

**E-COMMERCE OPPORTUNITIES FOR THE FICKSBURG CHERRY
FESTIVAL (2012)**

by

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Submitted in accordance with the requirements for the degree of

MASTER OF COMMERCE

in the subject

BUSINESS MANAGEMENT

at the

UNIVERSITY OF SOUTH AFRICA

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NOVEMBER 2013

DECLARATION

I declare that this dissertation titled: **E-commerce opportunities for the Ficksburg Cherry Festival (2012)**, is my own work and that all the sources that I have used or quoted have been indicated and acknowledged by means of complete references.

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Ms. A. Van Lille

DATE

ACKNOWLEDGEMENTS

I feel a great sense of appreciation towards the few remarkable people who made it possible for me to complete this dissertation. I would like to say a special thank-you for their contributions, time and advice.

I praise God for enabling me and giving me the strength and courage to achieve everything that I take on.

I thank my supervisor, Professor Strydom, for his patience, guidance, expertise and valuable advice, for supporting me when times got tough and encouraging me to get it done. I could not have asked for a better mentor.

Dr Marthi Pohl for all my statistics: without her guidance and expertise, I would have been lost.

Mr Gavin Boy, Co-ordinator of the Ficksburg Cherry Festival, for being willing to help and for giving us VIP access to the festival and to the attendees and exhibitors.

Adrienne Cleary for editing my dissertation.

My loving parents – Audrey and Gideon, thank you for all the love and support, for always believing in me, and being proud of me. I am very lucky to have you in my life; without you, I would have not come this far. My brother and brother-in-law - Burnett, thank you for believing in me and for the support and love. Pierre, thank you for always being willing to listening and give advice.

My friends and colleagues – First and foremost, Nadia, thank you for asking, “Hoekom werk jy nie?” when I got distracted, for always listening, giving advice, encouraging and pushing me to finish. Alicia, Petri and Natasha, thank you for listening to my dreadful complaining and for giving advice.

ABSTRACT

A website with a good e-commerce design will positively influence a customer's attitude, strengthen the trust of the customers towards the organisation, increase the satisfaction of the customer, draw consumers, and bring forth purchases/repeat purchases from them. The purpose of this study was to determine viable e-commerce opportunities for the Ficksburg Cherry Festival website. The study endeavoured to ascertain how the Ficksburg Cherry Festival could improve its website by identifying e-commerce opportunities for the Ficksburg Cherry Festival website. In this study a non-random self-administered survey approach was used where attendees were intercepted at the venue of the Ficksburg Cherry Festival and the exhibitors in their stalls. The existing Ficksburg Cherry Festival website was analysed for e-commerce features that are present and opportunities for further implementation of e-commerce features were identified with help from the attendees and exhibitors. The findings of this study presented a demographic profile and attendance characteristics of both the attendees and exhibitors, which the management team of the Ficksburg Cherry Festival can use to better market the festival using traditional and online communication for both attendees and exhibitors. The recommendations will assist the management of the festival to improve the website and to progress from a straightforward information-only website to a fully-developed e-commerce site, with positive effects for all the stakeholders. Similar South African festivals could find the research findings and recommendations of value for their own website development as well.

Keywords: *E-commerce, website features, community food festival, attendees, exhibitors, Ficksburg Cherry Festival, South Africa*

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CHAPTER 1

INTRODUCTION AND BACKGROUND TO THE STUDY

1.1 INTRODUCTION

The purpose of this chapter is to present a brief background to the research topic. The first section of this chapter gives information relevant to the problem. Then the problem statement is given and the research objectives are put together. Next, the research methodology used and the ethical considerations for the study are presented. The chapter is concluded with an outline of the chapters in this study.

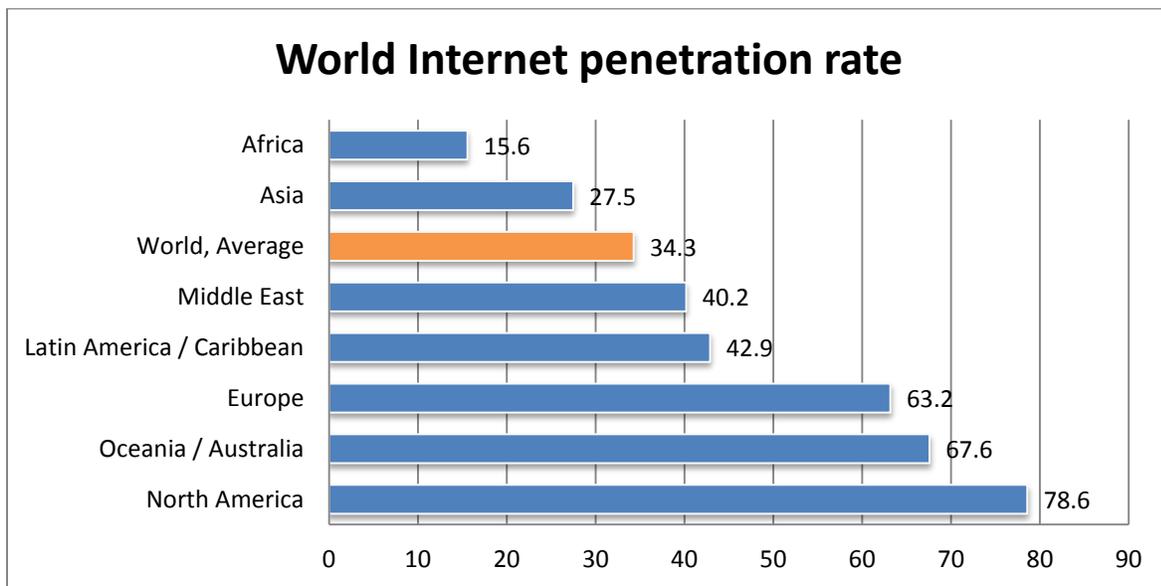
1.2 BACKGROUND TO THE RESEARCH PROBLEM

It has been stated that the online service of websites in Africa is still in its early stages of development and if it is not developed in an aggressive manner, it could bring the tourism industry to its knees (Smith, 2011:6). Not only does Africa have the lowest internet penetration rate (15.6%) in the world (as shown in Figure 1.1 below), but also Sub-Saharan Africa has the highest Internet prices which greatly contributes to the low penetration rate. Internet awareness remains very low and there is still a large growth potential in this area (African Economic Outlook, 2009).

Over the past 22 years, Internet users in South Africa have increased from zero in 1990 to 2,394,036 in 2000, further escalating to 6,166,337 in 2010 (Index Mundi, 2013), and have reached an estimated 8,500,000 users in 2012 (Internet World Stats, 2012). Africa as a continent can benefit from the constantly-increasing user population of the Internet which includes various forms of small business. Access by tourists in the USA and Western Europe where most of the tourists to Africa come from (Statistics South Africa, 2011) would help immensely to promote small business ventures in Africa.

According to Cook, the CEO of E-Tourism Frontiers, in Smith (2011:6), the main African tourism industry is being threatened due to the fact that only 4% of travel in Africa is booked online via the Internet. Maswera, Dawson and Edwards (2006:187) found that African websites in general are informative, but are short of interactive services for online transactions. The authors advised that tourism organisations in South Africa should develop their websites into marketing tools to take advantage of the prospective Internet market.

Figure 1.1: World Internet penetration rate



Source: Internet World Stats (2012).

The World Wide Web is ever-present; it is mainly used for information search and to carry out certain business functions, and growth is still occurring at a rapid pace (Corigliano & Baggio, 2006:320). The Internet is seen as an important element for future distribution of information as well as a platform for doing business (Smith, 2008:29-32). From a tourism perspective, searching for information online will become a major tendency amongst tourists (Jang, 2004:41), with a reservation application becoming increasingly important (Law & Hsu, 2006:296). Tourists surf tourism websites to acquire travel-related information such as food and lodging while planning their excursions (Boyne & Hall, 2004:86), so good design of food and harvest festival websites is

important, to be able to persuade potential tourists to become real visitors (Pourabedin, Hosseini & Nourizadeh, 2011:626). Many internet users are not skilful; therefore usability is a very important consideration to ensure that users find the website appealing. Furthermore, gaining upfront preference in the mind of the consumer/tourist can be a big challenge. Visitors need to be satisfied while browsing through a website; thus, the quality of website features is an important factor to consider when evaluating a website (Corigliano & Baggio, 2006:321).

Cook also states that the current younger generation, who will be the future major consumers of tourism products, carefully consider offers and compare them with competitors. The youth are looking for an instant reaction, require easy procedures and want to book and pay immediately online. The key concepts in the contemporary tourism industry are that of a fiduciary relationship with consumers, a social online approach and instantaneous, relevant and personalised content, as noted by du Toit-Helmbold in Smith (2011:6). It is not good enough just to have conversations online, but this communication needs to be converted into sales (Smith, 2011:6). Google SA's manager, Natasha Matos, stated that because of the recession, people travel less, but that there has not been a decline in the demand for online travel information. One of the online trends today is that most travellers (96%) begin their research on the Internet, and Social Media sites are also being used more for information relevant in making travel decisions (Smith, 2011:6).

Most of the electronic transactions today are conducted through the websites of businesses. Organisations rush to establish a presence on the Internet, but do not pursue e-commerce with the same enthusiasm (Kowtha & Choon, 2001:227). E-commerce refers to all types of business activities carried out across the Internet. It includes online sales, advertising and online presence for communication purposes (Wilson, 2004). E-commerce is not only concerned with once-off transactional activities, but also focuses on retaining customers (Maswera, Dawson & Edwards (2009:188). Organisations implement e-business for a number of reasons and perceived benefits. Some of these benefits include improved information management, better integration of the supply chain of suppliers and vendors, better channel partnership, lower transaction

costs, better understanding of the market, and large geographical coverage (Damanpour, 2001).

A website that boasts a good e-commerce design will influence a customer's attitude, strengthen the trust of the customers towards the organisation, increase the satisfaction levels of the customer, draw consumers, and bring forth purchases/repeat purchases from them (Wen, 2009:759).

E-commerce studies in a tourism context have covered several different websites in the industry, such as national airlines, national parks and tourism promotion organisations; hotels and lodges; car rental companies; travel agencies and tour operators (Maswera *et al.*, 2009:192-194). E-commerce has been widely looked at as a research topic in the tourism industry and to date a limited focus has been placed on websites for food festivals, specifically in South Africa, hence the focus of this study.

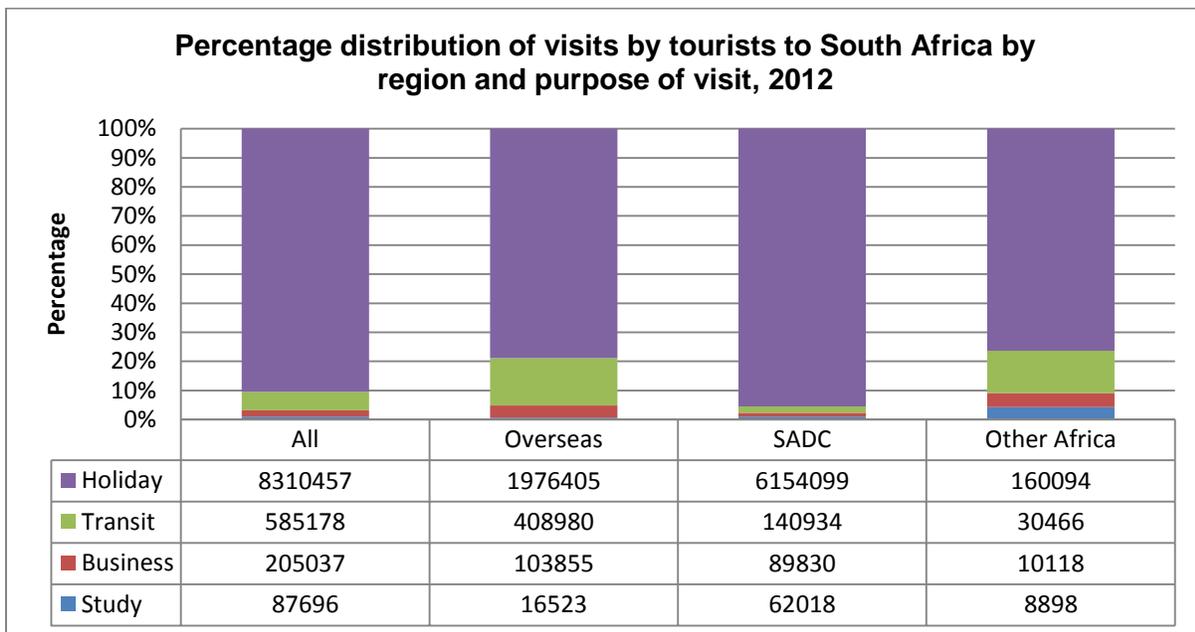
Poor online service provided by South African websites is one of the challenges facing South Africa, and if this is not dealt with, the tourism industry may face negative consequences, according to Smith (2011:6). To be able to improve this, e-commerce opportunities need to be explored in a tourism context, and more specifically the food sector, since it is the 8th most popular reason for tourists to visit South Africa, according to the Travel Tourist (2011:1), as seen in Table 1.1 below. This trend is also reflected in the large number of tourists flocking to South Africa for holiday purposes (Figure 1.2).

Table 1.1: The top ten reasons for visiting South Africa

| TOP 10 REASONS FOR VISITING SOUTH AFRICA | |
|--|--|
| 1. | Beautiful scenery |
| 2. | Not expensive |
| 3. | Sunshine and great weather |
| 4. | Many diverse cultures (Rainbow nation) |
| 5. | Best facilities in Africa |
| 6. | Adventure tourism |
| 7. | History and legacy |
| 8. | Food and wine |
| 9. | Eco-tourism |
| 10. | Sports tourism |

Source: Travel Tourist (2011:1)

Figure 1.2: Percentage distribution of tourists by region and purpose of visit, 2012



Source: Statistics South Africa (2012).

Festivals have grown larger in number and size. Each has a different purpose: some include developing culture and history, others offer recreation opportunities and contribute to the economy by supporting tourism businesses in the area (Getz, 2008:404). The number of food-related festivals in South Africa (accounted to 61), as listed by van Zyl (2005:7-12) (See Table 1.4 on page 15), can bring one to the conclusion that good food and wine are loved by South Africans. Food festivals are popular (Wan & Chan, 2011:2), can be seen as one of the main motivators to travel to destinations (Park, Reisinger & Kang, 2008:162) and can be seen as a prime supportive attraction (du Rand, Heath & Alberts, 2003:2). Food experiences that are on offer to the tourist and to locals can strengthen South Africa's identity, as postulated by du Rand *et al.* (2003:2), as a vacation/holiday destination.

The food festival that forms the focus of this study is the Ficksburg Cherry Festival, the oldest crop festival in South Africa. The Cherry Festival has built up a reputation over the years, and has become one of the premier events in South Africa, with more than 24 000 thousand visitors visiting the Eastern Free State during the harvesting of cherries (Cherry Festival, 2012). The Ficksburg Cherry Festival is run as a registered Non-Profit Company (NPC), previously known as a Section 21 company under the Companies Act 61 of 1973. The Companies Act 71 of 2008 provides for the incorporation of non-profit companies. The NPC is described as "an incorporated association not for gain, usually for a humanitarian/public purpose such as the promotion of a specific sport, cultural activity or charity; profits are not issued to their members, but used to promote the specific purpose for which the company was formed" (Strydom, 2013:81).

Looking into e-commerce opportunities for the Ficksburg Cherry Festival's website has many benefits for its stakeholders. Freeman (2010:46) defines stakeholders as "groups or individuals who can affect, or are affected by, the achievement of the organisation's objectives". Food festivals have numerous stakeholders. Figure 1.3 illustrates the most common stakeholders for a food festival, illustrating the diversity of stakeholders across the host community. Not all food festivals will have all the stakeholders mentioned in Figure 1.3.

Figure 1.3: Stakeholders of food festivals



Source: Hede (2008:88).

The key objective of any food festival is to raise the stakeholders' support for the local hospitality and food industries. All stakeholders have their own motivations and expectations for being associated with a food festival. A number of sponsors' associations with food festivals are mainly due to the exposure they will gain and to achieve maximum consumer reach. The media's main concern as a stakeholder is getting a story with public interest which will boost the readership of its publications (Ofm is the media sponsor for the Ficksburg Cherry Festival). As individuals, attendees attend the Ficksburg Cherry Festival for many reasons, such as curiosity, socialising with friends and family and relaxation (Hede, 2008:89). Volunteers and employees

come to the Ficksburg Cherry Festival for reasons of their own. Involvement in food festivals helps to develop their social networks and technical and life skills and serves as an income to exhibitors (Fairley, Kellett & Green in Hede, 2008:89).

In Table 1.2 below is a summary of the various positive influences a festival can have on the surrounding area which includes the stakeholders, community, residents and other business. These are just some of the reasons why it is important to keep even the smallest festival/event up to date in today's technological environment.

Table 1.2: Positive influences festivals have on regional locations

| CATEGORY | POSITIVE INFLUENCES |
|--------------------------------|---|
| Economic | Income generation; multiplier effect from visitor spending; employment creation |
| Tourism | Enhance destination image; extension of tourism season |
| Physical | New facilities and infrastructure; regeneration of run-down areas |
| Socio-cultural | Social opportunities for locals; improved social networks |
| Psychological | Enhanced sense of community; excitement and pride |
| Regional community development | Enhanced skills for volunteers and participants; support for other regional products and services; development of partnerships and alliance |

Source: Moscardo (2007:24).

Hosting a food festival in a small community such as Ficksburg has many positive influences on the surrounding area. First and foremost, it will influence the economy favourably, in the sense that the festival will generate income, which has a multiplier effect from visitor spending and creates employment opportunities for the locals.

Tourism will also be positively influenced, as the festival will enhance the image of the destination and the tourism season will be extended due to the festival. On a physical level, new facilities and infrastructure can be developed in the town to accommodate the increase in visitors, as well as the run-down areas in town that will be restored. Positive influences will be seen on a socio-cultural and psychological level: the festival creates social opportunities for the locals, which improves their social networks as well as the new visitors' networks, while hosting a festival enhances the locals' sense of being a community, and increases their feeling of pride and excitement. Another positive influence is the development of the regional community in the sense that volunteers and participants can advance their skills, the festival will increase the support of other regional products and services, and partnerships and alliances can be formed.

Taking into account the fact that food festivals are increasing in popularity among tourists, that tourists look for information more and more on the internet, and that South Africa's online service is still developing, developing e-commerce opportunities for food festival websites is a viable opportunity.

Seeing the background information provided, the focus will be placed on the Ficksburg Cherry Festival website's current functionality and use and what opportunities for e-commerce there exist. The website will be evaluated against set criteria for an effective e-commerce website. The available secondary literature will be reviewed, an interview will be held with the organiser of the festival and a questionnaire will be distributed amongst the exhibitors and attendees of the festivals.

1.3 PROBLEM STATEMENT

The research problem being addressed in this study is that South Africa's online use in general and the service provided by the websites is poor, and if this problem is not dealt with, the tourism industry may face negative consequences (Smith, 2011:6), such as declining tourist numbers.

The aim of this study was to determine whether there exist viable e-commerce opportunities for the Ficksburg Cherry Festival. Because the Internet is being used to a

greater extent by tourists to acquire travel-related information and carry out purchase and booking activities, it is important to evaluate the e-commerce features on offer on the festival's website.

The focus of this study was on the Ficksburg Cherry Festival's website and its current use of e-commerce features. The study therefore endeavoured to ascertain how the Ficksburg Cherry Festival can improve its website by investigating possible e-commerce opportunities for the Ficksburg Cherry Festival.

1.4 RESEARCH OBJECTIVES

In the above section, the problem statement was discussed and the research question was posed, which sets the scene for determining the following primary and secondary research objectives:

Primary objective:

- To determine e-commerce opportunities for the Ficksburg Cherry Festival.

The year 2012 was determined as the date of the study as it was during this period the study was done. Subsequently changes to the website occurred which could influence the outcomes of the research.

Secondary objectives:

- To identify the most important e-commerce features for attendees.
- To identify the most important e-commerce features for exhibitors.
- To analyse the current use of e-commerce features by the Cherry Festival.
- To determine a demographic profile of Cherry Festival attendees.
- To determine a demographic profile of Cherry Festival exhibitors.
- To determine the attendance characteristics of the Cherry Festival attendees.
- To determine the attendance characteristics of the Cherry Festival exhibitors.
- To make recommendations for future research.

1.5 RESEARCH METHODOLOGY

1.5.1 Research design

The research design is described as the “plan and structure of investigation so conceived as to obtain answers to research questions. The plan is the overall scheme or program of the research (Blumberg, Cooper & Schindler, 2011:147).”

The researcher must select a specific design as a first step in the research process. In Table 1.3, eight different descriptors of research design are provided (Cooper & Schindler, 2008:142) that will be briefly discussed below.

Table 1.3: Descriptors of research design

| CATEGORY | DESCRIPTOR OF THE STUDY |
|---|-------------------------|
| The degree to which the research question has been crystallised | Exploratory study |
| The method of data collection | Communication study |
| The power of the researcher to produce effects in the variables under study | Ex post facto design |
| The purpose of the study | Descriptive |
| The time dimension | Cross-sectional study |
| The topical scope – breadth and depth – of the study | Case study |
| The research environment | Field setting |
| The participants’ perceptions of research activity | Actual routine |

Source: Cooper and Schindler (2008:142)

Using these descriptors, the study may be viewed as exploratory in nature, with the objective of discovering future research tasks. The immediate purpose of exploration is

usually to develop hypotheses or questions for further research (Blumberg *et al.*, 2011:148).

A communication study approach will be used to collect data. In using the communication study, the researcher questions the subjects (respondents) and collects their responses by personal or impersonal means (Blumberg *et al.*, 2011:148). Both approaches will be used in this study. An interview will be conducted with the organiser of the festival to obtain more background information. The attendees and exhibitors will receive a self-administered research instrument (survey questionnaire) that will be handed out by the researcher.

As this can be seen as *ex post facto* design, investigators will have no control over the variables in the sense of being able to manipulate them (Blumberg *et al.*, 2011:149). All possible efforts will be done to reduce bias.

This study is descriptive in nature because the research is concerned with finding out about the concepts of who, what, where, when or how much (Blumberg *et al.*, 2011:149). As indicated in the objectives of this study, the above concepts are related to the study in the following way:

- Who – The attendees and exhibitors of the Ficksburg Cherry Festival.
- What – Ficksburg Cherry Festival e-commerce opportunities.
- Where – In the town of Ficksburg in the Free State on the Ficksburg Cherry Festival grounds.
- When – The festival took place from 15 - 17 November 2012.
- How much – How many e-commerce features the Ficksburg Cherry Festival website currently has and how they are utilised.

The primary objective of this dissertation is to determine e-commerce opportunities for the Ficksburg Cherry Festival, and the study therefore reflects only one point in time, which classifies this study as being cross-sectional.

The Ficksburg Cherry Festival is used as a case study format of research. A full contextual analysis of one event is carried out, with an emphasis on detail. This detail is

secured from multiple sources of information: the website, the organiser, attendees and exhibitors.

The research was carried out under field conditions during the Cherry Festival held at Ficksburg from 15 – 17 November 2012, following the normal festival routine of the participants.

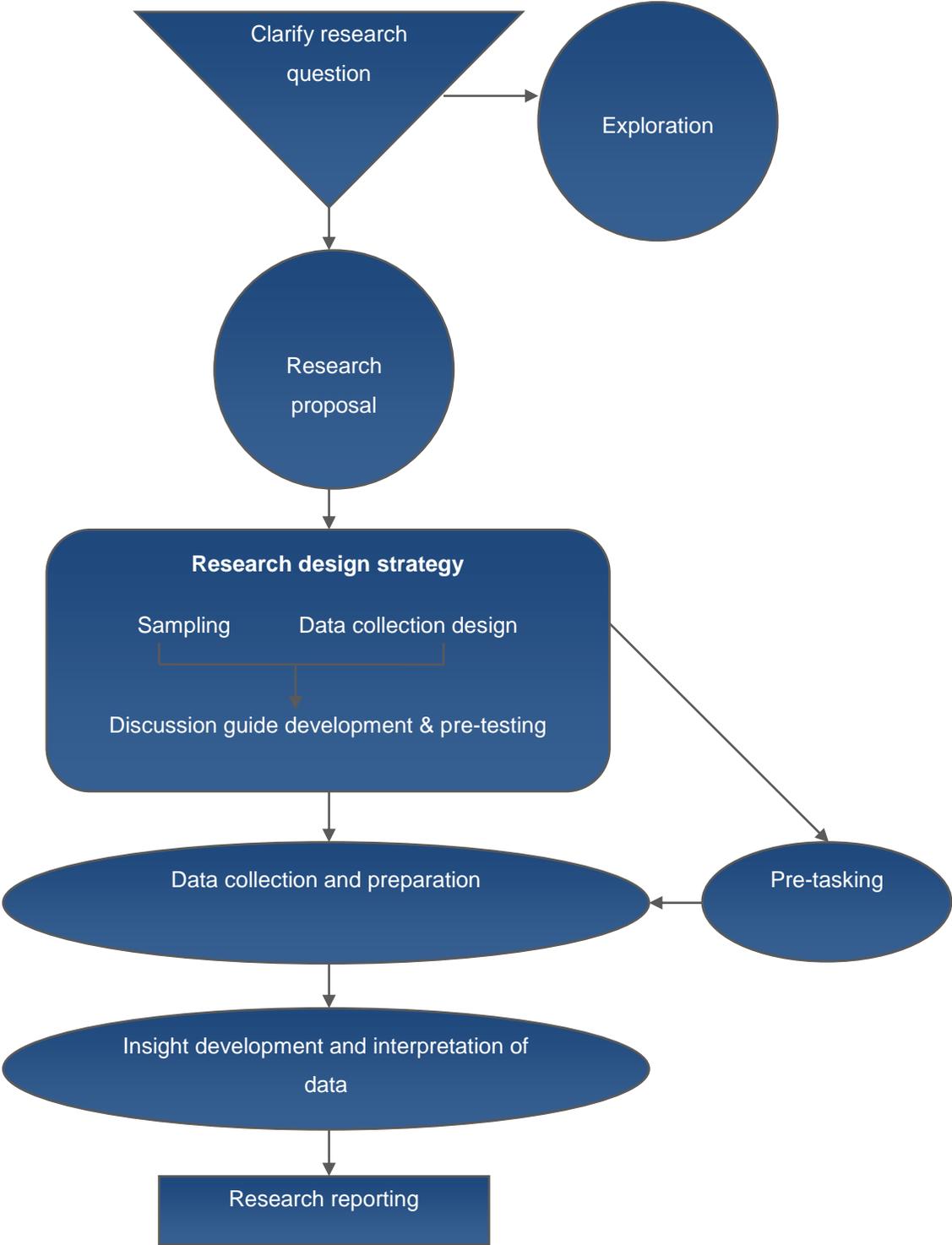
1.5.2 The research process

Blumberg *et al.* (2011:46) explain the research process as a sequential process which includes a number of clearly-defined steps. Figure 1.4 below depicts the process the research study will follow.

The research process usually begins with a research dilemma that triggers a need for investigation on how it can be solved. A research question has to be defined. Developing the research proposal is the next step, which includes the motivation and the background of the study and the objectives.

The research design is the blueprint for fulfilling objectives and answering questions, and is the next step in the research process, followed by data collection and preparation. After the data has been collected, it needs to be analysed and interpreted. Reporting the results is the last step in the process, involving a discussion of the findings and recommendations (Cooper & Schindler, 2008:83-93).

Figure 1.4: The research process



Source: Cooper and Schindler (2008:167).

1.5.3 Sampling

1.5.3.1 Target population, context and units of analysis

The target population of this study consists of the following role players: namely, the official website of the Ficksburg Cherry Festival, one of the organisers of the Ficksburg Cherry Festival, the exhibitors at the festival, as well as the attendees. This study will be conducted in the context of the Ficksburg Cherry Festival that was held from 15 - 17 November 2012.

1.5.3.2 The selection process

Various festivals were considered for this study - a list of all the harvest and food festivals in South Africa is shown in Table 1.4 below, which was compiled by van Zyl (2005:7-12). Since this list was established in 2005, other newer festivals have been added, as shown in Table 1.5 below.

Table 1.4: Harvest and food festivals

| HARVEST AND FOOD FESTIVALS | |
|--|---|
| 1. Algoa Bay Chilli Festival, Port Elizabeth | 32. Maize Festival, Morgenzon |
| 2. Aloe Festival, Albertinia | 33. Mampoer Peach Festival, Magaliesberg |
| 3. Amajuba Winter Festival, Newcastle | 34. Muscadel Festival, Montagu |
| 4. Apple Festival, Uniondale | 35. McGregor Apricot Carnival, McGregor |
| 5. Asparagus Festival, Fouriesburg | 36. Merino Festival, Colesberg |
| 6. Banana Festival, Port Edward | 37. Nampo Harvest Day/Festival, Bothaville |
| 7. Beer and Bread Festival, Caledon | 38. Natrossie Festival, De Doorns |
| 8. Bieliemielie Festival, Reitz | 39. Nouveau Wine Festival, Paarl |
| 9. Biltong Festival, Mokopane | 40. Olive Festival, Groot Constantia |
| 10. Calamari Festival, Plettenberg Bay | 41. Ostrich Festival, Oudtshoorn |
| 11. Cattle Festival, Stella | 42. Port Festival, Calitzdorp |
| 12. Cherry Festival, Ficksburg | |
| 13. Citrus Festival, Citrusdal | |
| 14. Dorstdy Flower Festival, Tulbagh | |

| | |
|--|--|
| 15. Dundee Biltong Festival, Dundee | 43. Potato and Venison Festival, Petrusburg |
| 16. Eastern Cape Biltong Festival, Somerset East | 44. Potato Festival, Bethal |
| 17. Eleven o'clock Rooibos Cederberg Festival, Clanwilliam | 45. Prawn Festival, Mtunzini, Zululand |
| 18. Farm Festival, Agri Moedwil, Rustenburg | 46. Prickly Pear Festival, Pretoria |
| 19. Food And Wine Festival, Malmesbury | 47. Prickly Pear Festival, Uitenhage |
| 20. Game Festival, Thabazimbi | 48. Pumpkin Festival, Worcester |
| 21. Gansbaai Crayfish Derby, Gansbaai | 49. Queen Pineapple Sports Festival, Hluhluwe |
| 22. Grace Crayfish Festival, Lambert's Bay | 50. Red Meat Festival, Vrede, Free State |
| 23. Grape Festival, Nylstroom | 51. South African Cheese Festival, Paarl and Franschhoek |
| 24. Hantam Meat Festival, Calvinia | 52. Seafood Festival, Hawston |
| 25. Harvest Festival, Constantia | 53. Sweet Potato Festival, Napier |
| 26. Harvest Festival, Dwaalboom | 54. Tomato Festival, Lutzville |
| 27. Harvest Festival, Olive, Food And Wine Festival, Prince Albert | 55. Various Wine festivals, Paarl and Kuruman |
| 28. Harvest Of The Sea Festival, Saldanha Bay | 56. Venison Festival, Dundee |
| 29. Hibiscus Coast Sardine Festival, Margate Beach | 57. Venison Festival, Thabazimbi |
| 30. Kamberg Valley Trout Festival, KZN Midlands | 58. Wheat Festival, Groblersdal |
| 31. Knysna Oyster Festival | 59. Witblits Festival, Philipolis, Free State |
| | 60. Wool Festival, Ermelo |
| | 61. Yellowtail Festival, Struisbaai |

Source: van Zy, (2005:7-12)

Table 1.5: New festivals added to the 2005 list

| NEW FESTIVALS |
|--|
| 1. Ballito Prawn and Jazz Festival |
| 2. Crayfish and Seafood Festival |
| 3. Johannesburg Oyster Festival |
| 4. Limpopo Marula Festival |
| 5. Peach Festival/ Tonteldoos Festival |
| 6. Riebeek Kasteel Olive Festival |

For the purpose of the study, the selection criteria used to decide on a specific festival were:

- Based in a small community
- Festival must be registered as a Section 21 Company
- The word “festival” must form part of the name
- A specific food in the name of the festival is required (cherry)
- Focus must be placed on food and not on other activities
- An official website is established

Doing the elimination process based on the selection criteria above, only three festivals remained. These festivals met the criteria, and the rest were eliminated from consideration. Table 1.6 shows the names of the three festivals and the check list of the selection criteria.

Table 1.6: Food festival check list

| FOOD FESTIVAL | SMALL COM-MUNITY | SECTION 21 COMPANY | FESTIVAL | SPECIFIC FOOD | FOCUS ON FOOD NOT ON OTHER ACTIVITIES | OFFICIAL WEBSITE | RESPONSE |
|--------------------------------|-------------------------|---------------------------|-----------------|----------------------|--|-------------------------|-----------------|
| Ficksburg Cherry Festival | √ | √ | √ | √ | √ | √ | √ |
| Lamberts Bay Crayfish Festival | √ | √ | √ | √ | √ | √ | X |
| Thabazimbi Game Festival | √ | √ | √ | √ | √ | √ | X |

Only one festival was needed as the focus of the study. One festival will provide enough respondents for this specific study, in the form of organisers, exhibitors and attendees of the festival. An email was sent out to all three festivals to ask if they would participate in the study, and if they were prepared to be interviewed. Only the Ficksburg Cherry Festival replied and was willing to co-operate, thus this festival was identified as the focus of the study.

Case studies make it possible for a researcher to thoroughly study the data within a particular context (Zainal, 2007:1). Case studies can contain either one particular or numerous cases, and several levels of analysis (Yin, in Eisenhardt, 1989:534). Case studies usually combine several methods of data collection such as interviews, questionnaires and observations. The data may be qualitative, which can be described in words or quantitative, which can be given in the form of numbers, or both (Eisenhardt, 1989:534).

This specific case study was exploratory, descriptive and evaluative in nature in the sense that the researcher explored the phenomenon of e-commerce, and described and evaluated the use of e-commerce activities in the specific setting of the Ficksburg Cherry Festival.

The participants for this study will be one of the organisers of the Ficksburg Cherry Festival, the exhibitors as well as the attendees. The organiser of the food festival was approached and asked by the researcher to participate in the study and do an individual personal interview to get an overview of the current situation regarding e-commerce use at the festival. The exhibitors and attendees were approached at the festival, while adhering to ethical considerations, with a structured questionnaire to complete.

1.5.3.3 Sampling method

The basic purpose of sampling is that by selecting some of the elements in a population, the researcher may draw conclusions about the entire population. There is a choice between probability and non-probability sampling (Blumberg *et al.*, 2011:167). Probability sampling can be described as a selection of sampling techniques in which

the chance, or probability, of each case being selected from the population is known and is not zero (Saunders, Lewis & Thornhill, 2012:678). Non-probability convenience sampling will be used, since the researcher and the fieldworkers will have the freedom to choose participants (attendees) that are willing to take part in the study (Blumberg *et al.*, 2011:194) during the festival.

The organiser, specifically the member in charge of Marketing and Communications of the Ficksburg Cherry Festival, was approached and asked to participate in the study, and in addition, a personal interview was conducted.

1.5.3.4 Sample size

Quota sampling was used in the case of the exhibitors. Exhibitors were approached at their individual stalls on the festival grounds and asked to complete the questionnaire, until a quota of 30 responses had been realised. Attendees were approached on the festival grounds and asked to complete the questionnaire, until a quota of 100 responses had been realised. The website itself was evaluated against e-commerce criteria researched by the researcher from secondary sources that will be discussed in the theoretical chapter (Chapter 3).

1.5.4 Data collection

1.5.4.1 Data collection method

This study follows the communication approach, which involves surveying respondents and recording their responses for analysis (Blumberg *et al.*, 2011:207). There are four communication approaches to choose from. Data can be collected either through personal interviews, telephone interviews, self-administered surveys or web-based surveys (Blumberg *et al.*, 2011:213). In this study the self-administered survey approach was used, whereby the attendees were intercepted at the venue of the Ficksburg Cherry Festival and the exhibitors in their stalls, and completed by the respondent without any additional interference from the interviewer. The website of the festival was evaluated against e-commerce criteria established from secondary sources by the researcher.

1.6 ETHICAL CONSIDERATIONS

This study adhered to the Policy on Research Ethics of the University of South Africa, as available on the Unisa website (http://www.unisa.ac.za/contents/colleges/col_agriculture_envIRON_sciences/docs/ResearchEthicsPolicyJan2013.pdf).

1.6.1 Ethical treatment of participants

Permission from the food festival organisers, the Ficksburg Cherry Festival, was obtained, in order to approach the exhibitors and attendees. The purpose and the various benefits of the research were explained to the participants beforehand (Cooper & Schindler, 2008:36). The participants' rights and protections were explained in detail and consent obtained. The participants had a right to privacy, which means the participant could have refused to partake or to answer questions in the interview; and a guarantee of confidentiality was provided (Cooper & Schindler, 2008:39-40). A full disclosure of the procedures of the study was given to participants before the researcher requested permission to proceed with the study, in order to obtain informed consent from the participants (Cooper & Schindler, 2008:37).

1.7 CHAPTER LAYOUT

This dissertation is subdivided into six chapters:

Chapter 1 – Introduction and background to the study

Chapter 1 introduced the concept of the study and provided information regarding the background and the problem statement, and outlined the study's primary and secondary objectives and the research methodology used.

Chapter 2 – History and tourism in Ficksburg

Chapter 2 comprises a detailed discussion of how Lesotho and Ficksburg originated. The history of Ficksburg was discussed, as well as the tourism attractions and activities. This chapter ended with a discussion of the Ficksburg Cherry Festival, starting with the

history of cherries in South Africa, how the festival started and the environment in which the festival operates today.

Chapter 3 – Tourism and E-commerce

Chapter 3 comprises a detailed discussion of e-commerce, touching on the criteria, adoption, benefits, barriers and recommendation thereof.

Chapter 4 – Research methodology

In Chapter 4 the research methodology was described. Inter alia, how the data was collected, who the participants were, and how the questionnaires and interviews were developed and structured.

Chapter 5 – Data analysis and Interpretation of Results

Chapter 5 conveys the outcome of the analysed data that were collected from the exhibitors and attendees.

Chapter 6 – Conclusion and Recommendations

The study is brought to a close in Chapter 6 with a summary of the findings, the limitations of the study and recommendations for the festival.

The layout of the chapters is depicted in Figure 1.5 below.

Figure 1.5: Chapter layout of the dissertation



1.8 CONCLUSION

This chapter presented background information to the problem, the research objectives and the research methodology used. In the next chapter, the history of Ficksburg and how it is applied to the Ficksburg Cherry Festival is explained.

CHAPTER 2

HISTORY AND TOURISM IN FICKSBURG

2.1 INTRODUCTION

The purpose of this chapter is to present a detailed background scene of the town of Ficksburg and the Cherry Festival as part of the annual activities of this town. In the first section of this chapter the Basotho wars are discussed in detail, as this portrays the finalisation of the border between South Africa and more specifically Ficksburg and the neighbouring country of Lesotho. The next section describes the history of Ficksburg and how it became a town. The tourism aspect of the town, with Lesotho as a separate attraction, is discussed next and lastly, all the aspects relating to the Ficksburg Cherry Festival are elaborated upon.

2.2 THE ORIGIN OF LESOTHO AND FICKSBURG

2.2.1 The Basotho wars and the formation of Lesotho

The strife between the Settlers and the Basotho people, in what today is known as the Free State and Lesotho area, culminated in three wars during the period 1858 to 1868. Maintaining territorial rights in the area between the Caledon and Orange Rivers - from present day Wepener to Zastron, and the area north of the Caledon River, which includes present day Harrismith and the area further westwards - was the reason behind these three wars (South African History Online, 2012).

During a drought in 1820, a larger unit of Southern Sotho tribal groups had fallen under the centralised authority of King Moshoeshoe, who was the son of the chief of the Bakotela branch of the Koena/Kwena (Crocodile) clan. Owing to the competition for resources, such as grazing and water, this group sought protection from other pillaging groups, and Moshoeshoe and his people left for the mountain fortress of Thaba Bosiu in

1824. In the wars that followed, Moshoeshoe aided his defeated enemies by providing them with land, which led to the formation of the Basotho nation (South African History Online, 2012).

Late in the 1820s, a group of Kora (a group of Khoikhoi settlers also known as the Korana) and Dutch-speaking people arrived in the surrounding area of Moshoeshoe's kingdom. The Basotho retreated, as these groups were armed with guns and mounted on horseback. This led to Moshoeshoe arming his people and providing them with horses to be able to counteract the threat from these new forces (South African History Online, 2012).

At first, the arrival of white settlers (known as Boers) in the region in the mid-1820s as part of the Great Trek, was convenient to Moshoeshoe, as the settlers formed a barrier between the Basotho and the Kora. Moshoeshoe agreed to lend the settlers the land, as these settlers supposedly asked for permission to settle there, but later claimed it as their own property (South African History Online, 2012).

An agreement was signed in 1845, which recognised the Boer settlement in the region, though no borders were drawn between the area of the settlers and Moshoeshoe's kingdom. This led to inevitable border conflict, due to territorial disputes, and a need for a distinct boundary became apparent (South African History Online, 2012).

The British government, who were at that stage in control of the area between the Orange and Vaal Rivers, finally proclaimed the Warden line as the specific boundary. The Warden line brought about much anger, as the fertile Caledon River Valley served as a critical area for agriculture for both the then British citizens and the Basotho. This border line was consequently not satisfactory to Moshoeshoe, and hostility followed, which led to a clash between the Basotho and the British forces, who were defeated by Moshoeshoe at the battle of Viervoet in 1851 (South African History Online, 2012).

The then British commander, Sir George Cathcart, brought additional troops to the Mohokane River, and Moshoeshoe was ordered to pay a fine as a form of war retribution. Moshoeshoe did not pay the fine in full and a battle broke out in 1852, which

was called the battle of the Berea Plateau, at which the British lost many men due to the efficient use of armed Basotho cavalry. In 1854, the British ceded the territory to the Boers through the signing of the Sand River Convention, because the cost of maintaining the sovereignty over what was then called the Orange River Colony became too much for them. The Boers then staked a claim for the land beyond the Caledon River, and named it as part of the Republic of the Orange Free State (OFS). This initiated additional uncertainty over land and led to renewed conflict with the Basotho, who considered themselves the rightful owners of the disputed area, and who continued to use the land for grazing (South African History Online, 2012).

2.2.1.1 The first Basotho war

JN Boshoff, President of the OFS, and Moshoeshoe had discussions on matters of armed conflict and cattle rustling, but further conflict still took place. These discussions led Boshoff to declare war on the Basotho on 19 March 1858 (also stated as 22 March 1858). The Basotho were formidable opponents, and the Boers experienced significant fatalities. They were not able to break through the Basotho mountain stronghold of Thaba Bosiu and the war ended in a stalemate (South African History Online, 2012).

2.2.1.2 The second Basotho war

After this first war, an uneasy peace followed. Boshoff was replaced by J.H. Brand as president, who took the initiative and conferred with Moshoeshoe, who reiterated that the border was not drawn. Hostilities re-surfaced, and President Brand believed that the OFS should use its military might against the Basotho (South African History Online, 2012).

Moshoeshoe, recognising this dangerous situation, requested British protection from Sir Philip Wodehouse, a new commissioner who had arrived in the Cape Colony in 1861. The Warden Line was then again confirmed as the official territorial line, and the Basotho were given time to retreat beyond it, but border attacks persisted nonetheless. The Second Basotho War was initiated by the Orange Free State in 1865 (South African History Online, 2012).

The Free State army then started to take possession of cattle and tear down crops, and Commandant Wepener was killed in the two efforts that were made to overpower Moshoeshoe's stronghold at Thaba Bosiu. On April 11th 1866, Moshoeshoe was obligated to accept the peace of Thaba Bosiu, owing to the exhaustion of Basotho food supplies. A supposedly separate peace treaty was concluded by Moshoeshoe's son Molapo with the OFS (South African History Online, 2012).

Later, Moshoeshoe renewed his requests for British protection, after which a short truce followed. The Basotho gradually advanced over the borderline again, and tensions increased further. The murder of two Boer settlers in Ladybrand in June 1867 forced the Free State Government to raise an armed force again to combat the Basothos (South African History Online, 2012).

2.2.1.3 The third Basotho war

Brand insisted that the murderers of the two settlers be handed over, but Moshoeshoe stated that he was not in agreement with the frontier line of 1866, and consequently the murders had not taken place on Free State territory. The third war in a decade between the Free State and the Basotho began in July 1867, and OFS forces overran Moshoeshoe's territory and all the territory except the impenetrable fortress of Thaba Bosiu was conquered (South African History Online, 2012).

The Free State forces had achieved great success, and Moshoeshoe was required to ask for British support. On 12 March 1868 Basutoland was annexed, after Governor Wodehouse received orders to negotiate with Moshoeshoe in order that the Basotho nation could be recognised as British subjects. On this day, the British parliament declared the Basotho Kingdom a British territory. The Orange Free State was compelled to cease the war, so as not to start a war against the British Empire (South African History Online, 2012).

Subsequently, the borders of present-day Lesotho (formerly Basutoland) were drawn up in February 1869, according to the Convention of Aliwal-North. This agreement gave the territory that was conquered to the Free State, and the boundary line was moved further

south to Langeberg. No further armed conflict took place between the Free State and the Basotho after this agreement. Consequently, King Moshoeshoe was able to save his kingdom from being overrun by the settlers. King Moshoeshoe died in 1872, after the end of the war, and was buried at the crest of Thaba Bosiu (South African History Online, 2012). The Ficksburg area formed part of this final agreement as part of the Free State province and even today Ficksburg is a frontier town between the Republic of South Africa and Lesotho.

2.3 HISTORY OF FICKSBURG

The history of the Ficksburg region can be traced to prehistoric times, with dinosaur fossils and footprints embedded in rock. Later, the first humans left prehistoric tools, then the Bushmen also left their tools and paintings. Soon after, the black man appeared, with the Difaqane and wars of execution, and the Basotho nation was built up of the remainders of the tribes that had survived. Finally the settlers arrived, the hunters, the "trekboere", and the Voortrekkers (Hiking trails – South Africa, n.d).

The first permanent European settlers in this region that was ultimately to become Ficksburg was a Methodist Missionary, the Rev. James Allison and his wife, who settled in the region in 1834, closely followed by a Mr Moolman, one of the first Voortrekkers to begin farming in the region (Tourism RSA, 2013).

Ficksburg was declared a town in June 1867, and named after General J.I.J. Fick, Commander-General of the old Orange Free State Republic, to serve as a "Military town". General Fick's objective was to defend and guard the border between the then Basotholand and the Orange Free State. Settlers were encouraged to establish themselves next to the border of the new territory by the government who offered them land, horses, guns and ammunition. This was done to stabilise the border region (Hiking trails – South Africa, n.d).

In 1891, Ficksburg became a magisterial region. The Ficksburg Town Hall, old Court House and the Methodist Church were built before the Anglo-Boer War, and all of them

were built of local sandstone. The Dutch Reformed Church, the Railway Station, the old Post Office and the bridge across the Caledon, all built of Ficksburg sandstone, were formally opened in 1907 (Hiking Trails – South Africa, n.d).

On the agricultural front, Ficksburg was the origin of what ultimately became the largest hail insurance company in the Southern Hemisphere. It was in 1929 that a small number of local farmers united and formed the Conquered Territory Mutual Hail Assurance Co. This later became Farmers Hail or “Boere Hael”, then Sentra Oes, and today is known as A.R.S. (Agri Risk Security). Ficksburg was also declared the first Soil Conservation District in South Africa in 1946 (Hiking trails – South Africa, n.d), indicating the early interest in soil preservation and improved farming techniques in this area.

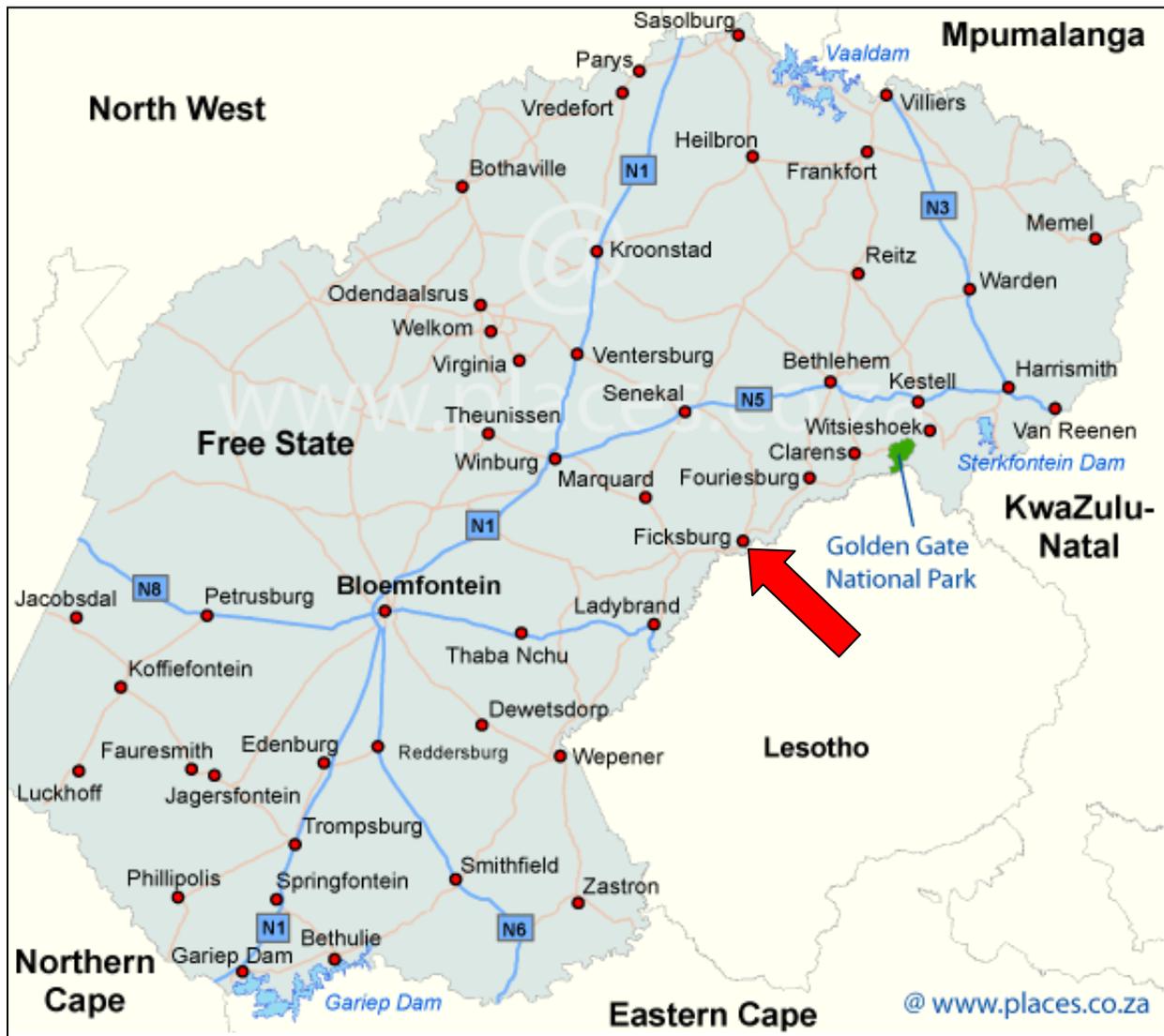
2.4 TOURISM IN FICKSBURG

2.4.1 Location of Ficksburg

Ficksburg is located in the beautiful landscape of the Eastern Free State, South Africa, alongside the Highlands Route. Ficksburg is situated at the base of the Imperani Mountain and on the banks of the Caledon River which is the official border with Lesotho. It has outstanding views of the majestic Malotis as background, varying with the seasons, from the purple haze of summer to the snow-clad slopes in winter (Ficksburg, n.d).

Figure 2.1 below shows where Ficksburg is located on a map of the Free State in the Republic of South Africa. Figure 2.2 is a street level map of the town of Ficksburg which indicates the gateway between South Africa and Lesotho.

Figure 2.1: Map showing the geographic location of Ficksburg



Source: Places (2013)

Figure 2.2: Map of the Ficksburg town area showing border crossing to Lesotho



Source: SA-Venues (2013).

2.4.2 Ficksburg today

The area is well-known for the spectacular sandstone formations of the mountains and several of the older buildings within and around the town were built of sandstone, as mentioned above. Interestingly, the Union Buildings in Pretoria are built from sandstone originating from Ficksburg. In Gumtree, the small community just outside Ficksburg, the old mill which is no longer being used is the tallest sandstone structure in the world (Ficksburg, n.d).

The economy of Ficksburg is based mainly on mixed agriculture, with the primary focus on asparagus, cherries and deciduous fruit (Ficksburg, n.d). Ficksburg is particularly notable for the production of grains and livestock as well (SA-Venues, 2012) and there is new interest being shown towards the cultivation of apples in the area (Ficksburg, n.d).

The town is also known as the gateway to Lesotho and the Katse Dam which forms part of the Lesotho Highlands Scheme. Ficksburg is the only town in South Africa in which a border post (with Lesotho) forms part of the town (Ficksburg, n.d).

2.4.3 Tourism attractions in Ficksburg

Ficksburg is a rural destination 400km from Johannesburg that offers a broad choice of outdoor and other activities (South African Tourism, 2011). These activities and attractions are divided into eight categories, namely: adventure and sport; archaeology and paleontology; arts and crafts; cuisine; entertainment and shopping; fauna and flora; history and architecture and nature. These eight categories will now be discussed in more detail as part of the attractions for tourists to visit the area.

2.4.3.1 Adventure and sport

The town offers various adventure and sporting activities such as:

- Mountain-biking, rock climbing, abseiling and ox wagon rides.
- Adventure youth camps are presented to children still in school on the farm Moolmanshoek and in the Hoekfontein Nature Reserve.
- Aerial flips over the Khatse Dam and Maloti Mountains.
- 4x4 trails: Visierskloof, a private game reserve in the Ficksburg area, has four 4x4 trails. Imperani Nature Reserve, 5 km from Ficksburg, offers an off-road route as well.
- Golf: Ficksburg boasts an 18-hole golf course.
- Hiking: The Porcupine Nature Trail extends over 26 km and the 23 km Imperani Trail is also available.
- Horse trails: are done as a 29 km Franshoek Mountain trail.
- Polo: Franshoek Mountain Lodge boasts a polo school and the local club has two provincial polo fields.
- Sport: The town's sports complex has numerous tennis courts, two rugby fields, a hockey field, an athletic track, two cricket pitches, netball, badminton and squash

courts, a swimming pool, a shooting range and two bowling greens on the slopes of Imperani Mountain.

- Water sport: Meulspruit Dam is an ideal location for angling, power-boating and water sports such as skiing and windsurfing (Tourism RSA, 2013).

2.4.3.2 Archaeology and paleontology

The following sites are available:

- Late Iron Age Sites: The farm Hoekfontein in the area has a few Late Iron Age sites. Well-preserved stone-walled settlements of early Sotho-Tswana-speaking farmers date back to the time of the Difiqane (Crushing) when the majority of the tribes in the centre were shattered or dispersed by Shaka and his Zulu armies.
- San Rock Art: San rock art can be seen at a variety of sites in the surrounding area of Ficksburg, such as Moolmanshoek, Hoekfontein and Boschfontein farms (Tourism RSA, 2013).

2.4.3.3 Arts and crafts

The following arts and crafts areas are available:

- Art galleries and Art Collections: Eikelaan Gallery and Highlands Arts and Crafts. The SH Pellissier Art Gallery houses a large collection of paintings by well-known South African artists and is noted for its Pierneef frieze.
- Mohair Weavers: The Wormwood and Honey Mohair Weavers - visitors can observe the process of sorting, combing, spinning and dyeing raw mohair before weaving it into wall hangings or mats.
- Proudly Ficksburg Curios and Tourist Centre: Visitors can buy unique hand-made products from the Ficksburg area, such as sandstone sculptures, mohair rugs and cherry and asparagus bites (Tourism RSA, 2013).

2.4.3.4 Cuisine

- Cherry Festival: The longest-running agricultural festival in South Africa (Discussed in more detail in Section 2.5 of this chapter).

- Cherry and Asparagus Tours: Deemster, the oldest asparagus farm in South Africa, and Paspalm Farm offer “Taste and See” tours where demonstrations on the cultivation and production of asparagus are given. It also shows how cherries are cultivated, while jams, liqueurs and cherry wines are produced at Iona, the largest cherry farm in Africa. Other cherry farms that visitors can go to see include Ben Nevis and Loskop Cherry farms. Tourists can also pay a visit to the Glace Cherry factory and GP Asparagus Factory in Ficksburg (Tourism RSA, 2013).

2.4.3.5 Entertainment and shopping

- Dam Leisure Tours: A leisurely cruise around Meulspruit Dam on the “White Mischief”, a floating cigar bar. In Thaba Imperani Game Reserve, game can be viewed from a viewing deck.
- Khatse Dam Wall Tour: Guided tours to the Khatse Dam Wall in Lesotho, with its breathtaking views of Lesotho. The Khatse Dam wall is one of the highest in Africa (Tourism RSA, 2013).

2.4.3.6 Fauna and flora

- Cherry Trees: At Braamhoek visitors can see how cherry trees and other fruit trees are grown.
- Game-viewing: There are numerous private game farms in the district, where white rhino, hippo and other large animals can be spotted. These include Thaba Imperani Game Reserve, Thaba Thabo and Tempelhof.
- Hoekfontein Nature Reserve: Offers game- and bird-watching opportunities and a unique ox wagon camping site that allows visitors to experience life in the times of the “Voortrekkers” by sleeping in an ox wagon, eating traditional “Boerekos”, and learning to play traditional games and “boeresport” such as “jukskei”.
- Kenya Game farm: The farm has the only pair of breeding rhino in the region.

- Mpharane Nature Reserve: Named after the Mpharane Mountain and was formerly a mission station. Mpharane can be used for game-viewing (Tourism RSA, 2013).

2.4.3.7 History and architecture of the Ficksburg area

The following historical and architectural sites are available:

- All Saints Anglican Church: Dating back to 1891, the church is remarkable for its stained-glass windows, which were created by Helen Tennent, a talented local artist. The windows give a picture of the natural fauna and flora of the Free State in blazing colours.
- Fick Memorial: General Fick and his wife were laid to rest at the foot of the Fick Memorial.
- Ficksburg's Old Cemetery: The graves of numerous British and Boer soldiers who died during the Anglo-Boer War, as well as three Frenchmen who fought on the Boer side, can be found at the cemetery. Nevertheless, the two most tarnished graves belong to two men who were found guilty of spying during the war and who both died swearing their innocence. One of the men, Arthur Pond, was buried with his tombstone facing the wrong way and, even though his innocence was proved 15 years later, the placement of his tombstone remains unchanged.
- Ficksburg Jail: CR Swart, the first president of the Republic of South Africa, was formerly imprisoned in Ficksburg Jail. He was jailed in 1914 on suspicion of having aided and abetted the 1914 rebellion participants of General Christiaan de Wet, but the day before he was scheduled to be executed he was released.
- Ficksburg Museum: The history of the town is depicted and an overview of the town's cherry industry is given.
- Firearm Museum: The Pinedene Small Arms Museum came into existence in 1992, and displays a collection of antique military weapons, such as matchlock, flintlock and bolt action rifles.

- Sandstone Buildings: The Sandstone Way Tour takes visitors to the Reformed Church, Methodist Church (1896), Old Magistrate's Court, Old Post Office and Town Hall (1897). Of particular interest is the impressive old sandstone Dutch Reformed Church that was built to the design of Dr JD Kestell, who served as minister of the church from 1903 to 1912. The tallest sandstone building in the area is an old mill that can be seen at Gumtree.
- Steam Train Collection: A large collection of privately-owned steam locomotives and rolling stock is reserved at Sandstone Estates. The farm also features a large collection of vintage tractors and other farming equipment.
- Tunnon Museum: This museum, on the farm Tunnon, exhibits a collection of carriages and wagons (Tourism RSA, 2013).

2.4.3.8 Nature

- Mount Mautse: The caves have been a place where passionate prayers have been offered to both God and the ancestors from the early 1970s. The Basotho people believe that the ancestral spirits find their final resting-place in the mountains, thus the site carries significant value for them. A few of the caves hold statues of Mary and Jesus and traditional healers make use of other caves (Tourism RSA, 2013).

2.4.4 Lesotho

Lesotho is a self-governing country which has the rare distinction of being surrounded entirely by another country, the republic of South Africa. The Kingdom of Lesotho, also known as the Mountain Kingdom or Kingdom in the Sky (Lesotho, n.d), is one of the three monarchies left in Africa (Travel, n.d).

Lesotho is a bilharzia-free and malaria-free destination at a substantial height above sea level. Lesotho is the only country in the world which has its entire land, approximately 30, 555 km², lying at altitudes over 1500m above sea-level. The highest mountain in Southern Africa, Thabana-Ntlenyana, is at 3,482m, while the highest single

drop-fall in the Southern Africa, Maletsunyane, is 192m, having the highest abseiling cliff in the world at 204m (Travel, n.d).

Frequently referred to as the "Switzerland of Africa", Lesotho owes this name to the beautiful and often snow-capped range of mountains, the Maloti. The kingdom's vital location in the centre of Africa's most developed economy of South Africa is linked by air, rail and road to all key commercial centres. From Johannesburg in the Republic of South Africa, Lesotho is only one hour away by air or four hours by road (Travel, n.d).

The Kingdom boasts the largest and most ambitious civil engineering project in the whole of Africa, the Lesotho Highlands Water Project (LHWP), which has harnessed and commercialised her up-stream excess water sources - referred to by the Basotho as their "White Gold" (Travel, n.d).

Figure 2.3 below is a map of South Africa and indicates the location of Lesotho, showing how it is completely surrounded by South Africa. In Figure 2.4 below, a map of Lesotho is presented whereby the capital Maseru is shown.

Figure 2.3: Map of Lesotho in South Africa



Source: Booking South Africa (2012).

Figure 2.4: Map of Lesotho



Source: World Travels (2013).

2.4.4.1 The Lesotho Highlands Water Project (LHWP)

A survey of the water potential of Lesotho, then known as Basutoland, a British Protectorate, was requested in the early 1950's by the High Commissioner Sir Evelyn Baring, because he realised that it was the only natural resource that the land-locked country had in abundance. The Director of Public Works, Sir Peter Ballenden, chose Mr Ninham Shand, a Cape Town-based engineer to establish the feasibility of exporting Lesotho's water to areas of surrounding South Africa that he believed needed to have increased supplies (Lesotho Highland Water Project, n.d).

