;
- To draw up more focused marketing campaigns;
- To utilise the advertising media effectively;
- To utilise resources efficiently;
- To gain a measure of competitive advantage
- To create long-term bonds with the market;
- To clarify to the process of marketing planning;
- To keep abreast of knowledge concerning customers, environmental trends, competition and internal capabilities;
- To utilise an effective marketing information system; and
- To build relationships with consumers as well as other event managers.

Tourists typically demand the opportunity to choose activities and look for a variety of experiences. Therefore, tourist behaviour and travel motivation, which identify the needs or wants that drive visitors into making a decision about a specific destination, or event, play an important role (Saayman, 2001; Nordin, 2005).

Behaviour can be seen as the reason why people buy certain products and how their decisions are made (Du Plessis & Rousseau, 1999). Leisure and the opportunity to travel influence the travel behaviour of tourists and event-goers. Travel behaviour, on the other hand, has a direct influence on tourism marketing (Venkatesh, 2006).

Marketers will optimise their effectiveness and the efficiency of their marketing strategies if they understand how tourists make their decisions to purchase tourism products and services. As the tourism industry matures and becomes more competitive, successful marketing practices will increasingly be based on solid knowledge of tourist behaviours (Dimanche & Havitz, 1994).

Event organisations need information about the activities in which visitors would like to participate; where, when, and with whom they want to pursue these activities, and how these activities are scheduled, in order to understand their behaviour. According to Mazanec, Crouch, Ritchier and Woodside (2001), it is also important to understand how tourists make their decisions and how these decisions are affected by personal and institutional influences.

Research into event-goers' behaviour usually follows the cognitive approach. This entails the behavioural cycle of stimulation (motivation and intention formation); the actual behaviour and experience; and, finally, the evaluation of consequences. These stages are referred to as the pre-trip experience (motivation and formation), travel stage (behaviour) and the post-travel stage (evaluation of the experience) (Fodness, 1994; Lubbe, 2003).

The following characteristics indicate that travel motivations are the result of how tourists behave: demographic factors; decision-making process; external and social factors; and internal and psychological factors.

The motivation to travel with a view to attend an event has a significant influence on the travel behaviour of attendees. Maslow suggests that people's motivation to satisfy a need directly influences their behaviour and/or the actions they take in order to satisfy these needs (in Page, Brunt, Busby & Connell, 2001). Due to its impelling and compelling nature, motivation is considered to be one of the most important variables in explaining tourist behaviour (Baloglu & Uysal, 1996; Hsu & Lam, 2005). Satisfying needs can lead to the purchase of tickets to an event, which implies the process of final decision-making. Organisations benefit from understanding motivation and the factors which influence their behaviour when deciding on a travel destination (Hsu & Lam, 2005).

Fodness (1994) suggests that effective tourism marketing is impossible without an understanding of tourists' motivation, or, put differently, knowing the answer to the question as to what motivates people to attend an event. Mill and Morrison (1985) support the notion that motivation plays a very important role in the process of travelling. Motivation comes into play when a person wants to satisfy a need and must take a certain action in order to do so. Mill and Morrison (1985) further state that the behaviour of tourists is influenced by a small number of factors, and a person can be motivated by more than one motive at a time.

A motivation is, therefore, that which drives tourist to make decisions. Moreover, motivations are needs or wants which drive people to make a decision about a specific destination or event. These motives are classified in Table 1:

Table 1: Motives to attend an event

Primary motives	The main reason that lead to the purchase a product class.
Secondary motives	The reasons behind buying a specific brand or attending a specific event.
Rational motives	These are based on reasoning or a logical assessment of the situation, for example travel time.
Emotional motives	These motives have to do with the feelings of the consumer about a certain event, for example cultural pride.
Conscious motives	The motives that the customer is aware of.
Dormant motives	Motives operating below the conscious level.

The current view of motivation is that there is a balance between the rational and emotional elements of motivation. There can be little doubt that emotion plays a large role in buying decisions, partly through the formation of attitudes (Blythe, 2006). Most attempts to explain motivation utilise a content theory-approach to the problem and, despite its limitations, many have marked similarities to Maslow's needs hierarchy in particular. According to Bovee and Thill (1992), consumers must be aware that a product exists before they can buy the product. This is a process which begins with being exposed to the stimuli that represent a particular tourism product.