Shand designed the Oxbow Project, a system that included a high-altitude dam, a hydro-electric power station, and a tunnel through the Maloti. The water in this system would then flow its way to the goldfields of the adjacent Orange Free State. At first South Africa rejected this plan, but a drought in the mid-1960s brought renewed interest in Lesotho's offer (Lesotho Highland Water Project, n.d).

In the middle of 1970, the South African Department of Water Affairs appointed MJ Mountain & Partners, together with Dr Henry Olivier, to map and collect rock samples from sites throughout northern Lesotho. However, owing to political differences, it was not until 1978 that a Joint Technical Committee involving experts from both countries set a full feasibility study in motion. A more detailed project layout was agreed on in 1983, which in turn required further joint feasibility studies. These studies were completed in April 1986. The stage was set for the signing of an agreement that would form an umbilical cord from the cradle of life in the Maloti to Africa's engine of industry in Gauteng (Lesotho Highland Water Project, n.d).

Below, a conceptual overview of the Lesotho Highlands Water Project's phases is given (Lesotho Highland Water Project, n.d).

Phase 1A

- Katse Dam (1,950 million m³)
- Transfer Tunnel (45 Km)
- 'Muela Power Station (72 MW)
- 'Muela Dam
- Delivery Tunnel (37 Km)

Phase 1B

- Mohale Dam (958 million m³)
- Interconnecting Tunnel (30 Km)
- Matsoku Wier and Transfer Tunnel (6.4 Km)

Figure 2.5 below is a graphical presentation of Phase 1 of the Lesotho Highlands Water Project.

Figure 2.5: Phase 1 of Lesotho Highlands Water Project



Source: Department of Water Affairs and Forestry (n.d)

Phase 2 (possible future phase)

- Mashai Dam (3,306 million m³)
- Second Delivery Tunnel from Katse Dam to Ash River Outfall

Phase 3 (possible future phase)

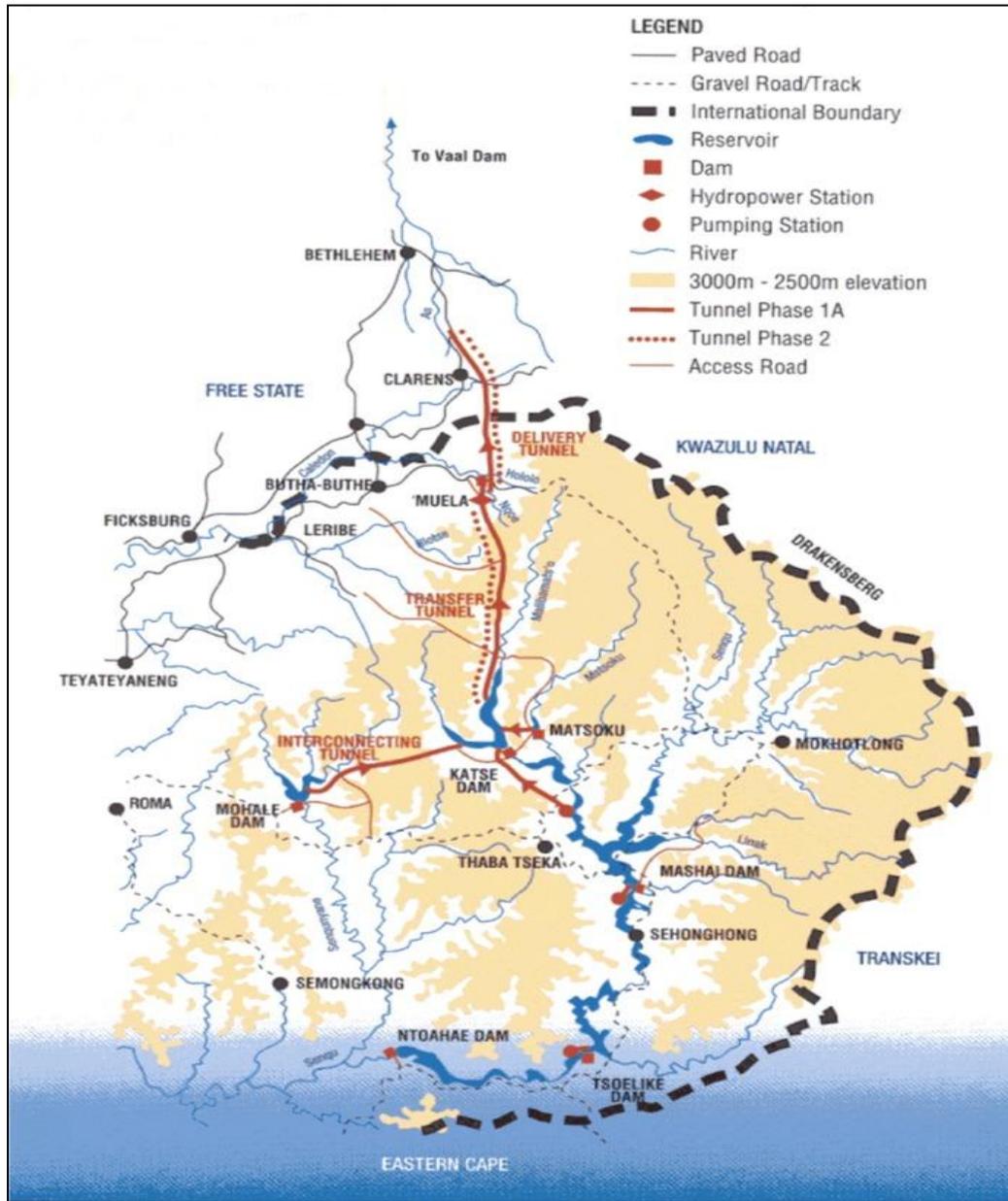
- Tsoelike Dam (2,223 million m³) and Pumping Station

Phase 4 (possible future phase)

- Ntoahae Dam and Pumping Station

In Figure 2.6 below, the conceptual overview of the Lesotho Highlands Water Project is shown in a graphical presentation.

Figure 2.6: Conceptual overview of Lesotho Highlands Water Project



Source: Lesotho Highlands Water Project (n.d)

All these developments and possible future developments are on the doorstep of Ficksburg. As such, the area has scenic sights and engineering developments of spectacular scope, which are of interest to tourists visiting the area.

Having set out the background of the area, it is now time to focus on the object of the research, namely the Ficksburg Cherry Festival.

2.5 FICKSBURG CHERRY FESTIVAL

2.5.1 The history of cherries in South Africa and the festival

Cherries were brought to South Africa by ship in the 1900's by German missionaries (Cherry Festival, 2012). Harry Pickston communicated with German missionaries in South Africa, asking questions about how to grow cherries, and only thereafter were the first successful cherry trees planted in 1905 in South Africa on the farm Platkop in the Clocolan district. Five hectares of trees were brought to Clocolan to be planted on the farm a year later (Cherry Festival, 2012).

The variety of cherry trees included the Giant Heidelfinger, Bing, Early River, Early Red and Elton. A number of the first initial cherry trees can still be seen on the farm. An estimated 500 hectares of cherry trees can be found in the Eastern Free State, mainly concentrated in the areas of Ficksburg, Clocolan and Fouriesburg. There are roughly 250 trees per hectare and the typical produce per hectare is 10 tons. The famous cherry that is used in drinks and in ice cream sundaes, the maraschino cherry, is made from sweet cherries. Originating in Yugoslavia and northern Italy, merchants added a liqueur to a local cherry called the "Marasca" (Cherry Festival, 2012).

2.5.2 How the festival started in 1968

In 1968 a group of young men who had founded a Ficksburg chapter of Jaycee International, the international service/leadership development organisation, were looking for a project to launch their new organisation and perform a service to the community, which is when the initial thought for the first Cherry Festival originated. A number of ideas were considered, and eventually a Cherry Festival was arrived at (Cherry Festival, 2012).

Ficksburg is the leading cherry-producing area in South Africa, along with its two neighbouring towns Clocolan and Fouriesburg, and to a smaller degree part of the Ladybrand region. The Jaycees linked a Ficksburg product to a festival which would promote the cherry industry as well as the town (Cherry Festival, 2012).

The first Cherry Festival, known as the Cherry Carnival, was a very amateurish arrangement which consisted of a film-show where the Cherry Queen was crowned. The next day, the festival continued with a street parade of floats and drum-majorettes and an open-air programme where not much happened. The grand Cherry Ball, on the other hand, was a great success (Cherry Festival, 2012).

The Jaycees managed the festival from 1968 to 1985. After the Jaycees disbanded in 1985, a committee of community members took over the organising and managing of the festival. Every year, this committee is made up of representatives of different sections of the community, who do all the hard work on a voluntary basis (Cherry Festival, 2012).

2.5.3 The Ficksburg Cherry Festival today

This annual event takes place during the third week of November every year. In 2012, the event took place from 15 – 17 November, at various venues in and around the town of Ficksburg in the Free State (South African Tourism, 2011).

Today, the festival is presented very professionally and efficiently and the entire programme caters for all tastes and preferences. The Cherry Festival is the oldest crop festival in South Africa, while the town of Ficksburg is famous throughout South Africa as it has been branded the Cherry Town, and the festival and town have become indistinguishable from each other. The Cherry Festival has built up a reputation over the years, and has become one of the premier events in South Africa, with more than 24 000 thousand people visiting the Eastern Free State during cherry time (Cherry Festival, 2012).

Ficksburg benefits from the festival because it creates employment and is the town's most important means of marketing the area. Ficksburg is located in the heart of the

Eastern Free State and possesses a cosmopolitan population. The committee responsible for organising the event consists of 15 members who work together on a voluntary basis to put the festival together each year (Cherry Festival, 2012).

Some of the activities that can be expected and which visitors can look forward to in these three days of the Cherry Festival include special bus tours which have become very popular (Cherry Festival, 2012). One of the highlights is a cherry-themed journey in a vintage steam train that travels through the Free State landscape, allowing visitors to take pleasure in leisurely views of the Maloti Mountains, rolling fields of corn and magnificent sunflowers. Tours of the working cherry farms for which the area is renowned are another highlight of the festival. The tour enables visitors to see how cherries are grown, harvested and processed, and gives the opportunity to nibble on a carton of perfectly ripe cherries. Visitors also get to experience the farming spirit of the community, which produces not only cherries, but asparagus and deciduous fruits as well (South African Tourism, 2011).

The “feel-good factor” activities taking place at the festival include soccer, rugby and cricket workshops. These are offered at no cost to different age groups on all three days of the festival, at which South African sports stars share their skills with the youth who aspire to be part of Bafana Bafana, the Springboks and the Proteas (South African Tourism, 2011).

Another popular activity is a cruise along a waterway through a private game reserve on the floating cigar bar known as White Mischief, owned by the festival coordinator Gavin Boy. Food lovers can look forward to the cherry tastings and visitors can sample an assortment of cherry-inspired recipes: from cherry preserves, cherry blossom beauty products, cherry pie with fresh farm cream to cherry mampoer, a potent South African liqueur (South African Tourism, 2011). For those who like to cook, cooking workshops are on offer at the Ficksburg Cherry Festival, along with all kinds of other workshops, from cheese-making to herb-growing. Other attractions of the festival are a golf day, a half-marathon for long distance runners/athletes, vintage vehicle displays, equestrian events, a beer festival and plenty of live music (South African Tourism, 2011).

2.6 CONCLUSION

This chapter introduced the town of Ficksburg and the relevant backdrop to the Cherry Festival. This chapter focused on describing the establishment of the border between South Africa and Lesotho, the development of the town since 1867 and today's tourism attractions that are found in the town and surrounding areas. Lesotho is a major attraction and was discussed separately in the chapter. The chapter is brought to a close with a discussion of the history of the Cherry Festival. In the chapter that follows, e-commerce's place in business is reviewed. Tourism distribution channels, e-commerce and e-commerce in tourism are also discussed in the following chapter.

CHAPTER 3

TOURISM AND E-COMMERCE

3.1 INTRODUCTION

In the background to the problem statement (see Section 1.2), the background to the Ficksburg Cherry Festival and the importance for e-commerce were spelt out. Owing to the increased popularity and availability of Internet access, many traditional small businesses are using e-commerce as a suitable and lucrative sales channel.

In this chapter, the focus will be on the theoretical background of e-commerce. In the first sections of this chapter, the Internet website is discussed as an information distribution channel. Thereafter, e-commerce and e-commerce in tourism, with an indication of the e-commerce adoption process, benefits, barriers, and how to evaluate an e-commerce website is reviewed, as well as Customer Relationship Management and the consumer trust issue. Then the chapter is brought to a conclusion.

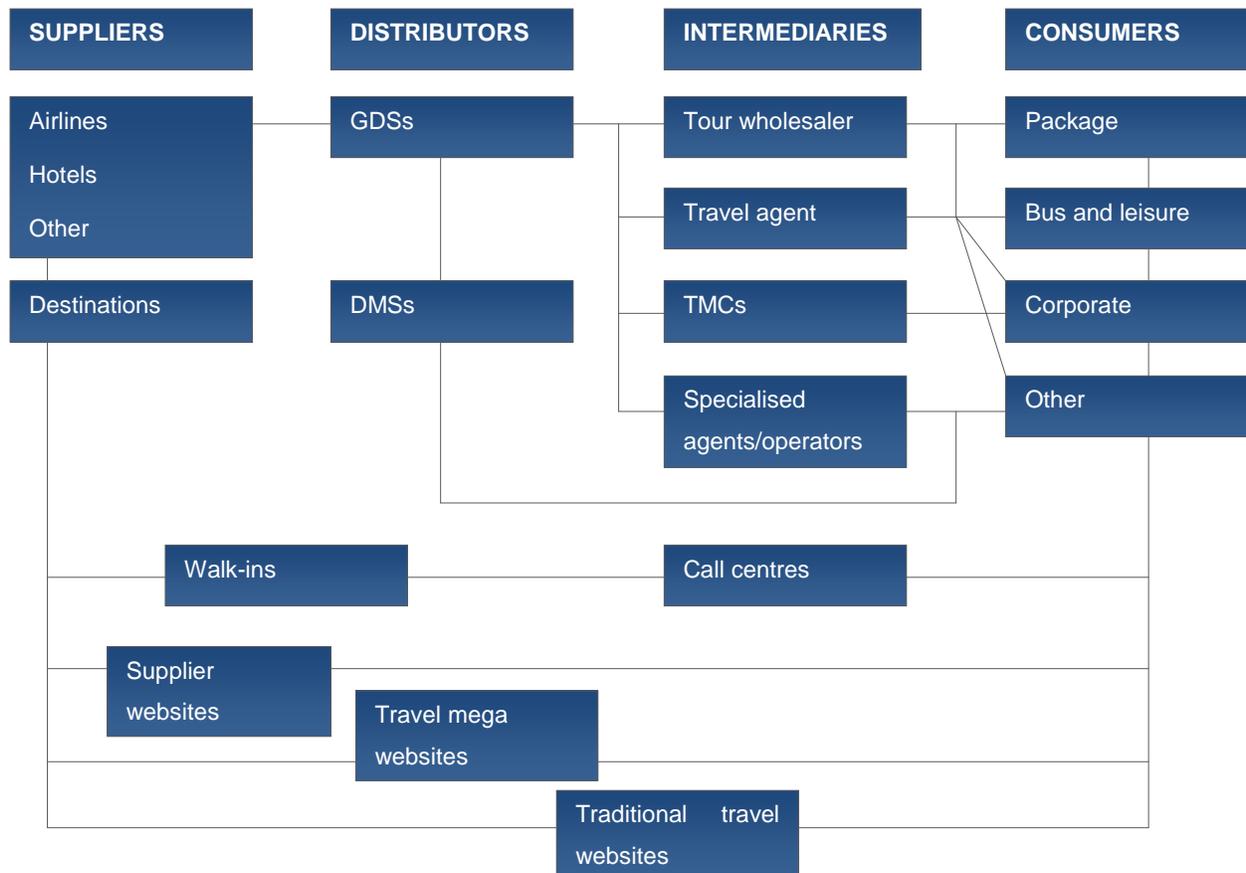
3.2 TOURISM INFORMATION AND DISTRIBUTION CHANNEL

It is important for any event such as the Ficksburg Cherry Festival to have an information distribution strategy that works effectively. The information distribution channels used by the organisers of the festival need to match the information sources that attendees prefer and use (Smith, 2008:24).

The flow of information between the supplier which is the Ficksburg Cherry Festival and consumer - or, in this case, attendees and exhibitors of the Cherry Festival - can be exemplified by using a basic model that illustrates the supplier on the one end and the consumer on the other end, with specific distributors of information and intermediaries which serve as linkages between them. Figure 3.1 shows tourism suppliers, who are providing services to tourists - in this case, the Ficksburg Cherry Festival providing the

festival for their attendees. The supplier can only provide the service through the provision of information. However, because of the geographically widespread and perishable nature of the information, some suppliers such as airlines rely primarily on electronic distributors such as Global Distribution Systems (GDSs) and Destination Management Systems (DMSs) to store information and make it available either directly to the consumer, or indirectly through selected intermediaries such as travel agents, and tour wholesalers who then provide the information to the buyers of travel services, the consumers. This model also shows the direct link between suppliers and consumers where the intermediaries and distributors are sidestepped. This is typically where the consumer contacts the supplier directly, either personally or through the supplier's website (Lubbe, 2005:202-203), as in the case of the Ficksburg Cherry Festival.

Figure 3.1: A basic tourism information and distribution model



Source: Lubbe (2005:203)

Distribution in tourism has two purposes: firstly, to make services available to consumers by supplying information through a variety of distribution channels, and secondly, to make services accessible to consumers by providing ways to purchase in advance through the distribution channels (Lubbe, 2005:203). A third function was identified by Buhalis (in Smith, 2007:322): to bundle or combine products together for consumption, thus improving the selling thereof.

3.2.1 The Internet

The Internet can be defined as: “A means of connecting a computer to any other computer anywhere in the world via dedicated routers and servers. When two computers are connected over the Internet, they can send and receive all kinds of information such as text, graphics, voice, video and computer programs.” (Business Dictionary, 2013).

Internet users in South Africa have increased over the past 22 years from zero in 1990 to 2,394,036 in 2000, further escalating to 6,166,337 in 2010 (Index Mundi, 2013), and have reached an estimated 8,500,000 users in 2012 (Internet World Stats, 2012).

In theory, the Internet is an ideal marketing tool because suppliers can set up a direct communications link with their customers, and it removes barriers between customers and suppliers, such as the geographical and physical barriers that separate buyer and seller. The Internet has the potential to market travel products and services because of its global market reach, its 24-hour per day and 365-day per year availability, its ability to bring full-colour photographs, graphics, sound, animation and videos to the user’s screen and the fact that it can be updated quickly and easily.

3.2.2 The Web and Websites

The Web (WWW) can be defined as an information system on the Internet which allows documents to be linked to other documents by hypertext links and which enables users to search for information by moving from one document to another (Oxford Dictionaries, 2013).

A website can be defined as a virtual location on the World Wide Web, containing several subject or company-related web pages and data files accessible through a browser. Each website has its own unique web address which can be reached through an internet connection (Business Dictionary, 2013).

A website has several functions. The first and most important function of a website is providing information, thus it serves as an **information tool**. Potential customers look for information such as the price, a description of the available offerings, testimonials, the company's corporate social responsibility commitment, policies, terms and conditions and the company's set-up, its owners, directors and shareholders, on a website (George, 2008:321).

A website is also a **selling tool**, as it needs to be attractive to persuade a user to buy a product or service. A large range of tourism companies rely on this function, and most websites can sell offerings directly to the customer, which is known as e-commerce. Tourism organisations use the Internet to communicate with colleagues, which is known as the Intranet, and it includes e-mails, memos, staff timetables, management reports, agendas and meetings. Thus, a website can function as a business tool as well (George, 2008:321).

Furthermore, websites can be used as **communication tools** with features such as online news, community building (blog) and online surveys and websites can also function as marketing tools, which is also known as e-Marketing (George, 2008:322). E-Marketing or electronic marketing refers to the application of marketing principles and techniques via electronic media and more specifically the Internet (SmartaMarketing, 2012).

When developing a website, there are key aspects in the design that must be included (George, 2008:327). **Navigation** is an important key aspect: this enables the visitor to move around the website by clicking on a variety of hyperlinks that are built into the site. Help is usually available from an easy-to-use search function on the website. The **usability** of a website is also crucial in making the website user-friendly. The easier it is for a user to accomplish a task, the more user-friendly the website is.

Some **design guides** suggest the following: to keep it straightforward, to have easy and consistent navigation, not to overuse pronouns, to avoid typographical and grammatical errors, to make use of South African English or US English and to steer clear of under construction notices. Furthermore, visitors form their first impressions about a company on the first visit to their website. Thus, appearance is especially important, writing must be clear, content logical and navigation easy to ensure its **credibility**.

Another important aspect of a website's presence is its content.. Sections and links any tourism organisation should consider having on the website are (George, 2008:328):

- About us -in the case of the Ficksburg Cherry Festival website, this is where they provide the history of cherries and the festival.
- Privacy and security policy – when a user has to give personal information on the website, the company has to ensure the user's privacy and ensure the information supplied is secure.
- Things to see and do - the Ficksburg Cherry Festival website has provided information on other things to see and do in Ficksburg and the surrounding area.
- Photo gallery - the organisers can add pictures of the Ficksburg Cherry Festival to the website.
- Frequently-asked questions - the potential attendees of the Ficksburg Cherry Festival ask general questions which the organisers provide the answers to on the website.
- Today's weather - the weather of the Ficksburg Cherry Festival's surrounding area to inform attendees about the possible weather conditions.
- Contact us – the Company has to provide their contact details to the user on the website.
- Enquire now / bookings here - the Ficksburg Cherry Festival website has the facility whereby potential attendees can enquire about something or just make suggestions on the website.
- Bookmark us – a link to save the webpage to access it quickly in future.

3.3 E-COMMERCE

The historical start of e-commerce took place in the form of electronic fund transfers (EFT) and was restricted to business between large companies and financial institutions. Transferring funds - and later on transactions - spread out to include manufacturers, retailers, services and numerous other businesses and, as a result, true electronic data interchange (EDI) came into being. Essentially, transactions were carried out between businesses (Business-to-Business), and did not involve individual customers (Barnard & Wesson, 2003:258).

Electronic Commerce (EC) can be described as business transactions that occur using the Internet, or the process of buying and selling or trading of products, services, and information through computer networks. The Internet has become known as a main, possibly in time *the* main, worldwide distribution channel for goods and services. E-commerce has grown over the years and now has many classifications (Liu, 2005:1-2).

E-commerce is generally classified on the basis of the nature of the transaction or the relationship among participating entities. The following classifications are frequently used (Manzoor, 2010:5-8):

Business-to-Consumer B2C – this includes businesses selling to the general public, typically through catalogues utilising shopping cart software (e.g. Amazon.com). This is also the type of e-commerce the Ficksburg Cherry Festival will use.

Business-to-Business B2B - this e-commerce includes companies doing business with each other.

Business-to-Business-to-Consumer B2B2C - this e-commerce uses B2B to support B2C companies. In B2B2C, a business provides some product or service to a client business. The client business takes responsibility for maintaining its own consumers.

Business-to-Government B2G - this e-commerce includes transactions between businesses and government. It can include the use of the Internet for public procurement, licensing procedures, and other government-related operations.

Consumer-to-Business C2B - C2B e-commerce involves business between consumers and businesses in which consumers decide what they want to pay, and the business decides whether or not to accept. C2B business model is based on 3 players: a consumer acting as a seller, a business acting as a buyer and an intermediary dealing with the connection between sellers and buyers.

Consumer-to-Consumer C2C - C2C e-commerce involves business between consumers in which consumers interact with other consumers online. C2C business model is based on 3 players: a consumer acting as a seller, a consumer acting as a buyer and an intermediary who connects buyers and sellers to make transactions possible.

Business-to-Employee B2E - B2E e-commerce uses an intra-business network which allows companies to provide products and/or services to their employees.

Government-to-Government G2G - G2G is the online non-commercial interaction between Government organisations, departments, and authorities and other Government organisations, departments, and authorities.

Government-to-Employee G2E - G2E e-commerce includes services provided by Government to its employees, such as the provision of human resource training and development that improve the bureaucracy's day-to-day functions and dealings with citizens.

Government-to-Business G2B - G2B e-commerce includes transactions between government and business. In these transactions, businesses can be suppliers, partners, or customers of the government. Businesses must abide by government regulations while they maintain these roles.

Government-to-Citizen G2C - G2C includes information distribution to the public, basic citizen services such as licence renewals, ordering of certain certificates and filing of income taxes and citizen assistance for such basic services as education, health care, hospital information and libraries.

Regarding the state of e-commerce in South Africa, it was stated that: "The e-commerce industry in South Africa is ready for significant growth in the coming years. The industry as a whole needs to innovate to realise its full potential", according to Daniel Guasco and Wayne Gosling, CEOs of Groupon South Africa (Phakathi, B. 2013). South Africa's internet economy has been gradually increasing over the years, partially because of the rise in online shopping. In 2011 it was worth about R59bn, which made up 2% of the economy. It is expected to grow to about 2.5% by 2016.

In South Africa, Jump Internet Technologies identified an opportunity to uplift e-commerce in South Africa, and in 2006 started the Annual South African E-commerce Awards. The Awards are about identifying South African websites that use the Internet as a basis for e-commerce and reward them for their excellence. The public's favourite e-commerce website for the year 2013 is Kalahari.com with the best usability as well, Groupon is the best e-commerce mobile website, but the winner for the best e-commerce website overall is yuppiechef (E-commerce Awards, 2012).

3.4 E-COMMERCE IN TOURISM

Damian Cook of E-Tourism Frontiers stated that, "Online travel bookings continue to grow globally, with bookings expected to reach over US\$400-billion at the end of 2013, while 40% of total travel spending will now be online". South Africa's tourism industry has plans to enlarge its share of online travel bookings, as well as to encourage this growth through the use of mobiles (SouthAfrica.info, 2013).

The tourism industry is accepting e-commerce to such a degree that the whole tourism industry structure is undergoing a transformation. The consumer uses the web not just to gather information, but also for ordering services (Liu, 2005:1).

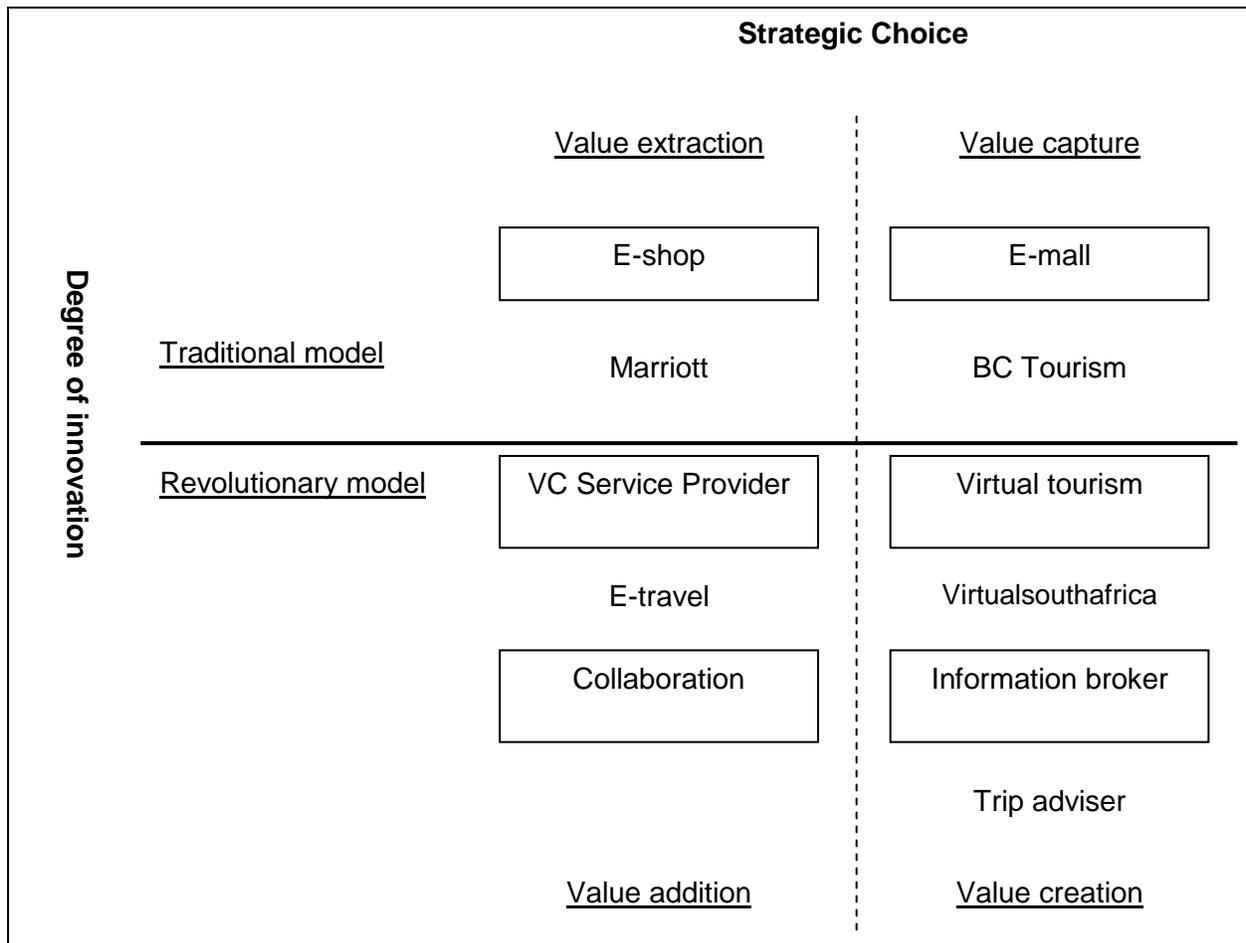
Tourism e-commerce refers to an internet-based business system which includes tourism and its distribution system, carried out by electronics, and this system is based on tourism information and e-commerce banking. Consumers access tourism industry websites to find information relevant to their travelling plans, such as road maps, accommodation, activity programming, air fares, restaurants and entertainment and

calendars of local events. Tourism has been stated as the industry that is experiencing the most success in adopting e-commerce (Liu, 2005:2).

E-commerce and E-business are terms that are more transaction- and business-oriented and fail to summarise how it is applied in tourism. These terms do not take into account that the web is also a channel of curiosity, of forming communities, or just having fun – from all of which the outcome could result in business being conducted. The tourism product specifically is not just business; it has to do with emotional experiences as well (Werthner & Ricci, 2004:102).

The Tourism e-commerce model depicted in Figure 3.2 below shows that e-commerce has changed the way organisations in the tourism industry can do business. This figure will now be discussed in more detail.

Figure 3.2: Tourism E-commerce model



Source: Adapted from Liu (2005:2)

The figure has two axes: on the vertical axis it focuses on strategy, whilst on the horizontal axis, it focuses on level of innovation. Looking at the tourism e-commerce model vertically means that the tourism industry has been through revolutionary changes. The tourism e-commerce model can thus be divided into two sections, the first being the traditional model – which means that traditional tourism companies adopted information technology.

Traditional tourism companies such as Marriott adopted an e-shop strategy. An electronic-shop or e-shop is an online business that sells a range of goods and services. E-shops are business-to-consumer oriented (Computer Business Research, n.d). An example of an e-shop is Marriott International, a diversified hospitality company with more than 3,700 properties in 73 countries and territories worldwide, providing

accommodation for business or vacation purposes, located in top destinations around the world (Marriott, 2012). Another example is British Columbia Tourism which adopted an e-mall strategy. An electronic mall or e-mall is a website that shows electronic catalogues from numerous suppliers, and charges commission from them for the sales revenue generated at that site (Business Dictionary, 2012). An example of an e-mall is BC Tourism which is a guide to resorts, motels, campgrounds, accommodations, maps, weather and road conditions in British Columbia (BC-tourism, 2004).

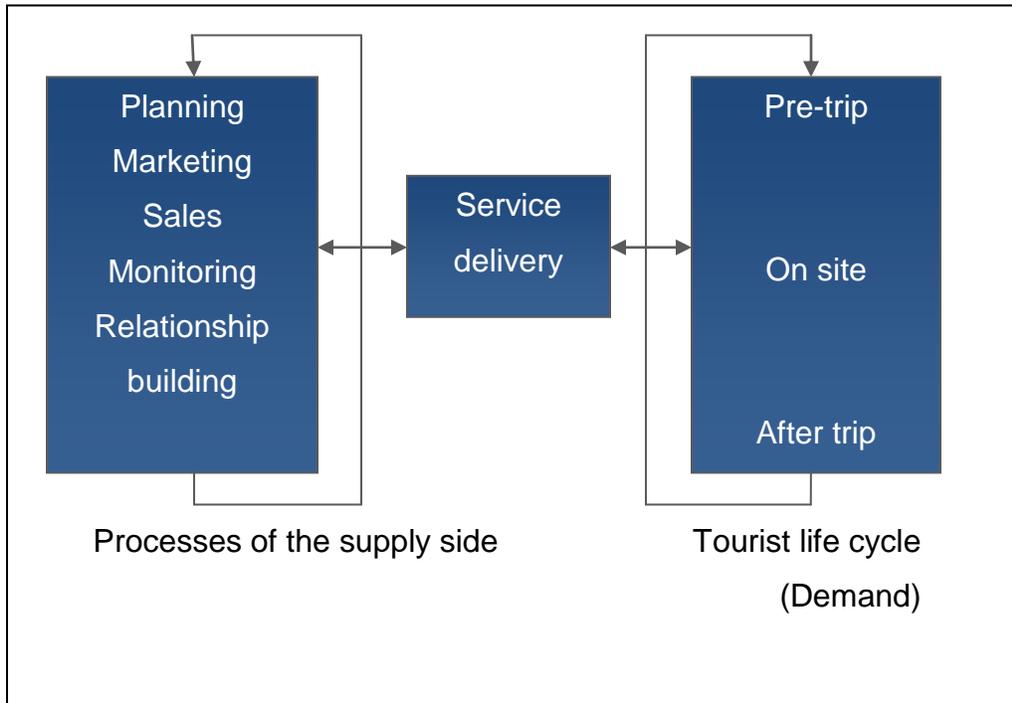
The second part is the revolutionary model – which means completely new-born Internet-based tourism ventures. Venture Capital service providers are firms and small businesses started up with money provided by investors with perceived long-term growth potential (Investopedia, 2012). E-Travel is an example of a venture capital service provider - they are independent travel consultants. Virtual tourism can be described as a panoramic view or video simulation of an existing place that can be viewed online, often for travel or vacation-related research (Webopedia, 2012). Virtual South Africa, Cape Town, is an online space through which tourists can have a lifelike, interactive travel experience. Tourists can use this site as a source to pre-plan trips or just to explore Cape Town's unique features (Virtualsouthafrica, 2012). An information broker is a person or firm who finds and re-sells secondary (already published or otherwise available) information, such as articles, citations, competitor data, research data (Business Dictionary, 2012). TripAdvisor is one such an example, which features reviews and advice on hotels, resorts, flights, vacation rentals, vacation packages, travel guides, and lots more (TripAdvisor, 2012).

From a horizontal perspective, the tourism e-commerce model means that the value chain is “informationised” by tourism e-commerce, resulting in many value-creating strategies (Liu, 2005:2). The needs of consumers are changing because of the use of websites. Consumers are less loyal to a greater extent, take more regular holidays of shorter length, and not as much time is taken between deciding on and consuming a tourism product. Websites are creating new ways to satisfy consumer needs, as the whole tourism value chain is informationised – which results in various value-generating strategies (Liu, 2005:3), as can be seen in the tourism e-commerce model in Figure 3.2:

- Value extraction – this strategy boosts efficiency and cuts costs. Examples are self-check-in of hotel guests or airline passengers.
- Value capture – data are captured from clients and sales for forecast or yield management which supports marketing goals.
- Value addition – products and services are combined to create richer product bundles. An example is how mobile services are linked to existing websites, to give advice to tourists during their trip.
- Value creation – for example, tourists contributing in the service definition or setting the standards for service delivery and destination planning.

The illustration of the tourism e-commerce process in Figure 3.3 depicts the entire process of supply and demand of tourism. The rising business set-up is based on flexible network structures and increasing consumer integration. Figure 3.3 shows how the respective tourist phases are linked to company processes.

Figure 3.3: Tourism process: linking tourist life cycle and company processes



Source: Liu (2005:4)

On the supply side are the processes of the Ficksburg Cherry Festival which are planning, marketing, sales, monitoring and relationship-building. Each year, at the end of the festival, planning starts again for the next festival in a year's time. During this year the festival is marketed in various ways, one way being their official website. Sales only take place on the days of the festival. Monitoring and building relationships with loyal attendees takes place during the year and it is a continuous process. All the suppliers - in the case of the Ficksburg Cherry Festival, the suppliers refer to everyone supplying a product or service for tourists, such as the accommodation establishments, restaurants, other attractions, etc. - work together in delivering services to the tourists who are demanding that their needs be fulfilled (demand side), whose life cycle consists of a pre-trip, on-site and after-trip (Liu, 2005:4). Pre-trip is from the time the decision is made to go to the Ficksburg Cherry Festival until the tourist arrives there on the date of the Festival. From arriving at the festival, the tourist has entered the on-site stage in the cycle and it only ends when the tourist has to travel back to his/her home destination. After-trip is the stage where the tourists are travelling in the chosen mode of transport to their home destination and it even continues thereafter when they recollect their thoughts on the whole trip that is now over.

3.4.1 Adoption of e-commerce in tourism in South Africa

The arrival of the Internet has led to the sudden development of electronic commerce (e-commerce), and this has changed the nature of doing business, especially in certain industries. No one any longer debates the fact that e-commerce has great potential to generate more revenue, and it is agreed that it is what tourism industries in developing countries need (Maswera *et al.*, 2006:187). E-commerce and tourism form a perfect fit, because the tourism industry is an information-intensive industry and e-commerce allows this information to flow through the Internet on a worldwide basis with almost no entry barriers (Maswera *et al.*, 2006:188).

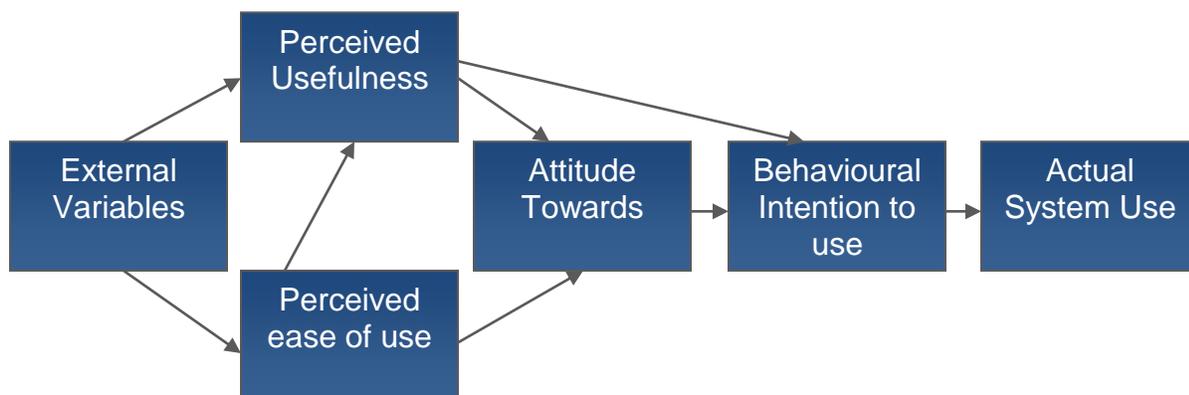
With 2,405,518,376 internet users (30 June 2012) in the world (Internet World Stats, 2013), the Internet is a channel for African countries to be accessed by their international target market. Maswera *et al.*'s (2006:188) results showcased that hardly

any tourist organisations in Africa took on e-commerce and that the majority of African tourism organisations that do embrace e-commerce are still at the early stages of adopting and using e-commerce. Some websites are equal in quality and can be compared to more advanced e-commerce websites of developed countries, but most need extensive improvements (such as those suggested in Section 3.4.5 in Applications for the improved use for e-commerce in the tourism industry). Even though African websites were informative in general, they lacked interactive facilities for online transactions and it is suggested that they should draw the interest of consumers by adding video and virtual environments so as to sell their products, venues and services.

It is important to be aware that e-commerce activities range from entry-level activities such as having web browsers, websites, and e-mail, to more complicated activities such as online payments, making purchases online, customer service facilities, and video conferencing (Cloete, Courtney & Fintz, 2002:3).

The adoption of e-commerce is heavily reliant on the use or acceptance of technology. Factors that can lead to the acceptance of technology can be seen in Figure 3.4 below.

Figure 3.4: Original technology acceptance model (TAM)



Source: Legris, Ingham and Collette (2003:193)

The prospective user of e-commerce has to be convinced of the relevant usefulness of e-commerce with the various benefits (discussed in the next Section 3.4.2), but the user must also have a positive attitude towards it and needs to embrace e-commerce, thus the user should also have the intention of using it. After the user has used the system,

the user must be comfortable with the technology, meaning that it must be easy to use, even though factors beyond the control of the user – or, in other words, the external variables - can affect the acceptance of the technology (Cloete *et al.*, 2002:2).

To convince the prospective user of the relevance of e-commerce, the benefits thereof will now be discussed.

3.4.2 Benefits of e-commerce

E-commerce has various potential benefits for both businesses and consumers.

3.4.2.1 Benefits of e-commerce to businesses

E-commerce can be very beneficial to business organisations, especially in terms of cost reduction and reaching global markets. The benefits of e-commerce to businesses are (Abidin, 2011):

- Reduces costs for inventory management – they can automate inventory management by using web-based management systems.
- Reaches global market / overcoming geographical limitations – a physical store is limited by the geographical area that it can service. E-commerce allows the suppliers to reach a global market segment. Attendees and potential attendees will have to travel to the festival since that is the product sold by the supplier, but the Cherry Festival can attract from a much larger geographical area.
- Monitors consumer buying behaviour and interests – so they can modify their offerings to suit the consumers' needs and have an ongoing relationship with them. The Cherry Festival can benefit from monitoring their attendees' interests and adjust their offerings accordingly.
- Reduces cost of establishing store front – cost of building a physical store may be prohibitive, preventing the suppliers who use e-commerce as their business operation from doing their business.
- Reduces labour costs - sellers can automate their online store fronts.

- Reduces advertising and marketing costs – easier to update the advertisement using software technology. The Cherry Festival already updates its website every year with a new look to attract attendees.
- Remains open always (Khurana, 2012) – e-commerce websites can run all the time 24/7/365. The Cherry Festival can thus increase the number of attendees, and the possibility of their buying tickets to tours at the festival.

3.4.2.2 Benefits of e-commerce to consumers

E-commerce is not just beneficial for businesses, but has many benefits for consumers as well. The benefits of e-commerce to consumers are (Abidin, 2011):

- Wider range of choices – the consumers have a wider range of choices for the required products from the variety of sellers.
- Products can be purchased from remote areas – the geographical location is overcome, consumers can now buy products and services from anywhere, and travel is no longer necessary.
- Consumers have greater control – provide easy-to-use ordering systems that allow customers to choose and order products according to their personal and unique specifications.
- Consumers can make price comparisons – there are several online services that allow customers to surf multiple e-commerce websites and find the best prices.
- Saves time – consumers can save their time because they can have access to their money from home through Internet and work all from a desktop computer, they don't have to travel to a physical store, and locating the product is quicker.
- Convenient – consumers can visit different online storefronts to compare prices and make purchases without having to leave their homes or offices.
- More information available (Khurana, 2012) – e-commerce websites can make additional information easily available to customers.
- Remain open always (Khurana, 2012) – physical stores' operating times are from 9am to 5pm. E-commerce websites can run all the time 24/7/365, meaning that consumers can shop any time.

Even if the Ficksburg Cherry Festival bears these many benefits in mind, there are still many obstacles to overcome to be able to implement e-commerce. The various barriers to the implementation of e-commerce will now be discussed in detail.

3.4.3 Barriers to implementing e-commerce

Numerous organisations from every industry have adopted some or other type of e-business solution, but it still remains a difficult task to create a successful online business. Several businesses are confronted with a number of adoption challenges that originate from a combination of an uncertain business vision for e-business and a lack of technological skill. Poor business performance and repeat patterns of existing behaviour are the typical signals and symptoms of failure (Dubelaar, Sohal & Savic, 2005:1253).

The various barriers to implementing e-commerce are divided into 5 major categories and they are management support issues, technical issues, knowledge of e-commerce, partner participation and security. In the study of Heung (2003:113), the results pointed to the 'Cost of implementation' as the most significant barrier, which is to say that the cost of implementing e-commerce is high and that most businesses do not have adequate financial resources, which is also a barrier for the Ficksburg Cherry Festival because they are a non-profit organisation. Another barrier variable that is a major factor is being 'short of well-trained staff' which goes together with the lack of e-commerce education and training, as well as a lack of knowledge about the techniques of electronic commerce. All this will also cost money, which links back to the main concern of cost of implementation. Again, this is a major factor for the Ficksburg Cherry Festival. A barrier such as 'Security concerns' arises with the increasing amounts of cybercrime and the organisation will have to gain consumer trust, because consumers are still wary of providing personal details online. The barrier 'Hard to manage travel data', which again links with the barrier of 'Short of well-trained staff', are variables of high concern to businesses. Heung's (2003:113) findings found that all the barriers mentioned below in Table 3.1 are considered when the decision needs to be made to implement e-commerce (Heung, 2003:113). These challenges present valuable

knowledge for organisations that experience problems with the adoption of e-business initiatives. 'Compatibility for hardware and software' and 'Lack of interest/management support' are the only barrier variables that were considered to be less significant (Heung, 2003:114).

Table 3.1: Barriers to implementing e-commerce

| BARRIERS TO IMPLEMENTING E-COMMERCE | |
|--|---|
| Factor 1 — Management support | <ul style="list-style-type: none"> • Inadequate financial resources • Shortage of well-trained staff • Lack of interest/management support • Lack of knowledge about techniques of electronic commerce • Company is too small, with no staff or technical capability • Customers are not familiar with this mode of trade • Legal concerns |
| Factor 2 — Technical issues | <ul style="list-style-type: none"> • Pace at which change is occurring • Time it takes to implement changes • Compatibility for hardware and software |
| Factor 3 — Knowledge of e-commerce | <ul style="list-style-type: none"> • Lack of e-commerce education and training • Hard to manage travel data as they have too many components |
| Factor 4 — Partners' Participation | <ul style="list-style-type: none"> • Willingness of trading partners to participate • Cost of implementation within my company |
| Factor 5 — Security | <ul style="list-style-type: none"> • Security concerns |

Source: Heung (2003:115)

The five barrier factors that have to be considered when implementing e-commerce in any business have been discussed. Possible solutions on how to overcome these barriers will now follow.

3.4.3.1 Suggestions on how to overcome the barriers of e-commerce

Suggestions will be given on how to overcome the security and legal barriers to be able to protect consumers' information, the technological barrier to be able to run the e-commerce system, the organisational barrier to be able to cope with change, the behavioural barrier of employees and management, the financial barriers to ensure sufficient funds and the training of key employees to prepare for e-commerce adoption.

- **Overcoming security and legal barriers**

Customers' personal data, such as credit card details and other private information that is inserted into an e-commerce system, must be protected. The organisation's e-commerce system must maintain a high level of security. Technologies such as a firewall, proxy server, encryption, user accounts, anti-spyware, audit logs, entrapment server, anti-virus software, Internet usage policy, virus email updates, secure electronic transaction, secure socket layer, digital signatures, digital certificates, prepayment systems, user accounts, disaster recovery plans, trust seals, privacy and security statements, and a security payment link should be used by the organisation to make the e-commerce website safe and dependable (Maswera *et al.*, 2009:13-17).

- **Overcoming the technological barriers**

To run an e-commerce system, the organisation will require a modern payment infrastructure and a high speed, dependable Internet connection. To ascertain that the correct technology is used, the organisation should set up e-commerce sections, use the services of external technical expertise, provide their own technical staff with proper knowledge, subscribe to e-commerce journals or magazines and contact international banks to assist in setting up online payment systems (Maswera *et al.*, 2009:13-17).

- Overcoming organisational barriers

The organisation must make sure that the organisational structure and culture is capable of coping with e-commerce-induced change. Thorough investigations need to be conducted to understand the impact of e-commerce before it is implemented with the guidance of a strategic plan. Training programmes must be in place for personnel, to avoid a shortage of IT-skilled employees (Maswera *et al.*, 2009:13-17).

- Overcoming behavioural barriers

To prevent employees resisting the change, the organisation need to guarantee personnel of job security, convince employees of the value of e-commerce and send employees on courses and seminars on e-commerce techniques. Management support is also very important, and the organisation should involve them in key decision-making of the project (Maswera *et al.*, 2009:13-17).

- Overcoming the financial barriers

The organisation must ensure that sufficient funds are available to set up and run the e-commerce system. If an organisation does not have funds readily available, it can approach a financial institution for a loan. They use calculations such as investment risk analysis, return on investment, cost-benefit analysis to manage the financial commitment. The other option for the organisation is to start with a fairly inexpensive e-commerce system with basic facilities and develop it in phases, whenever funds are available (Maswera *et al.*, 2009:13-17).

- Training to prepare for e-commerce adoption

Key employees must be trained to overcome the most significant barriers likely to occur, such as security, legal barriers and technological barriers. Training to acquire the technical skills in building e-commerce applications, e-commerce website security, electronic transactions and e-commerce system administration is necessary. Training in financial investment and planning, management of change and human resource management is needed for managers in the organisation (Maswera *et al.*, 2009:13-17).

3.4.4 Evaluating e-commerce websites

Communication and business transactions between the organisation and the customer take place on the website for all companies with an online presence (van der Merwe & Bekker, 2003:330).

Customers can be forced to take their online shopping activities somewhere else if the organisation's website is hard to use and interact with, because it sends out a bad image of the organisation (Maswera *et al.*, 2006:190). Maswera and Dawson came to the conclusion that the usability and accessibility of African websites could be compared to international websites.

The fundamental law of e-commerce affirms that, "If consumers are searching for a product/service but they cannot find it, they basically cannot purchase it". In order to survive, having a website that is usable is a necessity, not a luxury (Barnard & Wesson, 2003:259).

Research across the globe has shown that a vital factor for e-commerce websites to be successful is usability. Websites are supposed to be designed to support customers, to help them complete their online purchases effectively, efficiently and with satisfaction. When customers return to visit a site, it can be assumed that the customer found it easy to achieve his task. Clear communication with no misunderstandings between the consumer and system is part of the usability of the website (Barnard & Wesson, 2003:259).

To measure usability, terms of effectiveness, efficiency and satisfaction can be used. To measure whether the site is effective, the consumer must be able to complete the task he set out to do. When a consumer can complete the predetermined task in a fair amount of time, it can be said that the system is efficient. Generally, satisfaction can only be measured once the consumer has finished the task and has completed a satisfaction questionnaire (Barnard & Wesson, 2003:259).

There are numerous South African e-commerce websites that have problems with usability. These sites will probably lose earnings from possible sales, as customers

have a preference for sites that make it easy, efficient and safe to purchase online (Barnard & Wesson, 2003:258).

Maswera *et al.* (2006:190) extensively reviewed literature on e-commerce websites and browsed the websites of key role players in the international tourism market, then came up with a list of features generally found on an e-commerce site (shown in Table 3.2).

The researchers, Maswera *et al.* (2006:192), took on the role of a customer, gained access to and navigated through the chosen websites, and took note of the presence and absence of the various features showcased in Table 3.2. All features and content unique in nature were also noted down. A similar kind of approach will be followed in this study as well. The researcher took note of the presence and the absence of these features on the Ficksburg Cherry Festival website, which can also be seen in Table 3.2.

Table 3.2: Features of an e-commerce website

| FEATURES OF AN E-COMMERCE WEBSITE | | FICKSBURG CHERRY FESTIVAL WEBSITE |
|-----------------------------------|------------------------------------|-----------------------------------|
| Name | Features | Yes/no |
| 1. Corporate information | • Company overview | Y |
| | • CEO message | Y |
| | • Financial reports | N |
| | • News | Y |
| | • Employment opportunities | Y |
| | • Investor and community relations | N |
| 2. Product information | • Brief description | Y |
| | • Rates/fares | Y |
| | • Photo gallery | Y |
| | • Virtual tours | N |
| | • Interactivity-winning | N |

| | | |
|---|--|---|
| | <ul style="list-style-type: none"> • Frequently Asked Questions (FAQs) | Y |
| | <ul style="list-style-type: none"> • Privacy and security | N |
| 3. Non-product information | <ul style="list-style-type: none"> • Weather/climate | Y |
| | <ul style="list-style-type: none"> • How to get there (if organisation is not an airline) | Y |
| | <ul style="list-style-type: none"> • Local transport information | N |
| | <ul style="list-style-type: none"> • Other places to see/visit | Y |
| | <ul style="list-style-type: none"> • Where to stay (if organisation is not a hotel or travel agent) | Y |
| | <ul style="list-style-type: none"> • Security | N |
| | <ul style="list-style-type: none"> • Immigration procedures | N |
| | <ul style="list-style-type: none"> • Customs | N |
| | <ul style="list-style-type: none"> • Other – any unique content | Y |
| 4. Customer relationship management (CRM) | <ul style="list-style-type: none"> • Contact details including directions | Y |
| | <ul style="list-style-type: none"> • E-mail address | Y |
| | <ul style="list-style-type: none"> • Feedback | Y |
| | <ul style="list-style-type: none"> • Reciprocal links | Y |
| | <ul style="list-style-type: none"> • Promotions and special offers | N |
| | <ul style="list-style-type: none"> • E-newsletter | Y |
| | <ul style="list-style-type: none"> • Loyalty systems | N |
| | <ul style="list-style-type: none"> • Call-back services | N |
| | <ul style="list-style-type: none"> • Mailing lists | N |
| | <ul style="list-style-type: none"> • Mail-to-friend button | N |
| | <ul style="list-style-type: none"> • Customer surveys | N |
| | <ul style="list-style-type: none"> • Customer profiling | N |
| | <ul style="list-style-type: none"> • Free downloads | N |
| <ul style="list-style-type: none"> • Competition and games | N | |

| | | |
|-----------------|--|---|
| | <ul style="list-style-type: none"> • Customised content | N |
| 5. Reservations | <ul style="list-style-type: none"> • Checking availability | N |
| | <ul style="list-style-type: none"> • Making online reservations | N |
| | <ul style="list-style-type: none"> • Tracking reservations | N |
| | <ul style="list-style-type: none"> • Cancelling reservations | N |
| | <ul style="list-style-type: none"> • Cancellation policy | N |
| | <ul style="list-style-type: none"> • Amending reservations | N |
| | <ul style="list-style-type: none"> • Creating customer accounts | N |
| 6. Payment | <ul style="list-style-type: none"> • Credit cards | N |
| | <ul style="list-style-type: none"> • Debit cards | N |
| | <ul style="list-style-type: none"> • Electronic cash | N |
| | <ul style="list-style-type: none"> • Virtual credit cards | N |
| | <ul style="list-style-type: none"> • Currency converter | N |

Source: Adapted from Maswera *et al.* (2006:190).

On the Homepage of the Cherry Festival, some of the e-commerce features are visible, as pointed out in Figures 3.5, 3.6 and 3.7 below:

The website is lacking in reservation features, as well as payment features of its own. The various tours available during the festival can only be booked and paid for through Computicket. The absent features can be seen as gaps and possible opportunities for the implementation of the e-commerce features.

Figure 3.5: Cherry Festival Website 1



Source: Cherry Festival (2013)

Figure 3.6: Cherry Festival Website 2

The screenshot shows a website layout for the Cherry Festival. On the left, there are three vertical sections: 'Lesotho' with a waterfall image, 'Asparagus' with an image of asparagus, and 'Recipes' with a cherry image. Below these is a 'CHERRY JAZZ' event banner for 16 NOV 2013. In the center, there is a 'NOVEMBER' calendar grid, a 'CHECK OUT OUR BOOK' advertisement, and a 'Need Directions?' graphic with a cherry and a signpost. On the right, there are two message boxes with photos of people and text about the festival's organizing committee and 50th anniversary. At the bottom right is a 'SUBSCRIBE TO OUR NEWSLETTER' form with fields for 'Your Name' and 'E-mail', and a 'Send it!' button. Three black arrows point from the text 'Figure 3.6: Cherry Festival Website 2' to the 'Lesotho' section, the 'Need Directions?' graphic, and the newsletter subscription form.

Lesotho
known as the Mountain Kingdom or Kingom in the Sky, holds a wealth of different experiences...
[Read More](#)

Asparagus
lis a perennial vegetable native to Western Europe. It is a member of the lily family.
[Read More](#)

Recipes
Butternut and Cherry Dish
Danish Cherry Tart
Cherry Caulis
[Read More](#)

NOVEMBER

| S | M | T | W | T | F | S |
|----|----|----|----|----|----|----|
| 27 | 28 | 29 | 30 | 31 | 1 | 2 |
| 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

Need Directions?

CHERRY JAZZ
16 NOV 2013 [CLICK HERE](#)

organising committee has already started the build-up for 50th Cherry Festival to be held in four years' time.

The Cherry Festival's Golden Anniversary will take place in 2017 and Ficksburg can look back with pride on a festival which has grown from very modest beginnings in 1968 to

Message **Co-ordinator Gavin Boy**

The success of Cherry Festival 2012, during which, despite the dreadful economic climate, no fewer than 22 000 people flocked through the entrance gates, can only be ascribed to meaningful sponsorships, good marketing tactics and substantial media exposure.

The organising committee goes to great lengths each year to ensure that the GWK Cherry Festival is well-

SUBSCRIBE TO OUR NEWSLETTER
AND RECEIVE THE LATEST POST IN YOUR INBOX

Your Name:

E-mail:

[Send it!](#)

Source: Cherry Festival (2013)

Figure 3.7: Cherry Festival Website 3



Source: Cherry Festival (2013)

3.4.4.1 Improving and marketing the websites of organisations

Electronic commerce (e-commerce) can assist tourism organisations in Africa in reaching new markets, particularly those they could not gain access to with traditional systems, and this in return will increase their revenue. The African tourism industry has a great deal of potential, and e-commerce can help increase the in-flow of foreign currency into their economies. In previous literature the recommendations that follow have been proved to be useful, easy to use and understand, and valuable to all tourism organisations, no matter the size (Maswera *et al.*, 2009:13-17).

- E-commerce features

The Ficksburg Cherry Festival website can be enhanced by including more features such as company information, product and service information, Frequently Asked Questions (FAQs), weather, privacy and security, online enquiries, online reservations, reservation tracking and online payment (Maswera *et al.*, 2009:13-17).

- Customer Relationship Management (CRM)

The Ficksburg Cherry Festival needs to build a relationship with customers to ensure their return. The following features should be made available for the Ficksburg Cherry Festival attendees: contact details, e-mail, an online feedback form, an electronic newsletter, promotions, special offers and a callback service (Maswera *et al.*, 2009:13-17).

- Website promotional campaigns

The Internet can be used to market products and services, as it offers an incomparable level of connectivity and facilitates direct communication with customers effectively and efficiently. Features that will draw new attendees and keep existing ones must be included in the Ficksburg Cherry Festival website, such as an electronic newsletter, Frequently Asked Questions (FAQs), loyalty systems, callback services, a privacy policy, promotions and special offers, customer feedback, an information/brochure request, electronic postcards, and shared links to other websites (Maswera *et al.*, 2009:13-17).

- Knowledge transfer facilities

The Ficksburg Cherry Festival must acquire information from the attendees, so that products and services can be improved. Including such features as data gathering of customer transaction for customer profiling, customer surveys, an electronic guestbook or user review, and direct messaging services can achieve this. For attendees and exhibitors to buy products, they need to obtain information from the Ficksburg Cherry Festival in return. Including features such as electronic newsletters, bulletin boards and online tracking of orders and reservations may satisfy customer needs in this regard (Maswera *et al.*, 2009:13-17).

- Increasing website traffic

To obtain more business, the Ficksburg Cherry Festival needs to attract more people to their websites. This can be achieved by registering their websites on main search engines, such as Google and Yahoo. Organisations should aspire to host their websites on their own servers, in order to have direct control over the maintenance of the websites and to allow them to update their websites on a regular basis (Maswera *et al.*, 2009:13-17).

- Web content accessibility

The Ficksburg Cherry Festival must make sure that the website content is readily available and usable by all people, as well as those with disabilities. To achieve this, qualified and experienced website designers should be used, guaranteeing web content consistency and decreasing website loading time (Maswera *et al.*, 2009:13-17).

Whether these recommendations are applicable and relevant to the Ficksburg Cherry Festival can be seen in Section 6.4 at the end of this study.

3.4.5 E-commerce and Customer Relationship Management

Customer Relationship Management (CRM) is a method used to learn more about customers' needs and behaviours in order to build up stronger relationships with them (Farooqi & Kumar Dhusia, 2012:42). A long-term relationship with consumers leads to

loyalty and the repeated purchase of need-satisfying products (Cant & Machado, 2013: 372). E-commerce has improved the availability of information gathering, reduced processing errors, reduced response times, lowered costs of services, and has effectively raised customer satisfaction and the level of service that customers expect to receive (Kumar & Petersen, 2006:283).

With the arrival of the internet and new technology, a new concept of CRM has been born and changed into electronic Customer Relationship Management (e-CRM) (Azila & Noor, 2011:1).

A factor influencing e-CRM performance is consumer trust. All social relationships would fail without trust, and it is the foundation for a successful and lasting customer relationship. It largely determines the consumer's future behaviour and loyalty towards the business (Azila & Noor, 2012:284).

3.4.5.1 E-commerce and consumer trust

South Africa's Internet population spends a large amount of their time online, for banking, social networking, and product research. According to Bidorbuy CEO Jaco Jonker, "It is a natural progression that they are gradually becoming more comfortable making transactions online" (Muller, 2012). However, according to Kim, Chung and Lee, (2011:263) although the number of online users has increased rapidly, a lot of people are still hesitant to give their personal information to a website, as they do not trust e-commerce security. This is due to cybercrimes escalating in South Africa, according to the annual report of the Ombudsman for Banking Services (Coetzer, 2013).

E-crime can be defined as "the use of computers, computer networks or the internet as a tool for performing criminal activities or as a target for a criminal activity. E-crime is also known as cybercrime, online crime, electronic crime, Internet crime and computer crime. E-crime involves activities such as identity theft, e-commerce scams, services scams, financial fraud and privacy and personal data intrusion" (E-crime Expert, 2012). Customers will buy tourism products and services online if the e-commerce website is perceived as trustful (Kim, Chung & Lee, 2011:263). Trust can be defined as the firm

belief in the reliability, truth, or ability of someone or something (Oxford Dictionaries, 2012).

According to Jonker, there are several reasons for people to make online purchases, such as: "Online shops are open at all times of the day and night; there's no need to travel to go shopping; wider online range of products and generally information is more readily available online". Jonker added that the main concern of numerous online shoppers is the fear of fraud and of their personal information being leaked to third parties. Other concerns are the delivery process, including aspects such as high shipping costs and possible delays. Another influence on e-commerce in South Africa is the relatively slow broadband speeds (Muller, 2012).

In the findings of Kim *et al.* (2011:263), navigation that is efficient, fast and uses modern technology had a considerably positive effect on a site's perceived trustworthiness and reliability, which in turn influences the consumer's intention to purchase. Another aspect that had a positive effect on trust is the security of the site, meaning it should protect personal information, there must be no risks involved in payments, and it must guarantee privacy. Further findings found that trust and satisfaction have considerable positive effects on loyalty, which in turn influences consumer buying intentions with regard to tourism products and services online (Kim *et al.*, 2011:264).

In the study of Wen (2009:758), the factors that can influence the decision of the consumer to buy online includes the consumer's attitude, which is comprised of the perceived convenience, the perceived travel product options, and perceived transaction. The other factors are the quality of website design, information, system and service quality, customer satisfaction, and consumer trust.

A lack of online customer trust is the main barrier to consumers partaking in e-commerce. The most effective hesitation reduction method in e-commerce is trust. Trust assists in reducing perceptions of risk and is a critical foundation for consumer online purchase intention and an essential component for building relationships with consumers (Wen, 2009:754).

3.5 CONCLUSION

After a detailed discussion of e-commerce, looking at the Internet website as an information distribution channel, the history of e-commerce, e-commerce in tourism and the adoption progress, benefits, barriers, and evaluating an e-commerce website as well as Customer Relationship Management and the consumer trust issue, the secondary research phase of information gathering is now concluded. In Chapter 4, the research methodology used in this dissertation will be discussed.

CHAPTER 4

RESEARCH METHODOLOGY

4.1 INTRODUCTION

Chapters 2 and 3 dealt with the secondary research phase of this study. They provided the theoretical foundation on which the primary research was based and reviewed key background concepts such as the history of the Ficksburg Cherry Festival, community food festivals in general, the use of e-commerce and website evaluation. The focus of this chapter is on the primary research methodology followed to find answers to the research problem, as was stated in Chapter 1.

The research methodology used for this study is discussed in detail in this chapter. The issues of research design, sampling design, data collection and preparation to conduct the research will be looked at. As a recap to this chapter, the problem statement and study objectives will be stated, as they will be used as guidelines on conducting the research and what issues should be addressed and tested in this study.

The research problem being addressed in this study is that South Africa's online use in general and the service provided by the websites is poor, and if this problem is not dealt with, the tourism industry may face negative consequences (Smith, 2011:6), such as declining tourist numbers. To be able to improve this, e-commerce opportunities need to be explored in a tourism context, more specifically the food sector, since it is the 8th most popular reason for tourists to visit South Africa. E-commerce has been widely touted as a research topic in the tourism industry and to date a limited focus has been placed on websites for food festivals, specifically in South Africa, thus creating a gap in the South African research literature on tourism.

The research question that was formulated for this study is: "Is e-commerce utilised by food festivals and what e-commerce opportunities exist for the Ficksburg Cherry

Festival in particular?” The study’s primary objective was to determine e-commerce opportunities for the Ficksburg Cherry Festival by using an e-commerce evaluation checklist, and to achieve the primary objective, several secondary objectives were formulated and presented below:

- To identify the most important e-commerce features for attendees.
- To identify the most important e-commerce features for exhibitors.
- To analyse the current use of e-commerce features by the Cherry Festival.
- To determine a demographic profile of Cherry Festival attendees.
- To determine a demographic profile of Cherry Festival exhibitors.
- To determine the attendance characteristics of the Cherry Festival attendees.
- To determine the attendance characteristics of the Cherry Festival exhibitors.
- To make recommendations for future research.

4.2 RESEARCH METHODOLOGY

The discussion of the research methodology consists of several steps that will be discussed in greater detail below:

4.2.1 Research design

The research design is described as the “plan and structure of investigation so conceived as to obtain answers to research questions. The plan is the overall scheme or program of the research (Blumberg *et al.*, 2011:147).”

The researcher must select a specific design as a first step in the research process. In Table 4.1, eight different descriptors of research design are provided (Cooper & Schindler, 2008:142).

Table 4.1: Descriptors of research design

| CATEGORY | DESCRIPTOR OF THE STUDY |
|---|--------------------------------|
| The degree to which the research question has been crystallised | Exploratory study |
| The method of data collection | Communication study |
| The power of the researcher to produce effects in the variables under study | Ex post facto design |
| The purpose of the study | Descriptive |
| The time dimension | Cross-sectional study |
| The topical scope – breadth and depth – of the study | Case study |
| The research environment | Field setting |
| The participants' perceptions of research activity | Actual routine |

Source: Cooper and Schindler (2008:142)

Each of the descriptors will now be discussed in detail and evaluated against the specific research needs, as postulated by this specific study:

4.2.1.1 The degree to which the research question has been crystallised

A study may be viewed as exploratory or formal. The essential distinctions between these two options are the degree of structure and the immediate objective of the study. Exploratory studies tend toward loose structures, with the objective of discovering future research tasks. The immediate purpose of exploration is usually to develop hypotheses

or questions for further research (Blumberg *et al.*, 2011:148), which is the case in this dissertation.

The formal study begins where the exploration leaves off – it begins with a hypothesis or research question, with the research question being whether e-commerce is utilised by food festivals and what e-commerce opportunities there exist for the Ficksburg Cherry Festival, and involves precise procedures and data source specifications. The goal of a formal research design is to test the hypotheses or answer the research questions posed (Blumberg *et al.*, 2011:148).

4.2.1.2 The method of data collection

The methods that can be used to collect data are either through monitoring or communication. In this study, a communication study approach was used to collect data. In using the communication study, the researcher questions the subjects (respondents) and collects their responses by personal or impersonal means (Blumberg *et al.*, 2011:148): both were used in this study. An interview was conducted with the organiser of the festival to obtain more background information, as well as from the attendees and exhibitors. The attendees and exhibitors received a self-administered research instrument that was handed out by the researcher.

4.2.1.3 The power of the researcher to produce effects in the variables under investigation

In terms of the researcher's ability to manipulate variables of the research, the design options can be distinguished between experimental or ex post facto. With an ex post facto design, investigators have no control over the variables in the sense of being able to manipulate them (Blumberg *et al.*, 2011:149). The researcher in this study did not influence the variables. All efforts were made to reduce bias regarding sensitive aspects such as gender and race.

4.2.1.4 The purpose of the study

The purpose of the study can either be reporting, descriptive and causal-explanatory or causal-predictive (Blumberg *et al.*, 2011:149). The difference between these various purposes lies in the particular objectives of each. This study is descriptive in nature because the research is concerned with finding out about the concepts of who, what, where, when or how much (Blumberg *et al.*, 2011:149). As indicated in the objectives of this study, the above concepts are related to the study in the following way:

- Who – the attendees and exhibitors of the Ficksburg Cherry Festival.
- What – Ficksburg Cherry Festival e-commerce opportunities.
- Where – in the town of Ficksburg in the Free State on the Ficksburg Cherry Festival grounds.
- When – the festival took place from 15 – 17 November 2012.
- How much – how many e-commerce features the Ficksburg Cherry Festival website currently has and how they are utilised.

4.2.1.5 The time dimension

A study can be carried out longitudinally, which is repeated over an extended period of time, or cross-sectionally, meaning it is carried out once and represents a snapshot of one point in time (Blumberg *et al.*, 2011:149). The primary objective of this dissertation was to analyse the current use of e-commerce by the Ficksburg Cherry Festival, and the study therefore reflects only one point in time, which makes this study cross-sectional.

4.2.1.6 The topical scope

The scope of a study can be either statistical or based on a case study (Blumberg *et al.*, 2011:150). In this study, the Ficksburg Cherry Festival is used as a case study format of research. A full contextual analysis of one event is carried out, with an emphasis on detail. This detail is secured from multiple sources of information: the website, the organisers, attendees and exhibitors.

4.2.1.7 The research environment

Research can be conducted under actual environmental conditions, otherwise known as field conditions or it can occur under staged or manipulated conditions, otherwise known as laboratory conditions (Blumberg *et al.*, 2011:150). In this study the research was carried out under field conditions during the Cherry Festival held at Ficksburg from 15 - 17 November 2012.

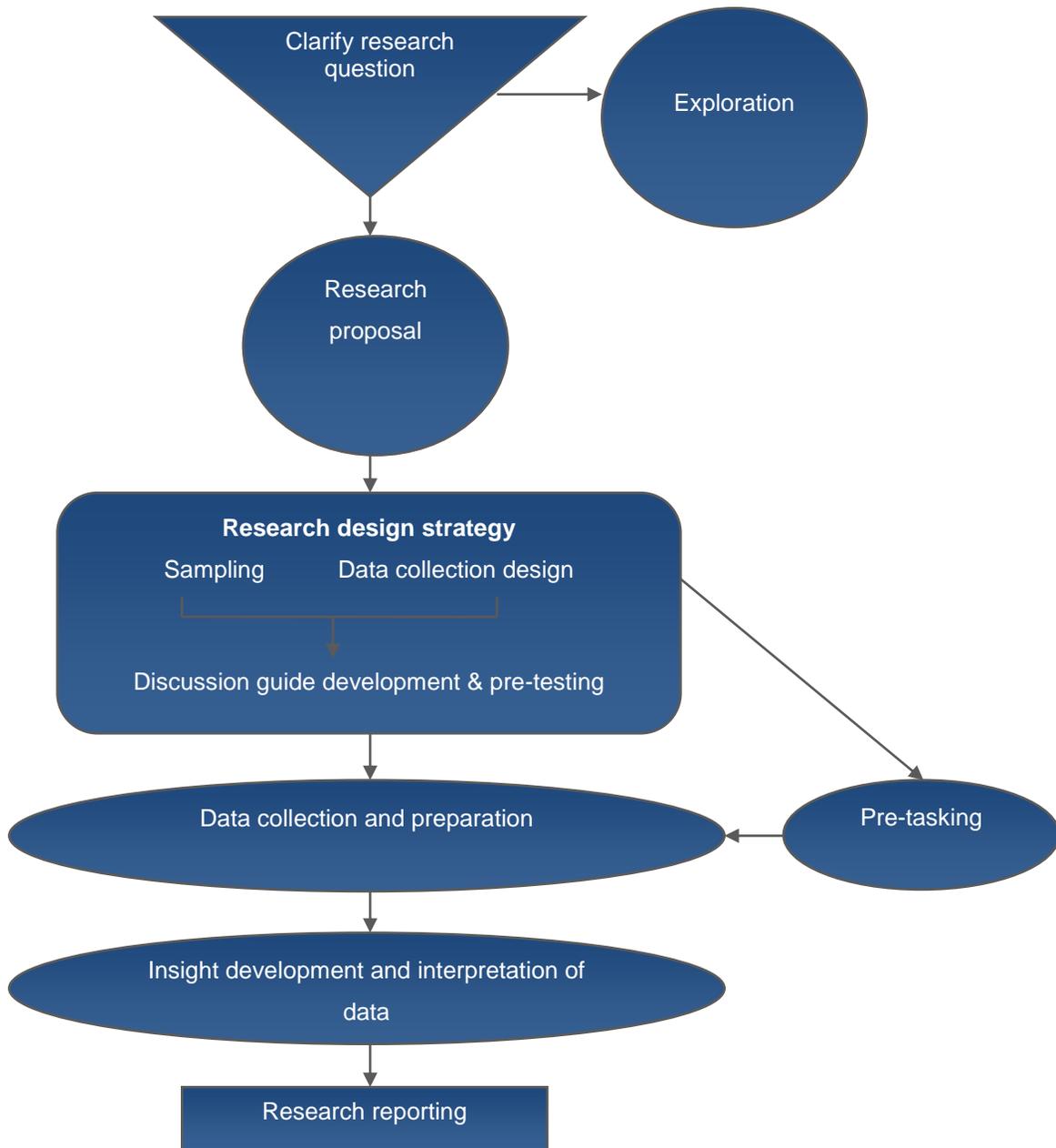
4.2.1.8 The participants' perception of research activity

When respondents perceive the study to be disguised it can reduce the value of a design. Participants' perceptual awareness can influence the outcomes of the research (Blumberg *et al.*, 2011:150). In this study, participants perceived no deviations from everyday routine, since research was conducted in a field setting.

4.2.2 The research process

Blumberg *et al.* (2011:46) explain the research process as a sequential process which includes a number of clearly defined steps. Figure 4.1 is the process the research study will follow.

Figure 4.1: The research process



Source: Adapted from Blumberg *et al.* (2011:46)

The research process usually begins with a research dilemma that triggers a need for investigation on how it can be solved. A research question has to be defined. Developing the research proposal is the next step, which includes the motivation and the background of the study and the objectives. These two steps have been completed in Chapter 1 of this study.

The research design is the blueprint for fulfilling objectives and answering questions, and is the next step in the research process, followed by data collection and preparation, which will be discussed later in this chapter. After the data has been collected, it has to be analysed and interpreted, which can be found in Chapter 5. Reporting the results is the last step in the process, involving a discussion of the findings and recommendations, and takes place in Chapter 6 (Cooper & Schindler, 2008:83-93).

4.3 SAMPLING DESIGN

4.3.1 Target population and context

According to Blumberg *et al.*, (2011:167) the population of a research study can be defined as the total collection of elements from which the researcher wishes to make inferences.

The target population of this study consists of different role players: namely, the official website of the Ficksburg Cherry Festival, one organiser of the Ficksburg Cherry Festival, all exhibitors at the festivals, as well as all the attendees. This study was conducted in the context of the Ficksburg Cherry Festival that was held from 15 - 17 November 2012.

4.3.2 Sampling method

The basic purpose of sampling is that by selecting some of the elements in a population, the researcher may draw conclusions about the entire population. There is a choice between probability and non-probability sampling (Blumberg *et al.*, 2011:167). Non-random convenience and quota sampling was used, since the researcher and the fieldworkers had the freedom to choose participants that were willing to take part in the study (Blumberg *et al.*, 2011:194) during the festival and a target was set for the total attendee and exhibitor participants.

The organiser, specifically the member in charge of Marketing and Communication of the Ficksburg Cherry Festival, was approached and asked to participate in the study, a questionnaire was completed and in addition, a personal interview was conducted. Exhibitors were approached at their individual stalls at the festival grounds and asked to complete the questionnaire, until a quota of 30 responses had been realised. Attendees were also approached at the festival grounds and asked to complete the questionnaire, until a quota of 100 responses had been realised. The website itself will be evaluated against e-commerce criteria by the researcher, which was discussed in Chapter 3 of the study.

4.4 DATA COLLECTION

4.4.1 Data collection method

This study follows the communication approach, which involves surveying people and recording their responses for analysis. The advantage of collecting primary data via the survey approach is that it is very versatile, which suits the focus of this study (Blumberg *et al.*, 2011:207).

There are four communication approaches to choose from. Data can be collected either through personal interviews, telephone interviews, self-administered surveys or web-based surveys (Blumberg *et al.*, 2011:213). In this study, the self-administered survey approach was used where the attendees were intercepted at the venue of the Ficksburg Cherry Festival and the exhibitors in their stalls and was completed by the respondent without any additional interference from the interviewer. This method has many advantages as well as disadvantages, as described in Table 4.2 below.

The website of the festival was evaluated by the researcher against e-commerce criteria, as discussed in Chapter 3. Maswera *et al.*'s (2006:190) list of features found on e-commerce websites was used as the evaluation criteria, which was discussed in Chapter 3 of this study in Table 3.2.

Table 4.2: Advantages and disadvantages of a self-administered questionnaire

| SELF-ADMINISTERED QUESTIONNAIRE | |
|--|--|
| ADVANTAGES | DISADVANTAGES |
| <ul style="list-style-type: none"> • Allows contact with otherwise inaccessible respondents (e.g. CEOs) • Expands geographical coverage without drastic increase of costs • Requires minimal number of staff • Perceived as more anonymous • Allows respondents time to think about questions • More complex instruments can be used • Data collected rapidly • Sample frame lists viable locations rather than prospective respondents • Visuals may be used | <ul style="list-style-type: none"> • Printing and postage costs • Low response rate in some modes • No interviewer intervention available for probing or explanation • Cannot be too long or complex • Accurate mailing list needed • Often respondents returning survey represent extremes of the population – skewed responses • Anxiety among some respondents • Need for low-distraction environment for survey completion |

Source: Adopted from Blumberg *et al.* (2011:213)

The data collection process that was followed delivered the following advantages:

- The researcher was able to reach otherwise inaccessible respondents because the festival happens only once a year.
- The researcher was able to reach respondents from a large geographical area.
- The respondents were allowed time to think about questions while completing the questionnaire.
- A slightly more complex instrument was used, since the respondents had more time on their hands at the festival.

- Data were collected rapidly with the help of two colleagues. Over the three-day duration of the festival, 140 responses in total were collected from attendees and exhibitors.

From the above theoretical disadvantages of a self-administered questionnaire, the only disadvantage this study had was the costs involved such as the printing costs, as well as the transport and accommodation costs of the three interviewers.

4.4.2 Ethical research

Certain guidelines have to be followed to conduct ethical research, as stated below (Kolb, 2008:14):

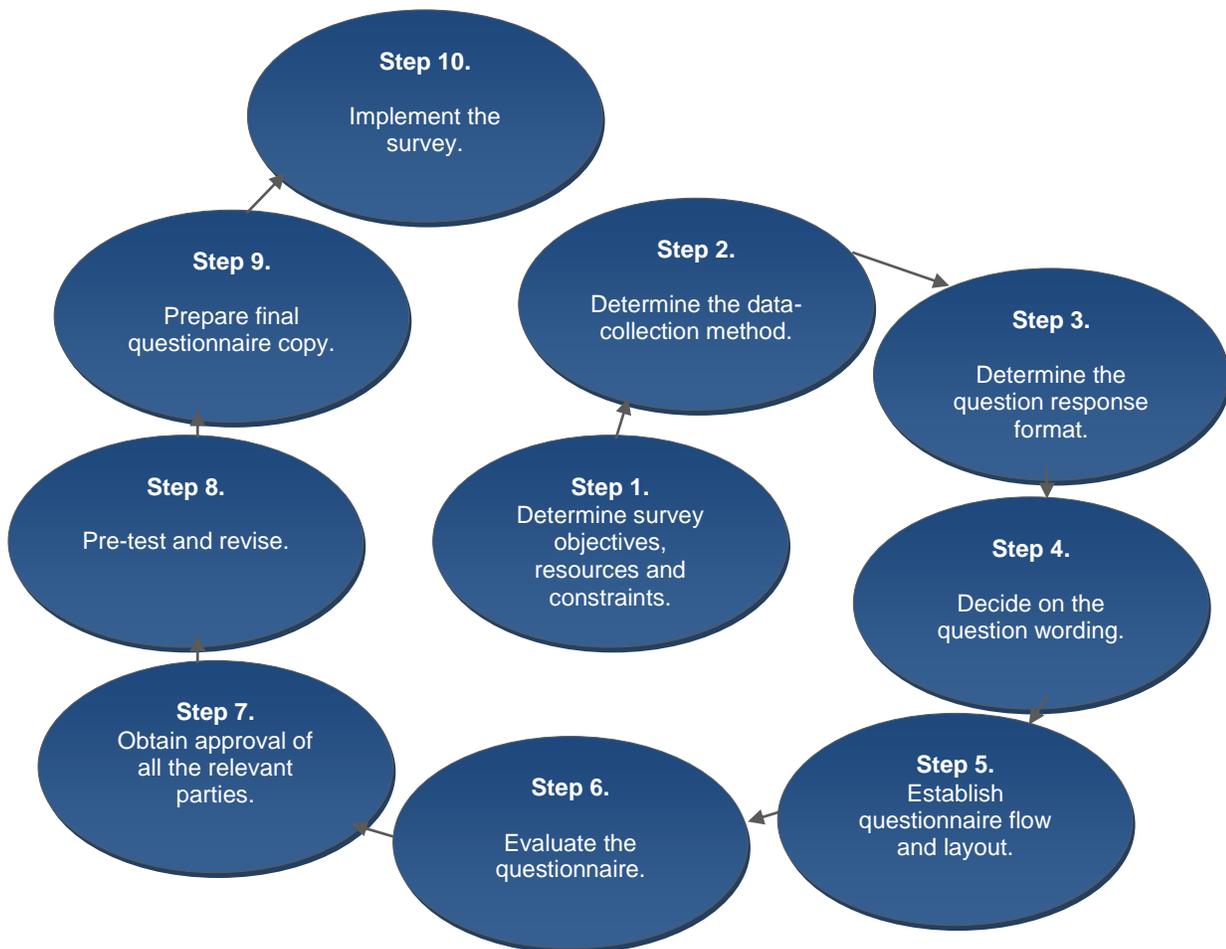
- Never conduct research where the search for truth is compromised - permission from the organisers of the food festival, the Ficksburg Cherry Festival, to intercept attendees during the festival was obtained.
- Always be honest with research participants - the purpose and the various benefits of the research were explained to the participants beforehand (Cooper & Schindler, 2008:36).
- At all times protect participants from harm - the participant's rights were explained in detail. The participant has a right to privacy, which means the participant could refuse to partake or to answer questions, and a guarantee of confidentiality was given (Cooper & Schindler, 2008:39-40). A full disclosure of the procedures of the study was given to participants before the researcher requested permission to proceed with the study, in order to obtain informed consent from the participants (Cooper & Schindler, 2008:37).

4.5 DESIGNING THE MEASURING INSTRUMENT

4.5.1 Questionnaire design

A questionnaire is a set of questions designed to generate the data necessary to accomplish the objectives of the research project (McDaniel & Gates, 2008:286). Designing a questionnaire involves a series of logical steps, as shown in Figure 4.2 below.

Figure 4.2: Questionnaire design process



Source: McDaniel and Gates (2008:292)

The steps shown in Figure 4.2 will now be discussed in more detail, relating to the study:

- **Step 1:** Survey objectives outline the decision-making information required (McDaniel & Gates, 2008:293). In the case of this study, the survey objective is to discover e-commerce opportunities for the Ficksburg Cherry Festival website.
- **Step 2:** A self-administered questionnaire was used and the attendees and exhibitors were intercepted at the venue of the festival. The data collection process is discussed in Section 4.4 of this chapter.
- **Step 3:** The response format of the questions asked in the data collection instrument range from being open-ended questions, dichotomous questions, multiple-choice questions and scaled-response questions.
 - Open-ended questions are questions to which the respondent replies in his or her own words (McDaniel & Gates, 2008:297).
 - Dichotomous questions are close-ended questions that ask the respondent to choose between two answers (McDaniel & Gates, 2008:297).
 - Multiple-choice questions are close-ended questions that ask the respondent to choose among several answers (McDaniel & Gates, 2008:297).
 - Scaled-response questions are close-ended questions in which the response choices are designed to capture the intensity of the respondent's feeling (McDaniel & Gates, 2008:299).
- **Step 4:** In the decision of the wording of the questions in the data collection instrument, four guidelines were kept in mind (McDaniel & Gates, 2008:300):
 - The wording must be clear.
 - The wording must not bias the respondent.
 - The respondent must be able to answer the questions.
 - The respondent must be willing to answer the questions.
- **Step 5:** The self-administered questionnaire for this study was comprised of an introductory paragraph, which provided respondents with a brief outline of the purpose of the study, gave an indication of the time it would take to complete the questionnaire and assured respondents of their anonymity in completing the questionnaire. After the introductory paragraph, a series of questions followed on

the festival, travel arrangements and e-commerce features on a website. The questionnaire concluded with a range of demographic questions.

- **Step 6:** The researcher evaluated the questionnaire after the first draft, by asking three questions, namely (McDaniel & Gates, 2008:308):
 - Is the question necessary?
 - Is the questionnaire too long?
 - Will the questions provide the information needed to accomplish the research objectives?

The researcher then shortened the questionnaire, making sure only relevant questions were asked and that the questions would give the necessary information.

- **Step 7:** The first draft of the questionnaire was distributed to the relevant parties with authority over the project. The questionnaire was further refined with the help of a statistician and then approved by all relevant parties.
- **Step 8:** A pre-test of a questionnaire was carried out and the questionnaire was revised for the last time. (McDaniel & Gates, 2008:309). The pilot test of the data collection instrument is discussed in Section 4.5.2 of this chapter.
- **Step 9:** In preparing the final copy of the questionnaire, precise instructions were given for skip patterns and numbering, and pre-coding was set up.
- **Step 10:** The survey was implemented by the researcher and two colleagues at the venue of the Ficksburg Cherry Festival from 15 - 17 November 2012.

The final data collection instrument is provided in Appendix C.

According to Ligthelm (2005:387), the questionnaire plays a significant role in the research process. The design of the questionnaire and the questions included in it determine the quality of the data collected. A questionnaire should be developed and designed in such a way that the data collected is directly related to the research problem and research objectives. Each question in the questionnaire must therefore originate from the study's research objectives. Table 4.3 below indicates how the questions that appeared in the questionnaire link up to the various research objectives that were formulated in Chapter 1.

Table 4.3: Research objectives, survey questions and evaluation checklist matrix

| RESEARCH OBJECTIVE | CORRESPONDING SECTION OF QUESTIONNAIRES | | | TYPE | KEY ARTICLE USED AS SECONDARY SOURCE |
|--|---|--|----------------|---|--------------------------------------|
| | Number | Question | Classification | | |
| Primary objective | | | | | |
| To determine e-commerce opportunities for the Ficksburg Cherry Festival. | Q6 | The importance of different website features | Ordinal | Six-point Likert-response format measuring importance from unimportant (1) to very important (5) Question included a don't know (6) | Maswera <i>et al.</i> (2006:190) |
| Secondary objectives | | | | | |
| To analyse the use of e-commerce on the Ficksburg Cherry Festival website by using an e-commerce | Evaluation checklist N1-N44 | Primary objective that will be answered by | Nominal | Checklist | Maswera <i>et al.</i> (2006:190) |

| | | | | | |
|---|-----|--|---------|--|----------------------------------|
| evaluation checklist. | | combining all the results | | | |
| To determine a demographic profile of the Cherry Festival attendees and exhibitors. | Q8 | Gender | Nominal | Dichotomous question | |
| | Q9 | Age | Ordinal | Multiple-choice question requiring a single response | |
| | Q10 | Race | Nominal | Multiple-choice question requiring a single response | |
| | Q11 | Location | Nominal | Multiple-choice question requiring a single response | |
| To identify the most important e-commerce features for attendees and exhibitors. | Q6 | The importance of different website features | Ordinal | Six-point Likert-response format measuring importance from unimportant (1) to very important (5) Question included a don't know (6) | Maswera <i>et al.</i> (2006:190) |

| | | | | | |
|--|------|---|---------|---|-------------------------|
| To determine the attendance characteristics of the Cherry Festival attendees and exhibitors. | Q1 | Previously visited the festival | Nominal | Dichotomous question | Generated by researcher |
| | Q1.1 | Number of previous visits to the festival | Ordinal | Multiple-choice question requiring a single response | Generated by researcher |
| | Q2 | Reasons for visiting | Nominal | Multiple-choice question requiring multiple responses | Generated by researcher |
| | Q3 | Duration of stay | Ordinal | Multiple-choice question requiring a single response | Generated by researcher |
| | Q4 | Finding accommodation | Nominal | Multiple-choice question requiring a single response | Generated by researcher |
| | Q5 | Sources of information | Nominal | Multiple-choice question requiring multiple responses | Generated by researcher |

| | | | | | |
|--|------|--|---------|--|-------------------------|
| | Q7 | Rating Ficksburg Cherry Festival website. | Ordinal | Five-point Likert-type response format measuring performance from very poor (1) to excellent (5) | Generated by researcher |
| | Q7.1 | Necessary information on Cherry Festival website | Nominal | Dichotomous question | Generated by researcher |
| | Q7.2 | Number of other websites used | Ordinal | Multiple-choice question requiring a single response | Generated by researcher |
| | Q7.3 | Other websites used | | Free response question | Generated by researcher |

4.5.2 Pilot testing of data collection instrument

Pilot-testing is a trial collection of data to detect weaknesses in design and instrumentation and provide proxy data for selection of a probability sample (Blumberg *et al.*, 2011:498).

The co-ordinator of the festival in charge of marketing completed an online questionnaire (Appendix A), and a semi-structured interview (Appendix B) was conducted personally with the co-ordinator as well, to gain insight in order to be able to develop the questionnaires for both the attendees and the exhibitors. The first draft of the questionnaire was analysed by a statistician to ensure that the questions would provide statistically-sound information. Due to the nature of the study, it was impossible to reach attendees of the festival beforehand, since the festival takes place only once a year. A colleague who had attended the festival in previous years was asked to review the questionnaire and minor changes were made.

4.6 DATA PREPARATION

Data preparation includes editing, coding and data entry and is the activity that ensures the accuracy of the data and their conversion from raw form to reduced and classified forms that are more appropriate for analysis (Cooper & Schindler, 2008:414).

4.6.1 Editing

The customary first step in analysis is to edit the raw data. Editing detects errors and omissions, corrects them when possible, and certifies that maximum data quality standards are realised (Cooper & Schindler, 2008:415). Editing ensures that answers are complete, accurate and suitable for further processing (Bradley, 2010:314).

The data in this study were closely examined and edited in order to identify and minimise errors, incompleteness and inconsistencies. The data contained in the Excel spreadsheet were carefully checked to ensure that the numerical values awarded to each response were valid and accurate.

4.6.2 Data coding

Coding involves assigning numbers or other symbols to answers so that the response can be grouped into a limited number of categories (Cooper & Schindler, 2008:416; McDaniel & Gates, 2008:396; Bradley, 2010:314).

The majority of the questions, excluding Question 7.3, which was an open-ended question, were pre-coded and assigned numbers during the design of the research instrument.

4.6.3 Data entry

Data which have been collected need to be captured into an electronic format. This involves reading each code and manually typing the number into some form of matrix (Bradley, 2010:315).

After the data collection process, the data were captured on an Excel spreadsheet before being loaded on to SPSS in order to analyse the data. The analysed data provide the descriptive and inferential statistics needed for the researcher to draw conclusions about the data gained for this study.

4.7 DATA ANALYSIS

Data can be analysed once they have been collected and processed. During this step of the research process, the data are edited, summaries are made, patterns or trends are identified and a variety of statistical techniques are applied (Blumberg *et al.*, 2011:490). There are two types of statistical analysis that can be used and they are descriptive and inferential (Kolb, 2008:251).

4.7.1 Descriptive statistics

The analysis process generally starts with descriptive statistics, which is a number of statistical methods used to organise and summarise data in a meaningful way (Pietersen & Maree, 2007:11). Descriptive statistics describe basic characteristics and summarise data in a simple and comprehensible way (Zikmund, Babin, Carr & Griffin,

2013:410). Descriptive statistics is the most effective method of summarising the characteristics of large data sets (McDaniel & Gates, 2008:413) and helps researchers to see patterns in research data (Kolb, 2008:252). Descriptive statistics are concerned with the characteristics of the location, spread and shape of an array of data (Blumberg *et al.*, 2011:491).

Frequency is a basic concept used to analyse consumer characteristics and behaviour, including one-way frequencies and cross-tabulations. Using frequencies, researchers can see how many participants' responses were the same (Kolb, 2008:252). The most basic tabulation is the one-way frequency table, which illustrates the number of respondents who gave each possible answer to each question (McDaniel & Gates, 2008:403). Frequency tables are tools to report the percentage of respondents who selected an option (Cooper & Schindler, 2008:446).

What one-way frequency analysis does not describe is how the data collected in the survey are related. Cross-tabulation is an easy but powerful method for researchers to use to understand how variables are related to each other. The term "cross-tabulation" originates from the fact that one variable is crossed with another to see the relationship between the two (Kolb, 2008:253). Cross-tabulation is the appropriate technique to deal with research questions involving relationships among multiple variables (Zikmund, Babin, Carr & Griffin, 2013:486).

Tables, graphs and charts make data simpler and more clear (Zikmund *et al.*, 2013:496). Several results of this study are nominal variables that are described with a frequency distribution, graphically displayed in bar charts. Bar charts and pie charts are also used in this study, which is very effective in communicating frequency tabulations and simple cross-tabulations (Zikmund *et al.*, 2013:496).

4.7.2 Inferential statistics

Researchers want to go further than just summarising and describing the data they have collected (Pietersen & Maree, 2007:198). Inferential statistics are used to make

inferences or to predict from a sample to an entire population (Zikmund *et al.*, 2013:410).

Descriptive research designs often end with hypothesis testing. Zikmund *et al.*, (2013:507) define hypotheses as formal statements of explanations stated in a testable form. Pietersen and Maree (2007:203) state that hypotheses are certain ideas or beliefs the researcher has about the properties of some of the study variables in the population.

For every belief that the researcher wants to test, two hypotheses are formulated – a null hypothesis and an alternative hypothesis. The null hypothesis is represented by H_0 and is used to state that there is “no difference” or “no correlation”. The alternative hypothesis, represented by H_A or H_1 , would state what needs to be tested (Pietersen & Maree, 2007:203).

The hypothesis-testing procedure is as follows (Zikmund *et al.*, 2013:508):

1. Firstly, the hypothesis is derived from the research objectives, and must be stated as specifically as possible.
2. Secondly, the sample is obtained and the relevant variable is measured.
3. Thirdly, the measured value obtained in the sample is compared to the value either stated explicitly or implied in the hypothesis. If the value is consistent with the hypothesis, the hypothesis is supported. If the value is not consistent with the hypothesis, the hypothesis is not supported.

The final step, according to Pietersen and Maree (2007:203), is reaching a conclusion that reflects on the likelihood of the researcher’s beliefs of what is true in the population.

A statistical test’s significance level or p-value (usually .05) is the main indicator of whether or not a hypothesis can be supported. A significance level is an essential probability associated with a statistical hypothesis test that indicates how likely it is that an inference supporting a difference between an observed value and some statistical expectation is true. The term p-value stands for probability value and is in actual fact another name for an observed or computed significance level. For most applications the chosen significance level is 0.05, but sometimes the acceptable amount of error is

specified at 10% or 0.1 (Zikmund *et al.*, 2013:509). Because the researcher cannot make any statement about a sample with absolute certainty, there is always the likelihood that an error will be made. A Type I error is an error caused by rejecting the null hypothesis when it is true, and is associated with the significance level. A Type II error is an error caused by failing to reject the null hypothesis when the alternative hypothesis is true (Zikmund *et al.*, 2013:514).

Nonparametric statistics are suitable when the variable being analysed does not conform to any known or continuous distribution (Zikmund *et al.*, 2013:516). The Mann-Whitney test can be used when two independent groups need to be compared, based on a single variable. It is useful to apply this test when the sample from the population is small or if the data type is ordinal. The Mann-Whitney test makes use of the ranks of the study variable rather than the actual values, meaning that the extreme values have far less influence on the outcomes. The reason for this test is that when all the values of the study variable are ranked according to which group the values belong, the ranks should be evenly spread across the two groups if the two populations have equal medians. When one population has a larger median than the other, it is expected that the ranks for that population's sample values will be the higher ones (Pietersen & Maree, 2007:233). The Kruskal-Wallis is used for two or more independent samples (Aaker, Kumar & Day, 2007:445).

The Spearman correlation coefficient makes no assumption about the distributions of the two variables. It uses ranks instead of the actual values and it can be used with any scale that is at least ordinal (Pietersen & Maree, 2007:237). The chi-squared test is a non-parametric test that is applicable in situations where the researcher wants to examine the relationship or association between two nominal variables. The calculations in this kind of analysis are based on the two-way cross-tabulations of the two variables (Pietersen & Maree, 2007:246).

The above nonparametric tests – namely, Mann-Whitney U, Spearman correlation coefficient, chi-squared test and the Kruskal-Wallis - were used in this study to test for hypotheses.

4.7.3 Reliability and validity

Reliability and validity, particularly in the research instrument, are critical aspects in quantitative research (Nieuwenhuis, 2007:80).

Reliability is a characteristic of measurement concerned with accuracy, precision and consistency: a necessary but not sufficient condition for validity. (If the measure is not reliable, it cannot be valid, but reliable measures are not necessarily valid.) (Blumberg *et al.*, 2011:500). High reliability is obtained when the measure or instrument will give the same results if the research is repeated on the same sample (Maree & Pietersen, 2007:147). Reliability is most often assessed using the Cronbach Alpha coefficient. The Cronbach Alpha coefficient should be at least 0.6 for a scale to be considered as acceptably reliable (Zikmund *et al.*, 2013:303).

Validity is the accuracy of a measure or the extent to which a score truthfully represents a concept (Zikmund *et al.*, 2013:303). There are a number of different types of validity, namely:

- Face validity – a scale’s content logically appears to reflect what was intended to be measured (Zikmund *et al.*, 2013:303) or, as Pietersen and Maree (2007:217) stated, the extent to which an instrument “looks” valid. Instruments should be scrutinised by experts in the field to ensure a high degree of face validity.
- Content validity – the degree that a measure covers the breadth of the domain of interest (Zikmund *et al.*, 2013:303). Content validity was used in this study.
- Construct validity – exists when a measure reliably measures and truthfully represents a unique concept; consists of several components, including face validity, content validity, criterion validity, convergent validity, and discriminant validity (Zikmund *et al.*, 2013:304).
- Criterion validity – the ability of a measure to correlate with other standard measures of similar constructs or established criteria (Zikmund *et al.*, 2013:304).

4.7.4 Reporting data findings

As the final step in the research process, it is necessary to prepare a report and transmit the findings and recommendations to the co-organiser of the festival for the intended purpose of decision-making (Blumberg *et al.*, 2011:60). Reporting allows the researcher to select the most important results and to communicate them effectively. The display of data in visual form allows the researcher to convey complex information in a meaningful way. If findings are communicated badly, the credibility of the study will be in question. In this study, quantitative reporting takes place and the data are visually displayed by means of bar and pie charts. Results will be interpreted and recommendations will be made.

4.7.5 Limitations of the study

The researcher should report, with complete frankness, flaws in procedural design and estimate their effect on the findings. Some of the imperfections will have little effect on the validity and reliability of the data, while others may invalidate them entirely. The researcher's experience in analysing the data should provide a basis for estimating the influence of design flaws (Cooper & Schindler, 2008:15). The limitations will be discussed in detail in Chapter 6 of this study.

4.8 CONCLUSION

To summarise, this chapter focused on describing the research methodology used in this study. The research question and objectives of this study were reviewed in the introduction to this chapter. A discussion of the research design used and research process followed is found in the second section of this chapter. Sampling and data collection were discussed, along with the designing of the instrument. In the chapter that follows, the data analysis and interpretation of this study will be discussed.

CHAPTER 5

DESCRIPTIVE AND INFERENTIAL ANALYSIS

5.1 INTRODUCTION

In analysing e-commerce opportunities for a community food festival, with specific focus on the Ficksburg Cherry Festival, a quantitative research approach was followed. Descriptive and inferential statistical analyses were conducted to address the primary and secondary research objectives of the study, as stated in Section 1.4. The descriptive statistics describe the demographic profile of both the attendees and exhibitors and their responses to the questions posed in the questionnaire.

The purpose of the inferential analyses was to determine statistically significant associations and differences. This will contribute to identify e-commerce opportunities for the Ficksburg Cherry Festival website.

The data analysis process was systematically followed, as described in Chapter 5, and the descriptive statistics are presented in the sections that follow. This chapter will conclude with a discussion of the inferential analyses.

5.2 DESCRIPTIVE ANALYSIS OF THE RESEARCH FINDINGS

Frequency tables, which indicate the percentages, the cumulative percentages and the percentages adjusted for missing values of the respondents per option per question (Cooper & Schindler, 2005:473) were constructed with the aid of the statistical software package, SPSS v17. Graphs were constructed by means of MS Excel, based on the statistical information gathered.

The first section of the chapter discusses the demographic profile of the attendees who participated in the study, followed by the attendees' responses to questions that will be

used for e-commerce opportunity identification. The third section discusses the demographic profile of the exhibitors, followed by the exhibitors' responses to questions that will be used for e-commerce opportunity identification.

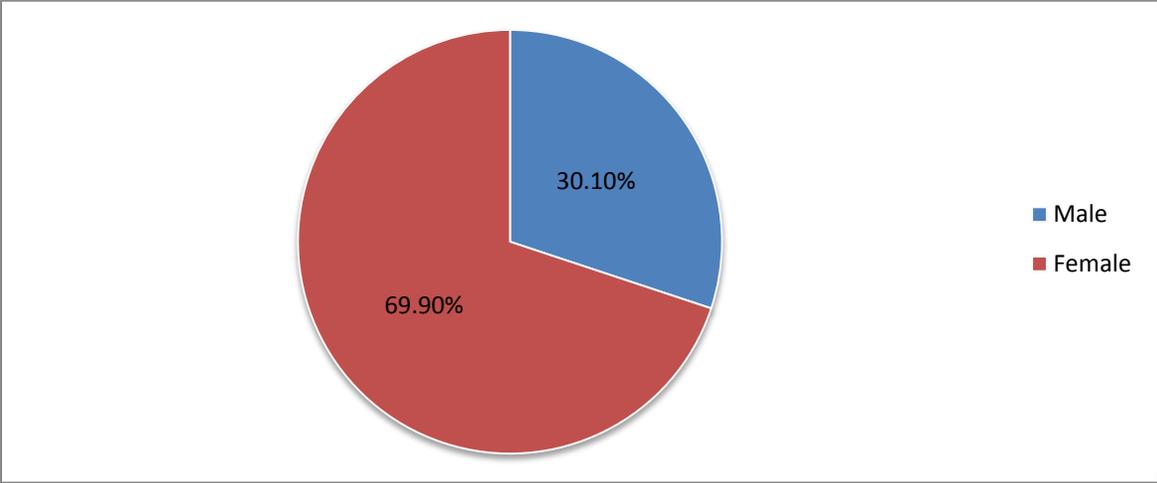
5.3 DEMOGRAPHIC PROFILE OF THE ATTENDEES

The participants were asked to indicate their gender, age, ethnic group and place of residence. The results of the demographic profiling questions are presented graphically. Appendix D contains the frequency tables. The discussion below will highlight the most significant findings from the data analysis.

5.3.1 Gender of attendees

The results are depicted graphically in Figure 5.1 below (see Table D1 in Appendix D).

Figure 5.1: Attendees' gender distribution (n=103)

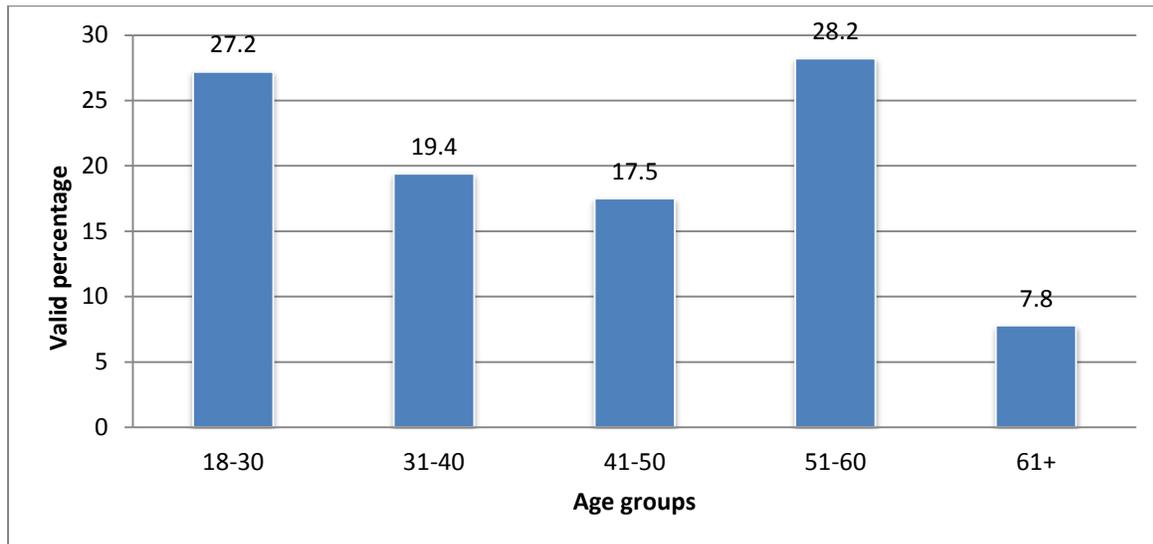


The majority (69.9%) of the participants were female. This is a result of the fact that women were mostly responsible for making bookings online and determining all the information for travelling. Only 30.1% of the participants (n=31) were male.

5.3.2 Age of attendees (in years)

The results are indicated in Figure 5.2 (see Table D2 in Appendix D).

Figure 5.2: Attendees' age distribution (n=103)

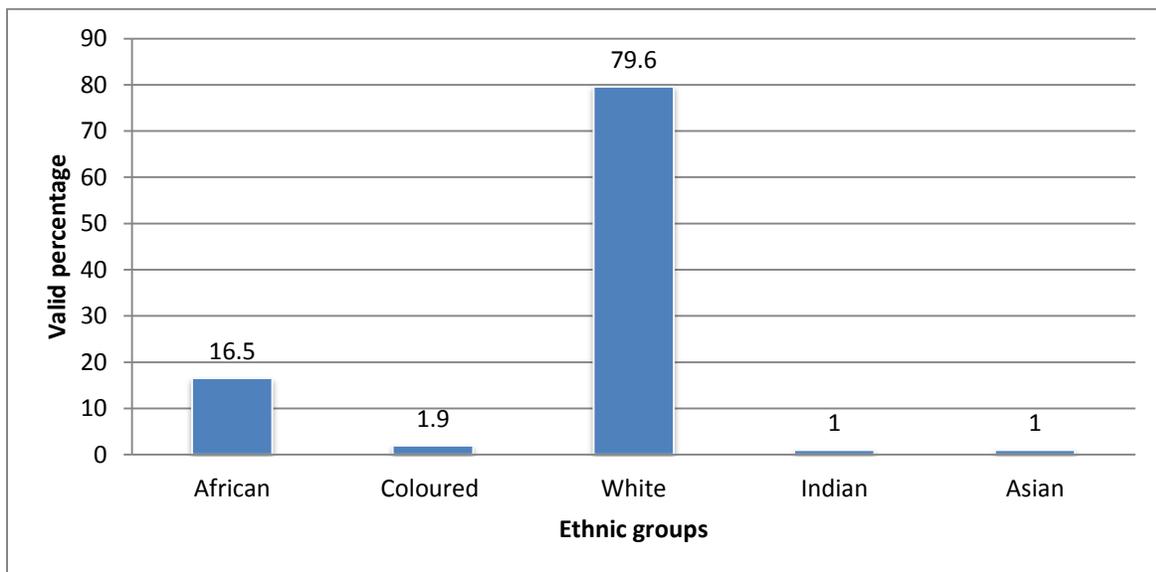


The modal category is for the attendees between the ages of 51 and 60 (28.2% of respondents) followed very closely by the age group of 18 to 30 (27.2%). It is clear that the festival attracts older people between the ages of 51 and 60 (Baby Boomers) and the Generation Y age group of 18 to 30 years. Young people could be flocking to the festival for the top South African entertainers present, while the older age group may have more time on their hands and enjoy the tours in the surroundings of the festival and are more in tune with cultural activities which have been around for a number of years.

5.3.3 Ethnic groups of attendees

The results are depicted graphically in Figure 5.3 below (see Table D3 in Appendix D).

Figure 5.3: Attendees' ethnic groups (n=103)

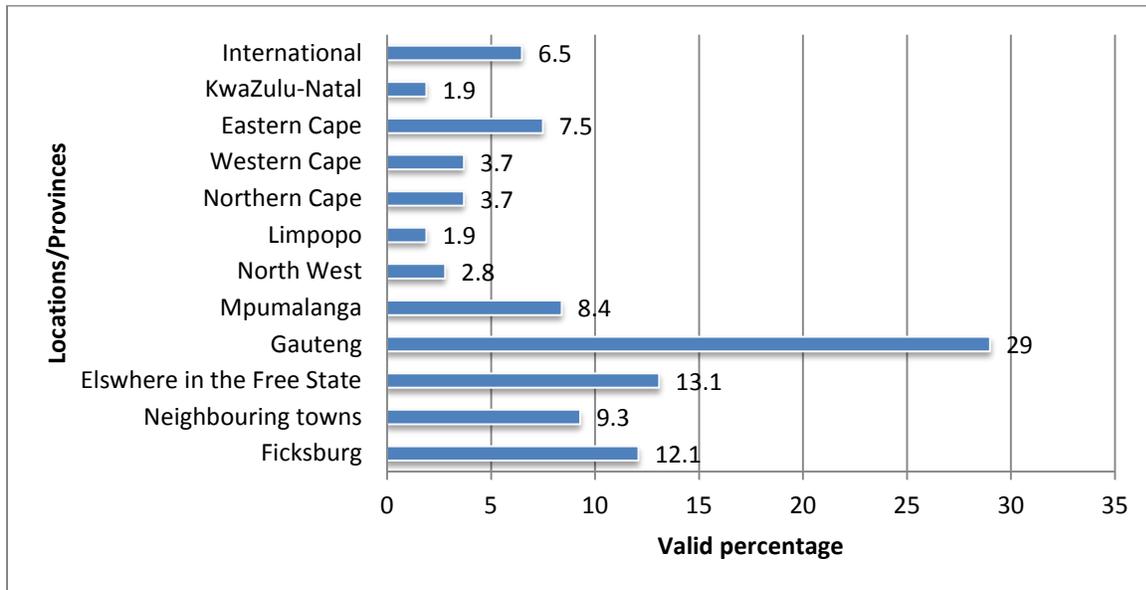


The majority (79.6%) of participants were from the White ethnic group, followed by African (16.5%), Coloureds (1.9%) and Asians and Indians (1%).

5.3.4 Geographical dispersion of attendees

The results are depicted graphically in Figure 5.4 below (see Table D4.1-4.2 in Appendix D).

Figure 5.4: Geographical dispersion of attendees (n=107)



It is clear that the Ficksburg Cherry Festival is well supported by the local residents (12.1%), residents from neighbouring towns (9.3%) and residents from elsewhere in the Free State (13.1%), a total of 34.5% for the Free State province. Gauteng followed with 29% of the respondents. The international attendees were from Lesotho (6) and Namibia (1).

5.4 ATTENDEES: E-COMMERCE OPPORTUNITIES FOR THE FESTIVAL

The following analyses are of the attendees' responses to the various questions that will be used to identify e-commerce opportunities for the festival's website. These questions are grouped into two sections, the first being attendance characteristics of visitors and the second a website evaluation.

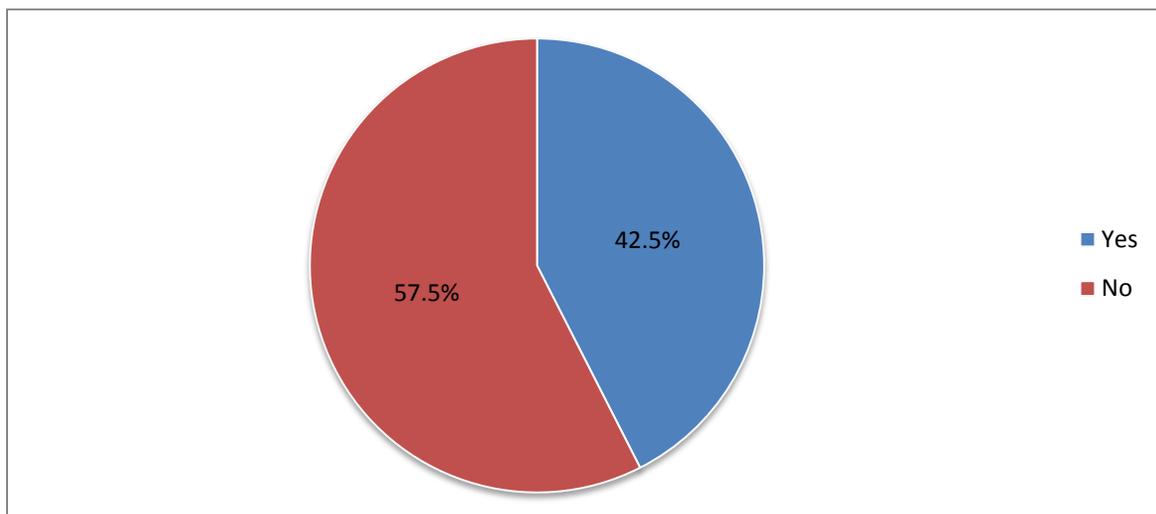
5.4.1 Attendance characteristics of visitors

The attendance characteristics of the visitors include whether they are first-time or return attendees, the number of previous visits, the reasons for visiting, the duration of stay, methods of finding accommodation and sources used to gain information to travel to the festival.

5.4.1.1 Repeat attendees to the festival

The results are depicted graphically in Figure 5.5 below (see Table D5 in Appendix D).

Figure 5.5: Repeat attendees (n=106)

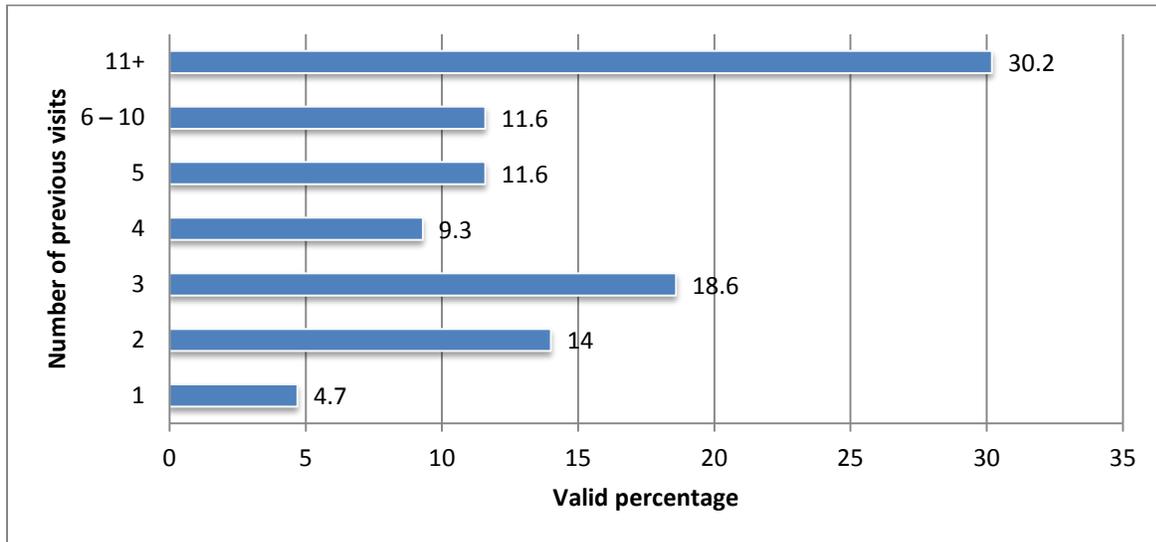


The majority (57.5% (n=61)) of the participants stated that they had not previously visited the festival. Forty-five (42.5%) attendees stated that they had visited the festival more than once. This indicated that the festival attracts both first-time and return attendees.

5.4.1.2 Attendees' number of previous visits

The results are depicted graphically in Figure 5.6 below (see Table D6 in Appendix D).

Figure 5.6: Attendees' number of previous visits (n=43)

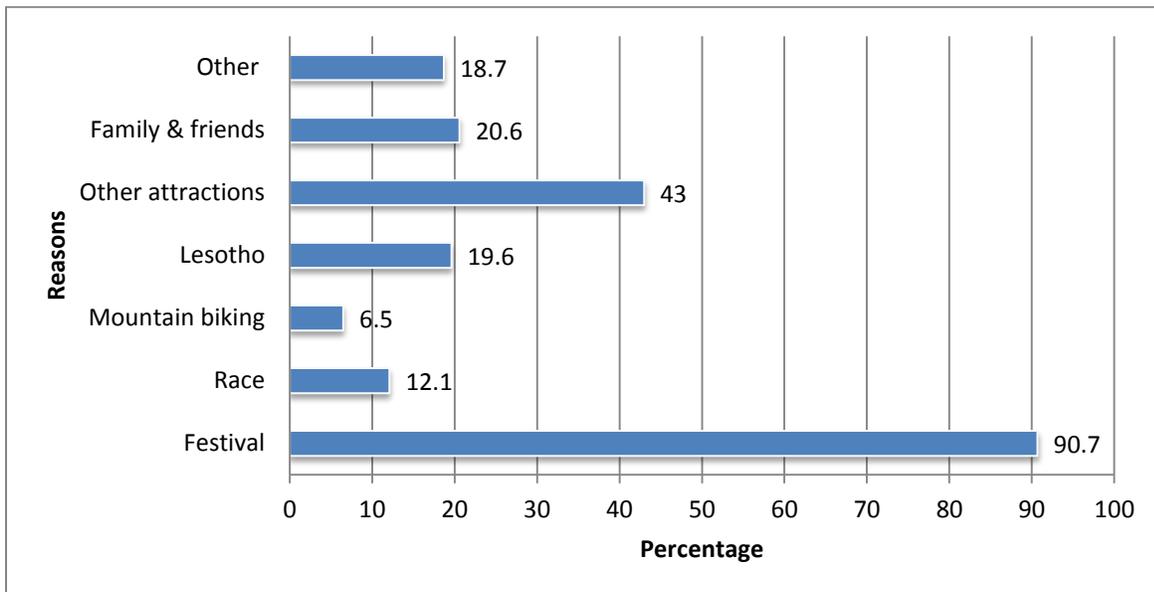


Of the forty-three attendees that responded to the question, 30.2% (n=13) had been to the festival more than 11 times. The second largest category of participants (18.6%) had been to the festival at least 3 previous times. This indicates that the festival has a loyal attendee base of people who come to the festival on a regular basis.

5.4.1.3 Attendees reasons for attending

The results are depicted graphically in Figure 5.7 below (see Table D7.1-7.8 in Appendix D).

Figure 5.7: Reasons for attending (n=107)

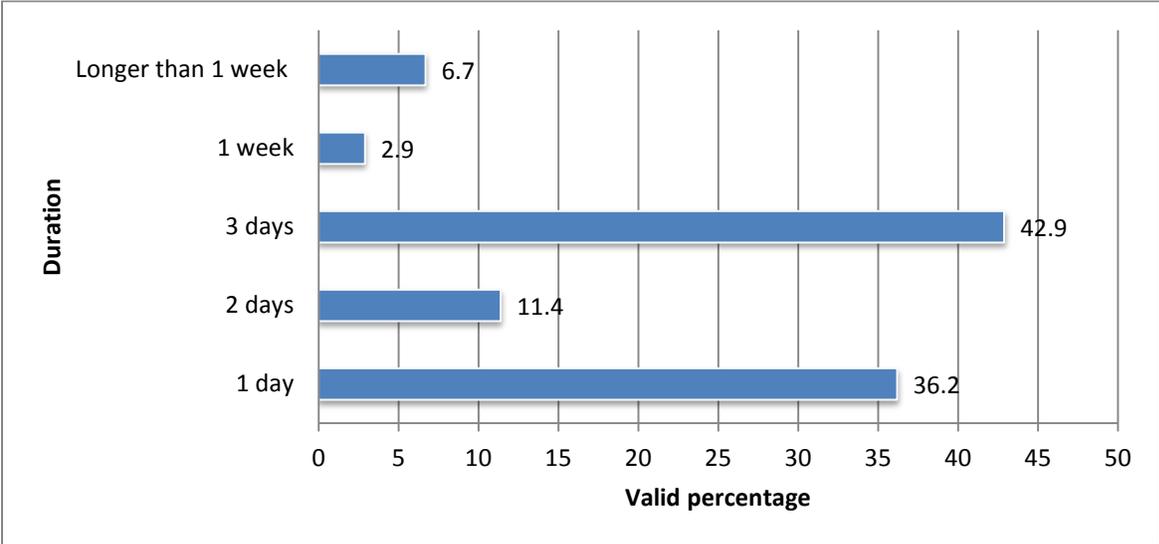


The main reason given for visiting the Ficksburg area is for the Cherry Festival (90.7%). The second most important reason (43% of respondents) for visiting the area is to view the other attractions in and around the area. The participants who indicated the “other” category specified the following reasons for visiting the Ficksburg area: Adventure; Honeymoon at Golden Gate; shopping and having a country break away. (The responses do not add up to 100%, as more than one reason was supplied.)

5.4.1.4 Attendees' duration of stay

The results are depicted graphically in Figure 5.8 below (see Table D8 in Appendix D).

Figure 5.8: Attendees' duration of stay

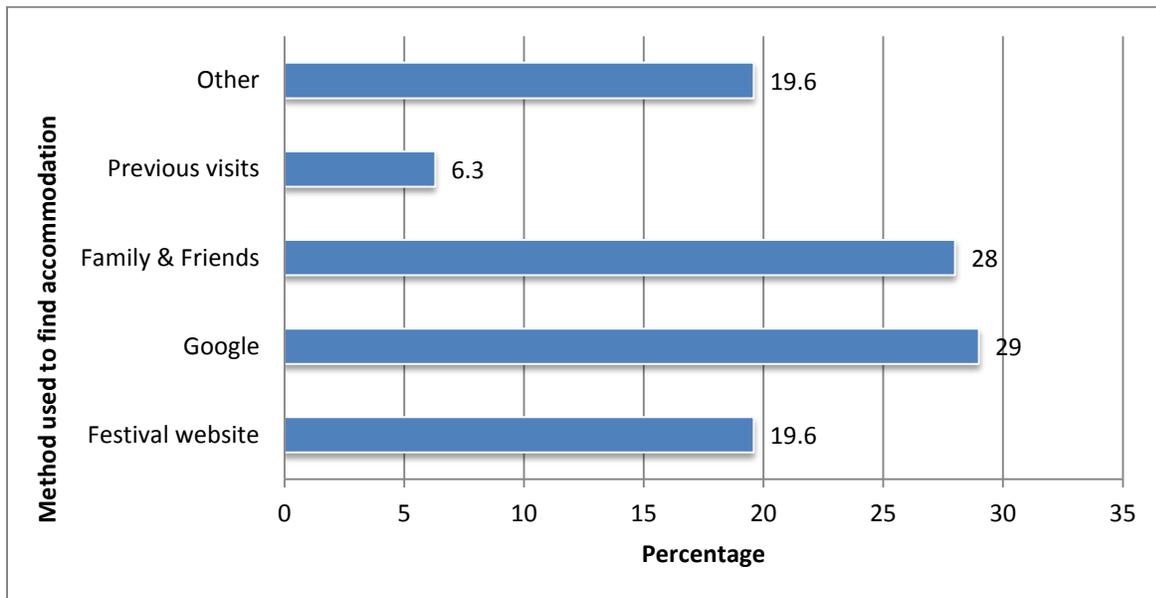


The two most popular lengths of stay were for the full duration of the festival which was 3 days (42.9% of the respondents) and 1 day (36.2% of the respondents).