Attending to these stimuli and interpreting them would then create an overall perception of the tourism product (Bovee & Thill, 1992).

Based on the analysis of the literature review, it can be stated that some travel motivations frequently occur independently of the tourism destination, while others are destination-related. The most frequently used travel-related motivations are listed below:

Adventure	Leisure	Escape	Attributes
Prestige	Excitement	Culture	Nostalgia
Nature	Socialisation	Novelty	Photography
Facilities	Relaxation	Attraction	Exploration
Recreation	Family	Knowledge	Activities
	Friendship		

Understanding these motives in terms of attending a festival would enable event organisers to implement effective strategies with a view to satisfy the needs of attendees, in this instance, specifically those of the Cape Town Jazz festival.

Methodology

An analytical survey method was used in the study, focusing on a two-pronged approach: a literature study and a quantitative study. The empirical survey was conducted at the Cape Town Jazz festival held annually in Cape Town. A phenomenological approach was used when conducting the quantitative research. In this approach, the researcher was interested in the meaning that the participant attaches to his/her perceptions of the festival, as well as a profile of the visitor. The research is therefore descriptive in nature.

A survey was conducted during the Jazz festival of 2008. 480 questionnaires were completed at the festival, of which 432 were suitable for analysis. These questionnaires were distributed among visitors to the festival based on convenience sampling. The questionnaire took 15 – 20 minutes to complete and it measured the demographic, geographic and psychographic characteristics of the visitors, as well as the service levels of the festival. Since the questionnaire has been tested as being

successful in previous studies (Saayman, Slabbert & Saayman, 2006; Saayman & Viviers, 2006), the use of an extensive pilot testing phase was considered unnecessary.

The data was statistically processed on SPSS, and the descriptive statistics focussed on the demographic profile of the festival visitors and were presented by means of descriptive graphs and tables indicating the frequency distributions.

Results

The following section presents a descriptive analysis of the festival. This section also provides an overview of the profile before market segmentation will be performed.

Demographic results:

The results of the empirical study indicated that 43.5% of the visitors were male and 56.5 were female. The results also revealed that the majority of the respondents (34.5%) were between 31 – 40 years of age. This was followed by those between 21 – 30 years of age (27.2%), and 41 – 50 years of age (20.8%). The average age of the respondents at the festival was 37.2 years old. Fifty-five percent of the respondents who attended the Jazz festival were English-speaking and only a small number of respondents were Afrikaans-speaking (5%) which, apart from English, is the majority language in the Cape Town area. The rest of the respondents speak another language - neither English nor Afrikaans (40%). Therefore it was important to determine the place of origin of respondents; the results indicated that 51.2% of the respondents reside in the Western Cape Province, 22.5% in Gauteng, 6% in KwaZulu-Natal, and 6.5% of the total number of respondents are from outside South Africa. Apart from the 43.5% local residents, the other visitors stayed with VFR (11%) in hotels (21%) and B & B (11%) establishments.

The analysis of certain economic components of the respondents (such as spending patterns, number of days and nights at the festival and group sizes) revealed that it is important to encourage the visitors to stay longer and spend more money in the area; that is why this information is important to marketers of the festival.

The majority of people visit the festival in groups of two (42%), followed by groups of four people (15%) and three people (12%). The average number of people per travelling group is 4.15 (tourists). It is also important to take note that one group comprised more than 100 people, and two groups had more than 50 people – a situation that might distort the average group size results.

From the data it is also clear that most visitors add a day or two to their itinerary and possibly use this time to explore Cape Town. Fifteen percent of the respondents stay two nights, while 10.5% stay for three nights and 13% stay for four nights, even though the festival only lasted for two days. Most of these respondents are professional people (31.9%), in management positions (14.6) or self-employed (10.9%). It is also interesting to note that 9% of the respondents are pensioners, although the age group over 61 was only represented by 2.5% of the respondents. A reason for this might be that the respondents are on early retirement and in the age group of 51 – 60 years old.