5.4.1.5 Attendees' methods of finding accommodation

The results are depicted graphically in Figure 5.9 below (see Table D9.1-9.6 in Appendix D).

Figure 5.9: Attendees' methods of finding accommodation

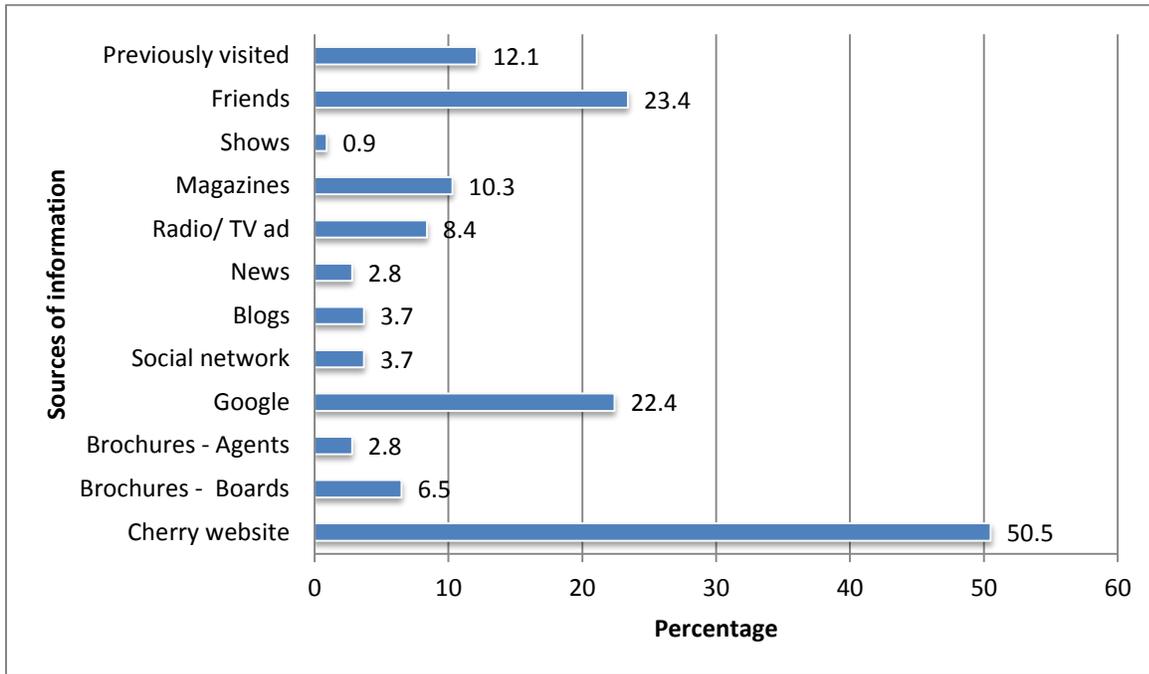


The two most widely-used methods utilised by the participants to find accommodation is “searching on Google” (29%) and “staying with friends and family” (28%). Those who indicated that they used other methods (19.6% of respondents) specified them as: local; visiting Clarens; radio; Safari now; where2stay; day visitor; and Golden Gate. The festival website was rated a low 19.6% regarding finding accommodation for the festival.

5.4.1.6 Attendees' sources of information on the festival

The results are depicted graphically in Figure 5.10 below (see Table D10.1-10-12 in Appendix D).

Figure 5.10: Attendees' sources of information on the festival



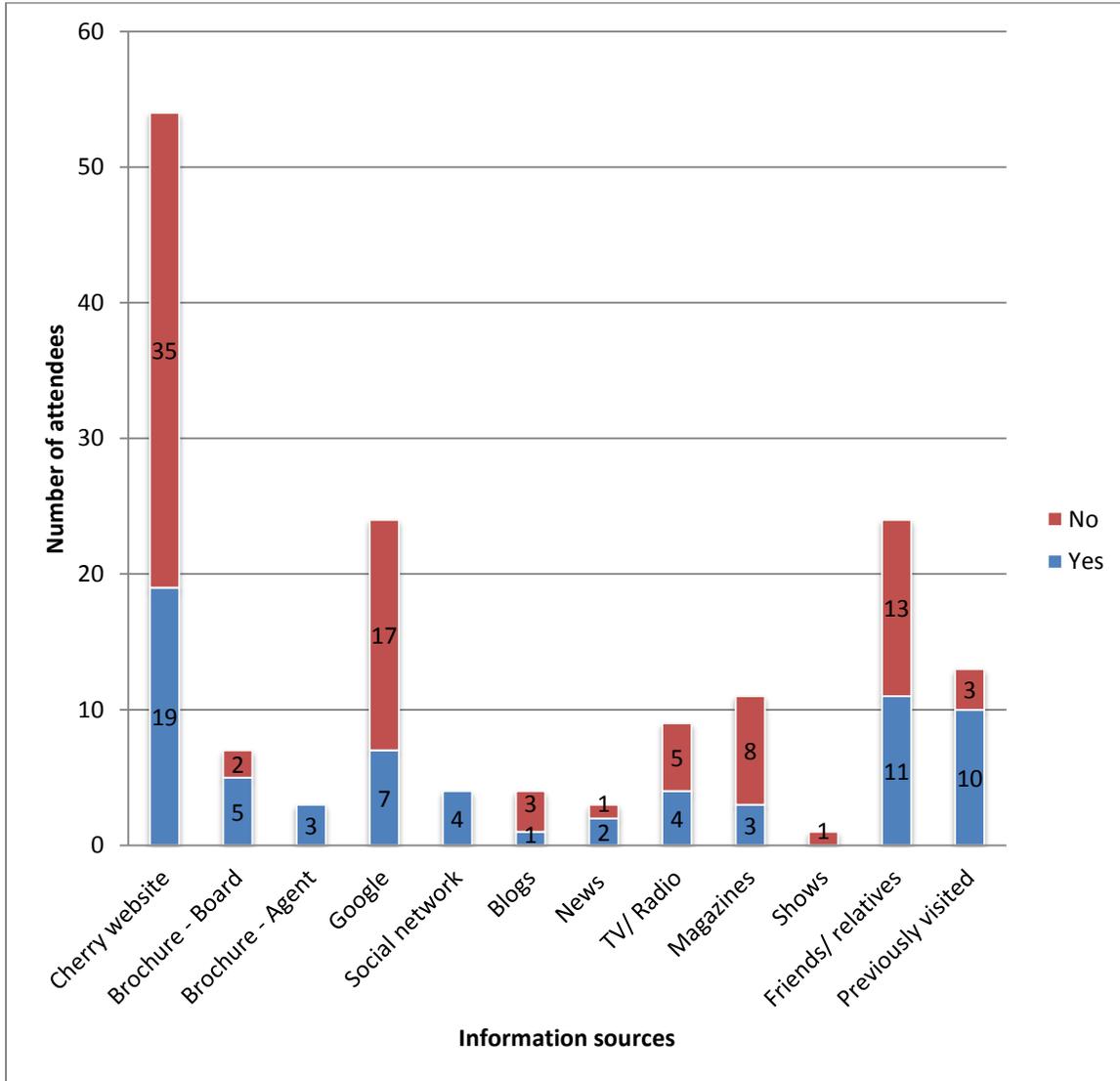
The participants mainly used the Cherry Festival website (50.5% of respondents) as their main source of information on the festival. The other two sources of information participants used are Google (22.4%) and their friends (23.4%).

In the following descriptive analyses, separate cross-tabulations were used, and as the actual total number of attendees differs significantly, it was decided to reflect the number of attendees, and not the percentage of attendees in the graphs below.

5.4.1.7 Festival information sources used by repeat attendees to the festival

The result is depicted graphically in Figure 5.11 below (see Table D11.1-11.12 in Appendix D).

Figure 5.11: Repeat attendees and their festival information sources



As stated in Figure 5.5, the majority (57.5% (n=61)) of the participants stated that they had not previously visited the festival, whereas forty-five (42.5%) attendees stated that they had visited the festival more than once. The information source most used by attendees visiting the festival for the first time is the official Cherry Festival website (35). The other sources most used are Google (17) and friends/ relatives (13). Attendees who

have visited the festival more than once also use the official Cherry Festival website (19) as their primary source of information. Their second most used source of information is friends and relatives (11) and then themselves (10), since they have previously visited the destination. See also Table 5.1 below where a summary is provided of the sources and the frequency of visitations:

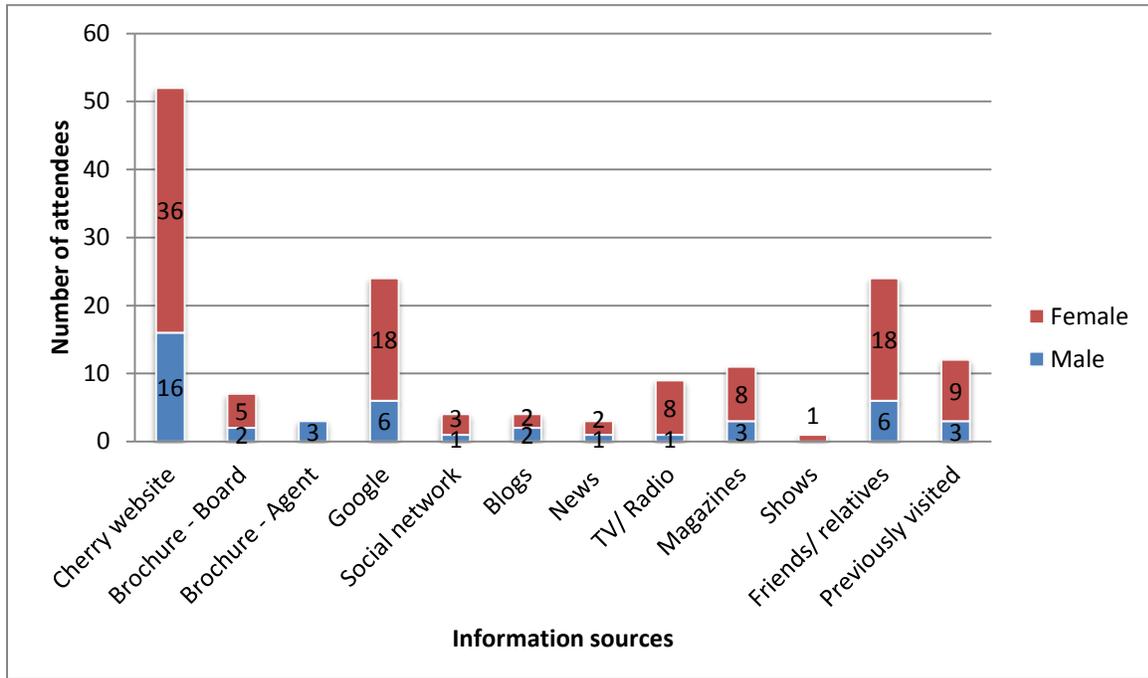
Table 5.1: Previously visited and festival information source cross-tabulation

| FESTIVAL INFORMATION SOURCE | PREVIOUSLY VISITED THE FESTIVAL | | Total |
|--------------------------------|---------------------------------|----|-------|
| | Yes | No | |
| Cherry Website | 19 | 35 | 54 |
| Brochure – tourism board | 5 | 2 | 7 |
| Brochure – travel agent | 3 | 0 | 3 |
| Google | 7 | 17 | 24 |
| Social network | 4 | 0 | 4 |
| Blogs | 1 | 3 | 4 |
| News | 2 | 1 | 3 |
| TV/Radio | 4 | 5 | 9 |
| Magazines | 3 | 8 | 11 |
| Travel Shows | 0 | 1 | 1 |
| Friends and relatives | 11 | 13 | 24 |
| Previously visited festival | 10 | 3 | 13 |

5.4.1.8 Festival information sources used by male and female attendees

The result is depicted graphically in Figure 5.12 below (see Table D12.1-12.12 in Appendix D).

Figure 5.12: Festival information sources used by male and female attendees



According to the above graph, females tend to use more than one source of information when planning the trip to the festival. The information source most used by female attendees (36) visiting the festival is the official Cherry Festival website. The other sources most used by female attendees are Google (18) and friends/ relatives (18). Male attendees use the official Cherry Festival website (16) as their primary source of information. See also Table 5.2 below where a summary is provided of male and female attendees using different sources:

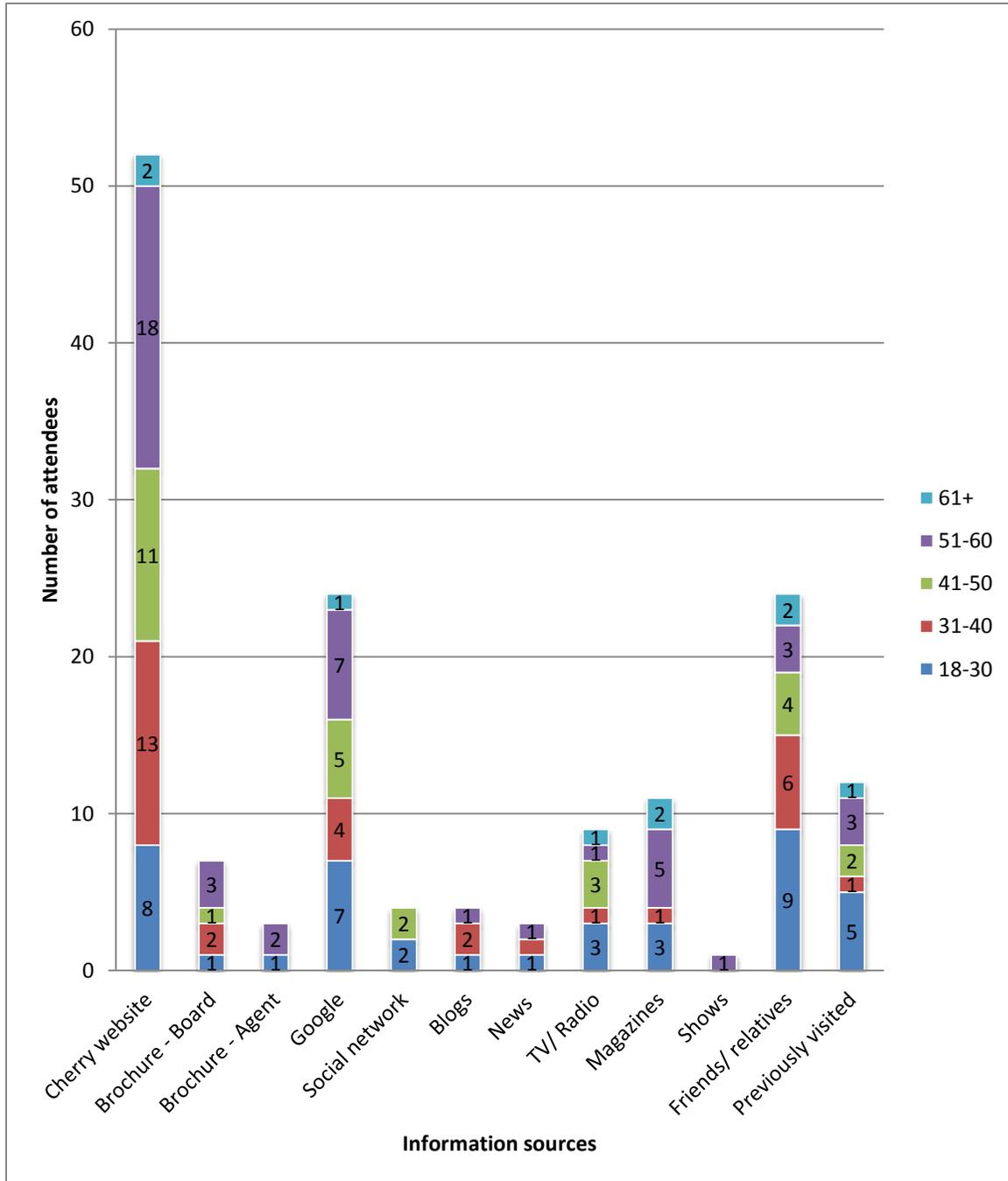
Table 5.2: Gender and festival information sources cross-tabulation

| FESTIVAL INFORMATION SOURCE | GENDER | | Total |
|--|---------------|---------------|--------------|
| | Male | Female | |
| Cherry Website | 16 | 36 | 62 |
| Brochure – tourism board | 2 | 5 | 7 |
| Brochure – travel agent | 3 | 0 | 3 |
| Google | 6 | 18 | 24 |
| Social network | 1 | 3 | 4 |
| Blogs | 2 | 2 | 4 |
| News | 1 | 2 | 3 |
| TV/Radio | 1 | 8 | 9 |
| Magazines | 3 | 8 | 11 |
| Travel Shows | 0 | 1 | 1 |
| Friends and relatives | 6 | 18 | 24 |
| Previously visited festival | 3 | 9 | 12 |

5.4.1.9 Festival information sources used by attendees of different age groups

The result is depicted graphically in Figure 5.13 and Table 5.3 below (see Table D13.1-13.12 in Appendix D).

Figure 5.13: Festival information sources used by attendees of different age groups



The youngest age group, that of 18 to 30, used friends and relatives (9) as their primary information source for travelling to the festival, with the Cherry website a close second (8). The other age group's primary source of information used to travel to the festival is the Cherry website, with 13 from the age group 31-40, 11 from the age group 42-50, and 18 from the age group 51-60. The oldest age group of 61+ use three main sources of information: the Cherry website (2), magazines (2) and friends and relatives (2).

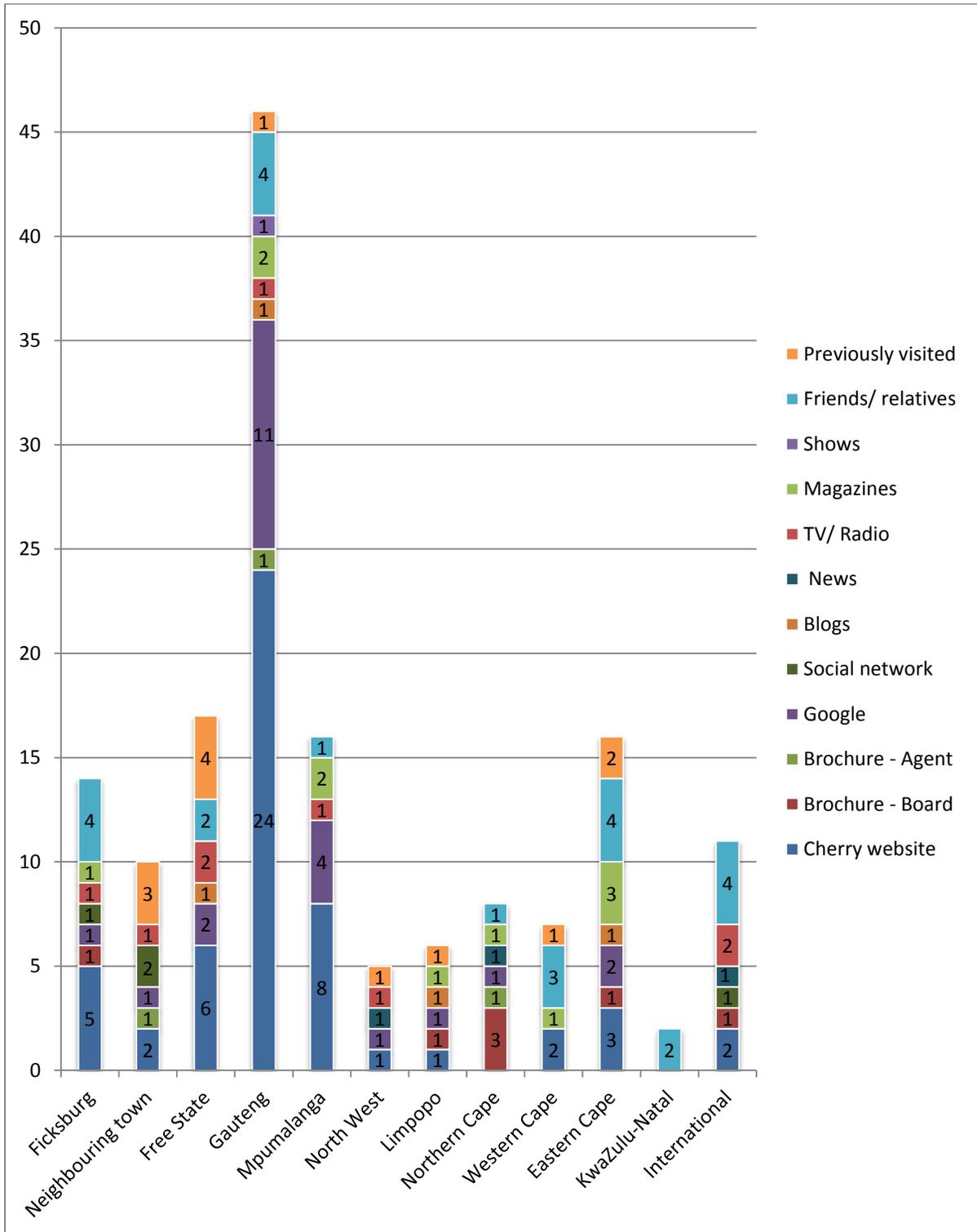
Table 5.3: Attendee age groups and festival information sources cross-tabulation

| FESTIVAL INFORMATION SOURCE | AGE | | | | | Total |
|-----------------------------------|-------|-------|-------|-------|-----|-------|
| | 18-30 | 31-40 | 41-50 | 51-60 | 61+ | |
| Cherry Website | 8 | 13 | 11 | 18 | 2 | 52 |
| Brochure – tourism board | 1 | 2 | 1 | 3 | 0 | 7 |
| Brochure – travel agent | 1 | 0 | 0 | 2 | 0 | 3 |
| Google | 7 | 4 | 5 | 7 | 1 | 24 |
| Social network | 2 | 0 | 2 | 0 | 0 | 4 |
| Blogs | 1 | 2 | 0 | 1 | 0 | 4 |
| News | 1 | 1 | 0 | 1 | 0 | 3 |
| TV/Radio | 3 | 1 | 3 | 1 | 1 | 9 |
| Magazines | 3 | 1 | 0 | 5 | 2 | 11 |
| Travel Shows | 0 | 0 | 0 | 1 | 0 | 1 |
| Friends and relatives | 9 | 6 | 4 | 3 | 2 | 24 |
| Previously visited festival | 5 | 1 | 2 | 3 | 0 | 11 |

5.4.1.10 Geographical dispersion of attendees and the information sources used on the festival

The results are depicted graphically in Figure 5.14 and Table 5.4 below (see Table D14.1-14.19 in Appendix D).

Figure 5.14: Geographical dispersion of attendees and the information sources used on the festival



The Cherry Festival is the main information source used by attendees from Ficksburg (5), Free State (6), Gauteng (24) and Mpumalanga (8). For attendees from Gauteng (11) and Mpumalanga (4), Google is the second choice of information. Friends and relatives provide the main source of information for attendees from the Western Cape (3), Eastern Cape (4), KwaZulu-Natal (2) and for international attendees (4). For attendees from neighbouring towns (3) and the rest of the Free State (4), their previous visits serve as another source. It can be concluded that attendees from far away use their friends and relatives more than the Cherry website as a source of information to travel to the festival. Friends and relatives can be considered as word-of-mouth, which means that the festival carries a good reputation to further regions in South Africa. Attendees living close by use the website as their main source of information.

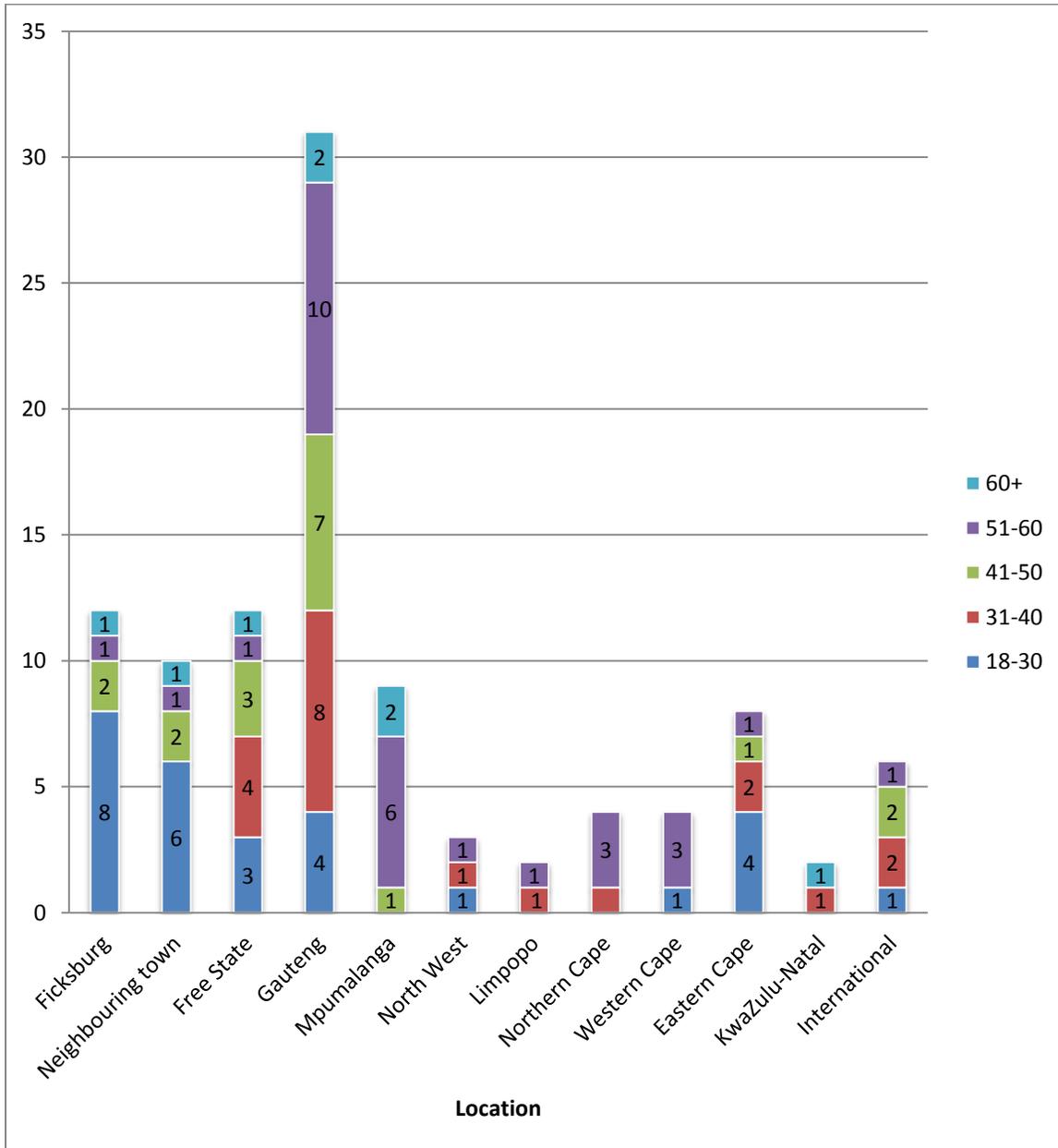
Table 5.4: Location and festival information sources cross-tabulation

| FESTIVAL INFORMATION SOURCE | LOCATION | | | | | | | | | | | |
|-----------------------------------|-----------|----------------------|------------|---------|------------|------------|---------|---------------|--------------|--------------|---------------|---------------|
| | Ficksburg | Neighbouring town | Free State | Gauteng | Mpumalanga | North West | Limpopo | Northern Cape | Western Cape | Eastern Cape | KwaZulu Natal | International |
| Cherry Website | 5 | 2 | 6 | 24 | 8 | 1 | 1 | 0 | 2 | 3 | 0 | 2 |
| Brochure – tourism board | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 3 | 0 | 1 | 0 | 1 |
| Brochure – travel agent | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 |
| Google | 1 | 1 | 2 | 11 | 4 | 1 | 1 | 1 | 0 | 2 | 0 | 0 |
| Social network | 1 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| Blogs | 0 | 0 | 1 | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 |
| News | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 1 |
| TV/Radio | 1 | 1 | 2 | 1 | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 2 |
| Magazines | 1 | 0 | 0 | 2 | 2 | 0 | 1 | 1 | 1 | 3 | 0 | 0 |
| Travel Shows | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 |
| Friends and relatives | 4 | 0 | 2 | 4 | 1 | 0 | 0 | 1 | 3 | 4 | 2 | 4 |
| Previously visited festival | 0 | 3 | 4 | 1 | 1 | 1 | 1 | 0 | 1 | 2 | 0 | 0 |

5.4.1.11 Geographical dispersion of attendees and their age groups

The result is depicted graphically in Figure 5.15 and Table 5.5 below (see Table D15.1-15.2 in Appendix D).

Figure 5.15: Geographical dispersion of attendees and their age groups



Attendees from Ficksburg (8) and neighbouring towns (6) are mostly from the youngest age group of between 18 and 30 years. Attendees from Gauteng (10), Mpumalanga (6),

Northern Cape (3) and Western Cape (3) are mostly from the age group 51 to 60. The eight attendees from the oldest age group (that of 61+), mainly come from Ficksburg (1), neighbouring towns (1) and the rest of the Free State (1), with a combined attendance of (3), and further away Gauteng (2), Mpumalanga (2) and KwaZulu-Natal (1). It can be concluded that the festival attracts the local youth, who are most likely to be attracted by the entertainment available. Older attendees travel further to attend the festival, which is most likely due to the sights and history of the area and also they have more free time available to travel.

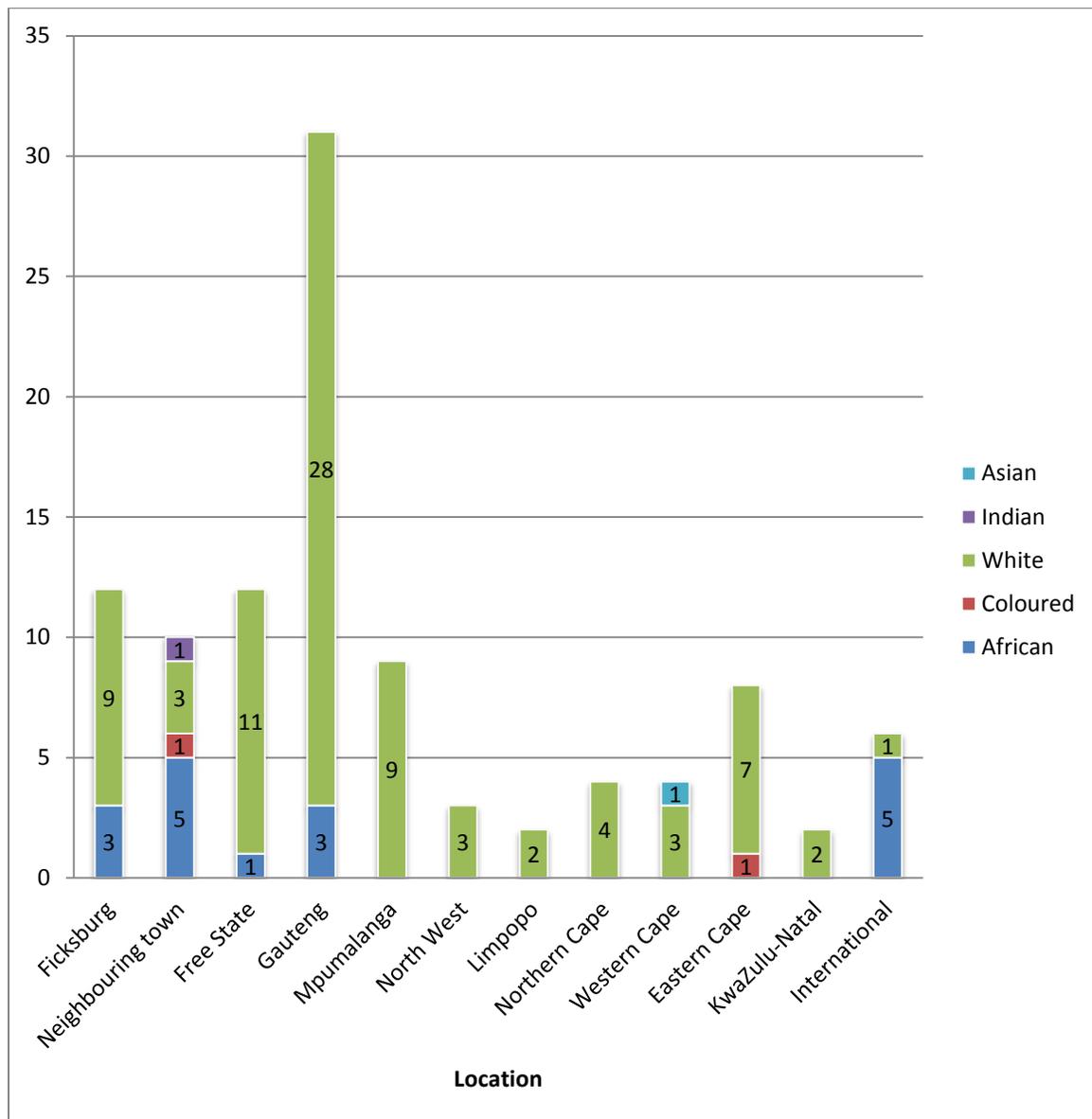
Table 5.5: Location and age cross-tabulation

| LOCATION | AGE | | | | | Total |
|-------------------|-------|-------|-------|-------|-----|-------|
| | 18-30 | 31-40 | 41-50 | 51-60 | 61+ | |
| Ficksburg | 8 | 0 | 2 | 1 | 1 | 12 |
| Neighbouring town | 6 | 0 | 2 | 1 | 1 | 10 |
| Free State | 3 | 4 | 3 | 1 | 1 | 12 |
| Gauteng | 4 | 8 | 7 | 10 | 2 | 31 |
| Mpumalanga | 0 | 0 | 1 | 6 | 2 | 9 |
| North West | 1 | 1 | 0 | 1 | 0 | 3 |
| Limpopo | 0 | 1 | 0 | 1 | 0 | 2 |
| Northern Cape | 0 | 1 | 0 | 3 | 0 | 4 |
| Western Cape | 1 | 0 | 0 | 3 | 0 | 4 |
| Eastern Cape | 4 | 2 | 1 | 1 | 0 | 8 |
| KwaZulu-Natal | 0 | 1 | 0 | 0 | 1 | 2 |
| International | 1 | 2 | 2 | 1 | 0 | 6 |

5.4.1.12 Geographical dispersion of attendees and their race

The result is depicted graphically in Figure 5.16 and Table 5.6 below (see Table D16.1-16.2 in Appendix D).

Figure 5.16: Geographical dispersion of attendees and their race



The attendees from the following destinations were predominantly white: Ficksburg (9), Free State (11), Gauteng (28), Western Cape (3) and Eastern Cape (7). From Mpumalanga (9), North West (3), Limpopo (2), Northern Cape (4) and KwaZulu-Natal (2), there were only white attendees. Attendees from neighbouring towns (5) and

international (5) were more African. It is apparent that the Ficksburg Cherry Festival attracts two markets: an African local market as well as international attendees from Lesotho just across the border; and a mostly white market from the rest of the provinces in South Africa.

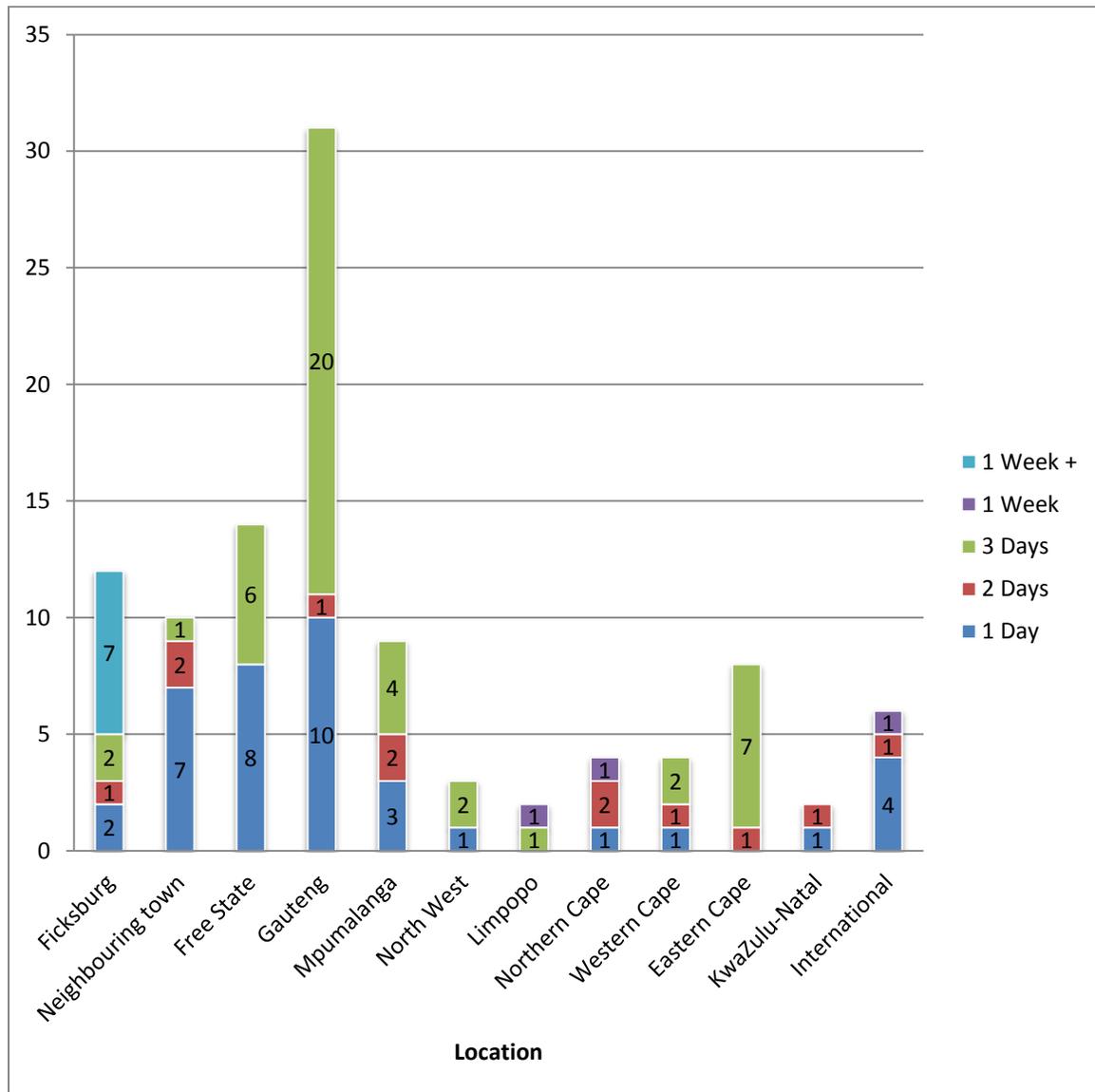
Table 5.6: Race and location cross-tabulation

| LOCATION | ETHNIC GROUP | | | | | Total |
|-------------------|--------------|----------|-------|--------|-------|-------|
| | African | Coloured | White | Indian | Asian | |
| Ficksburg | 3 | 0 | 9 | 0 | 0 | 12 |
| Neighbouring town | 5 | 1 | 3 | 1 | 0 | 10 |
| Free State | 1 | 0 | 11 | 0 | 0 | 12 |
| Gauteng | 3 | 0 | 28 | 0 | 0 | 31 |
| Mpumalanga | 0 | 0 | 9 | 0 | 0 | 9 |
| North West | 0 | 0 | 3 | 0 | 0 | 3 |
| Limpopo | 0 | 0 | 2 | 0 | 0 | 2 |
| Northern Cape | 0 | 0 | 4 | 0 | 0 | 4 |
| Western Cape | 0 | 0 | 3 | 0 | 1 | 4 |
| Eastern Cape | 0 | 1 | 7 | 0 | 0 | 8 |
| KwaZulu-Natal | 0 | 0 | 2 | 0 | 0 | 2 |
| International | 5 | 0 | 1 | 0 | 0 | 6 |

5.4.1.13 Geographical dispersion of attendees and their duration of stay

The result is depicted graphically in Figure 5.17 and Table 5.7 below (see Table D17.1-17.3 in Appendix D).

Figure 5.17: Geographical dispersion of attendees and their duration of stay



Attendees from the neighbouring towns (7) and the larger Free State area (8) are mostly day visitors. The attendees from neighbouring towns, Free State, Gauteng, Mpumalanga, North West, Western Cape, Eastern Cape and KwaZulu-Natal tend not to stay longer than the three day duration of the festival, with no attendees staying a week

or longer. The only attendees who stayed a week were from Limpopo (1), Northern Cape (1) and international (1). The number of attendees that stayed for three days were from Gauteng (20), Mpumalanga (4), North West (2), Western Cape (2) and Eastern Cape (7). Gauteng also has many day visitors travelling to Ficksburg, since it is only a 4-hour trip from Johannesburg.

Table 5.7: Location and duration of stay cross-tabulation

| LOCATION | DURATION OF STAY | | | | |
|------------------|------------------|--------|--------|--------|----------|
| | 1 Day | 2 Days | 3 Days | 1 Week | 1 Week + |
| Ficksburg | 2 | 1 | 2 | 0 | 7 |
| Neighboring town | 7 | 2 | 1 | 0 | 0 |
| Free State | 8 | 0 | 6 | 0 | 0 |
| Gauteng | 10 | 1 | 20 | 0 | 0 |
| Mpumalanga | 3 | 2 | 4 | 0 | 0 |
| North West | 1 | 0 | 2 | 0 | 0 |
| Limpopo | 0 | 0 | 1 | 1 | 0 |
| Northern Cape | 1 | 2 | 0 | 1 | 0 |
| Western Cape | 1 | 1 | 2 | 0 | 0 |
| Eastern Cape | 0 | 1 | 7 | 0 | 0 |
| KwaZulu-Natal | 1 | 1 | 0 | 0 | 0 |
| International | 4 | 1 | 0 | 1 | 0 |

5.4.2 Website evaluation by attendees

This section includes the importance of the various website features, grouped into corporate information, product information, non-product information, customer relationship management, reservations and payment. This section also includes the way

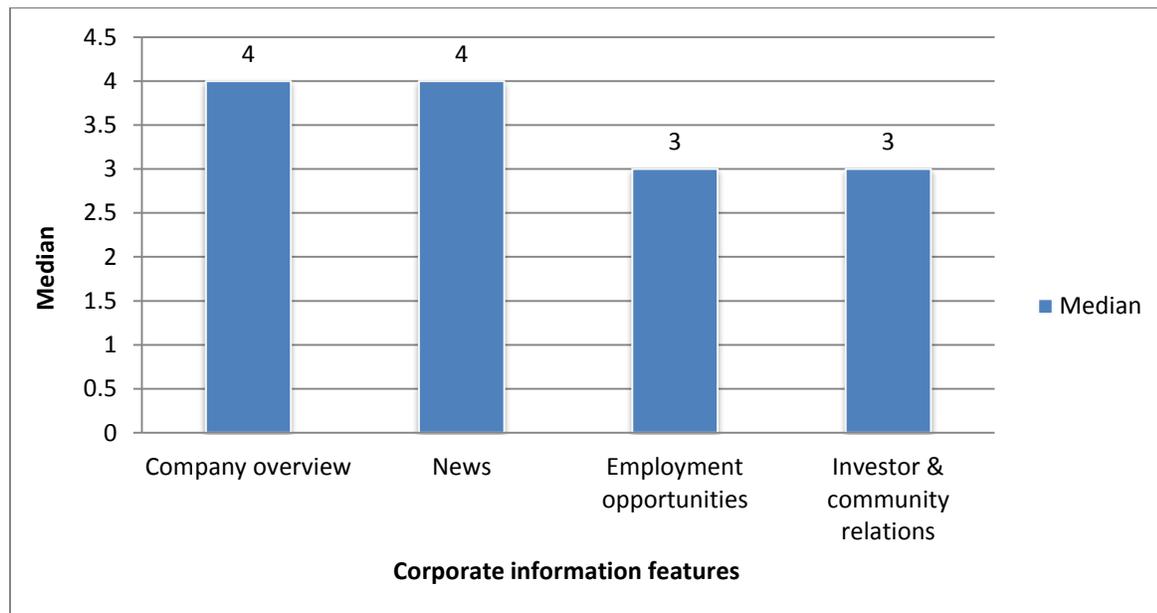
the Ficksburg Cherry Festival website was rated by the attendees; whether all the necessary information could be found on the website; the number of other websites used to find information and these websites identified.

5.4.2.1 Viewpoint of attendees regarding importance of essential website features

From the attendees' viewpoint, the essential website features were measured by means of six constructs mentioned by Maswera, Dawson and Edwards (2006:190) in Section 4.3.6 in Chapter 4 in this dissertation.

The first construct, comprising four items, measured the perceived importance of website features on corporate information. A Likert-type response format was used to measure importance, with one being unimportant (1), two being of little importance (2), three being moderately important (3), four being important (4) and five being very important (5). The question included a "don't know" (6) option. The median for each item is depicted graphically in Figure 5.18 below (see Table D18.1-18.4 in Appendix D).

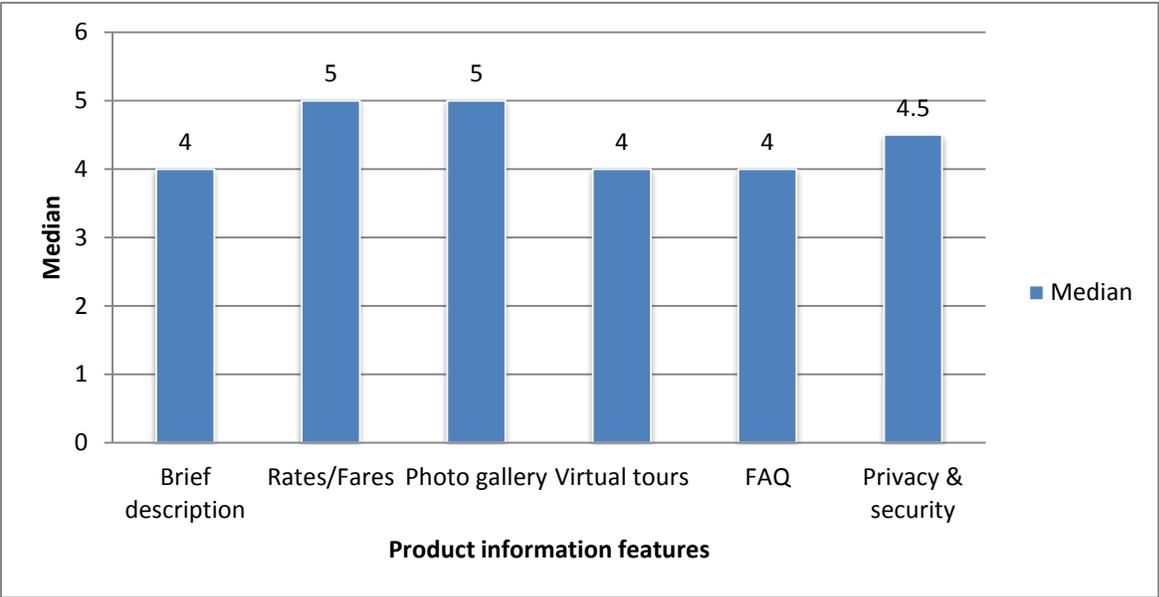
Figure 5.18: Attendees: Importance of website features on corporate information



Among the corporate information features on a website, company overview and news features on a website have the highest median value (4) indicating that “important” is the central rating for these items. This could mean that attendees in general are looking for some form of reassurance regarding the business (in this instance, the festival) they are dealing with. The features “employment opportunities” and “investor and community relations” both have a median value of 3, indicating that “moderately important” is the central rating for these items. This implies that these aspects are not as important, but that getting to know the festival and what it represents is more important.

The second construct, comprising six items, measured the perceived importance of website features on product information, such as a photo gallery. The median for each item is depicted graphically in Figure 5.19 below (see Table D19.1-19.6 in Appendix D).

Figure 5.19: Attendees: Importance of website features on product information

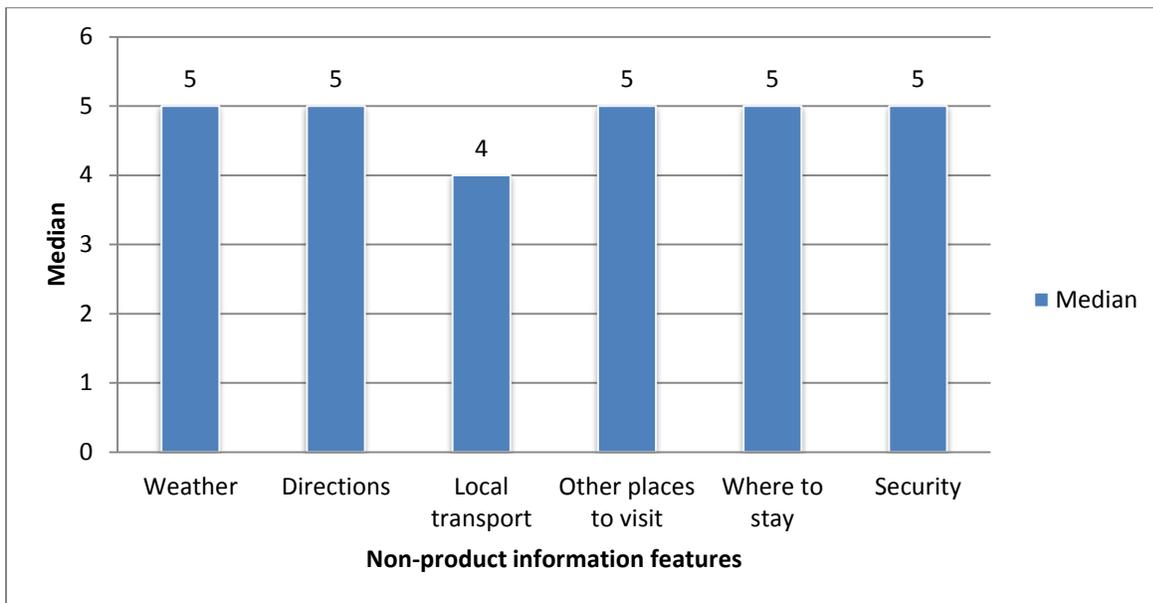


Among the product information features on a website, rates and fares and a photo gallery have the highest median value (5), indicating that “very important” is the central rating for these items. This indicates that the prospective attendees would like to know the fees to be paid and want to see a visual indication of what they’re getting for their money. The features “brief description”, “virtual tours”, and “Frequently Asked

Questions” has a median value of 4, indicating that “important” is the central rating for these items.

The third construct measured the perceived importance of website features on non-product information. The median for each item are depicted graphically in Figure 5.20 below (see Table D20.1-20.6 in Appendix D).

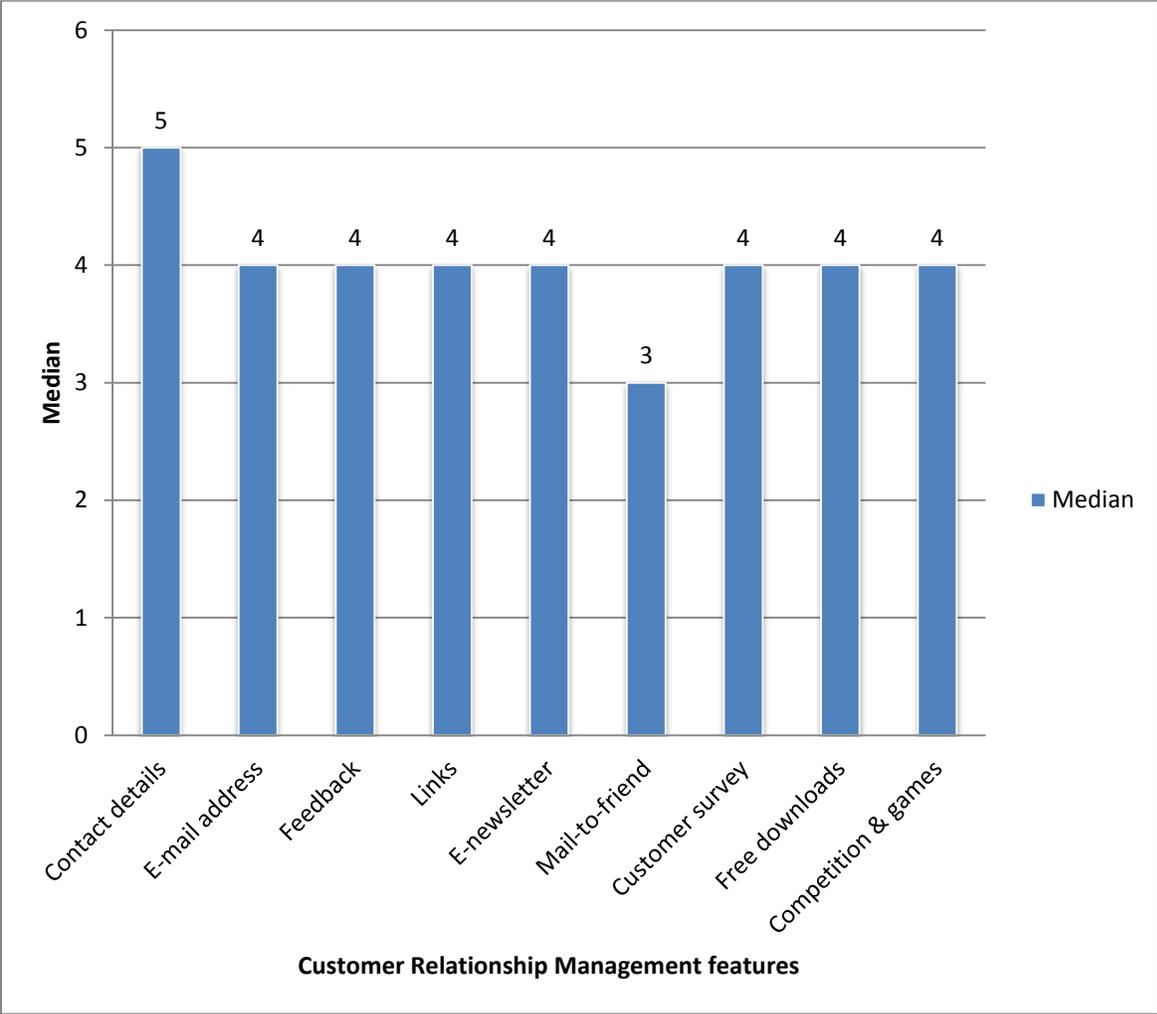
Figure 5.20: Attendees: Importance of website features on non-product information



Among the non-product information features on a website, the weather, directions, other places to visit, where to stay and security have the highest median value (5), indicating that “very important” is the central rating for these items. This information is crucial to any tourist travelling to a destination. The feature “local transport” has a median value of 4, indicating that “important” is the central rating for this item, which makes sense as prospective visitors would like to know what alternative travel arrangements are available.

The fourth construct measured the perceived importance of website features on Customer Relationship Management (CRM). The median for each item is depicted graphically in Figure 5.21 below (see Table D21.1-21.9 in Appendix D).

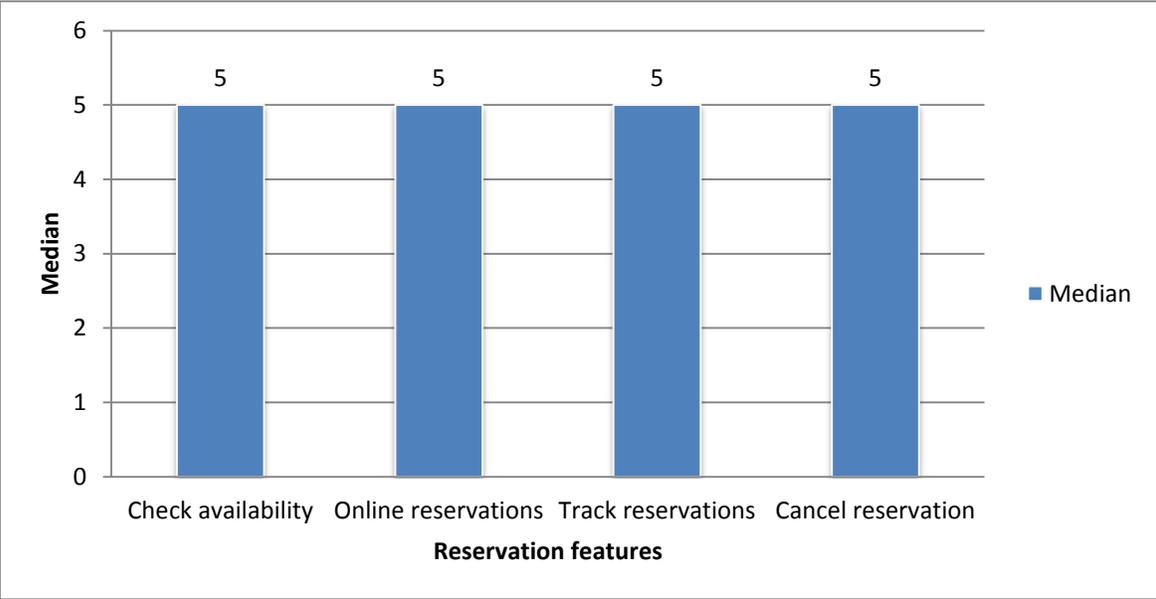
Figure 5.21: Attendees: Importance of website features on customer relationship management



Among the customer relationship management features on a website, contact details have the highest median value (5), indicating that “very important” is the central rating for this item. The contact details on a website are the most important feature, as they convey the core communication information to the consumer. The features “e-mail addresses”, “feedback”, “links”, “e-newsletter”, “customer surveys”, “free downloads”, and “competition and games” have a median value of 4, indicating that “important” is the central rating for these items. The feature “mail-to-friend” has a median value of 3, indicating that “moderately important” is the central rating for this item. These results link with the theory on CRM, which defines the findings of CRM as the electronic means of communicating with the customer – see Section 3.4.5.

The fifth construct measured the perceived importance of website features on reservation facilities. The median for each item is depicted graphically in Figure 5.22 below (see Table D22.1-22.4 in Appendix D).

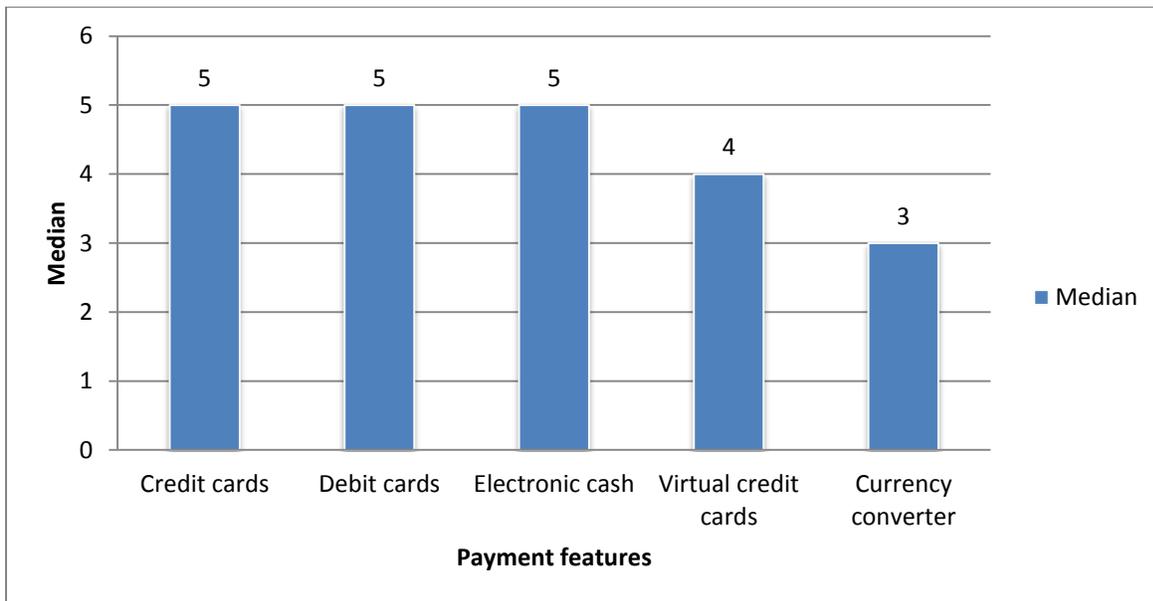
Figure 5.22: Attendees: Importance of website features on reservation facilities



All the reservation features on a website, namely: checking availability, online reservations, tracking reservations and cancelling reservations have the highest median value (5), indicating that “very important” is the central rating for these items. The reservation features on a website are very important as they enable the customers to make bookings from the comfort of their own homes.

The sixth construct measured the perceived importance of website features on payment facilities. The median for each item is depicted graphically in Figure 5.23 below (see Table D23.1-23.5 in Appendix D).

Figure 5.23: Attendees: Importance of website features on payment facilities



Among the payment features on a website credit cards, debit cards and electronic cash have the highest median value (5), indicating that “very important” is the central rating for these items. The feature “virtual credit cards” has a median value of 4, indicating that “important” is the central rating for this item. The feature “currency converter” has a median value of 3, indicating that “moderately important” is the central rating for this item. In general, it can be stated that electronic payment options are of high importance to the attendees.