Table 2: Demographic factors

Variables	N=	%	Variables	N=	%
Age			Gender		
16 – 20	16	4.1	Male	185	43
21 – 30	107	27.2	Female	240	57
31 – 40	136	34.5			
41 – 50	82	20.8			
51 – 60	43	10.9			
61 +	10	2.5			
Occupation			Accommodation		
Professional	31.9		Local resident	188	44.4
Management	14.6		Hotels	91	21.5
Self-employed			VFR	48	11.4
Sales	10.9		Guesthouse	46	10.9
Pensioner	9.0		Hostels	19	4.5
Technical	9.0		Camping	3	0.7
Administration	4.9		Rent a house	9	2.1
Civil service	3.9		Day visitor	10	2.4
Education	3.0		Other	9	2.1
Housewife	3.2				
Student	1.2				
Artist	1.9				
Unemployed	2.1				
Other	1.2				
	2.1				

Most of the respondents are local residents (44.4%) and the majority of visitors stay either in hotels (21.5%), with VFR (11.4%) or in guesthouses (10.9%), which means that almost a third of respondents make use of the formal accommodation establishments in Cape Town and contribute economically to the sector during the festival (Table 3). This group of respondents also contribute to the local economy in terms of car hire, food and beverages.

Table 3: Accommodation during the festival

	Local resident	Hotels	VFR	Guesthouse
Professional	54	31	14	20
Management	25	19	5	10
Self-employed	18	14	7	6
Sales	11	3	0	1
Pensioner	4	3	0	0

The most effective form of awareness creation was word-of-mouth with 36.1% of respondents indicating word-of-mouth as being their motivation. Broadcasting raised initial awareness about the festival and was most effectively communicated via television and radio where 27%. Printed media such as newspapers (27.1%) were as successful as the electronic media with the internet and e-mails also having raised some awareness (20.4% and 9.5% respectively).

Table 4: Awareness of the festival

	Frequency	Percentage	Mean	Std. Dev
Word-of mouth	156	36.1	1.63	.48088
Radio	119	27.5	1.72	.44727
Television	118	27.3	1.72	.44609
Newspaper	117	27.1	1.72	.44491
Website	88	20.4	1.79	.40322
Billboard posters	80	18.5	1.81	.38890
Magazines	51	11.8	1.88	.32305
E-mail	41	9.5	1.91	.29343

To have fun	1.1	1.4	4.3	3.7	18.2	20.7	76.5	74.1
To relax	6.5	4.0	12.4	6.7	38.9	25.7	42.2	63.5
To get refreshed	7.0	4.7	12.3	11.0	24.6	28.4	56.1	55.9
To do exciting things	5.3	8	14.6	20	35.1	24	45.0	48
To escape from a busy environment	18.2	10.4	18.8	18.4	17.0	24	46.1	47.2
To relax from daily tension	15.0	6.25	15.6	10.9	29.3	37.5	40.1	45.3

One of the major reasons why attendees attend a Jazz festival would be for the music and the artists. In Table 7 it is indicated that to *Enjoying the music* is a very important motivational factor for both females and males, followed by support for their local artists and possibly even an opportunity to meet the artist. Table 7 also reveals that the majority of the respondents were not attending the festival with a view to learn more about jazz music; it can be assumed that attendees to a jazz festival are familiar with the genre and the artists performing. To buy CDs and DVDs of favourite artists is also not a priority; these attendees might already have their favourite CDs and DVDs or would rather search for material at a music store or on the internet than buying at the festival.