In conclusion, the features most important on a website for the attendees are:

- rates and fares
- photo gallery
- weather
- directions
- other places to visit
- where to stay
- security
- contact details
- checking availability

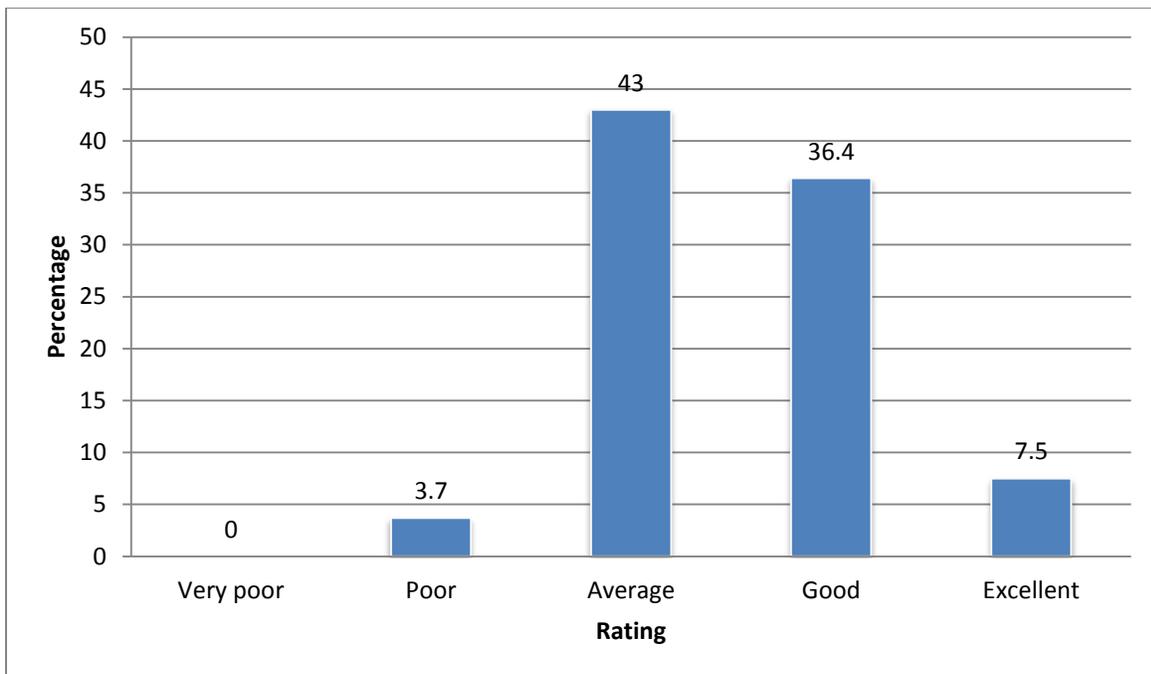
- online reservations
- track reservations
- cancel reservation
- credit cards
- debit cards and
- electronic cash

It is apparent that reservation and payment features on the website, along with relevant information all travellers seek, are essentials to incorporate in any tourism festival website. These results are the generic requirements of a travel and tourism website by the attendees. The next part of the survey was to rate the attendees' viewpoint of the Ficksburg Cherry Festival website.

5.4.2.2 Attendees' rating of the Ficksburg Cherry Festival website

The result is depicted graphically in Figure 5.24 below (see Table D24 in Appendix D).

Figure 5.24: Rating of the Ficksburg Cherry Festival website (n=97)

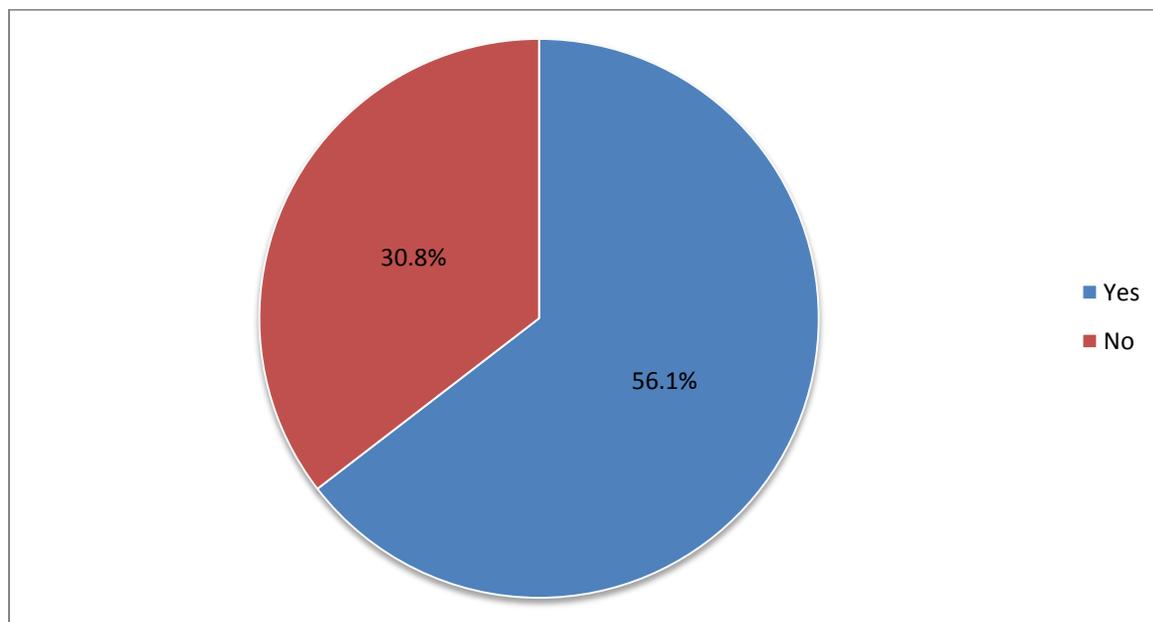


Almost half of the participants (43%) rated the Ficksburg Cherry Festival website as average. An almost equal percentage of participants (43.9%) rated the website as good or excellent. The minority (3.7%) rated the website as poor or very poor. 9.3% of the participants did not answer the question, since they did not go onto the website at all. These attendees, as stated previously (see Section 5.4.1.7), could either be locals or return attendees that know the festival and do not need the information on the website.

5.4.2.3 Attendees necessary information on the Ficksburg Cherry Festival website

The result is depicted graphically in Figure 5.25 below (see Table D25 in Appendix D).

Figure 5.25: Attendees' necessary information (n=93)

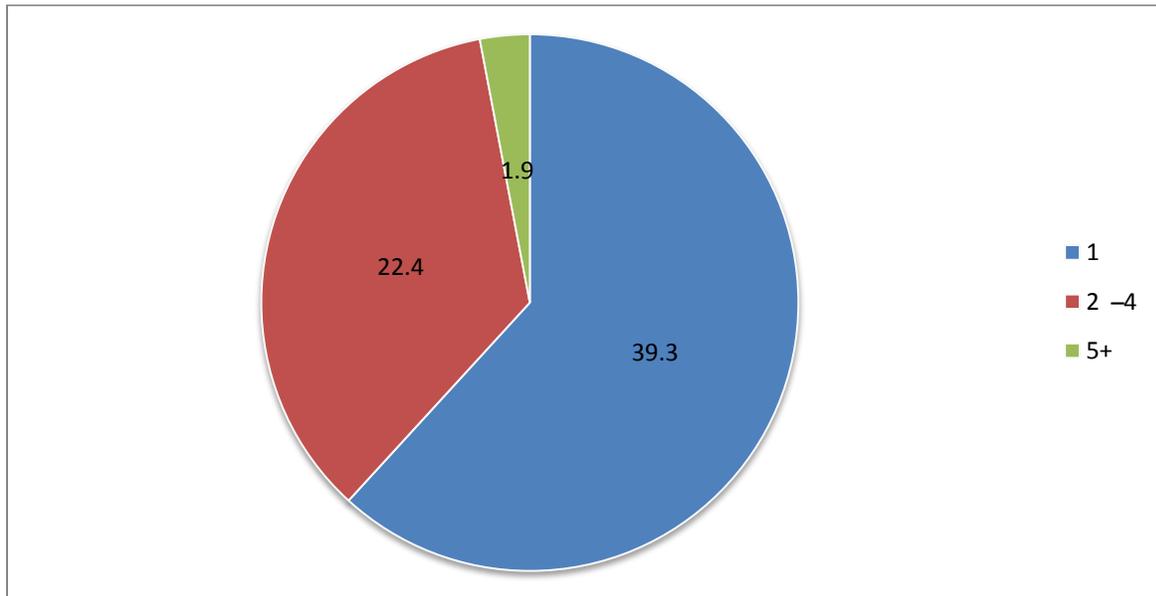


The majority (56.1%) of participants stated that they found all the necessary information they needed on the Ficksburg Cherry Festival website. However, of concern is that almost a third (30.8%; (n=33)) of participants indicated that they could not find all the information they needed to travel to the Ficksburg area for the festival. These attendees indicated in the open-ended questions asked which other websites they used, which can be seen in Section 6.4.2.5 still to be discussed. 13.1% of the participants did not answer the question, since they did not go onto the website at all.

5.4.2.4 Attendees' number of other websites used

The result is depicted graphically in Figure 5.26 below (see Table D26 in Appendix D).

Figure 5.26: Attendees' number of other websites used

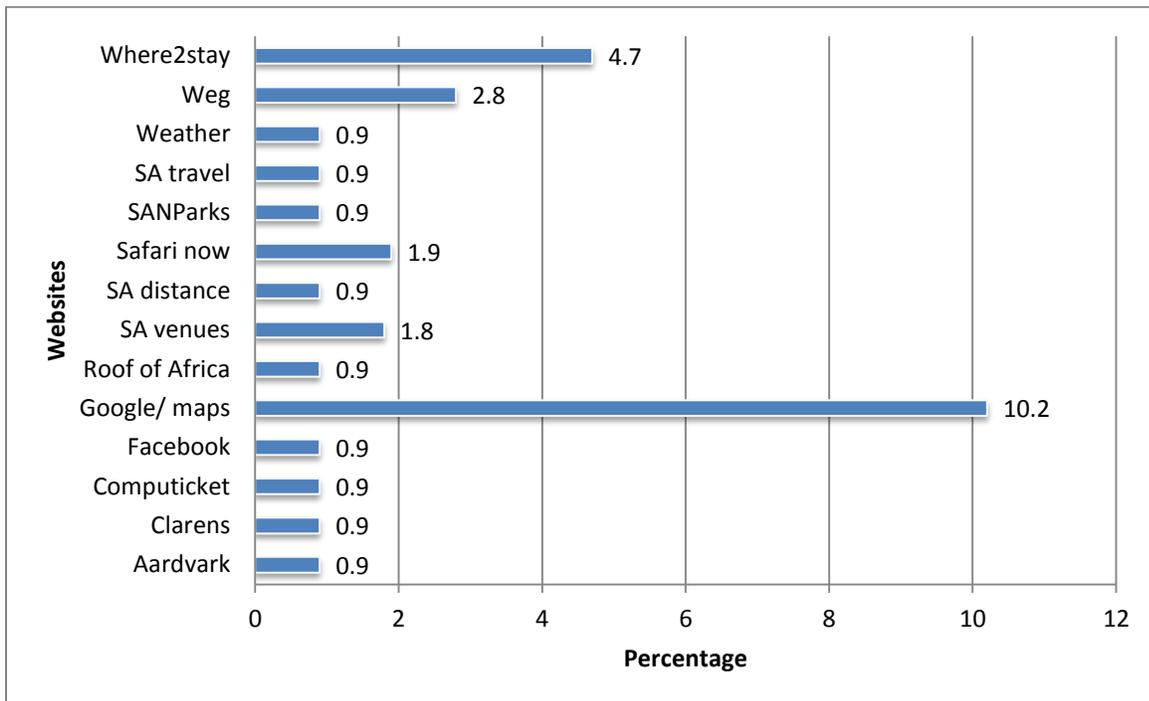


Forty-two (39.3%) participants indicated that they used one other website to plan their trip. Twenty-four (22.4%) participants specified that they used 2 to 4 other websites to plan their trip. Only 1.9% indicated that they used 5 or more websites.

5.4.2.5 Other websites used by attendees

The result is depicted graphically in Figure 5.27 below (see Table D27.1-27.2 in Appendix D).

Figure 5.27: Other websites used by attendees (n=32)

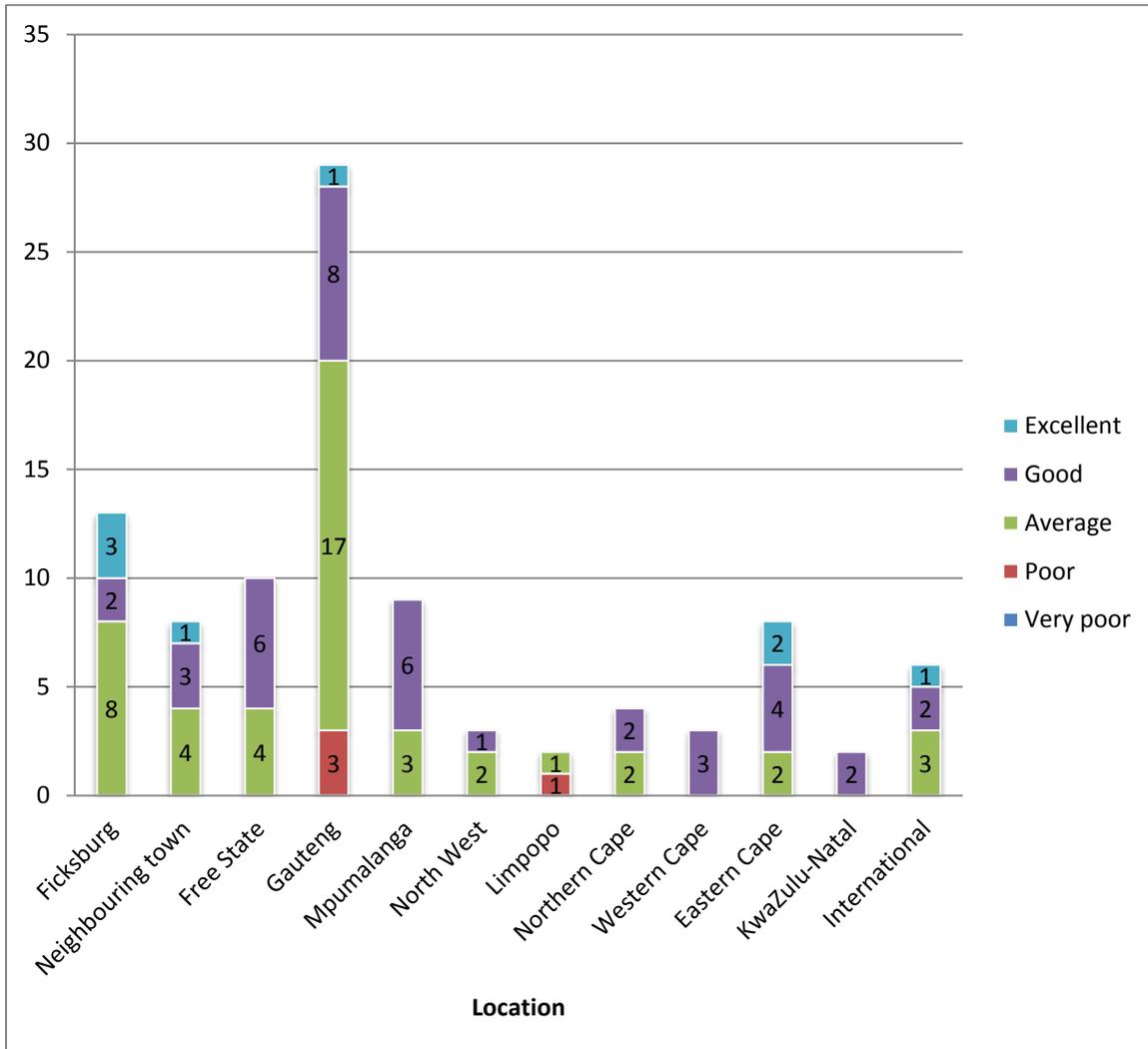


70.1% of participants did not answer the question because many cannot remember which websites they used. Google/Google maps were used the most (10.2%); Where2stay (4.7%); Weg (2.8%); Safari now (1.9%); SA venues (1.8%); and SANParks; SA travel; Weather; SA distance; Roof of Africa; Aardvark; Clarens; Computicket and Facebook, all with a percentage of 0.9%. The need for maps indicates that the website indeed lacks a map with directions, since attendees visited Google maps in addition to the website to get directions and plan their route.

5.4.2.6 Geographical dispersion of attendees and their website rating

The result is depicted graphically in Figure 5.28 and Table 5.8 below (see Table D28.1-28.3 in Appendix D).

Figure 5.28: Geographical dispersion of attendees and their website rating



Local attendees from Ficksburg (8) and neighbouring towns (4) rated the website as being average. Gauteng, who had the most attendees, also rated the website as average (17). Attendees from the Free State (6), Mpumalanga (6), Western Cape, Eastern Cape and KwaZulu-Natal’s overall rating of the website was “good”. This could be due to the possibility that attendees travelling far are more dependent on the

information on the website. None of the attendees rated the website’s performance as “very poor”.

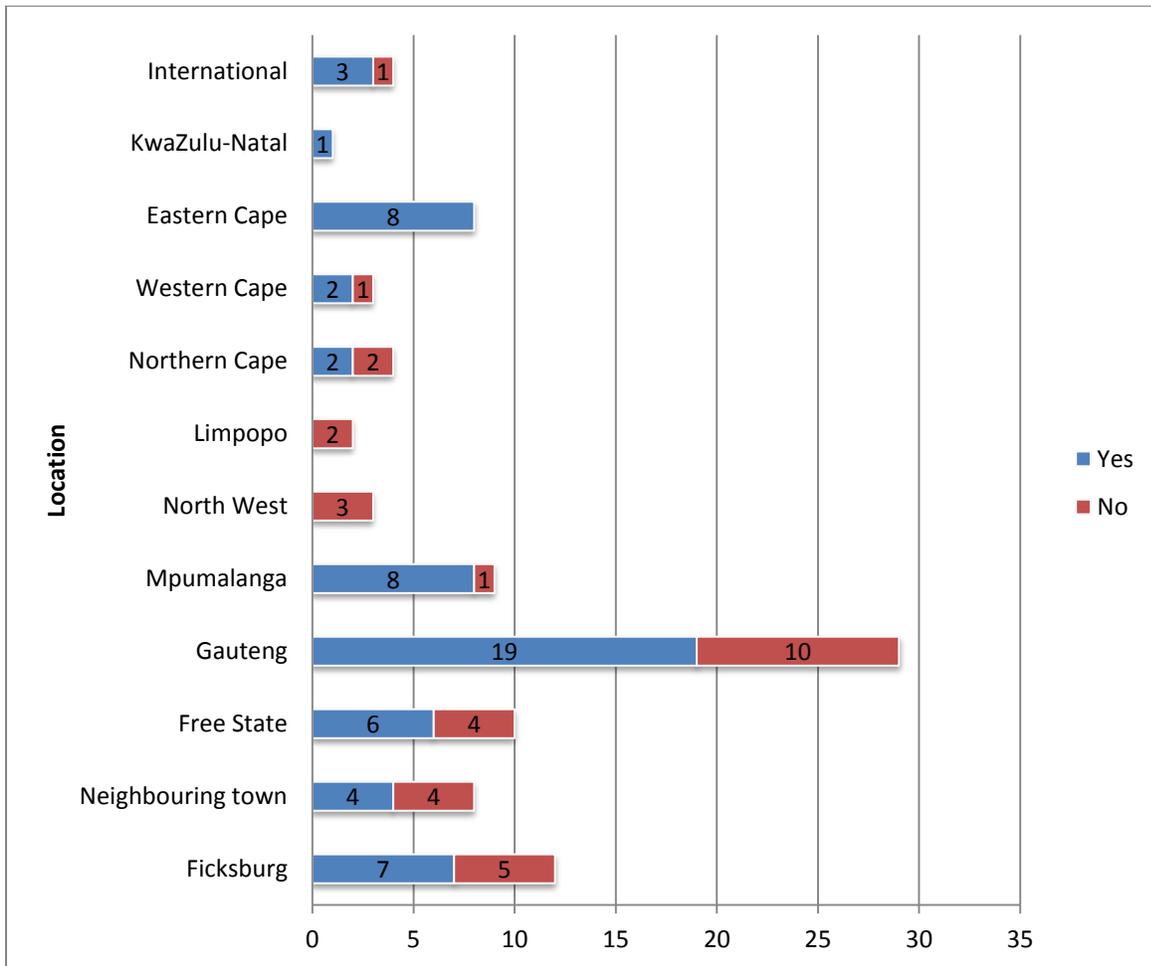
Table 5.8: Location and website rating cross-tabulation

| LOCATION | WEBSITE RATING | | | | |
|-------------------|----------------|------|---------|------|-----------|
| | Very poor | Poor | Average | Good | Excellent |
| Ficksburg | 0 | 0 | 8 | 2 | 3 |
| Neighbouring town | 0 | 0 | 4 | 3 | 1 |
| Free State | 0 | 0 | 4 | 6 | 0 |
| Gauteng | 0 | 3 | 17 | 8 | 1 |
| Mpumalanga | 0 | 0 | 3 | 6 | 0 |
| North West | 0 | 0 | 2 | 1 | 0 |
| Limpopo | 0 | 1 | 1 | 0 | 0 |
| Northern Cape | 0 | 0 | 2 | 2 | 0 |
| Western Cape | 0 | 0 | 0 | 3 | 0 |
| Eastern Cape | 0 | 0 | 2 | 4 | 2 |
| KwaZulu-Natal | 0 | 0 | 0 | 2 | 0 |
| International | 0 | 0 | 3 | 2 | 1 |

5.4.2.7 Geographical dispersion of attendees and finding the necessary information on the website

The result is depicted graphically in Figure 5.29 below (see Table D29.1-29.3 in Appendix D).

Figure 5.29: Geographical dispersion of attendees and finding the necessary information on the website



Attendees from Ficksburg (7), Free State (6), Gauteng (19), Mpumalanga (8), Western Cape (2), Eastern Cape (8), KwaZulu-Natal (1), and international (3) tend to have found all the necessary information to travel on the Cherry website. Even though the majority of attendees from all regions could find the necessary information on the website, there are still a large number of attendees stating that they could not find the information they

were looking for. All Limpopo (2) and North West (3) attendees stated that they could not find all the information they were looking for on the Cherry website. It could be considered that these attendees are either very computer-literate or they are looking for different information.

The demographic profile of the attendees, as well as e-commerce opportunities for the festival, was discussed in detail. Henceforth, the exhibitors' demographic profile and e-commerce opportunities will be looked at.

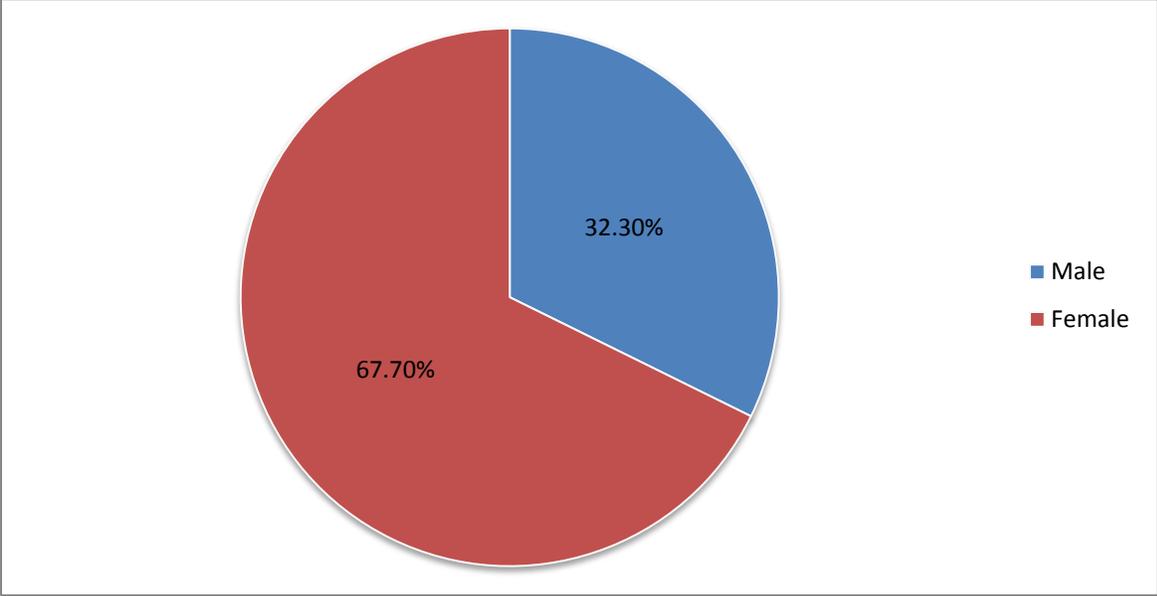
5.5 DEMOGRAPHIC PROFILE OF THE EXHIBITORS

The exhibitor participants were asked to indicate their gender, age, ethnic group and place of residence. The results of the demographic profiling questions are presented graphically (Appendix B contains the frequency tables). The discussion below will highlight the most significant findings from the data analysis.

5.5.1 Gender of exhibitors

The result is depicted graphically in Figure 5.30 below (see Table D30 in Appendix D).

Figure 5.30: Gender of exhibitors (n=31)

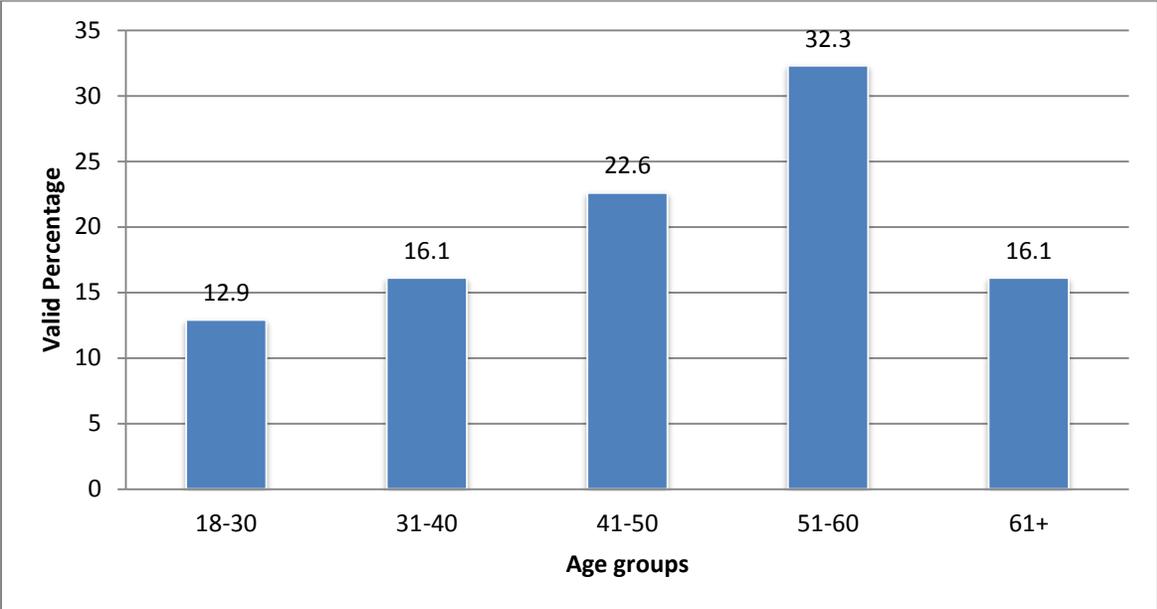


The majority (67.7%) of the exhibitor participants were female. Only 32.3% of the participants were male, which is in line with the general distribution for attendees (see Figure 5.1).

5.5.2 Age (in years) of exhibitors

The result is depicted graphically in Figure 5.31 below (see Table D31 in Appendix D).

Figure 5.31: Age (n=31) of exhibitors

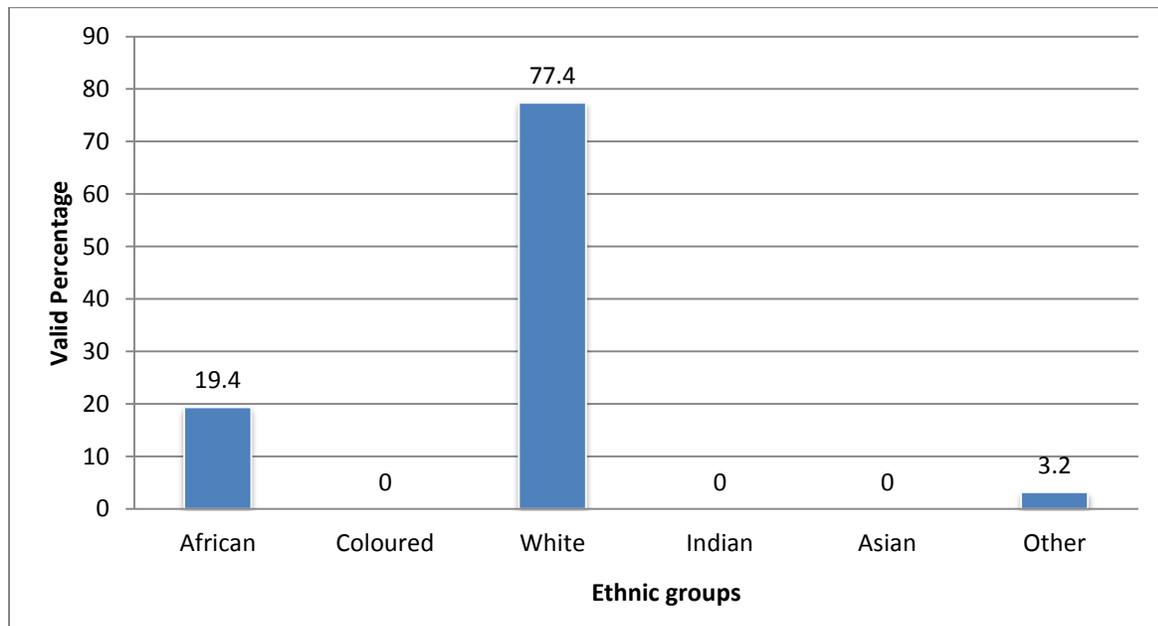


The modal category is between the ages of 51 and 60 (32.3% of participants), followed by the age group of 41 to 50 (22.6%). More than half (54.9%) of the exhibitors are over the age of 40 years. Only 12.9% of the exhibitor participants were between 18 to 30 years old, which differs from the age profile of the attendees (see Figure 5.2) where 27.2% of attendees were in the 18 to 30 year age category.

5.5.3 Ethnic grouping of exhibitors

The result is depicted graphically in Figure 5.32 below (see Table D32 in Appendix D).

Figure 5.32: Ethnic grouping (n=31) of exhibitors

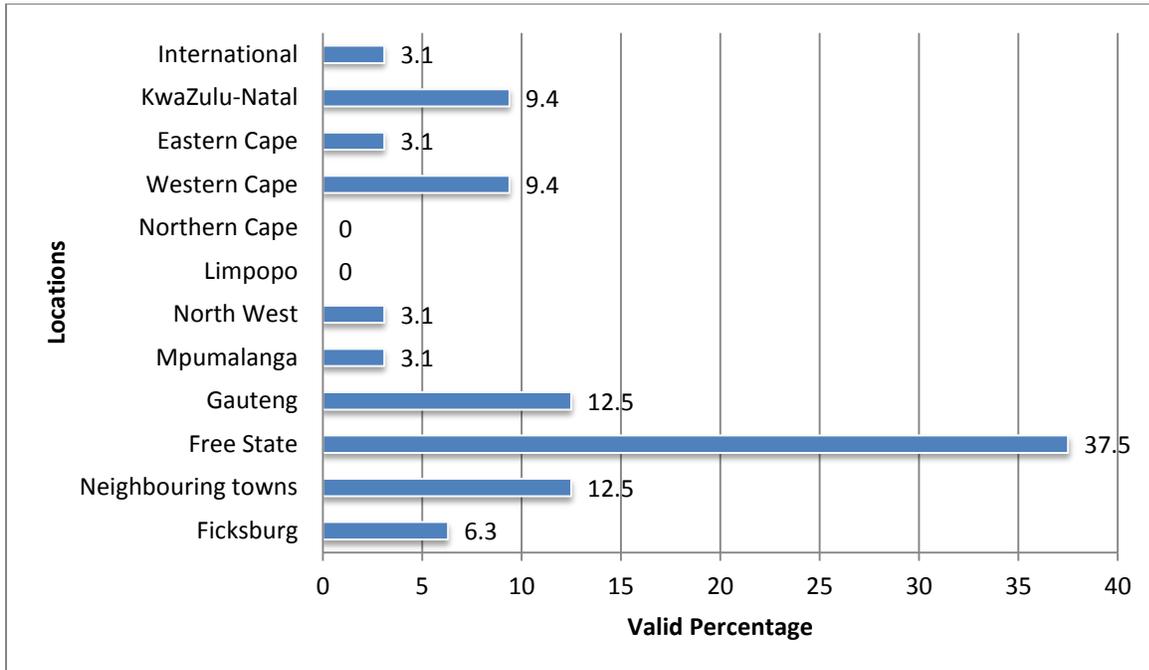


The majority (77.4%) of participants were from the White ethnic group. African participants represented only 19.4%, while none of the other ethnic groups was present as exhibitors at the festival. 3.2% of the exhibitors indicated their ethnic group as other, who were exhibitors from international destinations. This is also fairly similar to research carried out with the attendees (see Figure 5.3).

5.5.4 Geographical dispersion of exhibitors

The result is depicted graphically in Figure 5.33 below (see Table D33 in Appendix D).

Figure 5.33: Geographical dispersion of exhibitors (n=32)



It is clear that the Ficksburg Cherry Festival is well supported by local exhibitors (6.3%), exhibitors from neighbouring towns (12.5%), and exhibitors from elsewhere in the Free State (13.1%), a total of 56.3%. Gauteng followed with 12.5% of the exhibitor respondents. It can be concluded that the festival attracts more local exhibitors in close proximity and from the Free State province; this could be due to the nature of the festival, which is a fresh produce festival and also due to the shorter distances to travel for these entrepreneurs.

5.6 EXHIBITORS: E-COMMERCE OPPORTUNITIES FOR THE FESTIVAL

The following analyses are of the exhibitors' responses to the various questions that will be used to identify e-commerce opportunities for the festival's website. These questions are grouped into two sections, the first being attendance characteristics of exhibitors and the second website evaluation.

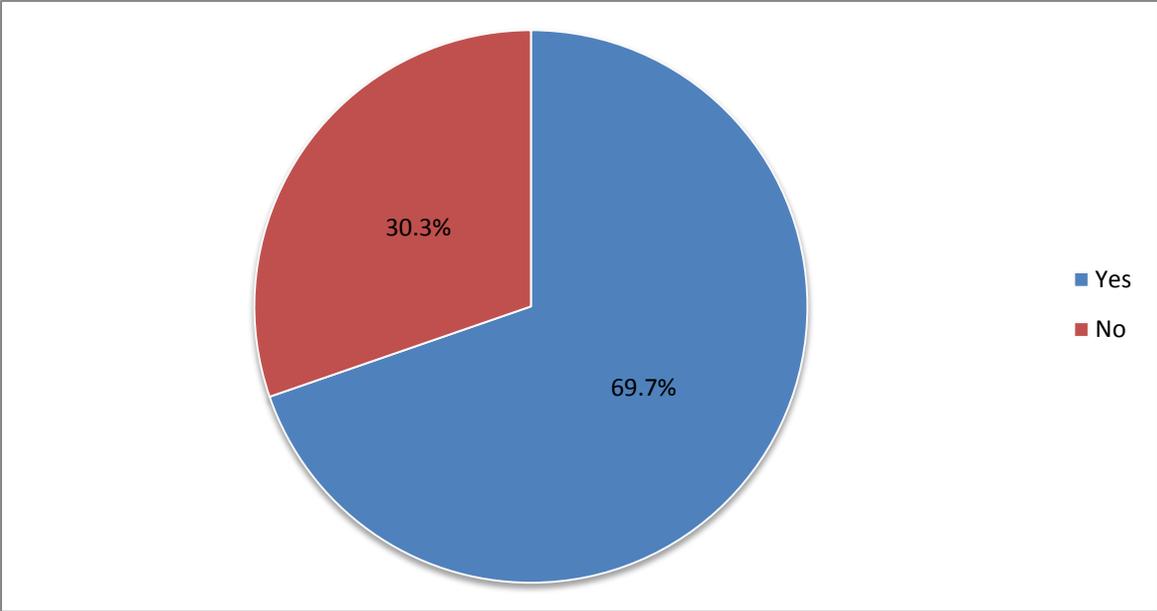
5.6.1 Attendance characteristics of exhibitors

The attendance characteristics of the exhibitors include whether they are first-time or return exhibitors, the number of previous exhibitions, the reasons for visiting, the duration of stay, methods of finding accommodation and sources used to gain information to travel to the festival.

5.6.1.1 Repeat exhibitors to the festival

The result is depicted graphically in Figure 5.34 below (see Table D34 in Appendix D).

Figure 5.34: Repeat exhibitors (n=33)

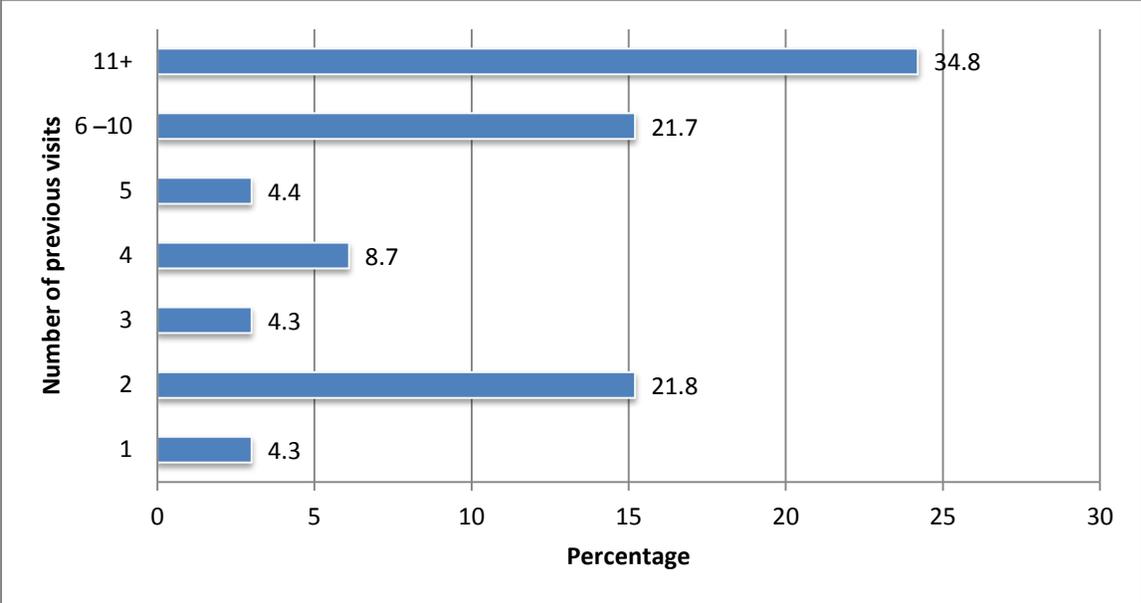


The majority (69.7%) of the exhibitor participants indicated that they had previously visited the festival as an exhibitor. Almost one-third of the exhibitors stated that they had not previously exhibited at the Ficksburg Cherry Festival, thus 30.3% of the exhibitors are new exhibitors to the festival. Repeat exhibitors are more than return attendees, meaning that the exhibitors use this occasion as an opportunity to promote their business. See also Figure 5.5 in this regard.

5.6.1.2 Number of previous visits by exhibitors

The result is depicted graphically in Figure 5.35 below (see Table D35 in Appendix D).

Figure 5.35: Number of previous visits (n=23)

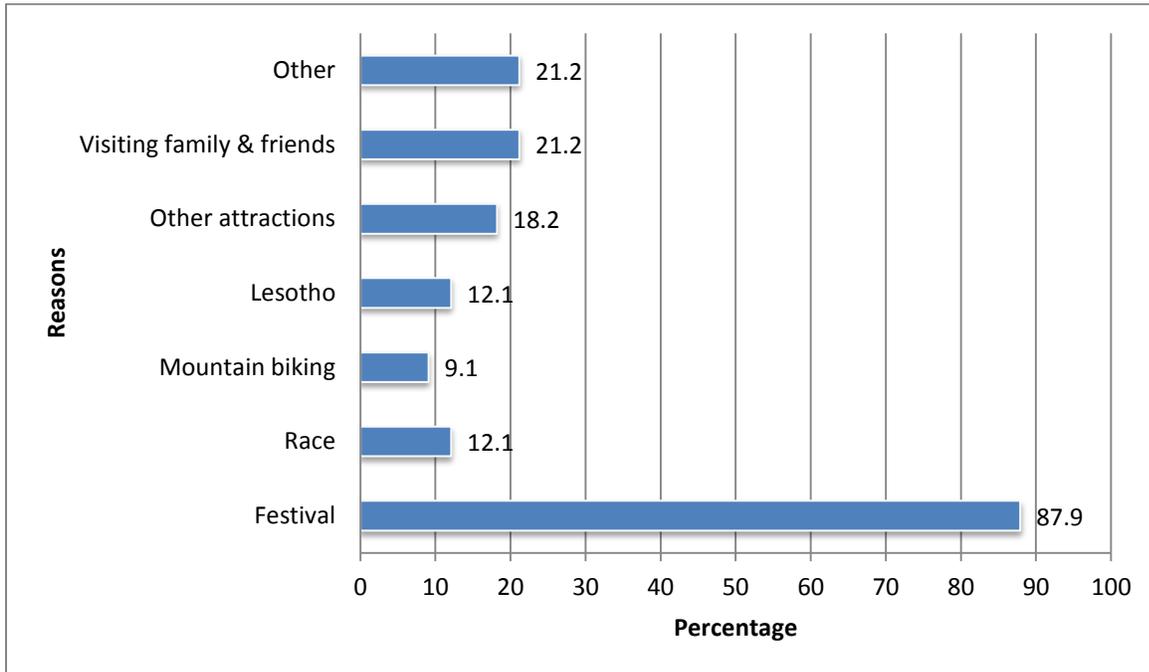


Of the twenty-three exhibitors that responded ‘Yes’ to the previous question, 34.8% have exhibited more than eleven times at the Ficksburg Cherry Festival, and can be classified as regular and loyal exhibitors. It can be concluded that these exhibitors could be the locals selling fresh produce such as cherries. 21.7% indicated that they have exhibited at the festival between 6 and 10 times. Another 21.8% indicated that that they have only exhibited twice at the festival, which indicates that the Ficksburg Cherry Festival gets new exhibitors each year and is able to keep the older ones coming back.

5.6.1.3 Exhibitors' reasons for attending

The result is depicted graphically in Figure 5.36 below (see Table D36.1-36.8 in Appendix D).

Figure 5.36: Exhibitors' reasons for attending

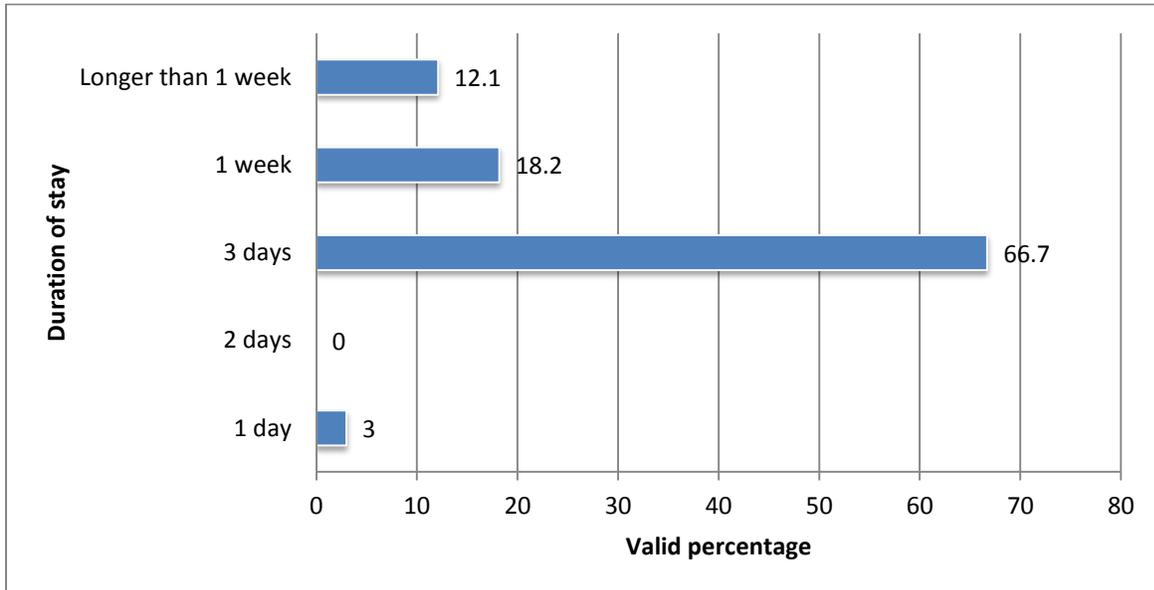


The exhibitors were asked to indicate the reason or reasons for visiting the Ficksburg area. The main reason given for visiting the Ficksburg area is for the Cherry Festival (87.9%), due to the fact that they exhibit and sell their products at the festival. The second most important reason (21.2% of respondents) for visiting the Ficksburg area is to visit family and friends. The 21.2% that selected “other” as a reason specified them as exhibiting, so essentially it can be said that all the exhibitors’ principal reason for being there is for business purposes. This is in tune with the attendees’ reasons for visiting (see Figure 5.7).

5.6.1.4 Exhibitors' duration of stay

The result is depicted graphically in Figure 5.37 below (see Table D37 in Appendix D).

Figure 5.37: Exhibitors' duration of stay (n=33)

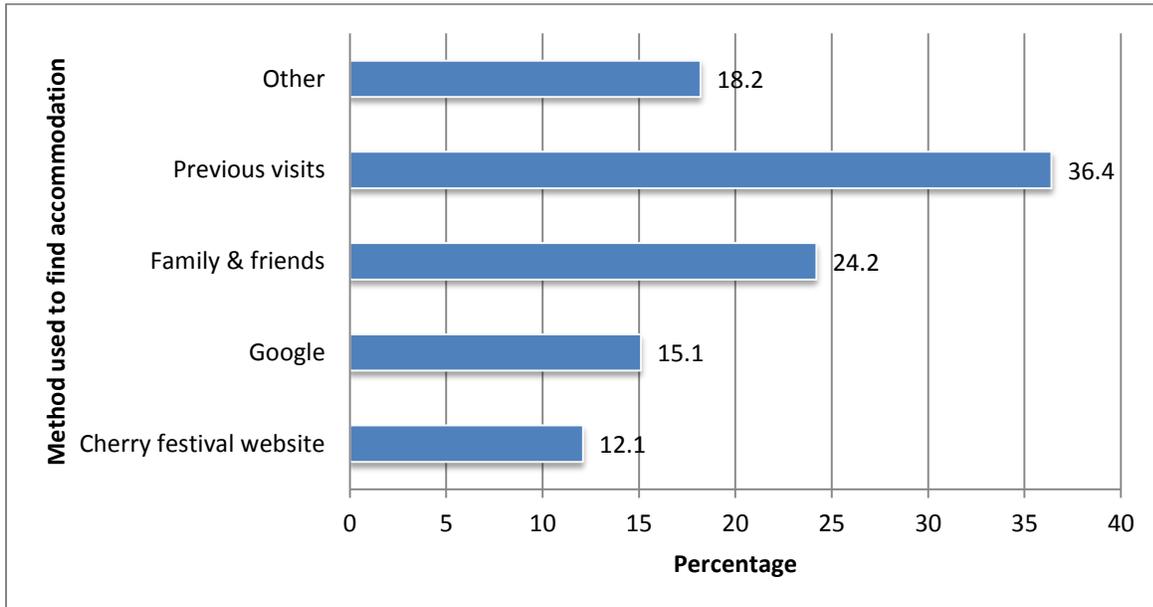


The most popular length of stay was for the full duration of the festival, which was three days, for 66.7% of the respondents, which is understandable due to the business interests of the exhibitors. 18.2% of the exhibitors indicated that they stay for one week and 12.1% even longer than one week; it can be assumed that they use this time to set up and pack up their stalls, enjoying the other attractions the area has to offer and visiting their friends and family in the area. There were few one-day exhibitors (3%) and this could be due to their products selling out or not selling at all.

5.6.1.5 Exhibitors' methods of finding accommodation

The result is depicted graphically in Figure 5.38 below (see Table D38.1-38.6 in Appendix D).

Figure 5.38: Exhibitors' method of finding accommodation

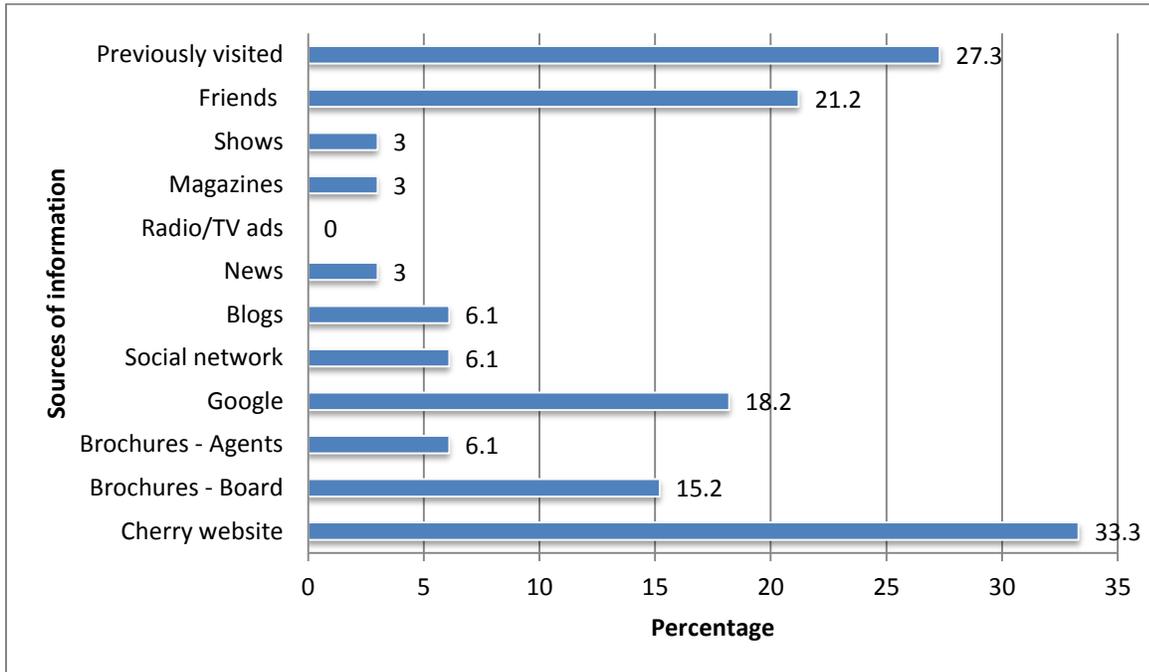


The exhibitors were asked to indicate the method or methods used to find their accommodation in the Ficksburg area during the festival. The most widely-used method utilised by the exhibitors to find accommodation is “previous visits” (36.4%), meaning that they choose the accommodation establishments they stayed at on their previous visit. The second most-used method is “family and friends” (24.2%), meaning that they either stay with friends and relatives or find their accommodation through their friends and relatives. Of those who indicated that they used other methods, 18.2% of respondents specified them as: local resident, motor home, finding accommodation through an agent and with the help of the Small Enterprise Development Agency (SEDA). 12.1% used the Ficksburg Cherry Festival website to find their accommodation; this could be due to the fact that regular exhibitors arrange their accommodation at the same guest house every year, so there is no need to search for new accommodation.

5.6.1.6 Exhibitors' sources of information on festival

The result is depicted graphically in Figure 5.39 below (see Table D39.1-39.12 in Appendix D).

Figure 5.39: Exhibitors' sources of information on festival

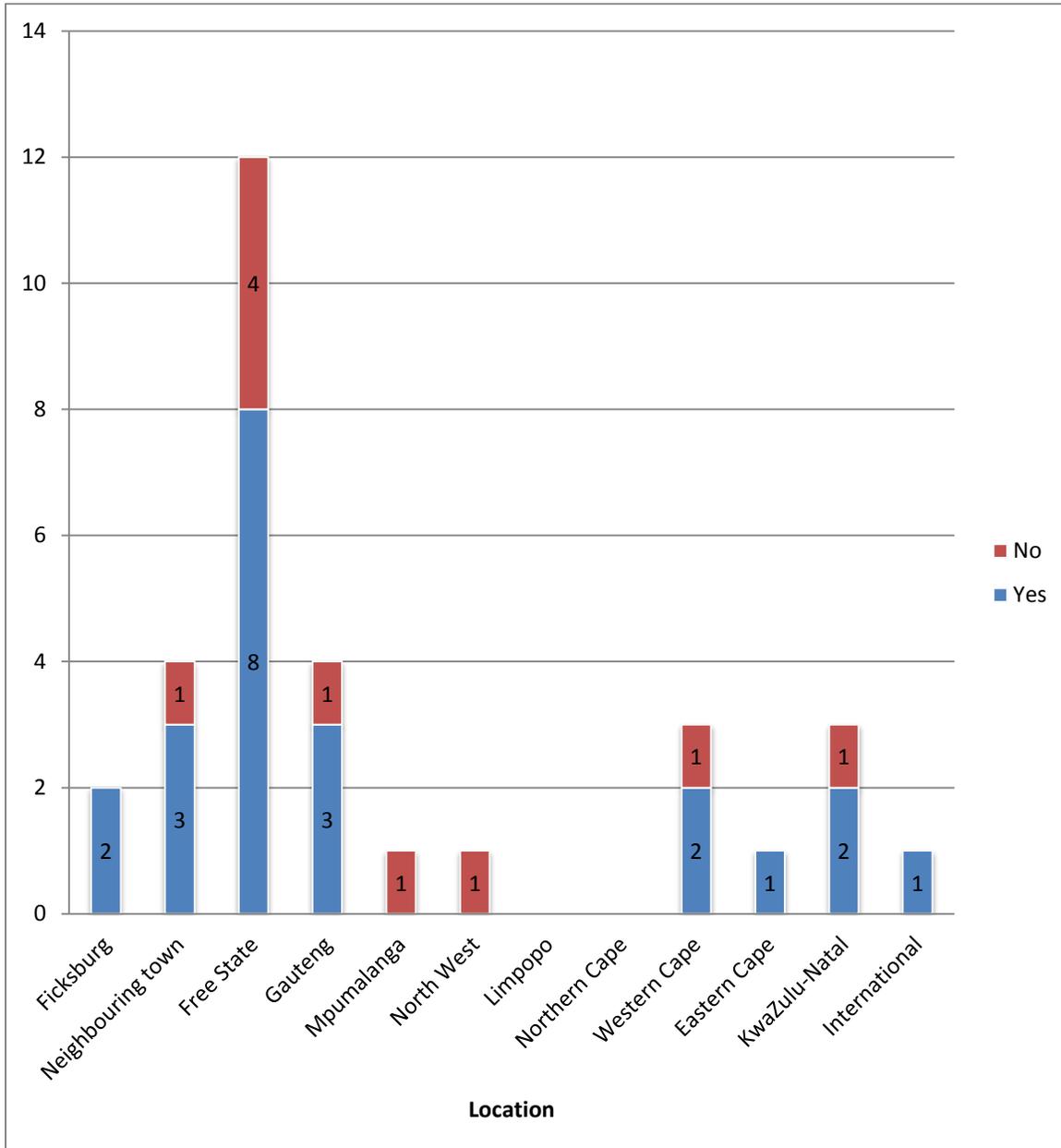


The exhibitors' main source of information for travelling to the festival and exhibiting at the festival is the Ficksburg Cherry Festival website (33.3%). This is a result of the fact that the application form is only accessible from the website. The second most popular source of information the exhibitors rely on is the experience they gained on their previous visits (27.3% of the respondents).

5.6.1.7 Geographical dispersion of repeat exhibitors to the festival

The result is depicted graphically in Figure 5.40 and in Table 5.9 below (see Table D40.1-40.4 in Appendix D).

Figure 5.40: Geographical dispersion of repeat exhibitors to the festival



Most of the exhibitors that indicated that this is their first time at the Cherry Festival are from the wider Free State area (4). The regular exhibitors who indicated that they have

been previously to the festival are mostly from the Free State as well (8). There are only first-time exhibitors from Mpumalanga (1) and North West (1). Limpopo and the Northern Cape were not represented at all by the exhibitors at the festival; this could be due to the distance between these regions and the festival.

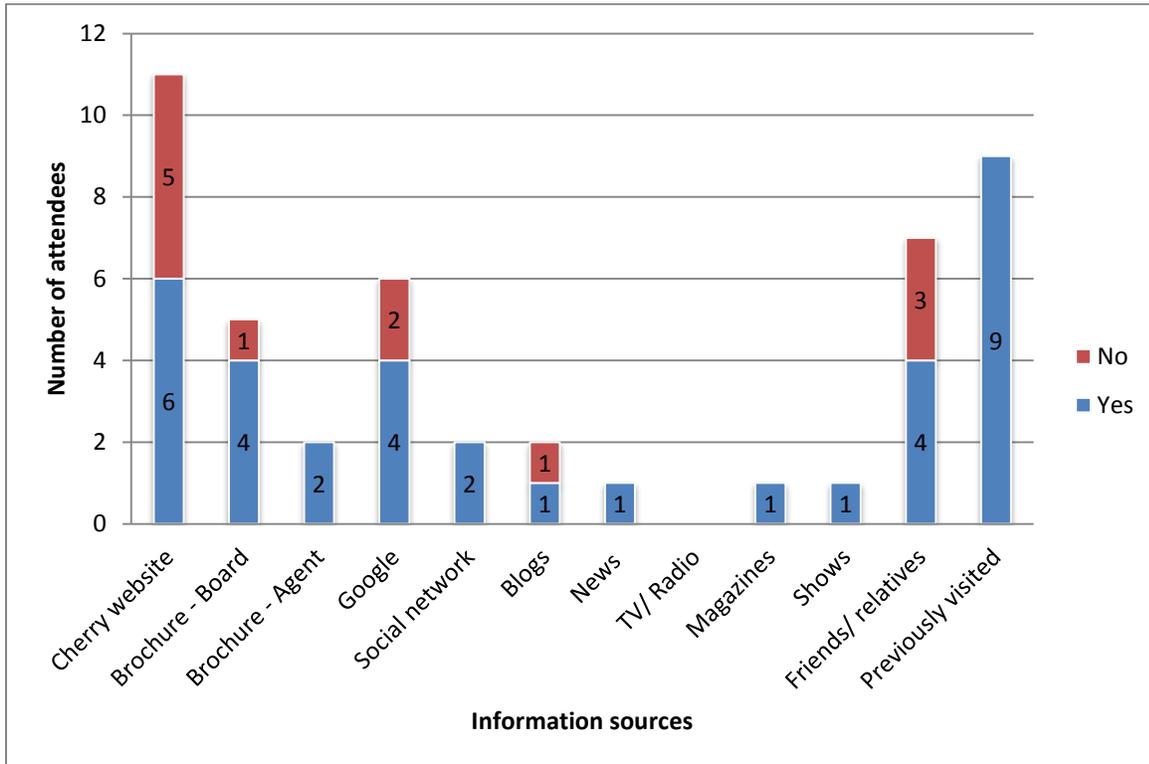
Table 5.9: Geographical dispersion and repeat exhibitors to the festival cross-tabulation

| LOCATION | PREVIOUSLY VISITED THE FESTIVAL | | Total |
|-------------------|---------------------------------|----|-------|
| | Yes | No | |
| Ficksburg | 2 | 0 | 2 |
| Neighbouring town | 3 | 1 | 4 |
| Free State | 8 | 4 | 12 |
| Gauteng | 3 | 1 | 4 |
| Mpumalanga | 0 | 1 | 1 |
| North West | 0 | 1 | 1 |
| Limpopo | 0 | 0 | 0 |
| Northern Cape | 0 | 0 | 0 |
| Western Cape | 2 | 1 | 3 |
| Eastern Cape | 1 | 0 | 1 |
| KwaZulu-Natal | 2 | 1 | 3 |
| International | 1 | 0 | 1 |

5.6.1.8 Festival information sources used by repeat exhibitors to the festival

The result is depicted graphically in Figure 5.41 and Table 5.10 below (see Table D41.1-41.11 in Appendix D).

Figure 5.41: Festival information sources used by repeat exhibitors to the festival



The main source of information for the exhibitors that have exhibited at the Cherry Festival regularly tends to be their previous experience (9) and then the Cherry Festival website (6). First-time exhibitors' main source of information tends to be the Cherry Festival website (5) and then friends and relatives (3).

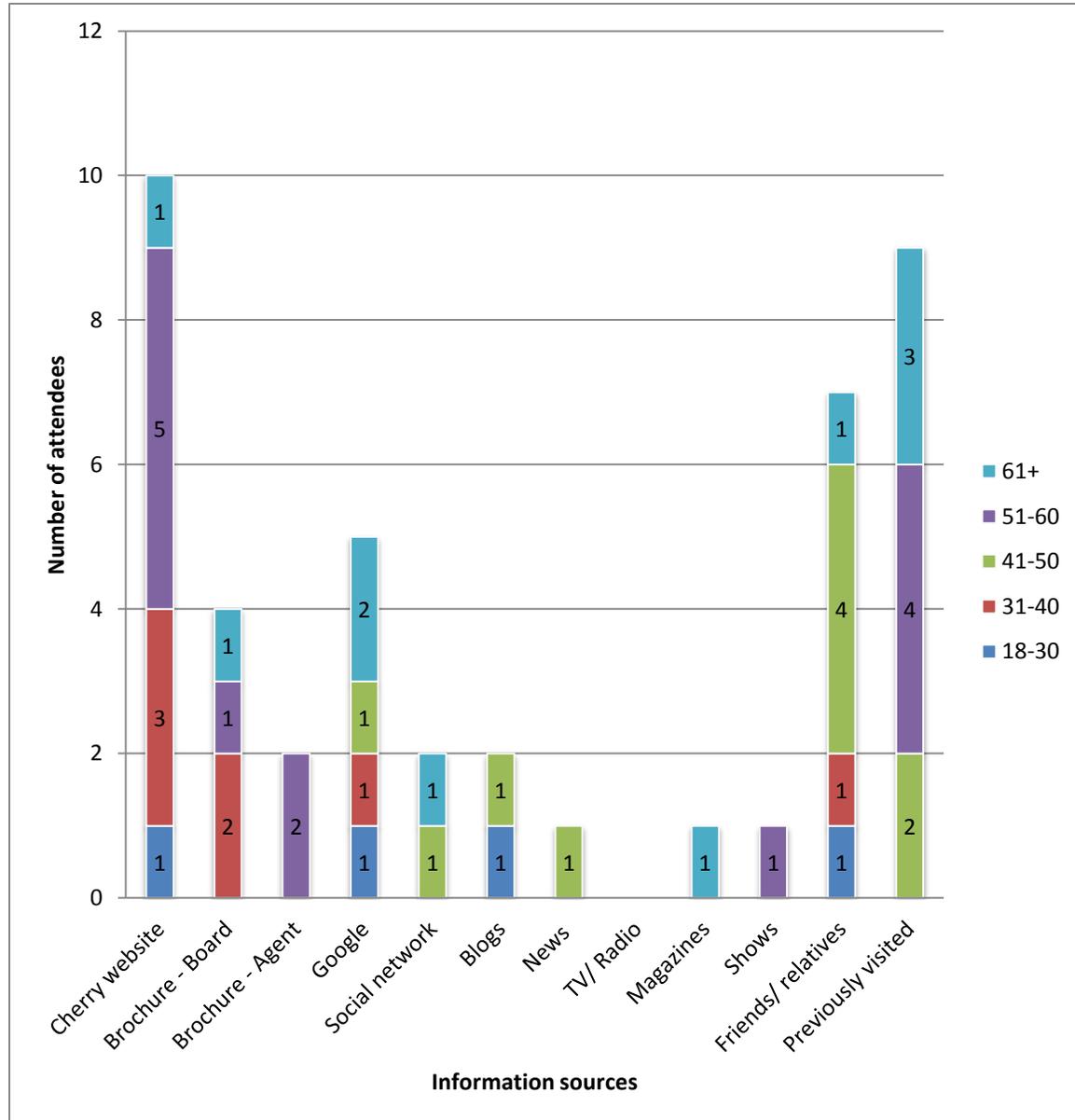
Table 5.10: Festival information sources and repeat exhibitors to the festival cross-tabulation

| FESTIVAL INFORMATION SOURCE | PREVIOUSLY VISITED THE FESTIVAL | | Total |
|--|--|-----------|--------------|
| | Yes | No | |
| Cherry Website | 6 | 5 | 11 |
| Brochure – tourism board | 4 | 1 | 5 |
| Brochure – travel agent | 2 | 0 | 2 |
| Google | 4 | 2 | 6 |
| Social network | 2 | 0 | 2 |
| Blogs | 1 | 1 | 2 |
| News | 1 | 0 | 1 |
| TV/Radio | 0 | 0 | 0 |
| Magazines | 1 | 0 | 1 |
| Travel Shows | 1 | 0 | 1 |
| Friends and relatives | 4 | 3 | 7 |
| Previously visited festival | 9 | 0 | 9 |

5.6.1.9 Festival information sources used by exhibitors of different age groups

The result is depicted graphically in Figure 5.42 and Table 5.11 below (see Table D42.1-42.16 in Appendix D).

Figure 5.42: Festival information sources used by exhibitors of different age groups



The oldest age group of exhibitors - age 61 and up - indicated that their main source of information comes from their previous experience (3) and then Google (2). The

exhibitors in the age group 51 to 60 said that their main source of information came from the Cherry website (5) and then their previous experience (4). The exhibitors in the age group 41 to 50 said their main source of information came from their friends and relatives (4) and then their previous experience (2). The exhibitors in the age group 31 to 40 took their main source of information from the Cherry website (3) and then from a brochure at the Tourism Board (2). The exhibitors in the age group 18 to 30 used the following sources of information equally: Cherry website (1), Google (1), Blogs (1), and their friends and relatives (1).

The information sources used are widely spread across the different age groups and revealed no pattern of certain age groups using specific information sources.

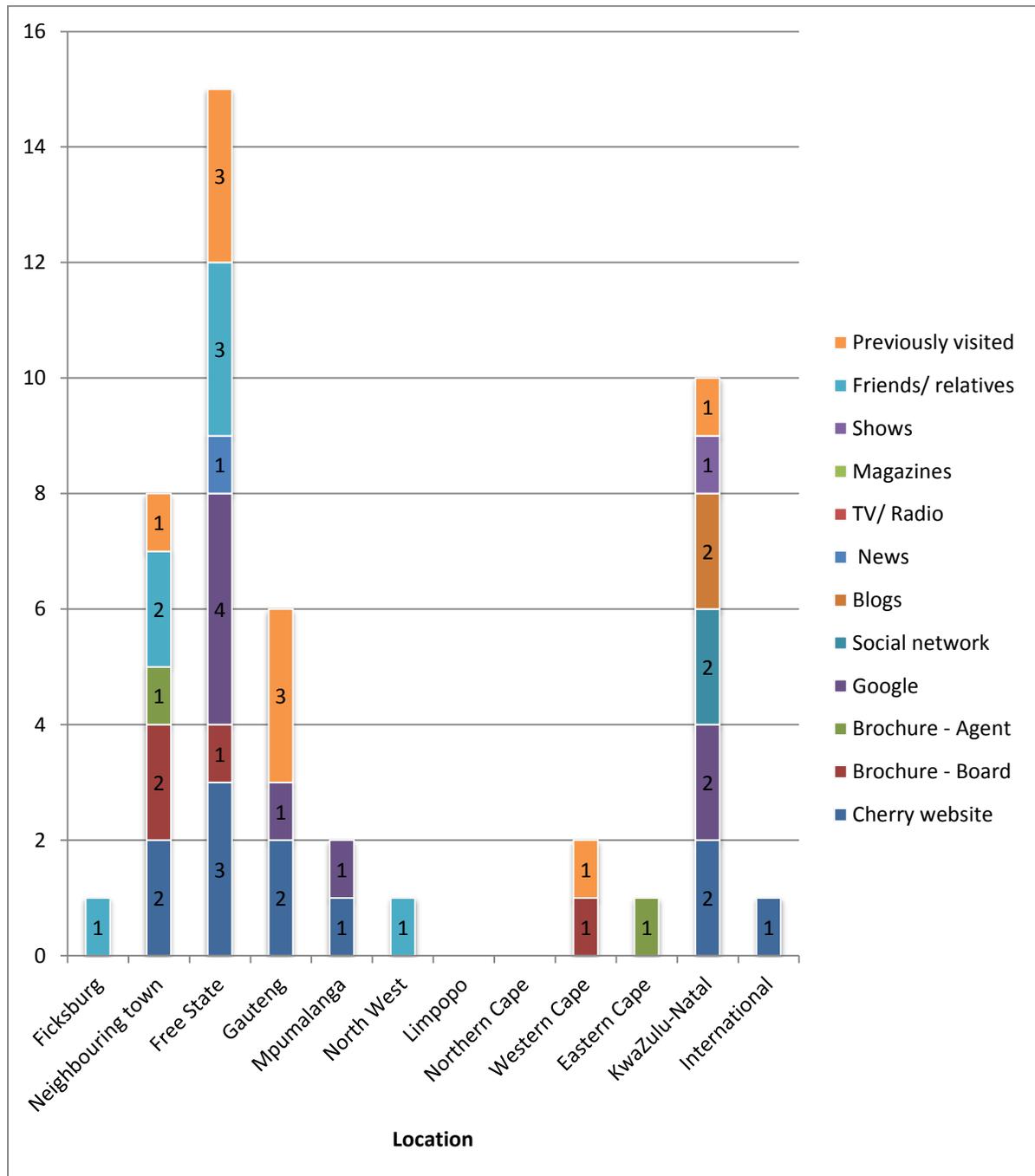
Table 5.11: Festival information sources and exhibitor age group cross-tabulation

| FESTIVAL INFORMATION SOURCE | EXHIBITOR AGE GROUPS | | | | | Total |
|-----------------------------------|----------------------|-------|-------|-------|-----|-------|
| | 18-30 | 31-40 | 41-50 | 51-60 | 61+ | |
| Cherry Website | 1 | 3 | 0 | 5 | 1 | 10 |
| Brochure – tourism board | 0 | 2 | 0 | 1 | 1 | 4 |
| Brochure – travel agent | 0 | 0 | 0 | 2 | 0 | 2 |
| Google | 1 | 1 | 1 | 0 | 2 | 5 |
| Social network | 0 | 0 | 1 | 0 | 1 | 2 |
| Blogs | 1 | 0 | 1 | 0 | 0 | 2 |
| News | 0 | 0 | 1 | 0 | 0 | 1 |
| TV/Radio | 0 | 0 | 0 | 0 | 0 | 0 |
| Magazines | 0 | 0 | 0 | 0 | 1 | 1 |
| Travel Shows | 0 | 0 | 0 | 1 | 0 | 1 |
| Friends and relatives | 1 | 1 | 4 | 0 | 1 | 7 |
| Previously visited festival | 0 | 0 | 2 | 4 | 3 | 9 |

5.6.1.10 Exhibitors' geographical dispersion and information sources used

The result is depicted graphically in Figure 5.43 and Table 5.12 below (see Table D43.1-43.15 in Appendix D).

Figure 5.43: Exhibitors' geographical dispersion and information sources used



Google is the main information source used by exhibitors from the Free State (4), with the Cherry website (3), friends and relatives (3), and their previous visits as their second sources of information. Exhibitors from Gauteng said their main source of information is their previous visits (3) to the festival, and the Cherry website (2) as second source.

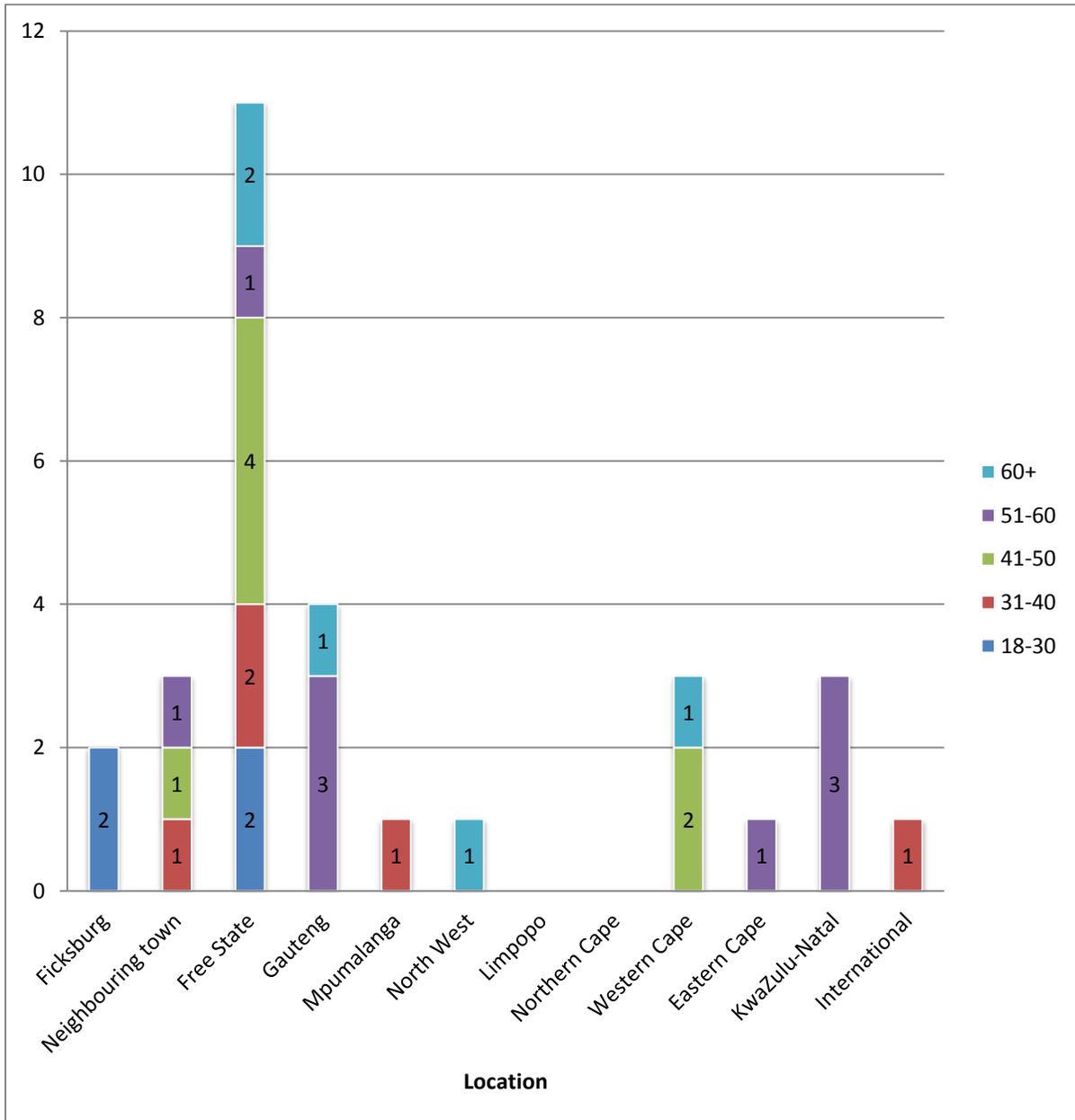
Table 5.12: Festival information sources and exhibitors' location cross-tabulation

| FESTIVAL INFORMATION SOURCE | LOCATION | | | | | | | | | | | |
|-----------------------------|-----------|-------------------|------------|---------|------------|------------|---------|---------------|--------------|--------------|---------------|---------------|
| | Ficksburg | Neighbouring town | Free State | Gauteng | Mpumalanga | North West | Limpopo | Northern Cape | Western Cape | Eastern Cape | KwaZulu Natal | International |
| Cherry Website | 0 | 2 | 3 | 2 | 1 | 0 | 0 | 0 | 0 | 0 | 2 | 1 |
| Brochure – tourism board | 0 | 2 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 |
| Brochure – travel agent | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 |
| Google | 0 | 0 | 4 | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 2 | 0 |
| Social network | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 |
| Blogs | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 |
| News | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| TV/Radio | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Magazines | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Travel Shows | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 |
| Friends and relatives | 1 | 2 | 3 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 |
| Previously visited festival | 0 | 1 | 3 | 3 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 |

5.6.1.11 Exhibitors' geographical dispersion and the different age groups

The result is depicted graphically in Figure 5.44 and Table 5.13 below (see Table D44.1-44.3 in Appendix D).

Figure 5.44: Exhibitors' geographical dispersion and the different age groups



Exhibitors from Ficksburg (2) are from the youngest age group of 18 to 30 years. The local exhibitor representation from the Free State (4) is mostly from the age group of

between 41 and 50 years. Exhibitors from Gauteng (10), Eastern Cape (1) and KwaZulu-Natal (3) are mostly from the age group 51 to 60.

Table 5.13: Exhibitors' age groups and location cross-tabulation

| FESTIVAL INFORMATION SOURCE | EXHIBITOR AGE GROUPS | | | | | Total |
|-----------------------------------|----------------------|-------|-------|-------|-----|-------|
| | 18-30 | 31-40 | 41-50 | 51-60 | 61+ | |
| Ficksburg | 2 | 0 | 0 | 0 | 0 | 2 |
| Neighbouring town | 0 | 1 | 1 | 1 | 0 | 3 |
| Free State | 2 | 2 | 4 | 1 | 2 | 11 |
| Gauteng | 0 | 0 | 0 | 3 | 1 | 4 |
| Mpumalanga | 0 | 1 | 0 | 0 | 0 | 1 |
| North West | 0 | 0 | 0 | 0 | 1 | 1 |
| Limpopo | 0 | 0 | 0 | 0 | 0 | 0 |
| Northern Cape | 0 | 0 | 0 | 0 | 0 | 0 |
| Western Cape | 0 | 0 | 2 | 0 | 1 | 3 |
| Eastern Cape | 0 | 0 | 0 | 1 | 0 | 1 |
| KwaZulu-Natal | 0 | 0 | 0 | 3 | 0 | 3 |
| International | 0 | 1 | 0 | 0 | 0 | 1 |

5.6.2 Website evaluation

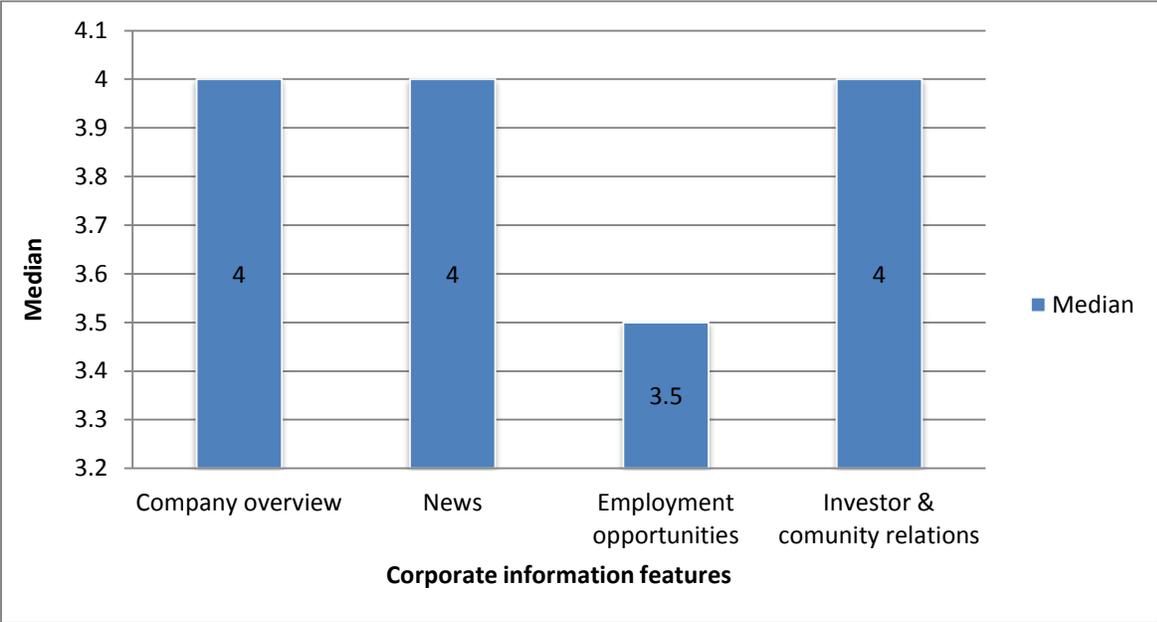
From the exhibitors' viewpoint, the essential website features were measured by means of six constructs mentioned by Maswera *et al.* (2006:190) in Section 4.3.6 in Chapter 4 in this dissertation.

5.6.2.1 Viewpoint of exhibitors regarding importance of essential website features

Website features were measured by means of six constructs. The first construct, comprising four items, measured the perceived importance of website features on corporate information. A Likert-type response format was used to measure importance, with one being unimportant (1), two being of little importance (2), three being moderately important (3), four being important (4) and five being very important (5). The

question included a “don’t know” (6) option. The median for each item is depicted graphically in Figure 5.45 below (see Table D45.1-45.4 in Appendix D).

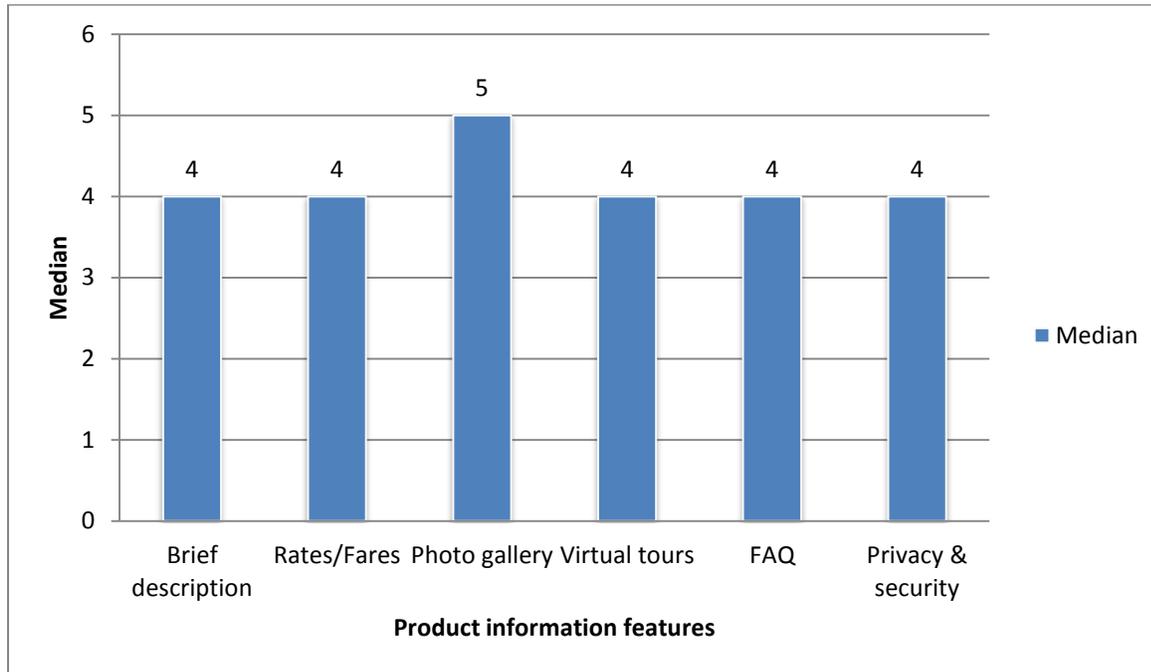
Figure 5.45: Exhibitors: Importance of website features on corporate information features



Among the corporate information features on a website, company overview, news and investor and community relations have the highest median value (4), indicating that “important” is the central rating for these items. The feature “employment opportunities” has a median value of 3.5, indicating that the central rating for this item is between “moderately important” and “important”. This result could be indicative of the fact that the corporate information features on the website are important for exhibitors, as they would like to know more about the company they are doing business with. Tourism websites should add these features to their website, as they will reinforce the company’s image.

The second construct, comprising six items, measured the perceived importance of website features on product information. The median for each item is depicted graphically in Figure 5.46 below (see Table D46.1-46.6 in Appendix D).

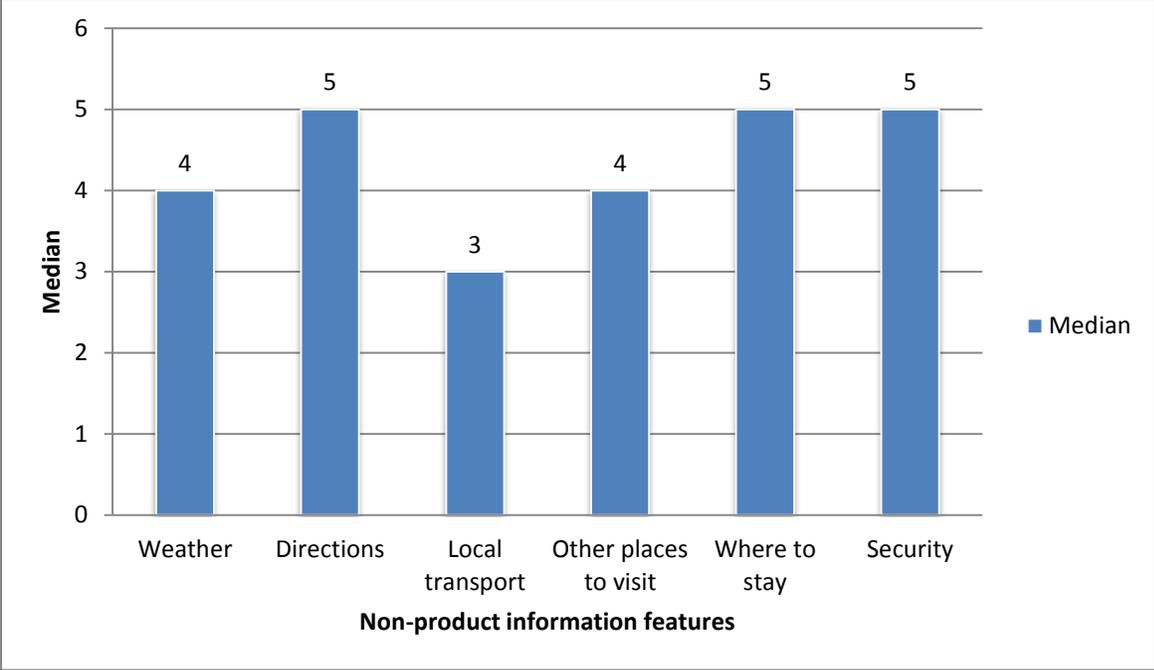
Figure 5.46: Exhibitors: Importance of website features on product information features



Among the product information features on a website, the photo gallery has the highest median value (5), indicating that “very important” is the central rating for this item. The features “brief description”, “rates and fares”, “virtual tours”, “Frequently Asked Questions” and “privacy and security” have a median value of 4, indicating that “important” is the central rating for these items. To see a photo gallery on the website of the festival is important for exhibitors, so they know what to expect if they are first-time exhibitors at the festival. Tourism websites in general can add a photo gallery to their websites to make them more visually appealing to exhibitors, as in the case of the Ficksburg Cherry Festival.

The third construct measured the perceived importance of website features on non-product information. The median for each item is depicted graphically in Figure 5.47 below (see Table D47.1-47.6 in Appendix D).

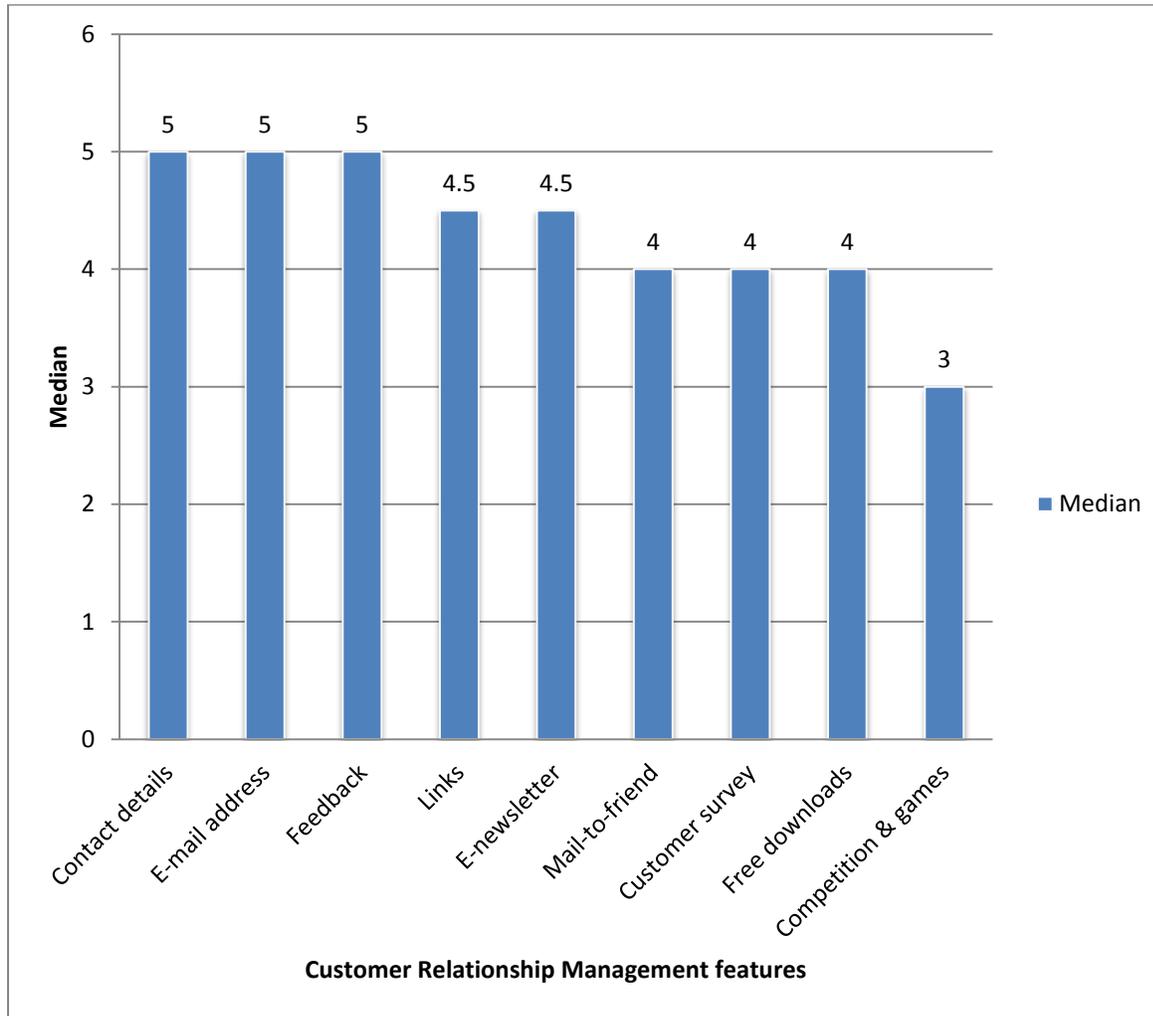
Figure 5.47: Exhibitors: Importance of website features on non-product information features



Among the non-product information features on a website, the directions, where to stay and security have the highest median value (5), indicating that “very important” is the central rating for these items. The features “weather” and “other places to visit” have a median value of 4, indicating that “important” is the central rating for these items. The feature “local transport” has a median value of 3, indicating that “moderately important” is the central rating for this item. Tourism websites should add these features to their websites, as they serve as relevant and valuable information for the customer.

The fourth construct measured the perceived importance of website features on customer relationship management. The median for each item depicted graphically in Figure 5.48 below (see Table D48.1-48.9 in Appendix D).

Figure 5.48: Exhibitors: Importance of website features on Customer Relationship Management features



Amongst the customer relationship management features on a website, contact details, e-mail addresses and feedback have the highest median value (5), indicating that “very important” is the central rating for these items. The features “mail-to-friend”, “customer surveys”, and “free downloads” have a median value of 4, indicating that “important” is the central rating for these items. The feature “competition and games” has a median value of 3, indicating that “moderately important” is the central rating for this item. The features “links” and “e-newsletters” have a median value of 4.5, indicating that the central rating for these items is between “important” and “very important”. This result could be indicative of the fact that the customer relationship management features on the website are important for exhibitors, as they would like to be able to communicate

via e-mail and have the necessary contact information, and also to get feedback to their queries. Tourism websites should add contact details, e-mail addresses and feedback features to their website to be able to foster good relationships with customers, and improve the overall quality and accessibility to information.

The fifth construct measured the perceived importance of website features on reservation facilities. The median for each item is depicted graphically in Figure 5.49 below (see Table D49.1-49.4 in Appendix D).

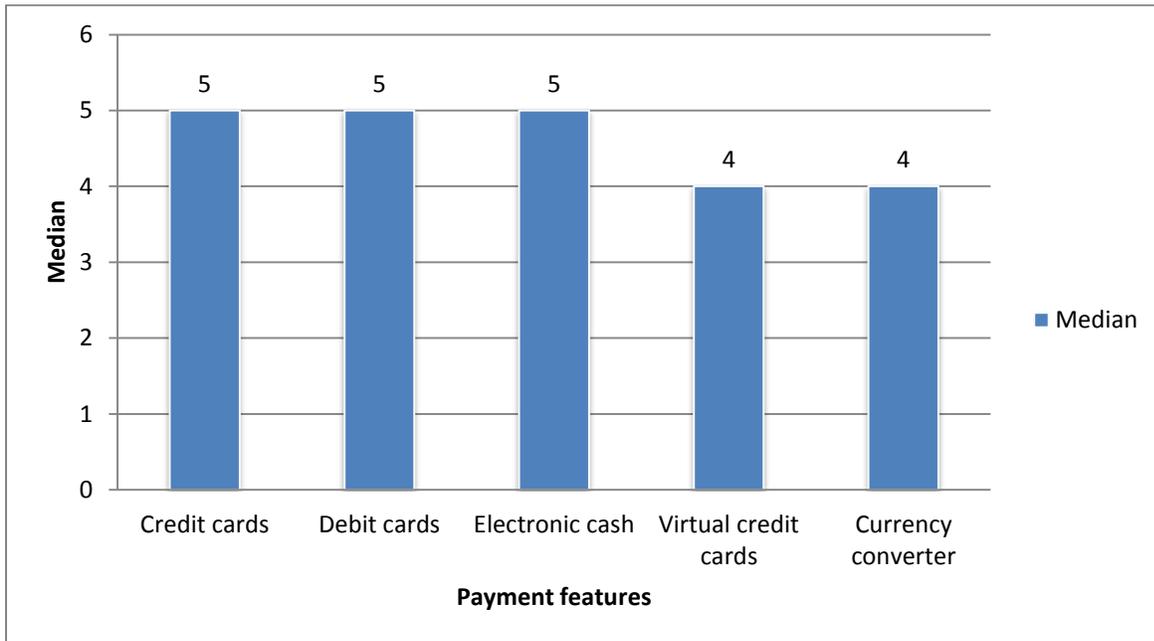
Figure 5.49: Exhibitors: Importance of website features on reservation



Among the reservation features on a website, checking availability and online reservations have the highest median value (5), indicating that “very important” is the central rating for these items. The features “tracking reservations” and “cancelling reservations” have a median value of 4, indicating that “important” is the central rating for these items. This result could be indicative of the fact that the reservation features on the website are important for exhibitors, as they would like to be able to check availability and make a reservation online. Customers expect a reservation feature and tourism websites should add these features to their website. Having a reservation feature on the website can improve the overall quality and could also potentially increase the number of visitors and exhibitors to the festival.

The sixth construct measured the perceived importance of website features on payment facilities. The median for each item is depicted graphically in Figure 5.50 below (see Table D50.1-50.5 in Appendix D).

Figure 5.50: Exhibitors: Importance of website features on payment features

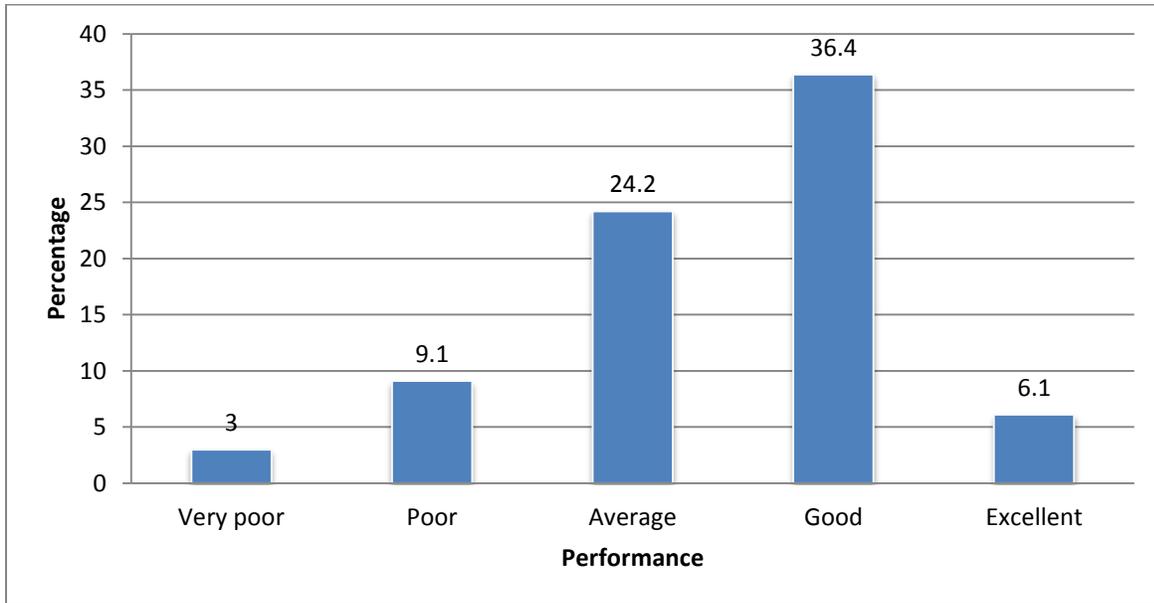


Among the payment features on a website, credit cards, debit cards and electronic cash have the highest median value (5), indicating that “very important” is the central rating for these items. The features “virtual credit cards” and “currency converter” have a median value of 4, indicating that “important” is the central rating for these items. This result could be indicative of the fact that the payment features on the website are important for exhibitors, as they would like to be able to pay with a credit or debit card or with an electronic fund transfer online. Customers look for payment features on a website because it is more convenient and less time-consuming and tourism websites can add these features to their websites to improve the overall quality of the website and to satisfy their customers. Payment features are common features to have on an e-commerce website.

5.6.2.2 Exhibitors' rating of the Ficksburg Cherry Festival website

The result is depicted graphically in Figure 5.51 below (see Table D51 in Appendix D).

Figure 5.51: Exhibitors' rating of the Ficksburg Cherry Festival website

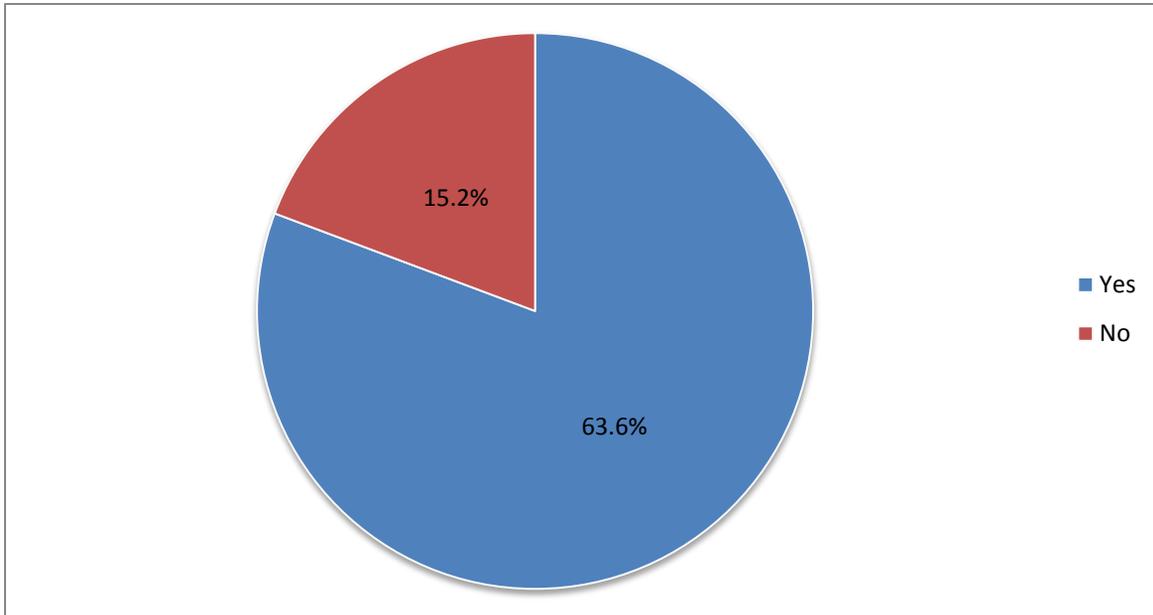


36.4% of the exhibitors rated the Ficksburg Cherry Festival website as good, followed by 24.2% who rated the website as average. Together, 12.1% indicated a very poor and poor rating for the festival's website and only 6.1% rated the website as excellent. 21.2% exhibitors did not rate the website.

5.6.2.3 Exhibitors' necessary information on the Ficksburg Cherry Festival website

The result is depicted graphically in Figure 5.52 below (see Table D52 in Appendix D).

Figure 5.52: Exhibitors' necessary information on the Ficksburg Cherry Festival website

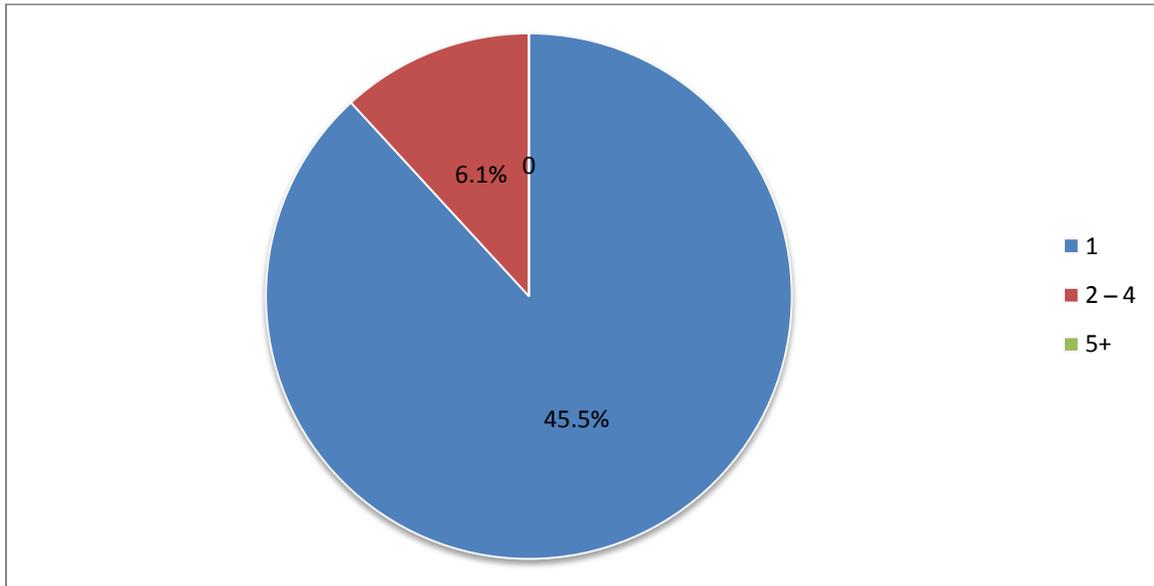


The majority (63.6%) of the exhibitors indicated that they were able to find all the necessary information they needed on the Ficksburg Cherry Festival website. It is assumed that this is due to the fact that the only real information exhibitors need from the website is the application form that needs to be downloaded. Only 15.2% exhibitor participants stated that they could not find all the information that was needed on the website. 21.2% exhibitor participants did not answer this question at all.

5.6.2.4 Exhibitors' number of other websites used

The result is depicted graphically in Figure 5.53 below (see Table D53 in Appendix D).

Figure 5.53: Exhibitors' number of other websites used



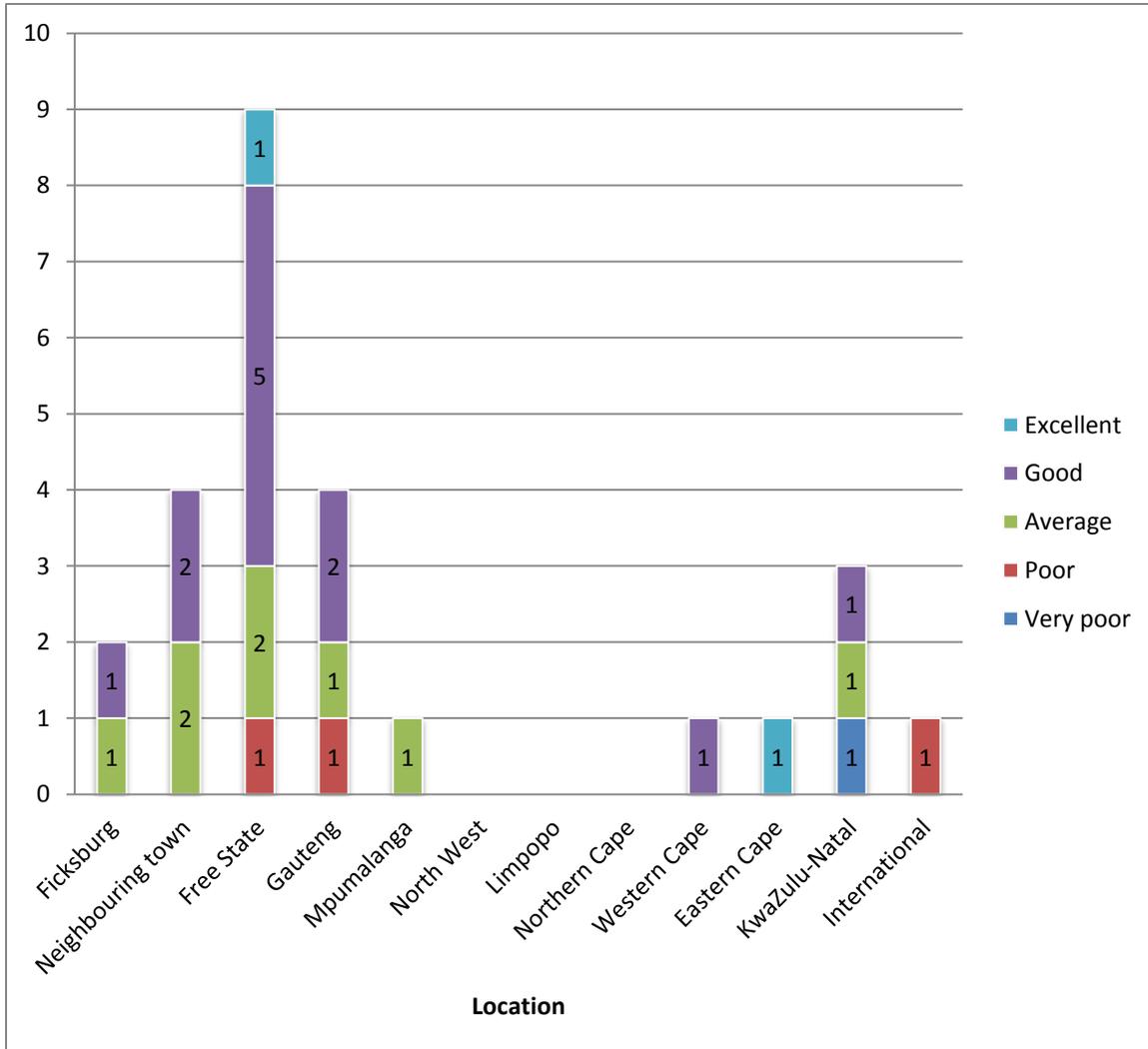
45.5% of the exhibitors indicated that they used one other website to plan their trip. 6.1% of the exhibitors specified that they used 2 to 4 other websites to plan their trip. None of the exhibitors used 5 or more websites. Many of the exhibitors did not answer the question in the survey, largely due to the fact that they did not know/remember how many websites they used to find all their necessary information.

Only 5 exhibitor participants answered question 7.3: "What other websites did you use to plan your trip?" largely due to the fact that they didn't know or didn't have time to think about the other websites they used. The five websites that were identified by the participants were: Where to stay; Google maps; Safari-now; SA-venues and the Setsoto municipality.

5.6.2.5 Geographical dispersion of exhibitors and how they rated the website

The result is depicted graphically in Figure 5.54 and Table 5.14 below (see Table D54.1-54.3 in Appendix D).

Figure 5.54: Geographical dispersion of exhibitors and how they rated the website



Local exhibitors from the Free State (5) tend to have rated the website as being good. Local exhibitors from Ficksburg (1/1) and neighbouring towns (2/2) rated the website average and good equally. Gauteng exhibitors rated the website as good (2). None of the exhibitors rated the website’s performance as “very poor”.

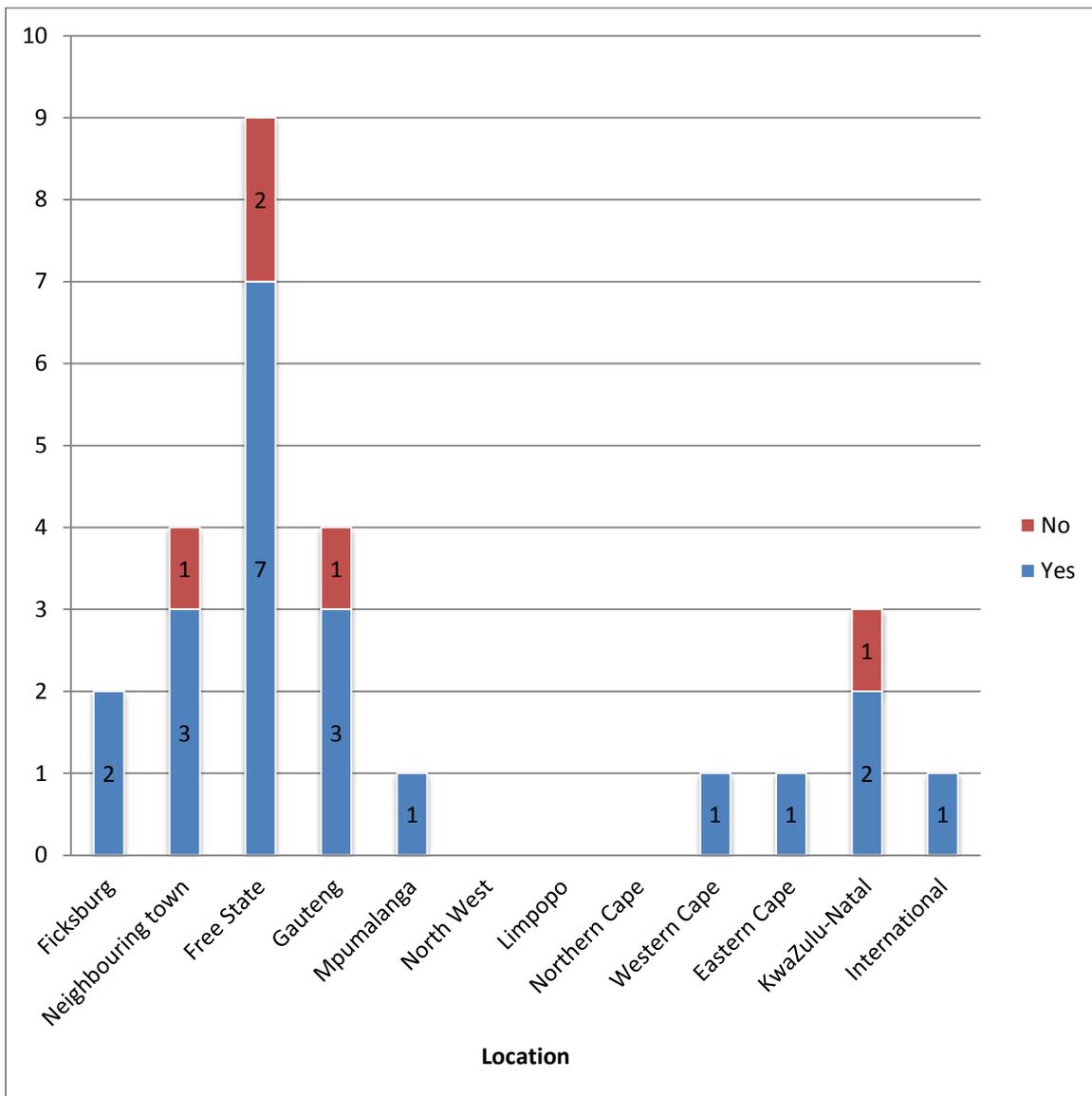
Table 5.14: Exhibitor location and website rating cross-tabulation

| LOCATION | EXHIBITOR WEBSITE RATING | | | | |
|-------------------|--------------------------|------|---------|------|-----------|
| | Very poor | Poor | Average | Good | Excellent |
| Ficksburg | 0 | 0 | 1 | 1 | 0 |
| Neighbouring town | 0 | 0 | 2 | 2 | 0 |
| Free State | 0 | 1 | 2 | 5 | 1 |
| Gauteng | 0 | 1 | 1 | 2 | 0 |
| Mpumalanga | 0 | 0 | 1 | 0 | 0 |
| North West | 0 | 0 | 0 | 0 | 0 |
| Limpopo | 0 | 0 | 0 | 0 | 0 |
| Northern Cape | 0 | 0 | 0 | 0 | 0 |
| Western Cape | 0 | 0 | 0 | 1 | 0 |
| Eastern Cape | 0 | 0 | 0 | 0 | 1 |
| KwaZulu-Natal | 1 | 0 | 1 | 1 | 0 |
| International | 0 | 1 | 0 | 0 | 0 |

5.6.2.6 Exhibitors' geographical dispersion and finding the necessary information on the website

The result is depicted graphically in Figure 5.55 below (see Table D55.1-55.3 in Appendix D).

Figure 5.55: Exhibitors' geographical dispersion and finding the necessary information on the website



Exhibitors tend to be able to find the necessary information on the Cherry website with only a few cases in the neighbouring towns (1), Free State (2), Gauteng (1) and

KwaZulu-Natal (1) who were unable to locate all the information they needed on the website.

The descriptive analyses of both attendees and exhibitors have been discussed in detail; henceforth, the inferential analyses of the attendees followed by the exhibitors will be discussed to add further value to the study. Hypotheses testing will also be done to test and clarify certain findings of the research.

5.7 INFERENCE ANALYSES OF ATTENDEES

The aim of the inferential analyses of the data collected during the research process is to address the primary and secondary objectives of the study. Cross-tabulations were used to investigate the relationship between certain variables, while the Mann-Whitney tests were used to test for differences between defined groups with regard to their perception of certain variables. After these analyses, the researcher will be able to make suggestions for e-commerce opportunities to better the Ficksburg Cherry Festival website.

The aim of the first inferential statistical analyses was to determine:

- The association between “first-time” and “return” attendees and their geographical dispersion.
- The difference between “first-time” and “return” attendees with regard to the website rating.
- The relationship between “first-time” and “return” attendees and finding information on the website.
- The difference between “first-time” and “return” attendees with regard to the importance of each website feature.
- The relationship between “first-time” and “return” attendees and their age.
- The differences between male and female attendees with regard to the importance of each website feature.

- The differences between male and female attendees with regard to the website rating.
- The relationship between gender of attendees and finding the necessary information on the website.
- The difference between the age groups of attendees with regard to the importance of each website feature.
- The relationship between the age groups of attendees and finding the necessary information on the website.
- The relationship between “first-time” and “return” attendees and their duration of stay.
- The relationship between the age groups of attendees and their duration of stay.

5.7.1 The association between “first-time” and “return” attendees and their location

The following hypothesis was formulated:

H₀: There is no association between “first-time” and “return” attendees and their location.

H₁: There is an association between “first-time” and “return” attendees and their location.

The results are depicted in Table 5.15 below:

Table 5.15: Measure of the strength of the association test results

| | Value | Approx. Sig. |
|------------------|-------|--------------|
| Phi | .710 | .000 |
| Cramer's V | .710 | .000 |
| N of Valid Cases | 106 | |

The results showed that there is a strong relationship between “first-time” and “return visitors” and their location. The value of both Phi and Cramer's V are statistically

significant at the 1% level of significance ($P=0.000$). Therefore, the null hypothesis can be rejected. The location of attendees thus does have an influence on attendees being a first-time or return visitors. Thus, attendees living in closer proximity to the Ficksburg Cherry Festival are more likely to attend the festival again, due to shorter distances.

5.7.2 Difference between “first-time” and “return” attendees with regard to the website rating

The following hypothesis was formulated:

H_0 : There exists no difference between the “first-time” and “return” attendees with regard to rating the website.

H_1 : There exists a difference between the “first-time” and “return” attendees with regard to rating the website.

The results are depicted in Table 5.16 below (see Table E1 in Appendix E):

Table 5.16: Mann-Whitney test results

| | Website rating |
|-----------------------|----------------|
| Mann-Whitney U | 1059.000 |
| Wilcoxon W | 1879.000 |
| Z | -.498 |
| Asymp. Sig (2-tailed) | .618 |

The results showed that there is no statistically significant difference ($p=0.618$) between first-time and return attendees with regard to how they rated the website. Therefore the null hypothesis cannot be rejected. Although not statistically significant, the mean ranks indicate that first-time visitors tend to rate the website performance slightly higher (mean rank of first-time visitors is 49.59 vs. 46.98 for return attendees).

5.7.3 Relationship between “first-time” and “return” attendees and finding information on the website

The following hypothesis was formulated:

H₀: There is no relationship between the “first-time” and “return” attendees and finding the necessary information on the website.

H₁: There is a relationship between the “first-time” and “return” attendees and finding the necessary information on the website.

The results are depicted in Table 5.17 below:

Table 5.17: Chi-Square test results

| | Value | Df | Asymp. Sig. (2-sided) |
|--------------------|--------------------|----|-----------------------|
| Pearson Chi-Square | 3.340 ^a | 1 | .068 |

The results show that there exists a statistically significant relationship ($p=0.068$) at the 10% level of significance between the first-time and return attendees and finding the necessary information on the website. Thus, the null hypothesis can be rejected. The cross-tabulation information indicated that a much higher percentage of first-time visitors (72.8%) indicated that they could find all the necessary information on the website than return visitors (54%). It thus indicates that return attendees could be looking for new and different information from what the website is currently supplying than the first-time attendees.

5.7.4 Difference between “first-time” and “return” attendees with regard to the importance of each website feature

The following hypothesis was formulated:

H₀: There exists no difference between the “first-time” and “return” attendees with regard to the importance of a website feature.

H₁: There exists a difference between the “first-time” and “return” attendees with regard to the importance of a website feature.

Every website feature was tested separately. The results where a statistically significant difference exists are depicted in Table 5.18 below (see Table E2 in Appendix E):

Table 5.18: Mann-Whitney test results

| | Company overview | Employment opportunities | Investor and community relations | Customer surveys | Competition and games |
|------------------------|------------------|--------------------------|----------------------------------|------------------|-----------------------|
| Mann-Whitney U | 777.500 | 652.000 | 538.500 | 602.000 | 513.000 |
| Wilcoxon W | 2208.500 | 1780.000 | 1714.500 | 1778.000 | 1689.000 |
| Z | -2.422 | -2.534 | -3.167 | -2.452 | -3.085 |
| Asymp. Sig. (2-tailed) | .015 | .011 | .002 | .014 | .002 |

The results show that there exists a statistically significant difference, at the 5% level of significance, between first-time and return attendees with regard to the importance of the following website features: company overview (p=0.015); employment opportunities (p=0.011); investor and community relations (p=0.002); customer surveys (p=0.014); and competition and games (p=0.002). Thus, the null hypothesis can be rejected for each of the above-mentioned features. Furthermore, the mean ranks indicate that return attendees tend to rate the above-mentioned website features (company overview, 55.04; employment opportunities, 51.20; investor and community relations, 52.45; customer surveys, 49.78; competition and games, 51.34) as more important than first-time attendees (company overview, 41.67; employment opportunities, 37.87; investor

and community relations, 35.72; customer surveys, 37.04; competition and games, 35.19). It can thus be concluded that return attendees want to be more involved with the festival and have other more specific information needs than first-time attendees.

5.7.5 The relationship between “first-time” and “return” attendees and their age

The following hypothesis was formulated:

H₀: There exists no relationship between “first-time” and “return” attendees and their age.

H₁: There exists a relationship between “first-time” and “return” attendees and their age.

The results are depicted in Table 5.19 below:

Table 5.19: Chi-Square test results

| | Value | Df | Asymp. Sig. (2-sided) |
|--------------------|--------------------|----|-----------------------|
| Pearson Chi-Square | 4.100 ^a | 4 | .393 |

The results show that there is no statistically significant relationship (p=0.393) between “first-time” and “return” attendees and their age. Thus, the null hypothesis cannot be rejected. Although not statistically significant, the age group with the highest number of first-time attendees is the 51-60 (32%) age group, and the highest number of return attendees are from the youngest age group of 18-30 (36%). It can be assumed that the young return attendees come back every year for the entertainment provided. No specific explanation can be provided about the older category’s (51-60) interest in the festival.

5.7.6 Differences between male and female attendees with regard to the importance of each website feature

The following hypothesis was formulated:

H₀: There exists no difference between male and female attendees with regard to the importance of a website feature.

H₁: There exists a difference between male and female attendees with regard to the importance of a website feature.

Every website feature was tested separately. The results where a statistically significant difference exists are depicted in Table 5.20 below (see Table E3 in Appendix E):

Table 5.20: Mann-Whitney test results

| | Rates and fares | Photo gallery | How to get there | Credit cards | Debit cards | Virtual credit cards |
|------------------------|-----------------|---------------|------------------|--------------|-------------|----------------------|
| Mann-Whitney U | 572.500 | 578.500 | 557.000 | 397.500 | 434.000 | 416.000 |
| Wilcoxon W | 950.500 | 984.500 | 935.000 | 673.500 | 759.000 | 716.000 |
| Z | -2.164 | -2.431 | -2.445 | -3.158 | --2.851 | -2.304 |
| Asymp. Sig. (2-tailed) | .030 | .015 | .014 | .002 | .004 | .021 |

The results show that there is a statistically significant difference, at the 5% level of significance, between male and female attendees with regard to the importance of the following website features: rates and fares ($p=0.030$); photo gallery ($p=0.015$); how to get there ($p=0.014$); credit cards ($p=0.002$); debit cards ($p=0.004$); and virtual credit cards ($p=0.021$). Thus, the null hypothesis can be rejected for each of the above-mentioned features. Furthermore, the mean ranks indicate that female attendees tend to rate the above website features (rates and fares, 45.96; photo gallery, 48.19; how to get there, 46.23; credit cards, 44.4; debit cards, 45.11; virtual credit cards, 41.84) as more important than the male attendees (rates and fares, 35.2; photo gallery, 35.16; how to get there, 34.63; credit cards, 29.28; debit cards, 30.36; virtual credit cards, 29.83). It can be concluded that females understand the importance of the most

relevant information and features, namely: rates, photo gallery, how to get there and payment features, as females were found to make most of the bookings to attend the festival.

5.7.7 Difference between male and female attendees with regard to the website rating

The following hypothesis was formulated:

H₀: There exists no difference between male and female attendees with regard to the rating of the website.

H₁: There exists a difference between male and female attendees with regard to the rating of the website.

The results are depicted in Table 5.21 below (see Table E4 in Appendix E):

Table 5.21: Mann-Whitney test results

| | Website rating |
|------------------------|----------------|
| Mann-Whitney U | 824.5000 |
| Wilcoxon W | 3239.500 |
| Z | -.667 |
| Asymp. Sig. (2-tailed) | .504 |

The results showed that there is no statistically significant difference ($p=0.504$) that exists between male and female attendees with regard to how they rated the website. Therefore, the null hypothesis cannot be rejected. Although not statistically significant, the mean ranks indicate that male attendees tend to rate the website's performance higher (50.79) than female attendees (46.95). It can be assumed that female attendees are better accustomed to the website than the male attendees, due to the fact that they make the bookings, and because of this female attendees explore the website more critically. Thus, when rating the website, the female attendees have more insight into what information is on the website and can give a more accurate rating.

5.7.8 Relationship between gender of attendees and finding the necessary information on the website

The following hypothesis was formulated:

H₀: There exists no relationship between gender of attendees and finding the necessary information on the website.

H₁: There exists a relationship between gender of attendees and finding the necessary information on the website.

The results are depicted in Table 5.22 below:

Table 5.22: Chi-Square test results

| | Value | Df | Asymp. Sig. (2-sided) |
|--------------------|-------------------|----|-----------------------|
| Pearson Chi-Square | .076 ^a | 1 | .783 |

The results show that there is no statistically significant relationship ($p=0.783$) between the gender of attendees and finding the necessary information on the website. Thus, the null hypothesis cannot be rejected. The finding/non-finding of information on the website is very similar for females (65%, 35%) and males (62%, 38%).