Table 7: Motivational factors - Music and artists

	Not important		Less important		Important		Very important	
	F	M	F	M	F	M	F	M
Female / Male								
To enjoy jazz music	2.6	4.7	4.2	4.1	24.7	17.6	68.4	73.7
To listen to / support my favourite jazz artist	6	4.1	7.6	7.6	23.2	21.4	63.2	67
To meet my favourite jazz artists	15.3	12.6	14.1	18.1	22.4	22.1	48.2	47.2
To learn new things such as new songs	16.1	13.3	13.7	13.3	24.4	28.2	45.8	45.2
To learn more about jazz music	15.9	17.3	15.3	14.4	32.9	30.2	35.9	38.1
As an amateur musician I want	51.7	48.4	8	8.7	15.2	7.9	25.2	34.9

to learn								
To buy CDs and DVDs of my favourite artists	32.1	33.9	26.7	23.6	16.4	24.8	15.0	27.6

To spend time with friends (55, 2% females – see Table 8), to be part of the event, and to share the experience with someone special are all important motivating factors for attendees. It has also been found that people do not attend the event to socialise or to meet new people with similar interests – less than 50% of attendees indicated that is their reasons for attending the event.

Table 8: Motivational factors - Socialise

	Not important		Less important		Important		Very important	
	F	M	F	M	F	M	F	M
To spend time with friends	11.1	7.6	9.9	14.4	23.8	24.2	55.2	53.8
To be part of this exciting event	8.2	5.9	10.5	11.1	27.5	27.4	53.8	55.6
To share the experience with someone special	6.6	9.0	12.1	6.7	30.2	26.1	51.1	58.2
To socialise	10.2	8.3	11.4	19.7	31.8	28.0	46.6	43.9
To meet people with similar interests	22.4	11.5	12.9	19.1	23.5	32.8	41.2	36.6

Table 9 reveals that attendees were not seeking to explore a new destination as a reason for visiting the Mother City, or to use the Jazz festival as an opportunity to visit Cape Town. The male respondents stated that it is an annual commitment (45.2%) and that they attended the festival because they seek something out of the ordinary (40.9%).

Table 9: Motivational factors - Destination and experience

	Not important		Less important		Important		Very important	
	F	M	F	M	F	M	F	M
It is an annual commitment	26.1	23.8	13.3	14.3	22.4	16.7	38.2	45.2

To do something out of the ordinary	14.3	9.5	13.7	19.7	28.0	29.9	44.1	40.9
It is value for money	19.6	15.9	14.3	13.5	26.2	30.2	39.9	40.5
To explore a new destination	23.5	14.0	19.1	19.4	23.5	33.3	34.0	33.3
It is an opportunity to visit Cape Town	38.6	29.1	7.6	10.2	22.2	23.6	31.7	37.0

Relevance and implications

The reason for determining visitors' motivations for attending the Cape Town Jazz festival was to establish the differences, if any, regarding the demographic profile of attendees, and the concurrent awareness of the festival in order to raise awareness via the correct media, and the influence of the media to attend the festival. Apart from these marketing and awareness factors, the following motivational factors were also measured: wellness; music and artists; socialisation; and destination & experience.

Wellness is a major motivational factor,; especially to have fun and to relax was rated as an important reason to attend by both females and males. The event organisers might enhance this ideal by creating awareness and marketing campaigns that would take advantage of wellness and create an environment where attendees could have fun; could relax; get refreshed and escape from a busy environment.

Music and artists are the main reason for attending the festival, especially to enjoy jazz music and listen and support favourite artists. From the analysis it is also clear that attendees were not really interest in meeting their favourite artists or to learn about jazz music. These are probable jazz lovers with an appreciation for jazz music. In attracting famous artists and good musician is definitely an important performance area for event organisers. Interesting to note is that the majority of attendees are not interested in buying CDs and DVDs at the festival, and that they are not amateur musicians.

Socialisation with friends and to be part of this exciting event are major motivational socialisation factors. It would therefore be important for event organisers to create

areas where people could share time and experiences while attending the event. Attendees were not really interested in meeting new people with similar interests, but would rather attend the festival with friends and spend time with them. Lounge areas, cocktail bars and smoking areas would enhance the social experience of attendees.

Destination exploration and visiting Cape Town are not major motivational factors; the reason might be that the majority of respondents are from Cape Town and the Western Cape. For event organisers, this might be a marketing opportunity to attract attendees from other areas with weekend packages and linkages with other attractions in order to spread the benefits of the event. Attendees felt that the event is an annual commitment and would attend the festival to do something out of the ordinary; if the organisers could enhance these types of motivational factors, it would definitely create destination developmental opportunities.

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