5.7.9 Difference between the age groups of attendees with regard to the importance of each website feature

The following hypothesis was formulated:

H₀: There exists no difference between the age groups of attendees with regard to the importance of a website feature.

H₁: There exists a difference between the age groups of attendees with regard to the importance of a website feature.

The age groups tested were 18 to 30; 31 to 40; 41 to 50 and 51 to 60. The over 61 group was not included due to the small number of people in this group.

Every website feature was tested separately. The results where a statistically significant difference exists are depicted in Table 5.23 below (see Table E5 in Appendix E):

Table 5.23: Kruskal-Wallis test results

| | Employment opportunities | Contact details |
|-------------|---------------------------------|------------------------|
| Chi-Square | 6.452 | 7.500 |
| Df | 3 | 3 |
| Asymp. Sig. | .092 | .058 |

The results show that there exists a statistically significant difference, at the 10% level of significance, between the age groups of attendees with regard to the importance of the following two website features: employment opportunities ($p=0.92$) and contact details ($p=0.058$). Thus, the null hypothesis can be rejected for the two above-mentioned features. The mean ranks indicated that the age group of 41 to 50 tends to rate the website feature employment opportunity as more important (51.69) than the other age groups (18 to 30, (Mean rank = 41.94); 31 to 40, (Mean rank = 31.64) and 51 to 60, (Mean Rank = 41.64)). For the feature “contact details”, the age groups 31 to 40 and 41 to 50 tend to rate this feature similarly and as more important (mean ranks of 47.25 and 47.23 respectively) than both the youngest (mean rank = 37.14) and oldest group (mean rank = 31.43). This could be due to the fact that the Cherry Festival targets families, thus contact details are important to these attendees.

5.7.10 Relationship between the age groups of attendees and finding the necessary information on the website

The following hypothesis was formulated:

H₀: There exists no relationship between the age groups of attendees and finding the necessary information on the website.

H₁: There exists a relationship between the age groups of attendees and finding the necessary information on the website.

The results are depicted in Table 5.24 below:

Table 5.24: Chi-Square test results

| | Value | Df | Asymp. Sig. (2-sided) |
|--------------------|--------------------|----|-----------------------|
| Pearson Chi-Square | 2.022 ^a | 4 | .732 |

The results show that there is no statistically significant relationship ($p=0.732$) between the age groups of attendees and finding the necessary information on the website. Thus, the null hypothesis cannot be rejected. Information from the cross-tabulation indicated that the age group with the highest number of attendees that were unable to find all the necessary information on the website are the younger attendees from the 18 to 30 age group (40%). This could indicate that younger attendees seek different information from that sought by older age groups. This can potentially be information such as competitions and games, since Generation Y is more active on the Internet than the older age groups.

5.7.11 Relationship between “first-time” and “return” attendees and their duration of stay

The following hypothesis was formulated:

H₀: There exists no relationship between the “first-time” and “return” attendees and their duration of stay.

H₁: There exists a relationship between the “first-time” and “return” attendees and their duration of stay.

The results are depicted in Table 5.25 below:

Table 5.25: Kendall’s tau-b test results

| | Value | Approx.Sig. |
|-----------------|-------|-------------|
| Kendall’s tau-b | -.082 | .395 |

The results show that the relationship is very weak and not statistically significant ($p=0.395$). Thus, the null hypothesis cannot be rejected. The duration of stay of attendees was not significantly influenced by whether attendees were first-time or return attendees.

5.7.12 Relationship between the age group and duration of stay of attendees

The following hypothesis was formulated:

H₀: There exists no relationship between the age group of attendees and their duration of stay.

H₁: There exists a relationship between the age group of attendees and their duration of stay.

The results are depicted in Table 5.26 below:

Table 5.26: Chi-Square test results

| | Value | Approx.Sig. |
|-----------------|--------------|--------------------|
| Kendall's tau-b | .002 | .978 |

The results show that the relationship is very weak and not statistically significant. Thus, the null hypothesis cannot be rejected. The age group of attendees did not significantly influence their duration of stay. The cross-tabulation data show that both one day and three days are the preferred lengths of stay across age groups.

Henceforth, the inferential analyses of the exhibitors will be discussed in detail.

5.8 INFERENCE ANALYSES OF THE EXHIBITORS

The aim of the second set of inferential statistical analyses which focused on the exhibitors at the festival was to determine:

- The difference between “first-time” and “return” exhibitors with regard to the website rating.
- Relationship between “first-time” and “return” exhibitors and finding information on the website.
- The difference between “first-time” and “return” exhibitors with regard to the importance of each website feature.
- Relationship between “first-time” and “return” exhibitors and their age groups.
- The difference between the age groups of exhibitors with regard to the importance of each website feature.
- The difference between the age groups of exhibitors with regard to the website rating.
- Association between the age groups of exhibitors and finding the necessary information on the website.

5.8.1 Difference between “first-time” and “return” exhibitors with regard to the website rating

The following hypothesis was formulated:

H₀: There exists no difference between the “first-time” and “return” exhibitors with regards to rating the website.

H₁: There exists a difference between the “first-time” and “return” exhibitors with regards to rating the website.

The results are depicted in Table 5.27 below (see Table E6 in Appendix E):

Table 5.27: Mann-Whitney test results

| | Website rating |
|-----------------------|----------------|
| Mann-Whitney U | 60.000 |
| Wilcoxon W | 250.000 |
| Z | -.402 |
| Asymp. Sig (2-tailed) | .687 |

The results showed that there is no statistically significant difference ($p=0.687$) between first-time and return exhibitors with regard to how they rated the website. Therefore, the null hypothesis cannot be rejected. Although not statistically significant, first-time exhibitors (Mean rank = 14,43) tend to rate the website as slightly more important than return exhibitors (Mean rank = 13,16). This could be due to the fact that first-time exhibitors are more dependent on the website for information, procedure and price changes every year than return exhibitors.

5.8.2 Relationship between “first-time” and “return” exhibitors and finding information on the website

The following hypothesis was formulated:

H₀: There is no relationship between “first-time” and “return” exhibitors and finding the necessary information on the website.

H₁: There is a relationship between “first-time” and “return” exhibitors and finding the necessary information on the website.

The results are depicted in Table 5.28 below:

Table 5.28: Chi-Square test results

| | Value | Approx. Sig. |
|------------|-------|--------------|
| Phi | .144 | .463 |
| Cramer's V | .144 | .463 |

The results show that the value of the relationship is weak and not statistically significant ($p=0.463$). Thus, the null hypothesis cannot be rejected. Whether exhibitors are first-time or return exhibitors did not thus significantly influence the finding of necessary information on the website.

5.8.3 Differences between “first-time” and “return” exhibitors with regard to the importance of each website feature

The following hypothesis was formulated:

H₀: There exists no difference between the “first-time” and “return” exhibitors with regard to the importance of a website feature.

H₁: There exists a difference between the “first-time” and “return” exhibitors with regard to the importance of a website feature.

Every website feature was tested separately. The results where a statistically significant difference exists are depicted in Table 5.29 below (see Table E7 in Appendix E):

Table 5.29: Mann-Whitney test results

| | Checking availability | Tracking reservations | Cancelling reservations |
|--------------------------------|-----------------------|-----------------------|-------------------------|
| Mann-Whitney U | 33.000 | 46.000 | 44.000 |
| Wilcoxon W | 186.000 | 217.000 | 215.000 |
| Z | -1.809 | -1.875 | -1.995 |
| Asymp. Sig. (2-tailed) | .070 | .061 | .046 |
| Exact Sig. [2*(1-tailed Sig.)] | .099 ^a | .076 ^a | .059 ^a |

The results show that there is a statistically significant difference, at the 10% level of significance, between first-time and return exhibitors with regard to the importance of the following website features: checking availability ($p=0.099$); tracking reservations ($p=0.076$); and cancelling reservations ($p=0.059$). Thus, the null hypothesis can be rejected for each of the above-mentioned features. Furthermore, the mean ranks indicate that first-time exhibitors tend to rate the above-mentioned website features as more important (checking availability, 16.29; tracking reservations, 17.89; and cancelling reservations, 18.11) than did return exhibitors (checking availability, 10.94; tracking reservations, 12.06; and cancelling reservations, 11.94). It can be assumed that return exhibitors find reservation features less important, due to the fact that they go to the same accommodation every year, whereas the first-time exhibitors seek a reservation feature on the website, as they do not have information regarding any accommodation yet.

5.8.4 Relationship between “first-time” and “return” exhibitors and their age

The following hypothesis was formulated:

H₀: There exists no relationship between the “first-time” and “return” exhibitors and their age.

H₁: There exists a relationship between the “first-time” and “return” exhibitors and their age.

The results are depicted in Table 5.30 below:

Table 5.30: Kendall’s tau-b test results

| | Value | Approx. Sig. |
|-----------------|-------|--------------|
| Kendall’s tau-b | -.257 | .105 |

The results show that the relationship is weak and not statistically significant ($p=0.105$). Thus the null hypothesis cannot be rejected. The cross-tabulation information indicated that return exhibitors are mostly from the age groups 41 to 50 (23.8%) and 51 to 60 (38.1%), whereas most first-time exhibitors are from the age group 31 to 40 (30%).

5.8.5 Differences between the age groups of exhibitors with regard to the importance of each website feature

The following hypothesis was formulated:

H₀: There exist no differences between the age groups of exhibitors with regard to the importance of a website feature.

H₁: There exist differences between the age groups of exhibitors with regard to the importance of a website feature.

Due to very small numbers in the respective age groups, only the age groups 41-50 and 51-60 were used. Every website feature was tested separately. No statistically significant differences exist.

5.8.6 Differences between the age groups of exhibitors with regard to the website rating

The following hypothesis was formulated:

H₀: There exist no differences between the age groups of exhibitors with regard to the rating the website.

H₁: There exist differences between the age groups of exhibitors with regard to the rating the website.

Once again, due to very small numbers in the respective age groups, only age groups 41-50 and 51-60 were used (see Table E8 in Appendix E).

Table 5.31: Mann-Whitney test results

| | Website rating |
|--------------------------------|-------------------|
| Mann-Whitney U | 18.500 |
| Wilcoxon W | 63.500 |
| Z | -.569 |
| Asymp. Sig. (2-tailed) | .569 |
| Exact Sig. [2*(1-tailed Sig.)] | .606 ^a |

The results showed that there is no statistically significant difference ($p=0.606$) between the two defined age groups of exhibitors with regard to how they rated the website. Therefore, the null hypothesis cannot be rejected. It can be concluded that there is no statistically significant difference between the age groups of the exhibitors in rating the Cherry Festival website. However, the mean ranks indicated that the younger age group (41-50) with a mean rank of 8.3 tend to rate the website slightly better than the 51-60 group with a mean rank value of 7.06.

5.8.7 Association between the age groups of exhibitors and finding the necessary information on the website

The following hypothesis was formulated:

H₀: There exists no association between the ages of exhibitors and the finding of necessary information on the website.

H₁: There exists an association between the ages of exhibitors and the finding of necessary information on the website.

The results are depicted in Table 5.32 below:

Table 5.32: Measure of the strength of the association test results

| | Value | Approx. Sig. |
|------------|-------|--------------|
| Phi | .264 | .784 |
| Cramer's V | .264 | .784 |

The results show that the relationship is weak and not statistically significant ($p=0.784$). Thus, the null hypothesis cannot be rejected. The age group of exhibitors did not significantly influence the finding/non-finding of the necessary information on the website.

5.9 SUMMARY OF FINDINGS

In order to summarise the findings of this chapter, a table was constructed wherein all the main findings are summarised. The aim is also to use this table as part of the last chapter on conclusions and recommendations. These main findings are illustrated in the table below.

Table 5.33: Main findings from the survey of the attendees

| ATTENDEES |
|---|
| 1) The majority (69.9%) of the participants were female. This can be due to the fact that females do most of the bookings and make the travelling plans for the family. |
| 2) The majority of participants are from the two age groups 51-60 (28.2%) and 18-30 (27.2%). Young people could be visiting the festival for the top South African entertainers present and the older age group may have more time on their hands to enjoy the educational tours in the surroundings of the festival, such as cherry farm tours and various workshops where specialist knowledge and skills are taught. |
| 3) The majority (57.5%) of attendees are first-time visitors. Returning visitors represented 42.5%. This result could be indicative of good marketing efforts that attract more first-time visitors and that the festival has a settled customer base established, with 30.2% of the returning visitors who have visited more than 11 times. |
| 4) The sources most used by attendees to find their accommodation during the festival are Google (29%) and friends and relatives (28%). This result could be indicative of too few accommodation establishments advertised on the Cherry website, and that attendees needed to broaden their search. |
| 5) Just over half (50.5%) of the participants use the Cherry Festival website as their source of information to travel to the festival. It can be concluded that attendees can only find certain specific information regarding the festival on the festival's website, and thus need to resort to other information sources, such as Google, Google maps etc. |
| 6) Among the product information features on a website, rates and fares and a photo gallery have the highest median value (5), indicating that this is very important for attendees. This is in agreement with the secondary information in Section 2.5.1.2 that customers look for the price and that tourism websites should add a photo gallery to their websites. |
| 7) Among the non-product information features on a website, the weather, |

directions, other places to visit, where to stay and security have the highest median value (5), indicating that these are very important information for attendees. Tourism websites can add these features to their website to improve the overall quality, as stated in the literature review in Sections 2.5.1.2, 4.3.5.1 and 4.3.6.

8) Among the customer relationship management features on a website, contact details have the highest median value (5), indicating that this is very important to attendees. The contact details on a website are the most important feature, as they convey the core communication information to the consumer. This is in agreement with the secondary information in Sections 2.5.1.2, 4.3.5.1 and 4.3.6 that tourism websites should add contact details to their website to improve not only the overall quality but also accessibility, to enable potential customers to obtain more information from the source.

9) All the reservation features on a website, such as check availability, online reservation, track reservation and cancel reservation, have the highest median value (5), indicating that they are all very important to attendees. The reservation features on a website are very important as they enable the customers to make bookings from the comfort of their own home. Customers do not just look for a reservation feature; with today's modern technology, they expect it and tourism websites should add these features to their website, not just to improve the overall quality but also the usability of the website as well, which is in agreement with the secondary information in Sections 4.3.5.1 and 4.3.6.

10) Among the payment features on a website, credit cards, debit cards and electronic cash have the highest median value (5), indicating their importance to attendees. This is in agreement with the secondary information in Sections 4.3.5.1 and 4.3.6 that customers look for an online payment feature and tourism websites should add these features to their website to improve the overall quality. This could potentially increase the attendance at the festival.

11) The Cherry Festival website was rated as average by a relatively high 43% of the participants. This means that there is definite room for improvement on the functionality of the website.

12) Just over half of participants (56.1%) stated that they found all the necessary information they needed on the Cherry Festival website. Almost a third (30.8%) of participants indicated that they could not find all the information they needed to travel to the Ficksburg area for the festival. This means that the website is not providing sufficient and relevant information for all the attendees travelling to the festival.

13) The age group 51-60 mostly use the Cherry website as their information source and the age group 18-30 mostly use friends and relatives as their information source for travelling to the festival. Larger percentages of older generations are going online more than ever before and they are doing more online activities (Jones & Fox, 2009). The organisers and developers of the Cherry Festival website should take note of their specific needs.

14) There exists a statistically significant relationship between the first-time and return attendees and finding the necessary information on the website. A much higher percentage of first-time visitors (72.8%) indicated that they could find all the necessary information on the website than did return visitors (54%). It thus indicates that return attendees could be looking for new and different information from what the website is currently supplying, than the first-time attendees.

15) There is a statistically significant difference between first-time and return attendees with regard to the importance of the following website features: company overview, employment opportunities, investor and community relations, customer surveys and competition and games. Return attendees tend to regard these features as more important than first-time attendees. It can be concluded that return attendees have a bigger interest in the festival, want to participate in customer surveys and competitions and games, know more about the company, want employment opportunities and investor and community relations.

16) There is a statistically significant difference between male and female attendees with regard to the importance of the following website features: rates and fares, photo gallery, how to get there, debit cards and virtual credit cards. Female attendees tend to regard these features as more important than male attendees.

Once again, this can be due to the fact that females do most of the bookings and make the travelling plans for the family. These features are the most important for decision-making purposes: the consumers need to know the price, want to see what it looks like, know where it is and want to pay for it.

17) There is no statistically significant relationship between the age groups of attendees and finding the necessary information on the website. Although not statistically significant, more of the young attendees from the age group 18 to 30 (40%) were unable to find all the necessary information on the website. This could also be that the younger attendees are looking for different information from that required by older attendees.

18) There is a statistically significant difference between the age groups of attendees with regard to the importance of employment opportunities and contact details as website features. The age group of 41 to 50 (Mean rank = 51,69) tend to rate the website feature of employment opportunity as more important than the other age groups. This could be due to the fact that they are nearing retirement age, and find employment opportunities very important. The age groups 31 to 40 (Mean rank = 47,25) and 41 to 50 (Mean rank = 47,23) tend to rate the website feature contact details similar and more important than both the youngest, 18 to 30 (Mean rank = 37,14) and oldest, 51-60 (Mean rank = 31,43) age groups. This could be due to the fact that the Cherry Festival targets families, thus contact details are important to these attendees to arrange their travels.

Table 5.34: Main findings from the survey of the exhibitors

| EXHIBITORS |
|--|
| 1) The majority (69.7%) of the exhibitor participants indicated that they have previously exhibited at the festival. This indicated that the Cherry Festival has an established base of exhibitors who return to exhibit every year. |
| 2) The source of information mainly used by exhibitors for travelling to the festival and exhibiting at the festival is the Ficksburg Cherry Festival website (33.3%). The second most popular source of information the exhibitors rely on is the experience they gained on their previous visits (27.3% of the respondents). This result may be due to the fact that the instructions, rules and regulations and the exhibitor's application form are only accessible from the website. |
| 3) Regular exhibitors' main source of information tends to be their previous experience and then the Cherry Festival website. First-time exhibitors' main source of information tends to be the Cherry Festival website and then friends and relatives. This result could be attributed to the fact that the regular exhibitors are familiar with the information and procedures, and rely on the knowledge gained from their previous experience and only visit the website for information that changes every year, such as the price of a stall. First-time exhibitors need to familiarise themselves with the information and procedures of the festival, therefore visit the website to access all the information they need. |
| 4) Among the product information features on a website, the photo gallery has the highest median value (5), indicating that this feature is very important to the exhibitors. To see a photo gallery on the website of the festival is important for exhibitors to know what to expect if they are first-time exhibitors at the festival. Tourism websites can add a photo gallery to their websites to make them more visually appealing to users. This is in agreement with the secondary information in Section 2.5.1.2. |
| 5) Among the non-product information features on a website, the directions, where to stay and security have the highest median value (5) and indicate that these items are very important to the exhibitors. This is in agreement with the |

secondary information in Sections 2.5.1.2, 4.3.5.1 and 4.3.6. Tourism websites should add these features to their website as they serve as relevant and valuable information to the customer.

6) Among the customer relationship management features on a website, contact details, e-mail addresses and feedback have the highest median value (5), indicating that these items are very important for the exhibitors. This result could be indicative of the fact that the customer relationship management features on the website are important for exhibitors, as they would like to be able to communicate via e-mail and have the necessary contact information, and also to get feedback to their queries. Tourism websites should add contact details, e-mail addresses and feedback features to their website to be able to foster good relationships with customers, and improve the overall quality and accessibility to information as stated in the literature review in Sections 2.5.1.2, 4.3.5.1 and 4.3.6 of the study.

7) Among the reservation features on a website, checking availability and online reservations have the highest median value (5), indicating these to be very important to exhibitors. This result indicates that the reservation features on the website are important for exhibitors, as they would like to be able to check availability and make a reservation online. This is in agreement with the secondary information in Sections 4.3.5.1 and 4.3.6 that customers expect a reservation feature, and tourism websites should add these features to their website. Having a reservation feature on the website can improve the overall quality and could also potentially increase the number of visitors and exhibitors to the festival.

8) Among the payment features on a website, credit cards, debit cards and electronic cash have the highest median value (5), indicating these as very important to the exhibitors. This result indicates that the payment features on the website are important for exhibitors, as they would like to be able to pay with a credit or debit card or with an electronic fund transfer online. Customers look for payment features on a website, because they are more convenient and less time-consuming and tourism websites can add these features to their website to

improve the overall quality of the website and to satisfy their customers. This is in agreement with the secondary information in Sections 4.3.5.1 and 4.3.6 which shows that payment features are common features to have on an e-commerce website.

9) There is a statistically significant difference between first-time and return exhibitors with regard to the importance of the following website features: checking availability; tracking reservations; and cancelling reservations. First-time exhibitors tend to regard the above-mentioned website features as more important than return exhibitors. This result could be attributed to the fact that first-time exhibitors are unsure of exhibiting at a new festival. They would like to be able to check the availability of space at the festival, track their reservation and cancel it if necessary. The regular and loyal exhibitors worry less about reservation features on the website, because they know the environment and come back every year.

5.10 CONCLUSION

This chapter discussed the descriptive as well as inferential data analyses conducted for the purpose of the study. The first section of the chapter provided the demographic composition of both attendee and exhibitor respondents. This was followed by the findings of the e-commerce opportunities on the Cherry Festival website from the attendees' and exhibitors' perspectives of the website. The four sections were presented on the basis of descriptive statistics.

The second section of this chapter dealt with the inferential analyses of the research findings. Here, significant conclusions were drawn that addressed the research aim, objectives and overall purpose of the study, as set out in Chapter 1.

The final chapter of the study will draw conclusions and make recommendations relating to the results of the research.

CHAPTER 6

CONCLUSIONS AND RECOMMENDATIONS

6.1 INTRODUCTION

The purpose of this chapter is to conclude this study by providing an overview of the objectives pursued and the research aims addressed, followed by a concise review of the research findings, as prepared in the last part of the previous chapter. This chapter discusses the conclusions drawn from the data analysis provided in Chapter 5, together with recommendations for improving the Ficksburg Cherry Festival website. The primary and secondary objectives of the research will then be measured against the findings of the study. This will be followed by the research limitations of this study and recommendations for future research.

6.2 OVERVIEW OF THE RESEARCH FINDINGS: ADDRESSING THE RESEARCH AIM AND OBJECTIVES

The overall aim of the study was to determine whether there exist viable opportunities for further implementation of e-commerce features on the Cherry Festival website. The primary objective is stated as:

- To determine e-commerce opportunities for the Ficksburg Cherry Festival.

To achieve the overall objective of the study, secondary objectives were formulated. The secondary objectives are stated as:

- To identify the most important e-commerce features for attendees.
- To identify the most important e-commerce features for exhibitors.
- To analyse the current use of e-commerce features by the Ficksburg Cherry Festival.

- To determine a demographic profile of Cherry Festival attendees.
- To determine a demographic profile of Cherry Festival exhibitors.
- To determine the attendance characteristics of the Cherry Festival attendees.
- To determine the attendance characteristics of the Cherry Festival exhibitors.
- To make recommendations for future research.

The primary and secondary objectives of the study were researched by evaluating the website against an e-commerce feature checklist and then designing a survey instrument that collected information from the attendees and exhibitors about the festival and their use and perceptions of the e-commerce features of this festival.

The utilisation of e-commerce features was analysed by focusing on the presence and/or absence of common e-commerce features on the festival website. The data gathered from this analysis made significant contributions towards identifying the gaps in the current use of e-commerce features on the Ficksburg Cherry Festival website (See Table 3.1).

The Ficksburg Cherry Festival's attendees and exhibitors were questioned to determine a demographic profile and attendance characteristics, as well as their perceptions of the importance of certain e-commerce features. The responses that were elicited make a significant contribution towards not just identifying, but confirming gaps and opportunities for improvement of the website's e-commerce features.

The methodology used to collect the data for this study was discussed in Chapter 4. The collected data were then analysed by means of descriptive and inferential statistics, as presented in Chapter 5. The conclusions drawn and recommendations that can be made on the basis of the analyses in Chapter 5 will be discussed later in this chapter. The recommendations made could be employed by the managers of the Ficksburg Cherry Festival, which will assist in improving the website which could lead to an increase in visitor numbers, as well as an increased satisfaction and loyalty towards the festival from their attendees and their exhibitors. Recommendations will also provide areas for future research.

6.3 CONCLUSIONS OF THE RESEARCH

The study's aim was to identify viable opportunities for further implementation of e-commerce features, with specific reference to the Ficksburg Cherry Festival. The descriptive and inferential analyses that were conducted in Chapter 5 will be summarised in the sections that follow. The next sections provide a summary of the descriptive analysis of the demographic profile, attendance characteristics and website evaluation and then the inferential analysis of the attendees.

6.3.1 Demographic profile of the attendees

The demographic profile of the majority of attendees of the Ficksburg Cherry Festival can be described as being from the white ethnic group (79.6%), females (69.9%), with two age groups being dominant: namely, the age group 51 and 60 (28.2%) and 18 to 30 (27.2%) whose place of residence is mostly the Free State province (34.5%), with a secondary group from the Gauteng area (29%).

6.3.2 The attendance characteristics of attendees

The findings of the descriptive analysis conducted on the attendance characteristics of attendees were presented in Chapter 5.

It was found that the majority (57.5%) of attendees are first-time visitors. Returning visitors represented 42.5% of the respondents. **This result is indicative of a good product or good marketing efforts that attract more first-time visitors, while providing evidence that the festival has a loyal customer base established, with 30.2% of the returning visitors having visited more than 11 times.** *It is recommended that the Ficksburg Cherry Festival focus on building on this loyal customer base, using Customer Relationship Management features on the website to grow the number of loyal return attendees. The Ficksburg Cherry Festival can evolve its website by adding CRM features such as an online feedback form, promotions and special offers, a loyalty system and an active e-newsletter.*

The sources most used by attendees to find their accommodation during the festival are Google (29%) as the electronic source and word-of-mouth activities by using friends and relatives (28%). **This result could be indicative of too few accommodation establishments being advertised on the website, and that attendees needed to broaden their search to find accommodation.** *It is a recommendation that the Ficksburg Cherry Festival establishes an inventory of accommodation establishments in the area and liaises with the various accommodation establishments to add more options on the accommodation list on the website. Another suggestion is to add reciprocal links of the accommodation establishment websites to make accessibility faster and easier.*

Just over half (50.5%) of the participants use the Cherry Festival website as their source of information to travel to the festival, as well as information such as the dates for the next festival, entrance fees etc. **It can be concluded that attendees can only find certain specific information regarding the festival on the festival's website, and thus need to resort to other information sources, such as Google and Google maps.** *The Ficksburg Cherry Festival can add an active link of Google maps, with their location onto the website, to facilitate this need.*

The age group 51-60 mostly use the Cherry Festival website as their information source and the age group 18-30 mostly use friends and relatives as their information source for travelling to the festival. **Larger percentages of the older generation are going online more than ever before and they are doing more online activities (Jones & Fox, 2009). It can also be concluded that younger people have a more active social life with friends, thus use them as an information source.** *Word-Of-Mouth plays a vital role in the success of any event, so taking WOM online is the next step. To this end, the Ficksburg Cherry Festival can add a "mail-to-friend" button on its website to cater for the needs of the younger generation (Generation Y).*

6.3.3 The attendees' website evaluation

The findings of the descriptive analysis conducted on the website evaluation of attendees were presented in Chapter 5.

Among the product information features on a website, rates and fares and a photo gallery have the highest median value (5), indicating that this is very important for attendees. **This is in agreement with the secondary information in Section 3.4.4 in that customers look for the price and a visual picture of the festival.** *After analysis of the product information e-commerce features on the Ficksburg Cherry Festival website, it was found that they have both price and a visual presentation incorporated into the website. It is recommended that the organiser of the festival make the rates and fares available sooner than October of the year, that there is a link made to the photo gallery, and that more pictures of the festival itself are added (eg. stalls, the marathon etc.) and not just pictures of the product, after which the festival has been named: namely, cherries.*

Among the non-product information features on a website, weather, directions, other places to visit, where to stay and security have the highest median value (5), indicating that these are very important aspects of information for attendees. **Festival websites should add these features to their website to improve the overall quality, as stated in the literature review in Sections 3.2.2 and 3.4.4.** *After analysis of the non-product information e-commerce features on the Ficksburg Cherry Festival website, it was found that it has all the required features except security. Information on security measures at the festival should be added, to ensure the safety of attendees as well as exhibitors. It is further recommended that the Ficksburg Cherry Festival website add an active link of Google maps, with directions to their location.*

Among the customer relationship management features on a website, contact details have the highest median value (5), indicating that to be very important to attendees. **This is in agreement with the secondary information in Sections 3.2.2 and 3.4.4, indicating that festival websites should provide contact details to their website to improve not just the overall quality, but accessibility to enable potential**

customers to obtain more information from the source. *After analysis of the CRM e-commerce features on the Ficksburg Cherry Festival website, it was found that it has contact details of all relevant stakeholders on the website. It is, however, recommended that the Ficksburg Cherry Festival add other CRM features on the website, such as a loyalty programme, to encourage attendees to re-visit the festival.*

Reservation features on a website that check availability, make online reservations, track reservations and cancel reservations have the highest median value (5), indicating that they are all very important to attendees. **Customers do not just look for a reservation feature, but with today's modern technology, they expect it. Festival websites should add these features to their website, not just to improve the overall quality but also the usability of the website as well.** *After analysis of the reservation e-commerce features on the Ficksburg Cherry Festival website, it was found that it has no reservation features present on its website. Thus, it is recommended that the Ficksburg Cherry Festival add such features on the website. It is suggested that they make it possible to buy tickets to the festival online.*

Among the required payment features on a website, credit cards, debit cards and electronic cash have the highest median value (5), indicating their importance to attendees. **This is in agreement with the secondary information in Section 3.4.4 that states that customers look for an online payment feature and that festival websites should add these features to their website to improve the overall accessibility and quality of the website. This could potentially increase the attendance at the festival.** *After analysis of the payment e-commerce features on the Ficksburg Cherry Festival website, it was found that it has no payment features present on the website. Thus it is recommended that the Ficksburg Cherry Festival add such features on the website. Although the available workshops and tours (eg. cherry farm tours, chocolate factory tours, craft workshops, cooking workshops etc.) can be booked through Computicket, it is suggested that they make it possible to buy tickets for the festival on the website itself or have an active link to Computicket on the website to buy tickets for the festival and not just the various workshops.*

The Cherry Festival website was rated as average by a relatively high 43% of the participants. **This means that there is definite room for improvement on the website.** *It is suggested that the Ficksburg Cherry Festival consider all the recommendations made, undertake a cost-benefit analysis and prioritise and implement those that are viable and affordable.*

Just over half of participants (56.1%) stated that they found all the necessary information they needed on the Cherry Festival website. Almost a third (30.8%) of participants indicated that they were unable to find all the information they needed to travel to the Ficksburg area for the festival. **This means that the website is not in all instances providing sufficient and relevant information for all the attendees travelling to the festival.** *It is recommended that the Ficksburg Cherry Festival commence with research in the form of a customer survey on the website to find out what else can be added onto the website or to the festival to make it better.*

6.3.4 The attendees' inferential analysis

The findings of the inferential analysis conducted on the attendees were presented in Chapter 6. The aim of the first inferential statistical analysis was to determine:

- The association between “first-time” and “return” attendees and their geographical dispersion.
- The difference between “first-time” and “return” attendees with regard to the website rating.
- The relationship between “first-time” and “return” attendees and finding information on the website.
- The difference between “first-time” and “return” attendees with regard to the importance of each website feature.
- The relationship between “first-time” and “return” attendees and their age.
- The differences between male and female attendees with regard to the importance of each website feature.

- The differences between male and female attendees with regard to the website rating.
- The relationship between gender of attendees and finding the necessary information on the website.
- The difference between the age groups of attendees with regard to the importance of each website feature.
- The relationship between the age groups of attendees and finding the necessary information on the website.
- The relationship between “first-time” and “return” attendees and their duration of stay.
- The relationship between the age groups of attendees and their duration of stay.

There exists a statistically significant relationship between the attendees (first-time and return) and finding the necessary information on the website. A much higher percentage of first-time visitors (72.8%) indicated that they could find all the necessary information on the website than did return visitors (54%). **It thus indicates that return attendees are looking for new and different information from what the website is currently supplying, than the first-time attendees are.** *It is recommended that the Ficksburg Cherry Festival add a customer survey function to the website to gain insight into what information can be added, as well as other CRM features to encourage regular attendees to use the website and to come back to the festival: such features could be competitions (eg. First-time attendees get a discount) and loyalty systems.*

There is a statistically significant difference between first-time attendees and return attendees with regard to the importance of the following website features: company overview, employment opportunities, investor and community relations, customer surveys and competitions and games. Return attendees tend to regard these features as more important than first-time attendees. **It can be concluded that return attendees have an interest in the festival, want to participate in customer surveys as a feedback mechanism and also in competitions and games. They know more about the festival, want to know about employment opportunities and are interested in investor and community relations.** *After analysis of the various e-*

commerce features on the Ficksburg Cherry Festival website, it was found that they only give a business/festival overview on how the festival started, and none of the other features mentioned above. Thus, it is recommended that the Ficksburg Cherry Festival add information on investor and community relations, a customer survey and competitions to their website as well as employment opportunities - for example, opportunities for students to work at the festival.

There is a statistically significant difference between male and female attendees with regard to the importance of the following website features: rates and fares, photo gallery, how to get there, debit cards and virtual credit cards. Female attendees tend to regard these features as more important than male attendees. **Once again this can be due to the fact that females do most of the bookings and they normally make the travelling plans for the family. These features are the most important for decision-making purposes, as the consumers need to know the price, want to see what it looks like, know where it is and want to pay for it.** *Since the majority of the attendees are female, it is recommended that the website cater for their specific needs and preferences. After analysis of the various e-commerce features on the Ficksburg Cherry Festival website, it was found that it has all the above-mentioned features on the website, except for the use of debit and credit cards. It is, however, suggested that the prices for attendees be made available earlier, that a link be made to a gallery, that photos be added of the festival, that an active link of Google maps be added to their directions and that they incorporate payment features to their website.*

There is a statistically significant difference between the age groups of attendees with regard to the importance of employment opportunities and contact details as website features. The age group of 41 to 50 tends to rate the website feature employment opportunity as more important than the other age groups. The age groups 31 to 40 and 41 to 50 tend to rate the website feature contact details similar and more important than both the youngest - 18 to 30 - and the oldest - 51 to 60 - age groups. **This could be due to the fact that the Cherry festival targets families, thus contact details are important for these attendees to make necessary enquiries and to arrange their travels.** *After analysis of the various e-commerce features on the Ficksburg Cherry*

Festival website, it was found that it has contact details of all relevant stakeholders on the website, but only employment opportunities for the exhibitors and entertainers/performers.

There is no statistically significant relationship between the age groups of attendees and finding the necessary information on the website. Although not statistically significant, more of the young attendees from the age group 18 to 30 (40%) were unable to find all the necessary information on the website. **This could also be that the younger attendees are looking for different information from that required by older attendees.** *It is recommended that the Ficksburg Cherry Festival link a customer survey to the website to gain insight into what information can be added, in order to ensure that the information requirements of the young attendees are met. CRM features such as competitions can also be added to make the website more interactive.*

The next sections provide a summary of the descriptive analysis of the demographic profile, attendance characteristics and website evaluation and then the inferential analysis from the exhibitors' perspectives.

6.3.5 Demographic profile of the exhibitors

The demographic profile of the majority of exhibitors of the Ficksburg Cherry Festival can be described as being from the white ethnic group (77.4%), females (67.7%), between the ages of 51 and 60 (32.3%) whose place of residence is elsewhere in the Free State (37.5%). Due to the geographic distances, it is understandable that the Free State business people would be the primary group of exhibitors for this festival because of this location factor.

6.3.6 The attendance characteristics of exhibitors

The findings of the descriptive analysis conducted on the attendance characteristics of exhibitors were presented in Chapter 5.

The majority (69.7%) of the exhibitor participants indicated that they had previously exhibited at the festival. **This indicated that the Cherry Festival has an established**

base of exhibitors who return to exhibit every year. *Because of the relatively high repeat exhibitor numbers, it is recommended that the Ficksburg Cherry Festival add a CRM feature on the website that can provide some benefits to loyal exhibitors.*

The source of information mainly used by exhibitors for travelling to the festival and exhibiting at the festival is the Ficksburg Cherry Festival website (33.3%). The second most popular source of information the exhibitors rely on is the experience they gained on their previous visits (27.3% of the respondents). **This result indicates that due to the fact that the instructions, rules and regulations and the exhibitor's application form are only accessible from the website, it forces potential exhibitors to use the website which has also resulted in increased traffic to the website.** *Although the website is generally informative, much more can be done to increase the visitor numbers to the website, which will in return increase visitors and exhibitors to the festival. The Ficksburg Cherry Festival could make the website more attractive to exhibitors by making out a business case to exhibitors of the festival. This can be done by means of adding more pictures of the festival and information to inform, as well as persuade, entertainers and exhibitors to link up with the festival, in order to provide a beneficial business proposition for everyone.*

Regular exhibitors' main source of information tends to be their previous experience and then the Cherry Festival website. First-time exhibitors' main source of information tends to be the Cherry Festival website and then friends and relatives who have already visited the festival on a previous occasion. **This result can be attributed to the fact that the regular exhibitors are familiar with the information and procedures, and rely on the knowledge gained from their previous experience and only visit the website for information that changes every year, such as the price of a stall and obtaining the enrolment form. First-time exhibitors need to familiarise themselves with the information and procedures of the festival, therefore visit the website to access all the information they need.** *It is recommended that the Ficksburg Cherry Festival add a CRM feature on the website that can reward loyal exhibitors to attract them back to the festival. This feature can be a link that differentiates between*

attendees and exhibitors, rewarding them separately for visiting the website and offering a type of reward for loyal exhibitors to ensure their continuing support.

6.3.7 The exhibitors' website evaluation

The findings of the descriptive analysis conducted on the website evaluation of exhibitors were presented in Chapter 5.

Among the product information features on a website, the photo gallery has the highest median value (5), indicating that this feature is very important to the exhibitors. **To see a photo gallery on the website of the festival is important for exhibitors, so that they know what to expect if they are first-time exhibitors at the festival. Festival websites can add a photo gallery to their websites to make it more visually appealing to potential visitors. This is in agreement with the secondary research information provided in Section 3.2.2 and 3.4.4.** *After analysis of the product information e-commerce features on the Ficksburg Cherry Festival website, it was found that they have pictures on the website. However, it is recommended that they add a link to the photo gallery, and that more pictures of the festival, especially the stalls etc., are added and not just a generic range of pictures of the main produce, which is cherries.*

Among the non-product information features on a website, the directions, where to stay and security have the highest median value (5) and indicate that these items are very important to the exhibitors. **This is in agreement with the secondary research information in Sections 3.2.2 and 3.4.4. Festival websites should add these features to their website, as they serve as relevant and valuable information to the customer.** *After analysis of the non-product information e-commerce features on the Ficksburg Cherry Festival website, it was found that it has all the above-mentioned features except security. Information on security measures at the festival should be added to ensure the safety of attendees as well as exhibitors. It is further recommended that the Ficksburg Cherry Festival website add an active link of Google maps with their location. This answers to the needs and recommendations of the attendees.*

Among the customer relationship management features on a website, contact details, e-mail addresses and feedback have the highest median value (5), indicating that these items are very important for the exhibitors. **This result is indicative of the fact that the customer relationship management features on the website are important for exhibitors, as they would like to be able to communicate via e-mail and have the necessary contact information, and also to get feedback to their queries. Festival websites should add contact details, e-mail addresses and feedback features to their website to be able to foster good relationships with customers, and improve the overall quality and accessibility to information, as stated in the literature review in Sections 3.2.2 and 3.4.4.** *After analysis of the CRM e-commerce features on the Ficksburg Cherry Festival website, it was found that it has contact details of all relevant stakeholders on the website along with their e-mail addresses, but no feedback forum. Thus, it is recommended that the Ficksburg Cherry Festival add an active feedback forum and other CRM features on the website to encourage exhibitors to provide feedback, such as a customer survey specific for the exhibitors, and to ensure that a larger number of exhibitors come back in the future to the festival.*

Among the reservation features on a website, checking availability and online reservations have the highest median value (5), indicating these to be very important to exhibitors. **This result is indicative of the fact that the reservation features on the website are important for exhibitors, as they would like to be able to check availability and make a reservation online. This is in agreement with the secondary research information in Sections 3.2.2 and 3.4.4, stating that customers expect a reservation feature and festival websites should add these features to their website. Having a reservation feature on the website can improve the overall quality and could also potentially increase the number of visitors and exhibitors to the festival.** *After analysis of the possible reservation e-commerce features on the Ficksburg Cherry Festival website, it was found that it has no reservation features present on its website for exhibitors. Thus, it is recommended that the Ficksburg Cherry Festival add such features on the website. It is suggested that they make the process of application easier for exhibitors, with a reservation feature for exhibitors online.*

Amongst the payment features on a website, credit cards, debit cards and electronic cash have the highest median value (5), indicating these as being very important to the exhibitors. **This result is indicative of the fact that the payment features on the website are important for exhibitors, as they would like to be able to pay with a credit or debit card or with an electronic fund transfer online. Customers look for payment features on a website because they are more convenient and less time-consuming, and festival websites can add these features to their website to improve the overall quality of the website and to satisfy their customers. This is in agreement with the secondary research information in Sections 3.2.2 and 3.4.4, indicating that payment features are common features to have on an e-commerce website.** *After analysis of the possible payment e-commerce features on the Ficksburg Cherry Festival website, it was found that it has no payment features present on the website. Thus, it is recommended that the Ficksburg Cherry Festival add such features on the website that go together with the exhibitors' applications.*

6.3.8 The exhibitors' inferential analysis

The findings of the inferential analysis conducted on the exhibitors were presented in Chapter 5. The aim of the second set of inferential statistical analyses was to determine:

- The difference between “first-time” and return exhibitors with regard to the website rating.
- Relationship between “first-time” and “return” exhibitors and finding information on the website.
- The difference between “first-time” and return exhibitors with regard to the importance of each website feature.
- Relationship between “first-time” and “return” exhibitors and their age groups.
- The difference between the age groups of exhibitors with regard to the importance of each website feature.
- The difference between the age groups of exhibitors with regard to the website rating.

- Association between the age groups of exhibitors and finding the necessary information on the website.

Herewith the recommendations that flow from this:

There is a statistically significant difference between first-time and return exhibitors with regard to the importance of the following website features: checking availability; tracking reservations; and cancelling reservations. First-time exhibitors tend to regard the above-mentioned website features as more important than return exhibitors do. **This result is attributed to the fact that first-time exhibitors are unsure of exhibiting at a new festival. They would like to be able to check the availability of space at the festival, track their reservation and cancel it if necessary. The regular and loyal exhibitors worry less about reservation features on the website because they know the specific festival environment and come back every year.** *After analysis of the reservation e-commerce features on the Ficksburg Cherry Festival website, it was found that it has no reservation features present on its website for exhibitors. Thus, it is recommended that the Ficksburg Cherry Festival make the process of application and registration easier for exhibitors, with a reservation feature where exhibitors can self-register online, check the availability of space available, track their applications and make it possible to cancel their reservations.*

For a summary of the main findings and recommendations of this study, refer to Table 6.1 below.

6.4 MAIN FINDINGS LINKED WITH THE RECOMMENDATIONS MADE PREVIOUSLY

Table 6.1: Main findings linked up with the recommendations

| MAIN FINDINGS | RECOMMENDATIONS |
|--|---|
| <p>The majority (57.5%) of attendees are first-time visitors. Returning visitors represented 42.5%. This is indicative of a good product or good marketing efforts that attract more first-time visitors, while the festival has an established customer base with 30.2% of attendees who have visited more than 11 times.</p> | <p><i>Focus on Customer Relationship Management features on the website to grow the number of loyal return attendees. Add additional CRM features such as an online feedback form, promotions and special offers, a loyalty system and an active e-newsletter.</i></p> |
| <p>The sources used by attendees to find accommodation during the festival are Google (29%) and friends and relatives (28%). This could indicate that too few accommodation establishments are involved on the website, forcing attendees to broaden their search.</p> | <p><i>Liaise with the various accommodation establishments residing in the area to add more options on the accommodation list on the website. Another suggestion is to add reciprocal links of the accommodation establishment websites to make accessibility faster and easier. The matter of accommodation must be further researched by the organisers of the event.</i></p> |
| <p>Just over half (50.5%) of the attendees use the Cherry Festival website as their source of information to travel to the festival. Attendees only find certain specific information</p> | <p><i>Add an active link of Google maps with directions to their location onto the website.</i></p> |

| | |
|---|---|
| <p>regarding the festival on the festival's website, and need to resort to other information sources, such as Google, Google maps etc.</p> | |
| <p>Differences in information usage: the age group 51-60 mostly use the Cherry website as their information source and the age group 18-30 mostly use friends and relatives as their information source for travelling to the festival. This indicates that larger percentages of the older generation are going online more than ever before and are doing more online activities (Jones & Fox, 2009).</p> | <p><i>Word-Of-Mouth plays a vital role in the success of any event. Making electronic WOM is a necessity for the organisers of this event. Add a "mail-to-friend" button on the website.</i></p> |
| <p>The majority (69.7%) of the exhibitor participants indicated that they had previously exhibited at the festival. This indicates a loyal exhibitor base.</p> | <p><i>Add a CRM feature on the website that can provide some benefits to loyal exhibitors.</i></p> |
| <p>Main source of information used by exhibitors is the Ficksburg Cherry Festival website (33.3%). The second most popular source is experience gained on previous visits (27.3% of the respondents). This indicates that, due to the instructions, rules and regulations and the exhibitor's application form being only accessible from the website, the website is functional.</p> | <p><i>More can be done to increase the visitor numbers to the website by making the website more attractive to exhibitors by making out a business case to the exhibitors of the festival and adding pictures and videos of the festival, eg. stalls etc.</i></p> |

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| <p>Regular exhibitors' main source of information tends to be their previous experience and then the Cherry Festival website. First-time exhibitors' main source of information tends to be the Cherry Festival website and then friends and relatives. This is due to the fact that the regular exhibitors are familiar with the information and procedures and only visit the website for information that changes every year, such as the price for a stall. First-time exhibitors need to familiarise themselves with the information and procedures of the festival, hence the use of the website.</p> | <p><i>It is recommended that the Ficksburg Cherry Festival add a CRM feature on the website to reward loyal exhibitors and to attract them back to the festival and to use the website more.</i></p> |
| <p>Among the product information features on the website, rates and fares and a photo gallery have the highest median value (5). This indicates that the attendees and exhibitors look for prices and that the websites should add a photo gallery to their websites.</p> | <p><i>After analysis it was found that the website has all these features incorporated. It is recommended, though, that they make the rates and fares available earlier than October, with a link-up to a photo gallery containing more pictures of the festival itself.</i></p> |
| <p>Among the non-product information features on a website, weather, directions, other places to visit, where to stay and security have the highest median value (5). The festival website must add these features to its website to improve the value added to the product and service.</p> | <p><i>All the previously-mentioned features except security are there. Information on security measures at the festival should be added to ensure the safety of attendees as well as exhibitors and to provide peace of mind. Add an active link of Google maps with the festival location.</i></p> |

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| <p>Among the customer relationship management features on a website, contact details (accessibility) have the highest median value (5) indicating that those are very important to attendees.</p> | <p><i>Contact details of all relevant stakeholders on the website are available. It is, however, recommended that the Ficksburg Cherry Festival add other CRM features, such as a loyalty programme on the website to encourage customers to revisit the website as well as the festival.</i></p> |
| <p>All the reservation features on a website have the highest median value (5), indicating that they are all very important to attendees.</p> | <p><i>No reservation features are currently present on its website. It is recommended that the Ficksburg Cherry Festival add such features on the website so to make it possible to buy tickets to the festival online.</i></p> |
| <p>Among the payment features on a website, credit cards, debit cards and electronic cash have the highest median value (5).</p> | <p><i>After analysis of the payment e-commerce features on the Ficksburg Cherry Festival website, it was found that no payment features are present. It is recommended that the Ficksburg Cherry Festival add such features on the website. It is suggested that the organisers of the festival make it possible to buy tickets to the festival online on the website itself or have an active link to Computicket on the website to buy tickets for the festival.</i></p> |
| <p>The Cherry Festival website was rated as average by a relatively high 43% of the participants. This means that there is definite room for improvement on the website.</p> | <p><i>It is suggested that the organisers of the festival consider all the recommendations made and do a cost-benefit analysis to determine the viability of these recommendations.</i></p> |
| <p>Just over half of participants (56.1%) stated that they found all the necessary information they needed on the Cherry</p> | <p><i>It is recommended that the organisers of the festival add a customer survey on the website to find out what else can be</i></p> |

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| <p>Festival website. Almost a third (30.8%) of participants indicated that they could not find all the information they needed to travel to the Ficksburg area for the festival.</p> | <p><i>added onto the website or to the festival to better serve their client base.</i></p> |
| <p>Among the product information features on a website, the photo gallery has the highest median value (5).</p> | <p><i>The festival has pictures on the website. It is, however, recommended that the organisers add a link to a photo gallery, with specific photos on festival activities.</i></p> |
| <p>Among the non-product information features on a website, directions, where to stay and security have the highest median value (5).</p> | <p><i>All the features mentioned are available except security. Information on security measures at the festival should be added to ensure the safety of the attendees as well as the exhibitors. It is further recommended that the organisers add an active link of Google maps on the website.</i></p> |
| <p>Among the customer relationship management features on a website, contact details, e-mail addresses and feedback have the highest median value (5).</p> | <p><i>Contact details of all the relevant stakeholders are available on the website along with their e-mail addresses, but no feedback forum exists. It is recommended that the Ficksburg Cherry Festival add an active feedback forum and CRM features such as a customer survey specific for the exhibitors on the website.</i></p> |
| <p>Among the reservation features on a website, checking availability and online reservations have the highest median value (5)</p> | <p><i>No reservation features were present on the website for exhibitors. Such features must be on the website. The process of application must be made easier for exhibitors, with a reservation feature for exhibitors added.</i></p> |
| <p>Among the payment features on a website, credit cards,</p> | <p><i>No payment features are present on the website. Thus it is</i></p> |

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| <p>debit cards and electronic cash have the highest median value (5).</p> | <p><i>recommended that the organisers add such features on the website in conjunction with the exhibitors' applications.</i></p> |
| <p>There exists a statistically significant relationship between the first-time and return attendees and finding the necessary information on the website. A much higher percentage of first-time visitors (72.8%) indicated that they could find all the necessary information on the website than return visitors did (54%). Return attendees are looking for new and different information from that which the website is currently supplying, more so than the first-time attendees.</p> | <p><i>It is recommended that the organisers add a customer survey to the website to gain insight into what information can be added, as well as other CRM features to improve traffic to the website, such as competitions and loyalty systems.</i></p> |
| <p>There is a statistically significant difference between first-time and return attendees with regard to the importance of the following website features: company overview, employment opportunities, investor and community relations, customer surveys and competition and games. Return attendees tend to regard these features as more important than first-time attendees.</p> | <p><i>After analysis of the various e-commerce features on the Ficksburg Cherry Festival website, it was found that only a business overview on how the festival started is provided, as well as employment opportunities for the exhibitors, but none of the other features. Information must be added on investor and community relations, a customer survey and competition to their website.</i></p> |
| <p>There is a statistically significant difference between male and female attendees with regard to the importance of the following website features: rates and fares, photo gallery, how to get there, debit cards and virtual credit cards. Female attendees tend to regard these features as more</p> | <p><i>Since the majority of the attendees are female, it is recommended that the website cater more specifically for their needs and preferences. It was found that all the features mentioned are available on the website, except debit and credit cards facilities. It is, however,</i></p> |

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| <p>important than male attendees.</p> | <p><i>recommended that the prices be made available earlier, that a link be made to a photo gallery, that photos be added of the festival, that an active link of Google maps be added to their directions and that they should incorporate payment features on the website.</i></p> |
| <p>There is a statistically significant difference between the age groups of attendees with regard to the importance of employment opportunities and contact details as website features. The age group of 41 to 50 tend to rate the website feature employment opportunity as more important than the other age groups. The age groups 31 to 40 and 41 to 50 tend to rate the website feature contact details similarly and as more important than both the youngest, 18 to 30 age group and the oldest 51 to 60 age group.</p> | <p><i>Contact details of all relevant stakeholders are available on the website, as well as employment opportunities for the exhibitors and entertainers/performers. It is thus suggested that the organisers use other forms of employment opportunities such as student workers.</i></p> |
| <p>There is no statistically significant relationship between the age groups of attendees and finding the necessary information on the website. Although not statistically significant, more of the young attendees from the age group 18 to 30 (40%) were unable to find all the necessary information on the website.</p> | <p><i>It is recommended that the organisers add a customer survey to the website to gain insight into what information is needed by the young attendees. CRM features such as competitions can also be added. to make the website more interactive and relevant for all the stakeholders.</i></p> |
| <p>There is a statistically significant difference between first-time and return exhibitors with regard to the importance of</p> | <p><i>No reservation features are present on the website for exhibitors. Thus, it is recommended that the organisers</i></p> |

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| <p>the following website features: checking availability; tracking reservations; and cancelling reservations. First-time exhibitors tend to regard the above-mentioned website features as more important than return exhibitors do.</p> | <p><i>make the process of application and registration easier for exhibitors, with a reservation feature where exhibitors can self-register online, check the availability of space available, track their applications and make it possible to cancel their reservations.</i></p> |
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For a summary of the synchronisation between the objectives of the study and the main findings of this study, refer to Table 6.2 below.

6.5 RECOMMENDATIONS FOR OTHER FESTIVALS

The findings and recommendations made for the Ficksburg Cherry Festival can also be applied to other community food festivals in South Africa. It is recommended that other food festivals:

- Focus on Customer Relationship Management features on the website to grow the number of loyal return attendees. This can be done through the introduction of an online feedback form, promotions and special offers, a loyalty system and an active e-newsletter.
- Liaise with the various accommodation establishments residing in the area to add value to the experience for the consumer and save time by adding reciprocal links of the accommodation establishment websites to make accessibility faster and easier.
- Add an active link of Google maps with directions to their location onto the website.
- Add electronic WOM facilities to the website such as a “mail-to-friend” button.
- Add more pictures as well as a virtual (tour) video of the festival.
- Avoid messages that states “information to follow soon”, rather make this information available earlier or do not add the link.
- Include information on security measures at the festival should be added that ensure the safety of attendees as well as exhibitors as to provide peace of mind.
- Add contact details of all relevant stakeholders on the website.
- Add reservation features on the website as to make it possible for attendees to book tickets to the festival online and for exhibitors to book an exhibition space.
- Make it possible to buy tickets to the festival online via the website itself or have an active link to Computicket on the website to buy tickets for the festival.
- Add a link to a photo gallery, with specific photos on festival activities.

- Include information on investor and community relations.
- Add other forms of employment opportunities such as student workers.

It is suggested that the organisers of other festivals consider all the recommendations made and do a cost-benefit analysis to determine the viability of these recommendations.

6.6 SYNCHRONISATION BETWEEN THE STATED RESEARCH OBJECTIVES AND FINDINGS

The primary and secondary objectives of this research study were achieved and can be seen in Table 6.2 below, where it is synchronised with the main findings.

Table 6.2: Objectives linked up with the main findings

| OBJECTIVES | MAIN FINDINGS |
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| <p>Primary objective:</p> <p>To determine e-commerce opportunities for the Ficksburg Cherry Festival.</p> | <p>The e-commerce opportunities for the Ficksburg Cherry Festival can be found in Table 6.1.</p> |
| <p>Secondary objective:</p> <p>To identify the most important e-commerce features for attendees.</p> | <p>The following features were found to be the most important to attendees at the festival:</p> <ul style="list-style-type: none"> • Checking availability (62%) • Online reservations (62%) • Directions (61.3%) • Rates and fares (57.1%) • Credit card payment facility (57%) • Contact details (45.2%) |
| <p>Secondary objective:</p> <p>To identify the most important e-</p> | <p>The following features were found to be the most important to exhibitors at the</p> |

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| <p>commerce features for exhibitors.</p> | <p>festival:</p> <ul style="list-style-type: none"> • Contact details (60.7%) • Where to stay (58.6%) • Debit card payment facility (50%) • Electronic cash payment facility (50%) • Photo gallery (48.1%) • Online reservations (46.4%) |
| <p>Secondary objective:</p> <p>To analyse the current use of e-commerce features by the Ficksburg Cherry Festival.</p> | <p>The analysis of the current use of e-commerce features by the Ficksburg Cherry Festival was described in Sections 3.4.4 (see Table 3.1).</p> |
| <p>Secondary objective:</p> <p>To determine the attendance characteristics of the Cherry Festival attendees.</p> | <p>The majority of attendees were found to be first-time attendees (57.5%), their visiting reason being mainly the festival (90.7%). Almost half of the attendees stay for the full duration of 3 days (42.9%) and the source most used for finding their accommodation is a Google (29%) search. The main source of information on the festival was the Ficksburg Cherry Festival website (50.5%).</p> |
| <p>Secondary objective:</p> <p>To determine the attendance characteristics of the Cherry Festival exhibitors.</p> | <p>The majority of exhibitors were found to be returning exhibitors (69.7%), returning for more than 11 times (34.8%), and their visiting reason being mainly exhibiting at the festival (87.9%). More than half of the exhibitors stay for the full duration of 3 days (66.7%), and the source most used for finding their accommodation is</p> |

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| | experience gained on previous visits (36.4%). The main source of information on the festival was the Ficksburg Cherry Festival website (33.3%). |
| Secondary objective: To determine a demographic profile of Cherry Festival attendees. | The majority of attendees were found to be from the white ethnic group, females, between the ages of 51 and 60 whose place of residence is the Free State and Gauteng. |
| Secondary objective: To determine a demographic profile of Cherry Festival exhibitors. | The majority of exhibitors were found to be from the white ethnic group, females, between the ages of 51 and 60 whose place of residence is the Free State. |
| Secondary objective: To make recommendations for future research. | Further research suggestions are provided in paragraph 6.7 which follows. |

6.7 LIMITATIONS OF THE STUDY

There were several limitations to this study, which need to be taken into consideration when reading this dissertation. These are discussed below:

- The results from this study are limited to the Ficksburg Cherry Festival, and cannot be extrapolated to other groups or festivals or South Africa at large.
- The survey was conducted using printed questionnaires, instead of a possible electronic survey. This was a self-administered questionnaire which was handed out to participants and the researcher had to wait until the questionnaire was completed before moving on to the next participant. Due to this, the data collection was a time-consuming process, considering the duration of the festival,

which could also have influenced the respondents' quality of answers when completing the questionnaire.

- Non-probability convenience sampling was used. Respondents were chosen according to their approachability, thus bias could have been a factor in the responses.

6.8 AREAS FOR FUTURE RESEARCH

When considering the research scope of this study and the results obtained, the following areas for future research can be identified:

- To target a larger and more diverse sample in future research at other festivals, in order to improve the reliability and validity of the study.
- These results could be improved by including more than just one South African food festival website.
- Future studies can investigate other types of festivals, or even tourism industry websites for e-commerce opportunities.
- Future studies can evaluate websites according to design and for e-commerce opportunities, using an online data collection method.

6.9 CONCLUSION

The overall aim of the research study was to determine viable opportunities for further implementation of e-commerce features on the Ficksburg Cherry Festival website. There were several secondary objectives such as to find out what the most important e-commerce features are, to determine a demographic profile and to discover the attendance characteristics of both the attendees and exhibitors at the festival. The literature chapters of this study covered aspects specific to e-commerce, as well as the history of the Ficksburg Cherry Festival. These chapters supported the fact that this festival is accepting e-commerce, since the needs of consumers are changing because

of the use of websites and that the Ficksburg Cherry Festival website should be re-evaluated from an e-commerce adoption perspective.

It can be concluded that the study succeeded in its aim and objectives in the sense that it successfully analysed the Ficksburg Cherry Festival website for its current use of e-commerce features, as well as identifying opportunities for further implementation of e-commerce features. The findings of this study presented a demographic profile and attendance characteristics of both the attendees and exhibitors, which the management team of the Ficksburg Cherry Festival can use in marketing the festival both traditionally and online for mutual benefit to both attendees and exhibitors.

Due to the limited scope of this research, the recommendations can only be of use to the Ficksburg Cherry Festival organisers. However, other similar South African festivals could find these results and recommendations useful. These recommendations will hopefully assist the Ficksburg Cherry Festival website to evolve from being a straightforward information-only website to a fully-developed e-commerce site with positive effects for all the stakeholders.

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APPENDIX A

-Organiser Questionnaire-

SURVEY QUESTIONNAIRE - ORGANISER

Resp. No.

**E-COMMERCE OPPORTUNITIES FOR A COMMUNITY FOOD FESTIVAL: A CASE
STUDY OF THE FICKSBURG CHERRY FESTIVAL**

Dear Respondent

Thank you for your willingness to complete this survey on E-commerce opportunities for the Ficksburg Cherry Festival. The purpose of the survey is to determine your perceptions regarding the use of E-commerce and, to identify new opportunities for improving the Cherry Festivals website. The survey should not take more than **10 minutes** to complete. This is an anonymous and confidential survey. You cannot be identified and the answers you provide will be used for research purposes only.

Please answer all the questions by placing a cross (✖) in the appropriate block.

There are no right or wrong answers. We are interested in understanding your perception regarding the use of E-commerce.

Question 1

For how long have you been part of the organising team of the Cherry Festival?

16 years

Question 2

What is your educational and work experience background?

| |
|--|
| 25 years in advertising and have a diploma in marketing and communications. |
| |
| |
| |
| |

Question 3

What do you consider to be the key success factors of the Ficksburg Cherry Festival?

| |
|---|
| Having an X factor - cherries. It is a romantic product. |
| |
| |

Question 4

What are the problem areas for the Ficksburg Cherry Festival?

| |
|---|
| Not enough funds and no community support. |
| |
| |

Question 5

In which year did the Ficksburg Cherry Festival develop its own website on the Internet?

| | |
|-------------|---|
| 2003 | |
| Don't know | 1 |

Question 6

Does the number of attendees increase from year to year?

| | |
|------------|----------------|
| Yes | ¹ X |
| No | ² |
| Don't know | ³ |

Go to Question 6.1

Go to Question 6.2

Question 6.1

What do you think is the principal reason for the increase in attendees?

Creating family entertainment and making magic.

Question 6.2

What do you think is the reason for the fluctuation in the number of attendees?

No, there are a number of reasons. Rainfall, bad roads, and the economy.

Question 6.3

Has the number of attendees to the festival increased since the website has been established?

| | |
|------------|----------------|
| Yes | ¹ X |
| No | ² |
| Don't know | ³ |

Question 6.4

Please provide a rough estimate of the total number of attendees for the last 5 years.

| Year | No. Attendees |
|-------------|----------------------|
| 2007 | |
| 2008 | |
| 2009 | |
| 2010 | |
| 2011 | |

Question 7

How often is the festival’s website updated with new information?

Daily

Question 8

Who is responsible for the updates?

Not sure. People don’t say anything; only complain if the website is out of date.

Question 9

What do the usual updates entail?

Every year we redesign the website.

Question 10

How often does the Ficksburg Cherry Festival’s website get completely revamped?

Yearly.

Question 11

What other methods of advertising does the festival use? (Please tick all the appropriate answer with a cross (✕)).

| | |
|--|---|
| Brochures provided by the official Tourism Board | ✕ |
| Brochures of tour operators/travel agents | ✕ |
| Search engines (e.g. Google) | ✕ |
| Social network (Facebook, Twitter etc.) | ✕ |
| Travel blogs | ✕ |
| News features (on television/radio) | ✕ |
| Television/radio advertisements | ✕ |
| Travel magazines | ✕ |
| Travel shows | ✕ |
| Rely on word-of-mouth | ✕ |
| Rely on return visits | ✕ |
| Other (Please specify): | |

Question 12

The following statements describe different features on a website. Please state how important (on a scale of 1 to 5) each of the following are to **you** when browsing a website by indicating with a cross (*).

| Features | | Unimportant | Of little importance | Moderately important | Important | Very important |
|--|----------------------------------|-------------|----------------------|----------------------|-----------|----------------|
| 1. Corporate information of the festival | Company overview | 1 | 2 | 3 | 4 | 5 |
| | News | 1 | 2 | 3 | 4 | 5 |
| | Employment opportunities | 1 | 2 | 3 | 4 | 5 |
| | Investor and community relations | 1 | 2 | 3 | 4 | 5 |
| 2. Product information of the festival | Brief description | 1 | 2 | 3 | 4 | 5 |
| | Rates/fares | 1 | 2 | 3 | 4 | 5 |
| | Photo gallery | 1 | 2 | 3 | 4 | 5 |
| | Virtual tours | 1 | 2 | 3 | 4 | 5 |
| | FAQs | 1 | 2 | 3 | 4 | 5 |
| | Privacy and security | 1 | 2 | 3 | 4 | 5 |
| 3. Non-product information (attractions in the area) | Weather/climate | 1 | 2 | 3 | 4 | 5 |
| | How to get there | 1 | 2 | 3 | 4 | 5 |
| | Local transport information | 1 | 2 | 3 | 4 | 5 |
| | Other places to | 1 | 2 | 3 | 4 | 5 |

| Features | | Unimportant | Of little importance | Moderately important | Important | Very important |
|---|----------------------------|-------------|----------------------|----------------------|-----------|----------------|
| | see/visit | | | | | |
| | Where to stay | 1 | 2 | 3 | 4 | 5 |
| | Security | 1 | 2 | 3 | 4 | 5 |
| 4. Customer relationship management (CRM) of the festival | Contact details | 1 | 2 | 3 | 4 | 5 |
| | E-mail address | 1 | 2 | 3 | 4 | 5 |
| | Feedback | 1 | 2 | 3 | 4 | 5 |
| | Reciprocal links | 1 | 2 | 3 | 4 | 5 |
| | E-newsletter | 1 | 2 | 3 | 4 | 5 |
| | Mail-to-friend button | 1 | 2 | 3 | 4 | 5 |
| | Customer surveys | 1 | 2 | 3 | 4 | 5 X |
| | Free downloads | 1 | 2 | 3 | 4 | 5 |
| | Competition and games | 1 | 2 | 3 | 4 | 5 |
| 5. Reservation facilities | Checking availability | 1 | 2 | 3 | 4 | 5 |
| | Making online reservations | 1 | 2 | 3 | 4 | 5 |
| | Tracking reservations | 1 | 2 | 3 | 4 | 5 |
| | Cancelling reservations | 1 | 2 | 3 | 4 | 5 |
| 6. Payment | Credit cards | 1 | 2 | 3 | 4 | 5 X |

| Features | | Unimportant | Of little importance | Moderately important | Important | Very important |
|------------|----------------------|-------------|----------------------|----------------------|-----------|----------------|
| facilities | Debit cards | 1 | 2 | 3 | 4 | 5 X |
| | Electronic cash | 1 | 2 | 3 | 4 | 5 X |
| | Virtual credit cards | 1 | 2 | 3 | 4 | 5 |
| | Currency converter | 1 | 2 | 3 | 4 | 5 |

Question 13

Would you consider implementing some additional features mentioned above on the Cherry Festival's website?

| | | |
|-----|------------|---------------------|
| Yes | 1 X | Go to Question 13.1 |
| No | 2 | Go to Question 13.2 |

Question 13.1

Choose the three (3) most important features mentioned above that you would consider implementing on the festivals website?

| |
|-----------------|
| Not sure |
| |
| |

Question 13.2

What is the principal reason for not considering one of the features mentioned?

| |
|--|
| Not sure need to talk to a consultant |
| |

**Thank you for completing the survey.
We appreciate your assistance.**

APPENDIX B

-Organiser Interview-

Interview transcript

Interviewer (I): Adele van Lille (Researcher)

Participant (P): Gavin Boy (Co-ordinator of the Ficksburg Cherry Festival)

Interview Setting: Interview conducted in VIP area of the Ficksburg Cherry Festival. The interview was conducted at 14:50 PM on Friday the 16th of November 2012.

(Start of Interview)

I: So, for how long have you been part of the organising committee of the Cherry Festival?

P: I took over... Look... We're the ad agency for the festival. We're not, I'm not on the committee of the festival.

I: Oh okay.

P: Okay. So we are... [Talking to person walking by] Okay, I'm from an ad [sic] agency on the festival and I've been doing this for, 14 years.

I: Okay. So you are in charge of all the marketing activities? And the website?

P: Yes.

I: As well?

P: The website, marketing, the blueprint, putting the festival together, the programme... Not what's on the programme, but the designing.

I: Designing?

P: I do all the design work, all the corporate identity... of the brand, creating the brand.

I: The brand, okay. Do you yourself do the website or do you have...

P: No. My office, I give a lot of... I don't actually write it, but I give what I want on it, the pictures, the concepts. And how I do it, I go to all the top countries of the world, New York, I look at New York's website, I look at London's website, I look at Johannesburg's website, I look at South Africa's website, then I look at e-festivals and then I... and that's how I came up with what I wanted.

I: Oh, that's nice. I like that. Who is your target market and how do you target them? Specifically for the Cherry Festival.

P: Our target market is very much... the 28 to 40 age group. Family orientation... It's family orientation. Okay? And that, that is the family's market, the (inaudible-02:05), that market.

I: Yes. And how do you advertise? What methods do you use to advertise or target these families?

P: Radio, we use... magazines...

I: What magazines?

P: We use all the family magazines. We use Country Life, we use Getaway, we use Weg, we use Your Family, we use (inaudible-02:34), we use a lot of food magazines... garden magazines. We use a lot of the diaries. We're media sluts. So we will tap into anyone with a free diary. We will tap into that. We got a list with Media 24 and Caxton, all their magazines, we have an updated list every year, every editor, we will send press releases, we write our own press releases, we write six press releases a year. And we send it in to them, and then we get bites out of it. Because people like to write about new material, we also photograph the most exquisite photographs, and we supply all the photographs. So we don't need journalists to come, and things like that. So we will have 40 pictures that we will choose, and those 40 that's what we will send to everybody. In every email we will send those photographs.

I: Okay. Because this study focuses on improving the website, who do you think use the website more? Your attendees or the exhibitors?

P: No. I think people that use our website, are people that are interested in the area, okay? Who could we mean? I think that is the biggest market that we are going to have for general information. We use the Cherry Festival website to channel all stuff through the Ficksburg accommodation, everything because we channel through it to push our figures up to make people aware. So, people that kind of know about the festival don't really look, I don't say they don't look at the website, of course they do, but we have a lot of cold hits. I would say we have about a 50% cold hit, without working out to - People only go to the website when you tell them to go. The content of websites does not really - That's why we quote the competitions the exhibitors list, because we're forcing you to go onto the website. We don't handle questions - like you to go - you want to know about something on the website, emails refer to the website, that page. So we push people onto our website.

I: Okay. What function would you say on the website is most used by attendees?

P: Accommodation. Activities, tours and the programme.

I: And the exhibitors?

P: The list, and the application form.

I: How do you attract new exhibitors each year? And how do you get them to keep coming back?

P: High attendance. Our attendance is high. We have a very high attendance ratio. Gives you a very high percentage of people that want to exhibit here, because you're going to make money.

I: I heard some of the exhibitors are complaining about the cost of having a stall is getting very expensive. Why is that?

P: Because... we- to run a festival... our sponsorships... (inaudible-6:28) an increase for 5 years. ABI haven't given me an increase in five years. Ofm gives me a media sponsorship to the value of a R100,000. My advertising cost to print a full page is R25,000. I got to get 25000 people here, it costs me R 250,000 to do that. Why are you

complaining when I'm giving you figures. That's a question you should ask them. We deliver; we give you 24000, 22000 or 23000 people a year. How do we do that? Import costs are becoming higher and higher and higher, the money costs stay the same.

I: I know that Absa has a marathon race here over the weekend; do you think that attracts most of the people?

P: No

I: What do you think is the one thing that attracts most of the people?

P: Cherries.

I: Just the cherries?

P: Cherries is a magic product, it's an x factor. There are a very few x factor products.

I: Yes. You are also the only area that produces cherries.

P: There is something romantic about cherries. You talk to anybody about cherries, they say: "Oh cherries, I love them". Their terrible, the only few cherries that are nice are the darker cherries, the later cherries, but people eat them because it's not available, it's not like a strawberry where you can walk in the shop and find a strawberry.

I: What is the process for exhibitors to register themselves?

P: They go onto the website, they will download the form, and they got to submit the forms.

I: How do they submit the forms?

P: Fax or e-mail, pdf it if you want to. Then we will go through a selection process, and then from there we will determine who we want, and then we would contact them either by fax, e-mail or telephone or sms, to tell them you have been accepted.

I: How do you arrange the placements each year, how do you decide?

P: I don't actually decide. I don't do that. Somebody else does that.

I: Some of the exhibitors are complaining about the website, they do not find all the information they need, and they do not have accommodation on the grounds of the festival.

P: We don't have any accommodation, why would I want to have, I don't have facilities for it. I mean, when you go to the Dome in Johannesburg or Gallagher Estate, do you stay on the estate? No. What I don't understand is why they expect that? They don't have that in the city. You go to a rugby match; do they put you up in Ellis Park?

I: Okay, I understand. When do you start planning the next festival website?

P: I will do it in January, when I got time. Remember, a website, it's an evolution. It doesn't happen today. (inaudible-10:34) take that of, I don't like the pictures, I don't - I mean, I think we got over 300 pictures on our website.

I: Really?

P: Count how many photographs we have on our website.

I: But you do not have a photo gallery.

P: But look how colourful it is, how many graphics you think does it take to make it that colourful. Every graphic is a photograph. Someone has to take those photographs.

I: You do it?

P: You understand what I'm trying to say, every photograph has to be taken. That's why this is happening [pointing at camera], because we are taking next year's photographs for the new website.

I: Okay. So only from January you start updating your website?

P: Monday we will wipe out a lot of information, Monday, Tuesday we will start wiping out, and updating.

I: What do you change and add with the update of the new website for the next festival?

P: The programme, tours...

I: Tours... are there different tours each year?

P: I take the tours off, but we redo the whole page. Each year we redo a page. So I take that off, contact details will come off, because they will change. The history and all of that I leave...

I: Yes, because that stays the same.

P: And this year's book, the programme book, that will go onto the website, so that there's a... the reason that I do that, if I ever die, that information is available for, it's a legacy that has been written and you can't take that away. If my office burns down, there's an electronic copy somewhere that's available. So I've put every publication as far as this is concerned, I've actually put on to the website, so that if people want information they can get information. You know, a lot of people do projects, on school, and you guys, a lot of university things. Tourism... there it is, it's all there, I don't have to give you information, you can... I think as a festival, because I check all top festival's website in the country, I monitor all of them. I would say as far as a record of what we have done, we're the only ones that do that.

I: Okay.

P: Check them out, what do you think?

I: I don't know. I have evaluated your website and a few others as well...

P: But my programme five years ago, you can see what I did.

I: Yes and no other websites have old programmes.

P: That's what I'm saying. I keep a history of what we have done, in a book form, as a programme. It's very valuable information that. Because there you can see, that's what they used to look like, one page [walking towards old programme on the wall]. That was 1997, that is what the programme looked like... one page.

I: [Looking at programme] Do you usually start on a Thursday?

P: Yes. We've printed prelim programmes. That comes out in October. That one comes out [Showing programme]. It is just the very basic, and then we print a full programme [Showing programme]. You've seen this programme?

I: Yes.

P: Okay. And this is what we put onto the website.

I: And that is only when you finalise everything?

P: I don't put this on before the festival, then all of this is on the website as it is and we will delete all of that out. So that replaces this, and this goes into a book form.

I: So it is only the basics, you put new photographs on, you change the look a little bit, you put new contacts on, and obviously the new programme later on...

P: We got a newsletter, so we can send a newsletter out to you guys.

I: Yes, I am linked to your newsletter. Okay, anything else that you will add, something that you do not have on right now maybe?

P: We might add things, we might add recipes on, we might do a recipe section, got a recipe section. We might put on... we might take off as well. So I don't know, I haven't really planned what we're putting on and what we're taking off, but I mean ... Like I say, it's an evolution, as it develops, it happens.

I: This is the last question. We talked yesterday about the links of the accommodation. You said that they don't really want to pay for anything...

P: No, they don't want to pay for anything.

I: Have you talked to them about it and their response was that that they don't want to pay for something like that?

P: I ask R300 a month for a banner, for a block.

I: there on the side?

P: Yes, a block attached to the website. So if you think you've got a R1.4 million business and you don't want to pay R300 a month to advertise...

I: Yes, that is nothing. I saw that only the Kersiehuis and hotels in Lesotho have one.

P: Well, the Kersiehuis gets one because they give me free accommodation, they offer free accommodation, so I don't mind giving them... But I mean, if you can't pay me R3000 a year, to advertise your business. We connect you to the goficksburg as well. So you get connected to goficksburg as well. So anything about Ficksburg, your accommodation will come up. So if you don't want to spend money with me at R300 a month... Why should I advertise you? At the end of the day, someone has to make something out of it. I design it. What would a website like that cost if you went to someone?

I: What does your website cost to do all the updates?

P: Well, I've got to employ a permanent person to do it. We pay R8000 a month to someone to do it. I pay R2000 a month to have my Internet uncapped. I'm sitting there with a R30000 Mac that they sit in front of. So what does it cost me a month to have it. You know what I'm trying to say? And, we will write your website or do whatever you want to do; we'll let you update it as many times as you want to that month. So I got to spend R15000 to keep that facility open a month, plus rent, plus water and lights. So I got to pay R15000 a month just to have that facility. Not that we just do that, but that's what that facility costs me.

I: When did you start having a website for the festival?

P: About five years ago. Maybe seven years ago.

I: Would you say that it have improved the festival attendee's numbers, having a website?

P: No. I've always maintained over 25000 people. I'll send you our market research, our attendance over the past ten years; I'll e-mail it to you.

I: Yes, please.

P: So I wouldn't say... I think that people will still come to the festival. I don't think that the website plays that much of an important role. I go to Durban, I don't read Durban's website. Most websites are not simple websites, you type into a website, and it sends you on a goose chase. SA venues always come up. You got to hunt. And most big things don't have websites. The website industry is a big industry for people that understand it. I don't read a website if it's crap. You don't have credibility. What do I want when I go onto the website? I want contact details, I don't want to fill in a form with whom are you... I want an answer now. So the minute you put that on I lose interest. The minute there is too much flash I lose interest. So I try and reduce my flash. Remember, Not everybody lives in Johannesburg, Sandton where they got the best Internet service, we live out here, so I write for people that don't have a big internet service. People lose that. I need to write it for the country.

I: From which province are most of your visitors?

P: Depending on when the surveys are taken. Thursday and Friday it will be Free State. Friday evening and Saturday it won't be Free State. Johannesburg's my biggest or Free State. When was the survey done? That's why I gave you times to do it.

I: Yes, we already have a few from other provinces.

P: Now all of a sudden your trend is changing. If I haven't told you that, your trend would be totally different.

I: Okay. Well that is more or less everything. Is there anything you would like to add?

P: How do you evaluate our website?

I: Well, I've got a table with everything...

P: No, I mean of what you've seen of it?

I: What do I think of it? Well, initially when I started planning that I am going to do use you guys for my Master's, I went on and it was still the old festival's website. I couldn't find everything because you were busy updating it. I went on weekly to see all updates

so that I can start planning. Then the new website came up, and I was quite impressed with how it looks now from the old one. Graphically I like it very much...

P: It was very interesting when I went to Retosa at Indaba, we have a lot of Indaba workshops. One of the most important things that they told me was that 80% of people look at the graphics on the website. If the graphics look cool, they will go onto the website. If it's not, they won't go onto your website.

I: Yes, that is very true. It has to look professional.

P: If you don't have a \$1000000 photograph, don't use it. Look at our photographs, look how bright it is, it pulls you into it.

I: Yes, it is beautiful. Okay, further for me, planning my whole trip was a problem, all the accommodation have a link to an e-mail or a telephone. So now I have to phone to see where they are, how far they are from the festival, what they cost. It is just irritating for me to go onto how many website to find things out. But I like it, especially from what it was.

P: You can look at all the websites that we do, goficksburg is another website, golesotho another one. There is a lot of work in there; it took us months to write it. McKinley's Chocolates, belongs to us, my company. Look at the graphics, we do photo shoots of websites. You cannot do a website without photographs... Did I answer all the questions?

I: Yes. If I can think of anything else afterwards, I will e-mail you. Thank you so much for making time, I know you are extremely busy.

P: Alright, perfect. Enjoy.

(End of interview)

APPENDIX C

-Data Collection Instrument-

SURVEY QUESTIONNAIRE

E-COMMERCE OPPORTUNITIES FOR A COMMUNITY FOOD FESTIVAL: A CASE STUDY OF THE FICKSBURG CHERRY FESTIVAL

Resp. No.

Dear Respondent

Thank you for your willingness to complete this survey on E-commerce opportunities for the Ficksburg Cherry Festival. The purpose of the survey is to determine your perceptions regarding the use of E-commerce and to identify new opportunities for improving the website. The survey should not take more than **7 minutes** to complete. This is an anonymous and confidential survey. You cannot be identified and the answers you provide will be used for research purposes only.

Please answer all the questions by placing a cross (✖) in the appropriate block. There are no right or wrong answers. We are interested in understanding your perception regarding the use of E-commerce.

Question 1

Have you previously been to the Ficksburg Cherry Festival?

| | | |
|-----|---|--------------------|
| Yes | 1 | Go to Question 1.1 |
| No | 2 | Go to Question 2 |

Question 1.1

How many times have you been to the Cherry Festival?

| | |
|--------|---|
| 1 | 1 |
| 2 | 2 |
| 3 | 3 |
| 4 | 4 |
| 5 | 5 |
| 6 – 10 | 6 |
| 11+ | 7 |

Question 2

Please rank the three most important reasons for visiting Ficksburg in order of priority, with 1 being the primary reason.

| | |
|--|--|
| Ficksburg Cherry Festival | |
| ABSA 2012 Cherry Race | |
| Cherry Mountain Biking Challenge | |
| Lesotho gateway | |
| Other attractions in and around the town | |
| Visiting family or friends | |
| Other (Please specify) | |

Question 3

What is the duration of your visit? *(Please tick the appropriate answer with a cross (✕)).*

| | |
|------------------|---|
| 1 day | 1 |
| 2 days | 2 |
| 3 days | 3 |
| 1 week | 4 |
| More than 1 week | 5 |

Question 4

How did you find your accommodation? *(Please tick all the appropriate answer with a cross (✕)).*

| | |
|-----------------------------------|--|
| Ficksburg Cherry Festival Website | |
| Search engine (Google) | |
| Family/ Friends | |
| Previous visits | |
| Other (Please specify) | |

Question 5

Which of the following served as your sources of information for travelling to Ficksburg for the Festival? (Please tick all the appropriate answer with a cross (x)).

| | |
|--|--|
| The Ficksburg Cherry Festival website | |
| Brochures provided by the official Tourism Board | |
| Brochures of tour operators/travel agents | |
| Search engines (e.g. Google) | |
| Social network (Facebook, Twitter etc.) | |
| Travel blogs | |
| News features (on television/radio) | |
| Television/radio advertisements | |
| Travel magazines | |
| Travel shows | |
| Friends and relatives | |
| I visited the destination previously | |

If this option is ticked please answer Question 6.

Question 6

The following statements describe different features on a website. Please state how important each of the following are to **you** by indicating with a cross (✗) whether it is unimportant (1) or very important (5) when browsing a website.

| Features | | Unimportant | Of little importance | Moderately important | Important | Very important | Don't know |
|--|----------------------------------|-------------|----------------------|----------------------|-----------|----------------|------------|
| 1. Corporate information of the festival | Company overview | 1 | 2 | 3 | 4 | 5 | 6 |
| | News | 1 | 2 | 3 | 4 | 5 | 6 |
| | Employment opportunities | 1 | 2 | 3 | 4 | 5 | 6 |
| | Investor and community relations | 1 | 2 | 3 | 4 | 5 | 6 |
| 2. Product information of the festival | Brief description | 1 | 2 | 3 | 4 | 5 | 6 |
| | Rates/fares | 1 | 2 | 3 | 4 | 5 | 6 |
| | Photo gallery | 1 | 2 | 3 | 4 | 5 | 6 |
| | Virtual tours | 1 | 2 | 3 | 4 | 5 | 6 |
| | FAQs | 1 | 2 | 3 | 4 | 5 | 6 |
| | Privacy and security | 1 | 2 | 3 | 4 | 5 | 6 |
| 3. Non-product information (attractions | Weather/climate | 1 | 2 | 3 | 4 | 5 | 6 |
| | How to get there | 1 | 2 | 3 | 4 | 5 | 6 |
| | Local transport information | 1 | 2 | 3 | 4 | 5 | 6 |

| Features | | Unimportant | Of little importance | Moderately important | Important | Very important | Don't know |
|---|----------------------------|-------------|----------------------|----------------------|-----------|----------------|------------|
| in the area) | Other places to see/visit | 1 | 2 | 3 | 4 | 5 | 6 |
| | Where to stay | 1 | 2 | 3 | 4 | 5 | 6 |
| | Security | 1 | 2 | 3 | 4 | 5 | 6 |
| 4. Customer relationship management (CRM) of the festival | Contact details | 1 | 2 | 3 | 4 | 5 | 6 |
| | E-mail address | 1 | 2 | 3 | 4 | 5 | 6 |
| | Feedback | 1 | 2 | 3 | 4 | 5 | 6 |
| | Reciprocal links | 1 | 2 | 3 | 4 | 5 | 6 |
| | E-newsletter | 1 | 2 | 3 | 4 | 5 | 6 |
| | Mail-to-friend button | 1 | 2 | 3 | 4 | 5 | 6 |
| | Customer surveys | 1 | 2 | 3 | 4 | 5 | 6 |
| | Free downloads | 1 | 2 | 3 | 4 | 5 | 6 |
| | Competition and games | 1 | 2 | 3 | 4 | 5 | 6 |
| 5. Reservation facilities | Checking availability | 1 | 2 | 3 | 4 | 5 | 6 |
| | Making online reservations | 1 | 2 | 3 | 4 | 5 | 6 |
| | Tracking reservations | 1 | 2 | 3 | 4 | 5 | 6 |
| | Cancelling reservations | 1 | 2 | 3 | 4 | 5 | 6 |

| Features | | Unimportant | Of little importance | Moderately important | Important | Very important | Don't know |
|-----------------------|----------------------|-------------|----------------------|----------------------|-----------|----------------|------------|
| 6. Payment facilities | Credit cards | 1 | 2 | 3 | 4 | 5 | 6 |
| | Debit cards | 1 | 2 | 3 | 4 | 5 | 6 |
| | Electronic cash | 1 | 2 | 3 | 4 | 5 | 6 |
| | Virtual credit cards | 1 | 2 | 3 | 4 | 5 | 6 |
| | Currency converter | 1 | 2 | 3 | 4 | 5 | 6 |

Question 7

How would you rate the Ficksburg Cherry Festival website? *(Please tick the appropriate answer with a cross (x), 1 being excellent and 5 very poor).*

| Very poor | Poor | Average | Good | Excellent |
|-----------|------|---------|------|-----------|
| 1 | 2 | 3 | 4 | 5 |

Question 7.1

Did you find all the necessary information for your trip to Ficksburg on the Cherry Festival's website?

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

Go to Question 7.2

Question 7.2

How many other websites did you use to plan your trip to the festival?

| | |
|-------|---|
| 1 | 1 |
| 2 – 4 | 2 |
| 5 + | 3 |

Question 7.3

What other websites did you use to plan your trip?

| |
|--|
| |
| |
| |
| |
| |

Demographics

Please answer the following questions with a cross (✖) in the box next to the appropriate option.

Question 8

Please indicate your gender.

| | |
|--------|---|
| Male | 1 |
| Female | 2 |

Question 9

Please indicate your age group.

| | |
|-------|---|
| 18-30 | 1 |
| 31-40 | 2 |
| 41-50 | 3 |
| 51-60 | 4 |
| 61 + | 5 |

Question 10

Please indicate your race.

| | |
|-------------------------|---|
| African | 1 |
| Coloured | 2 |
| White | 3 |
| Indian | 4 |
| Asian | 5 |
| Other (Please indicate) | 6 |

Question 11

Please indicate where you're from.

| | |
|--|----|
| Ficksburg | 1 |
| Neighbouring towns (Within 100km) (Fouriesburg; Clarens; Clocolan; Ladybrand; Butha Buthe; Maseru; Senekal; Bethlehem; Winburg & Arlington) | 2 |
| Elsewhere in the Free State | 3 |
| Gauteng | 4 |
| Mpumalanga | 5 |
| North West | 6 |
| Limpopo | 7 |
| Northern Cape | 8 |
| Western Cape | 9 |
| Eastern Cape | 10 |
| KwaZulu-Natal | 11 |
| International destination (Please specify): | 12 |

**Thank you for completing the survey.
We appreciate your assistance.**

APPENDIX D

-Descriptive Statistics-

Table D1: Gender distribution

Q8_Gender

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 31 | 29.0 | 30.1 | 30.1 |
| | 2 | 72 | 67.3 | 69.9 | 100.0 |
| | Total | 103 | 96.3 | 100.0 | |
| Missing | System | 4 | 3.7 | | |
| | Total | 107 | 100.0 | | |

Table D2: Age distribution

Q9_Age

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 28 | 26.2 | 27.2 | 27.2 |
| | 2 | 20 | 18.7 | 19.4 | 46.6 |
| | 3 | 18 | 16.8 | 17.5 | 64.1 |
| | 4 | 29 | 27.1 | 28.2 | 92.2 |
| | 5 | 8 | 7.5 | 7.8 | 100.0 |
| | Total | 103 | 96.3 | 100.0 | |
| Missing | System | 4 | 3.7 | | |
| | Total | 107 | 100.0 | | |

Table D3: Ethnic group

Q10_Race

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 17 | 15.9 | 16.5 | 16.5 |
| | 2 | 2 | 1.9 | 1.9 | 18.4 |
| | 3 | 82 | 76.6 | 79.6 | 98.1 |
| | 4 | 1 | .9 | 1.0 | 99.0 |
| | 5 | 1 | .9 | 1.0 | 100.0 |
| | Total | 103 | 96.3 | 100.0 | |
| Missing | System | 4 | 3.7 | | |
| | Total | 107 | 100.0 | | |

Table D4.1: Geographical dispersion of attendees

| Q11_Location | | | | |
|--------------|-----------|---------|---------------|--------------------|
| | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid 1 | 13 | 12.1 | 12.1 | 12.1 |
| 2 | 10 | 9.3 | 9.3 | 21.5 |
| 3 | 14 | 13.1 | 13.1 | 34.6 |
| 4 | 31 | 29.0 | 29.0 | 63.6 |
| 5 | 9 | 8.4 | 8.4 | 72.0 |
| 6 | 3 | 2.8 | 2.8 | 74.8 |
| 7 | 2 | 1.9 | 1.9 | 76.6 |
| 8 | 4 | 3.7 | 3.7 | 80.4 |
| 9 | 4 | 3.7 | 3.7 | 84.1 |
| 10 | 8 | 7.5 | 7.5 | 91.6 |
| 11 | 2 | 1.9 | 1.9 | 93.5 |
| 12 | 7 | 6.5 | 6.5 | 100.0 |
| Total | 107 | 100.0 | 100.0 | |

Table D4.2: Geographical dispersion of attendees

| Q11_Specify | | | | |
|-------------|-----------|---------|---------------|--------------------|
| | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 100 | 93.5 | 93.5 | 93.5 |
| Lesotho | 6 | 5.6 | 5.6 | 99.1 |
| Namibia | 1 | .9 | .9 | 100.0 |
| Total | 107 | 100.0 | 100.0 | |

Table D5: Previously visited

| | | Q1_Previous_Festival | | | |
|---------|--------|----------------------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 45 | 42.1 | 42.5 | 42.5 |
| | 2 | 61 | 57.0 | 57.5 | 100.0 |
| | Total | 106 | 99.1 | 100.0 | |
| Missing | System | 1 | .9 | | |
| | Total | 107 | 100.0 | | |

Table D6: Number of previous visits

| | | Q1_1_Many_times | | | |
|---------|--------|-----------------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 2 | 1.9 | 4.7 | 4.7 |
| | 2 | 6 | 5.6 | 14.0 | 18.6 |
| | 3 | 8 | 7.5 | 18.6 | 37.2 |
| | 4 | 4 | 3.7 | 9.3 | 46.5 |
| | 5 | 5 | 4.7 | 11.6 | 58.1 |
| | 6 | 5 | 4.7 | 11.6 | 69.8 |
| | 7 | 13 | 12.1 | 30.2 | 100.0 |
| | Total | 43 | 40.2 | 100.0 | |
| Missing | System | 64 | 59.8 | | |
| | Total | 107 | 100.0 | | |

Table D7.1: Reason for visiting

| | | Q2_1_Festival | | | |
|---------|--------|---------------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 97 | 90.7 | 100.0 | 100.0 |
| Missing | System | 10 | 9.3 | | |
| | Total | 107 | 100.0 | | |

Table D7.2: Reason for visiting

Q2_2_Race

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 13 | 12.1 | 100.0 | 100.0 |
| Missing | System | 94 | 87.9 | | |
| | Total | 107 | 100.0 | | |

Table D7.3: Reason for visiting

Q2_3_Mountain_biking

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 7 | 6.5 | 100.0 | 100.0 |
| Missing | System | 100 | 93.5 | | |
| | Total | 107 | 100.0 | | |

Table D7.4: Reason for visiting

Q2_4_Lesotho

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 21 | 19.6 | 100.0 | 100.0 |
| Missing | System | 86 | 80.4 | | |
| | Total | 107 | 100.0 | | |

Table D7.5: Reason for visiting

Q2_5_Attractions

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 46 | 43.0 | 100.0 | 100.0 |
| Missing | System | 61 | 57.0 | | |
| | Total | 107 | 100.0 | | |

Table D7.6: Reason for visiting

Q2_6_VFF

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 22 | 20.6 | 100.0 | 100.0 |
| Missing | System | 85 | 79.4 | | |
| | Total | 107 | 100.0 | | |

Table D7.7: Reason for visiting

Q2_7_Other

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 20 | 18.7 | 100.0 | 100.0 |
| Missing | System | 87 | 81.3 | | |
| | Total | 107 | 100.0 | | |

Table D7.8: Reason for visiting

Q2_7_Other_description

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------------------|-----------|---------|---------------|--------------------|
| Valid | 94 | 87.9 | 87.9 | 87.9 |
| Adventure | 1 | .9 | .9 | 88.8 |
| Blood donation | 1 | .9 | .9 | 89.7 |
| Cherries | 1 | .9 | .9 | 90.7 |
| cherry bowls | 1 | .9 | .9 | 91.6 |
| country break | 1 | .9 | .9 | 92.5 |
| country living | 1 | .9 | .9 | 93.5 |
| Curiosity | 1 | .9 | .9 | 94.4 |
| Golden Gate honeymoon | 1 | .9 | .9 | 95.3 |
| Local | 1 | .9 | .9 | 96.3 |
| seeing area | 1 | .9 | .9 | 97.2 |
| service provider | 1 | .9 | .9 | 98.1 |
| Shopping | 1 | .9 | .9 | 99.1 |
| Stay here | 1 | .9 | .9 | 100.0 |
| Total | 107 | 100.0 | 100.0 | |

Table D8: Duration of stay

Q3_Duration

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 38 | 35.5 | 36.2 | 36.2 |
| | 2 | 12 | 11.2 | 11.4 | 47.6 |
| | 3 | 45 | 42.1 | 42.9 | 90.5 |
| | 4 | 3 | 2.8 | 2.9 | 93.3 |
| | 5 | 7 | 6.5 | 6.7 | 100.0 |
| | Total | 105 | 98.1 | 100.0 | |
| Missing | System | 2 | 1.9 | | |
| | Total | 107 | 100.0 | | |

Table D9.1: Methods of finding accommodation

Q4_1_Website

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 21 | 19.6 | 100.0 | 100.0 |
| Missing | System | 86 | 80.4 | | |
| | Total | 107 | 100.0 | | |

Table D9.2: Methods of finding accommodation

Q4_2_Google

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 31 | 29.0 | 100.0 | 100.0 |
| Missing | System | 76 | 71.0 | | |
| | Total | 107 | 100.0 | | |

Table D9.3: Methods of finding accommodation

Q4_3_Family/Friends

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 30 | 28.0 | 100.0 | 100.0 |
| Missing | System | 77 | 72.0 | | |
| | Total | 107 | 100.0 | | |

Table D9.4: Methods of finding accommodation

Q4_4_Previous_visits

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 7 | 6.5 | 100.0 | 100.0 |
| Missing | System | 100 | 93.5 | | |
| | Total | 107 | 100.0 | | |

Table D9.5: Methods of finding accommodation

Q4_5_Other

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------|-----------|---------|---------------|--------------------|
| Valid 1 | 21 | 19.6 | 100.0 | 100.0 |
| Missing System | 86 | 80.4 | | |
| Total | 107 | 100.0 | | |

Table D9.6: Methods of finding accommodation

Q4_5_Other_description

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------------------|-----------|---------|---------------|--------------------|
| Valid | 89 | 83.2 | 83.2 | 83.2 |
| accommodation problem | 1 | .9 | .9 | 84.1 |
| day visitor | 1 | .9 | .9 | 85.0 |
| Golden Gate day visitor | 1 | .9 | .9 | 86.0 |
| Home | 1 | .9 | .9 | 86.9 |
| Home | 1 | .9 | .9 | 87.9 |
| live nearby | 1 | .9 | .9 | 88.8 |
| Live nearby | 1 | .9 | .9 | 89.7 |
| Own | 1 | .9 | .9 | 90.7 |
| Radio | 1 | .9 | .9 | 91.6 |
| safari now | 1 | .9 | .9 | 92.5 |
| stay here | 3 | 2.8 | 2.8 | 95.3 |
| Stay here | 2 | 1.9 | 1.9 | 97.2 |
| visiting Clarens | 2 | 1.9 | 1.9 | 99.1 |
| where2stay | 1 | .9 | .9 | 100.0 |
| Total | 107 | 100.0 | 100.0 | |

Table D10.1: Sources of information on festival

Q5_1_Website

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 54 | 50.5 | 100.0 | 100.0 |
| Missing | System | 53 | 49.5 | | |
| | Total | 107 | 100.0 | | |

Table D10.2: Sources of information on festival

Q5_2_Brochures_Board

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 7 | 6.5 | 100.0 | 100.0 |
| Missing | System | 100 | 93.5 | | |
| | Total | 107 | 100.0 | | |

Table D10.3: Sources of information on festival

Q5_3_Brochures_Agent

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 3 | 2.8 | 100.0 | 100.0 |
| Missing | System | 104 | 97.2 | | |
| | Total | 107 | 100.0 | | |

Table D10.4: Sources of information on festival

Q5_4_Google

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 24 | 22.4 | 100.0 | 100.0 |
| Missing | System | 83 | 77.6 | | |
| | Total | 107 | 100.0 | | |

Table D10.5: Sources of information on festival

Q5_5_Social

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------|-----------|---------|---------------|--------------------|
| Valid 1 | 4 | 3.7 | 100.0 | 100.0 |
| Missing System | 103 | 96.3 | | |
| Total | 107 | 100.0 | | |

Table D10.6: Sources of information on festival

Q5_6_Blogs

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------|-----------|---------|---------------|--------------------|
| Valid 1 | 4 | 3.7 | 100.0 | 100.0 |
| Missing System | 103 | 96.3 | | |
| Total | 107 | 100.0 | | |

Table D10.7: Sources of information on festival

Q5_7_News

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------|-----------|---------|---------------|--------------------|
| Valid 1 | 3 | 2.8 | 100.0 | 100.0 |
| Missing System | 104 | 97.2 | | |
| Total | 107 | 100.0 | | |

Table D10.8: Sources of information on festival

Q5_8_TV/Radio_Ads

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------|-----------|---------|---------------|--------------------|
| Valid 1 | 9 | 8.4 | 100.0 | 100.0 |
| Missing System | 98 | 91.6 | | |
| Total | 107 | 100.0 | | |

Table D10.9: Sources of information on festival

Q5_9_Magazines

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 11 | 10.3 | 100.0 | 100.0 |
| Missing | System | 96 | 89.7 | | |
| | Total | 107 | 100.0 | | |

Table D10.10: Sources of information on festival

Q5_10_Shows

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 1 | .9 | 100.0 | 100.0 |
| Missing | System | 106 | 99.1 | | |
| | Total | 107 | 100.0 | | |

Table D10.11: Sources of information on festival

Q5_11_Friends

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 25 | 23.4 | 100.0 | 100.0 |
| Missing | System | 82 | 76.6 | | |
| | Total | 107 | 100.0 | | |

Table D10.12: Sources of information on festival

Q5_12_Visited_previously

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 13 | 12.1 | 100.0 | 100.0 |
| Missing | System | 94 | 87.9 | | |
| | Total | 107 | 100.0 | | |

Table D11.1: Previously visited and festival information sources

Q1_Previous_Festival * Q5_1_Website Cross-tabulation

Count

| | | Q5_1_Website | |
|----------------------|-------|--------------|-------|
| | | 1 | Total |
| Q1_Previous_Festival | 1 | 19 | 19 |
| | 2 | 35 | 35 |
| | Total | 54 | 54 |

Table D11.2: Previously visited and festival information sources

Q1_Previous_Festival * Q5_2_Brochures_Board Cross-tabulation

Count

| | | Q5_2_Brochures_Board | |
|----------------------|-------|----------------------|-------|
| | | 1 | Total |
| Q1_Previous_Festival | 1 | 5 | 5 |
| | 2 | 2 | 2 |
| | Total | 7 | 7 |

Table D11.3: Previously visited and festival information sources

Q1_Previous_Festival * Q5_3_Brochures_Agent Cross-tabulation

Count

| | | Q5_3_Brochures_Agent | |
|----------------------|-------|----------------------|-------|
| | | 1 | Total |
| Q1_Previous_Festival | 1 | 3 | 3 |
| | Total | 3 | 3 |

Table D11.4: Previously visited and festival information sources

Q1_Previous_Festival * Q5_4_Google Cross-tabulation

Count

| | | Q5_4_Google | |
|----------------------|-------|-------------|-------|
| | | 1 | Total |
| Q1_Previous_Festival | 1 | 7 | 7 |
| | 2 | 17 | 17 |
| | Total | 24 | 24 |

Table D11.5: Previously visited and festival information sources

Q1_Previous_Festival * Q5_5_Social Cross-tabulation

Count

| | | Q5_5_Social | |
|----------------------|-------|-------------|-------|
| | | 1 | Total |
| Q1_Previous_Festival | 1 | 4 | 4 |
| | Total | 4 | 4 |

Table D11.6: Previously visited and festival information sources

Q1_Previous_Festival * Q5_6_Blogs Cross-tabulation

Count

| | | Q5_6_Blogs | |
|----------------------|-------|------------|-------|
| | | 1 | Total |
| Q1_Previous_Festival | 1 | 1 | 1 |
| | 2 | 3 | 3 |
| | Total | 4 | 4 |

Table D11.7: Previously visited and festival information sources

Q1_Previous_Festival * Q5_7_News Cross-tabulation

Count

| | | Q5_7_News | |
|----------------------|-------|-----------|-------|
| | | 1 | Total |
| Q1_Previous_Festival | 1 | 2 | 2 |
| | 2 | 1 | 1 |
| | Total | 3 | 3 |

Table D11.8: Previously visited and festival information sources

Q1_Previous_Festival * Q5_8_TV/Radio_Ads Cross-tabulation

Count

| | | Q5_8_TV/Radio_Ads | |
|----------------------|-------|-------------------|-------|
| | | 1 | Total |
| Q1_Previous_Festival | 1 | 4 | 4 |
| | 2 | 5 | 5 |
| | Total | 9 | 9 |

Table D11.9: Previously visited and festival information sources

Q1_Previous_Festival * Q5_9_Magazines Cross-tabulation

Count

| | | Q5_9_Magazines | |
|----------------------|-------|----------------|-------|
| | | 1 | Total |
| Q1_Previous_Festival | 1 | 3 | 3 |
| | 2 | 8 | 8 |
| | Total | 11 | 11 |

Table D11.10: Previously visited and festival information sources

Q1_Previous_Festival * Q5_10_Shows Cross-tabulation

Count

| | | Q5_10_Shows | |
|----------------------|-------|-------------|-------|
| | | 1 | Total |
| Q1_Previous_Festival | 2 | 1 | 1 |
| | Total | 1 | 1 |

Table D11.11: Previously visited and festival information sources

Q1_Previous_Festival * Q5_11_Friends Cross-tabulation

Count

| | | Q5_11_Friends | |
|----------------------|-------|---------------|-------|
| | | 1 | Total |
| Q1_Previous_Festival | 1 | 11 | 11 |
| | 2 | 13 | 13 |
| | Total | 24 | 24 |

Table D11.12: Previously visited and festival information sources

Q1_Previous_Festival * Q5_12_Visited_previously Cross-tabulation

Count

| | | Q5_12_Visited_previously | |
|----------------------|-------|--------------------------|-------|
| | | 1 | Total |
| Q1_Previous_Festival | 1 | 10 | 10 |
| | 2 | 3 | 3 |
| | Total | 13 | 13 |

Table D12.1: Festival information sources used by male and female attendees

Q8_Gender * Q5_1_Website Cross-tabulation

Count

| | | Q5_1_Website | |
|-----------|-------|--------------|-------|
| | | 1 | Total |
| Q8_Gender | 1 | 16 | 16 |
| | 2 | 36 | 36 |
| | Total | 52 | 52 |

Table D12.2: Festival information sources used by male and female attendees

Q8_Gender * Q5_2_Brochures_Board Cross-tabulation

Count

| | | Q5_2_Brochures_Board | |
|-----------|-------|----------------------|-------|
| | | 1 | Total |
| Q8_Gender | 1 | 2 | 2 |
| | 2 | 5 | 5 |
| | Total | 7 | 7 |

Table D12.3: Festival information sources used by male and female attendees

Q8_Gender * Q5_3_Brochures_Agent Cross-tabulation

Count

| | | Q5_3_Brochures_Agent | |
|-----------|-------|----------------------|-------|
| | | 1 | Total |
| Q8_Gender | 1 | 3 | 3 |
| | Total | 3 | 3 |

Table D12.4: Festival information sources used by male and female attendees

Q8_Gender * Q5_4_Google Cross-tabulation

Count

| | | Q5_4_Google | |
|-----------|-------|-------------|-------|
| | | 1 | Total |
| Q8_Gender | 1 | 6 | 6 |
| | 2 | 18 | 18 |
| | Total | 24 | 24 |

Table D12.5: Festival information sources used by male and female attendees

Q8_Gender * Q5_5_Social Cross-tabulation

Count

| | | Q5_5_Social | |
|-----------|-------|-------------|-------|
| | | 1 | Total |
| Q8_Gender | 1 | 1 | 1 |
| | 2 | 3 | 3 |
| | Total | 4 | 4 |

Table D12.6: Festival information sources used by male and female attendees

Q8_Gender * Q5_6_Blogs Cross-tabulation

Count

| | | Q5_6_Blogs | |
|-----------|-------|------------|-------|
| | | 1 | Total |
| Q8_Gender | 1 | 2 | 2 |
| | 2 | 2 | 2 |
| | Total | 4 | 4 |

Table D12.7: Festival information sources used by male and female attendees

Q8_Gender * Q5_7_News Cross-tabulation

Count

| | | Q5_7_News | |
|-----------|-------|-----------|-------|
| | | 1 | Total |
| Q8_Gender | 1 | 1 | 1 |
| | 2 | 2 | 2 |
| | Total | 3 | 3 |

Table D12.8: Festival information sources used by male and female attendees

Q8_Gender * Q5_8_TV/Radio_Ads Cross-tabulation

Count

| | | Q5_8_TV/Radio_Ads | |
|-----------|-------|-------------------|-------|
| | | 1 | Total |
| Q8_Gender | 1 | 1 | 1 |
| | 2 | 8 | 8 |
| | Total | 9 | 9 |

Table D12.9: Festival information sources used by male and female attendees

Q8_Gender * Q5_9_Magazines Cross-tabulation

Count

| | | Q5_9_Magazines | |
|-----------|-------|----------------|-------|
| | | 1 | Total |
| Q8_Gender | 1 | 3 | 3 |
| | 2 | 8 | 8 |
| | Total | 11 | 11 |

Table D12.10: Festival information sources used by male and female attendees

Q8_Gender * Q5_10_Shows Cross-tabulation

Count

| | | Q5_10_Shows | |
|-----------|-------|-------------|-------|
| | | 1 | Total |
| Q8_Gender | 2 | 1 | 1 |
| | Total | 1 | 1 |

Table D12.11: Festival information sources used by male and female attendees

Q8_Gender * Q5_11_Friends Cross-tabulation

Count

| | | Q5_11_Friends | |
|-----------|-------|---------------|-------|
| | | 1 | Total |
| Q8_Gender | 1 | 6 | 6 |
| | 2 | 18 | 18 |
| | Total | 24 | 24 |

Table D12.12: Festival information sources used by male and female attendees

Q8_Gender * Q5_12_Visited_previously Cross-tabulation

Count

| | | Q5_12_Visited_previously | |
|-----------|-------|--------------------------|-------|
| | | 1 | Total |
| Q8_Gender | 1 | 3 | 3 |
| | 2 | 9 | 9 |
| | Total | 12 | 12 |

Table D13.1: Festival information sources used by attendees of different age groups

Q9_Age * Q5_1_Website Cross-tabulation

Count

| | | Q5_1_Website | |
|--------|-------|--------------|-------|
| | | 1 | Total |
| Q9_Age | 1 | 8 | 8 |
| | 2 | 13 | 13 |
| | 3 | 11 | 11 |
| | 4 | 18 | 18 |
| | 5 | 2 | 2 |
| | Total | 52 | 52 |

Table D13.2: Festival information sources used by attendees of different age groups

Q9_Age * Q5_2_Brochures_Board Cross-tabulation

Count

| | | Q5_2_Brochures_Board | |
|--------|-------|----------------------|-------|
| | | 1 | Total |
| Q9_Age | 1 | 1 | 1 |
| | 2 | 2 | 2 |
| | 3 | 1 | 1 |
| | 4 | 3 | 3 |
| | Total | 7 | 7 |

Table D13.3: Festival information sources used by attendees of different age groups

Q9_Age * Q5_3_Brochures_Agent Cross-tabulation

Count

| | | Q5_3_Brochures_Agent | |
|--------|-------|----------------------|-------|
| | | 1 | Total |
| Q9_Age | 1 | 1 | 1 |
| | 4 | 2 | 2 |
| | Total | 3 | 3 |

Table D13.4: Festival information sources used by attendees of different age groups

Q9_Age * Q5_4_Google Cross-tabulation

Count

| | | Q5_4_Google | |
|--------|-------|-------------|-------|
| | | 1 | Total |
| Q9_Age | 1 | 7 | 7 |
| | 2 | 4 | 4 |
| | 3 | 5 | 5 |
| | 4 | 7 | 7 |
| | 5 | 1 | 1 |
| | Total | 24 | 24 |

Table D13.5: Festival information sources used by attendees of different age groups

Q9_Age * Q5_5_Social Cross-tabulation

Count

| | | Q5_5_Social | |
|--------|-------|-------------|-------|
| | | 1 | Total |
| Q9_Age | 1 | 2 | 2 |
| | 3 | 2 | 2 |
| | Total | 4 | 4 |

Table D13.6: Festival information sources used by attendees of different age groups

Q9_Age * Q5_6_Blogs Cross-tabulation

Count

| | | Q5_6_Blogs | |
|--------|-------|------------|-------|
| | | 1 | Total |
| Q9_Age | 1 | 1 | 1 |
| | 2 | 2 | 2 |
| | 4 | 1 | 1 |
| | Total | 4 | 4 |

Table D13.7: Festival information sources used by attendees of different age groups

Q9_Age * Q5_7_News Cross-tabulation

Count

| | | Q5_7_News | |
|--------|-------|-----------|-------|
| | | 1 | Total |
| Q9_Age | 1 | 1 | 1 |
| | 2 | 1 | 1 |
| | 4 | 1 | 1 |
| | Total | 3 | 3 |

Table D13.8: Festival information sources used by attendees of different age groups

Q9_Age * Q5_8_TV/Radio_Ads Cross-tabulation

Count

| | | Q5_8_TV/Radio_Ads | |
|--------|-------|-------------------|-------|
| | | 1 | Total |
| Q9_Age | 1 | 3 | 3 |
| | 2 | 1 | 1 |
| | 3 | 3 | 3 |
| | 4 | 1 | 1 |
| | 5 | 1 | 1 |
| | Total | 9 | 9 |

Table D13.9: Festival information sources used by attendees of different age groups

Q9_Age * Q5_9_Magazines Cross-tabulation

Count

| | | Q5_9_Magazines | |
|--------|-------|----------------|-------|
| | | 1 | Total |
| Q9_Age | 1 | 3 | 3 |
| | 2 | 1 | 1 |
| | 4 | 5 | 5 |
| | 5 | 2 | 2 |
| | Total | 11 | 11 |

Table D13.10: Festival information sources used by attendees of different age groups

Q9_Age * Q5_10_Shows Cross-tabulation

Count

| | | Q5_10_Shows | |
|--------|-------|-------------|-------|
| | | 1 | Total |
| Q9_Age | 4 | 1 | 1 |
| | Total | 1 | 1 |

Table D13.11: Festival information sources used by attendees of different age groups

Q9_Age * Q5_11_Friends Cross-tabulation

Count

| | | Q5_11_Friends | |
|--------|-------|---------------|-------|
| | | 1 | Total |
| Q9_Age | 1 | 9 | 9 |
| | 2 | 6 | 6 |
| | 3 | 4 | 4 |
| | 4 | 3 | 3 |
| | 5 | 2 | 2 |
| | Total | 24 | 24 |

Table D13.12: Festival information sources used by attendees of different age groups

Q9_Age * Q5_12_Visited_previously Cross-tabulation

Count

| | | Q5_12_Visited_previously | |
|--------|-------|--------------------------|-------|
| | | 1 | Total |
| Q9_Age | 1 | 5 | 5 |
| | 2 | 1 | 1 |
| | 3 | 2 | 2 |
| | 4 | 3 | 3 |
| | 5 | 1 | 1 |
| | Total | 12 | 12 |

Table D14.1: Geographical dispersion of attendees and the information sources used on the festival

Q5_1_Website * Q11_Location Cross-tabulation

Count

| | Q11_Location | | | | | |
|----------------|--------------|---|---|----|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 |
| Q5_1_Website 1 | 5 | 2 | 6 | 24 | 8 | 1 |
| Total | 5 | 2 | 6 | 24 | 8 | 1 |

Table D14.2: Geographical dispersion of attendees and the information sources used on the festival

Q5_1_Website * Q11_Location Cross-tabulation

Count

| | Q11_Location | | | | Total |
|----------------|--------------|---|----|----|-------|
| | 7 | 9 | 10 | 12 | |
| Q5_1_Website 1 | 1 | 2 | 3 | 2 | 54 |
| Total | 1 | 2 | 3 | 2 | 54 |

Table D14.3: Geographical dispersion of attendees and the information sources used on the festival

Q5_2_Brochures_Board * Q11_Location Cross-tabulation

Count

| | Q11_Location | | | |
|------------------------|--------------|---|---|----|
| | 1 | 7 | 8 | 10 |
| Q5_2_Brochures_Board 1 | 1 | 1 | 3 | 1 |
| Total | 1 | 1 | 3 | 1 |

Table D14.4: Geographical dispersion of attendees and the information sources used on the festival

Q5_2_Brochures_Board * Q11_Location Cross-tabulation

Count

| | Q11_Location | |
|----------------------|--------------|-------|
| | 12 | Total |
| Q5_2_Brochures_Board | 1 | 7 |
| Total | 1 | 7 |

Table D14.5: Geographical dispersion of attendees and the information sources used on the festival

Q5_3_Brochures_Agent * Q11_Location Cross-tabulation

Count

| | Q11_Location | | | Total |
|----------------------|--------------|---|---|-------|
| | 2 | 4 | 8 | |
| Q5_3_Brochures_Agent | 1 | 1 | 1 | 3 |
| Total | 1 | 1 | 1 | 3 |

Table D14.6: Geographical dispersion of attendees and the information sources used on the festival

Q5_4_Google * Q11_Location Cross-tabulation

Count

| | Q11_Location | | | | | |
|-------------|--------------|---|---|----|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 |
| Q5_4_Google | 1 | 1 | 2 | 11 | 4 | 1 |
| Total | 1 | 1 | 2 | 11 | 4 | 1 |

Table D14.7: Geographical dispersion of attendees and the information sources used on the festival

Q5_4_Google * Q11_Location Cross-tabulation

Count

| | Q11_Location | | | Total |
|---------------|--------------|---|----|-------|
| | 7 | 8 | 10 | |
| Q5_4_Google 1 | 1 | 1 | 2 | 24 |
| Total | 1 | 1 | 2 | 24 |

Table D14.8: Geographical dispersion of attendees and the information sources used on the festival

Q5_5_Social * Q11_Location Cross-tabulation

Count

| | Q11_Location | | | Total |
|---------------|--------------|---|----|-------|
| | 1 | 2 | 12 | |
| Q5_5_Social 1 | 1 | 2 | 1 | 4 |
| Total | 1 | 2 | 1 | 4 |

Table D14.9: Geographical dispersion of attendees and the information sources used on the festival

Q5_6_Blogs * Q11_Location Cross-tabulation

Count

| | Q11_Location | | | | Total |
|--------------|--------------|---|---|----|-------|
| | 3 | 4 | 7 | 10 | |
| Q5_6_Blogs 1 | 1 | 1 | 1 | 1 | 4 |
| Total | 1 | 1 | 1 | 1 | 4 |

Table D14.10: Geographical dispersion of attendees and the information sources used on the festival

Q5_7_News * Q11_Location Cross-tabulation

Count

| | Q11_Location | | | Total |
|-------------|--------------|---|----|-------|
| | 6 | 8 | 12 | |
| Q5_7_News 1 | 1 | 1 | 1 | 3 |
| Total | 1 | 1 | 1 | 3 |

Table D14.11: Geographical dispersion of attendees and the information sources used on the festival

Q5_8_TV/Radio_Ads * Q11_Location Cross-tabulation

Count

| | Q11_Location | | | | | |
|---------------------|--------------|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 |
| Q5_8_TV/Radio_Ads 1 | 1 | 1 | 2 | 1 | 1 | 1 |
| Total | 1 | 1 | 2 | 1 | 1 | 1 |

Table D14.12: Geographical dispersion of attendees and the information sources used on the festival

Q5_8_TV/Radio_Ads * Q11_Location Cross-tabulation

Count

| | Q11_Location | Total |
|---------------------|--------------|-------|
| | 12 | |
| Q5_8_TV/Radio_Ads 1 | 2 | 9 |
| Total | 2 | 9 |

Table D14.13: Geographical dispersion of attendees and the information sources used on the festival

Q5_9_Magazines * Q11_Location Cross-tabulation

Count

| | Q11_Location | | | | | |
|------------------|--------------|---|---|---|---|---|
| | 1 | 4 | 5 | 7 | 8 | 9 |
| Q5_9_Magazines 1 | 1 | 2 | 2 | 1 | 1 | 1 |
| Total | 1 | 2 | 2 | 1 | 1 | 1 |

Table D14.14: Geographical dispersion of attendees and the information sources used on the festival

Q5_9_Magazines * Q11_Location Cross-tabulation

Count

| | Q11_Location | |
|------------------|--------------|-------|
| | 10 | Total |
| Q5_9_Magazines 1 | 3 | 11 |
| Total | 3 | 11 |

Table D14.15: Geographical dispersion of attendees and the information sources used on the festival

Q5_10_Shows * Q11_Location Cross-tabulation

Count

| | Q11_Location | |
|---------------|--------------|-------|
| | 4 | Total |
| Q5_10_Shows 1 | 1 | 1 |
| Total | 1 | 1 |

Table D14.16: Geographical dispersion of attendees and the information sources used on the festival

Q5_11_Friends * Q11_Location Cross-tabulation

Count

| | Q11_Location | | | | | |
|-----------------|--------------|---|---|---|---|---|
| | 1 | 3 | 4 | 5 | 8 | 9 |
| Q5_11_Friends 1 | 4 | 2 | 4 | 1 | 1 | 3 |
| Total | 4 | 2 | 4 | 1 | 1 | 3 |

Table D14.17: Geographical dispersion of attendees and the information sources used on the festival

Q5_11_Friends * Q11_Location Cross-tabulation

Count

| | Q11_Location | | | Total |
|-----------------|--------------|----|----|-------|
| | 10 | 11 | 12 | |
| Q5_11_Friends 1 | 4 | 2 | 4 | 25 |
| Total | 4 | 2 | 4 | 25 |

Table D14.18: Geographical dispersion of attendees and the information sources used on the festival

Q5_12_Visited_previously * Q11_Location Cross-tabulation

Count

| | Q11_Location | | | | |
|----------------------------|--------------|---|---|---|---|
| | 2 | 3 | 4 | 6 | 7 |
| Q5_12_Visited_previously 1 | 3 | 4 | 1 | 1 | 1 |
| Total | 3 | 4 | 1 | 1 | 1 |

Table D14.19: Geographical dispersion of attendees and the information sources used on the festival

Q5_12_Visited_previously * Q11_Location Cross-tabulation

Count

| | Q11_Location | | |
|----------------------------|--------------|----|-------|
| | 9 | 10 | Total |
| Q5_12_Visited_previously 1 | 1 | 2 | 13 |
| Total | 1 | 2 | 13 |

Table D15.1: Geographical dispersion of attendees and their age groups

Q9_Age * Q11_Location Cross-tabulation

Count

| | Q11_Location | | | | | | |
|----------|--------------|----|----|----|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Q9_Age 1 | 8 | 6 | 3 | 4 | 0 | 1 | 0 |
| 2 | 0 | 0 | 4 | 8 | 0 | 1 | 1 |
| 3 | 2 | 2 | 3 | 7 | 1 | 0 | 0 |
| 4 | 1 | 1 | 1 | 10 | 6 | 1 | 1 |
| 5 | 1 | 1 | 1 | 2 | 2 | 0 | 0 |
| Total | 12 | 10 | 12 | 31 | 9 | 3 | 2 |

Table D15.2: Geographical dispersion of attendees and their age groups

Q9_Age * Q11_Location Cross-tabulation

Count

| | Q11_Location | | | | | Total |
|----------|--------------|---|----|----|----|-------|
| | 8 | 9 | 10 | 11 | 12 | |
| Q9_Age 1 | 0 | 1 | 4 | 0 | 1 | 28 |
| 2 | 1 | 0 | 2 | 1 | 2 | 20 |
| 3 | 0 | 0 | 1 | 0 | 2 | 18 |
| 4 | 3 | 3 | 1 | 0 | 1 | 29 |
| 5 | 0 | 0 | 0 | 1 | 0 | 8 |
| Total | 4 | 4 | 8 | 2 | 6 | 103 |

Table D16.1: Geographical dispersion of attendees and their race

Q10_Race * Q11_Location Cross-tabulation

Count

| | Q11_Location | | | | | | |
|------------|--------------|----|----|----|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Q10_Race 1 | 3 | 5 | 1 | 3 | 0 | 0 | 0 |
| 2 | 0 | 1 | 0 | 0 | 0 | 0 | 0 |
| 3 | 9 | 3 | 11 | 28 | 9 | 3 | 2 |
| 4 | 0 | 1 | 0 | 0 | 0 | 0 | 0 |
| 5 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total | 12 | 10 | 12 | 31 | 9 | 3 | 2 |

Table D16.2: Geographical dispersion of attendees and their race

Q10_Race * Q11_Location Cross-tabulation

Count

| | Q11_Location | | | | | Total |
|------------|--------------|---|----|----|----|-------|
| | 8 | 9 | 10 | 11 | 12 | |
| Q10_Race 1 | 0 | 0 | 0 | 0 | 5 | 17 |
| 2 | 0 | 0 | 1 | 0 | 0 | 2 |
| 3 | 4 | 3 | 7 | 2 | 1 | 82 |
| 4 | 0 | 0 | 0 | 0 | 0 | 1 |
| 5 | 0 | 1 | 0 | 0 | 0 | 1 |
| Total | 4 | 4 | 8 | 2 | 6 | 103 |

Table D17.1: Geographical dispersion of attendees and their duration of stay

Q3_Duration * Q11_Location Cross-tabulation

Count

| | Q11_Location | | | | | |
|---------------|--------------|----|----|----|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 |
| Q3_Duration 1 | 2 | 7 | 8 | 10 | 3 | 1 |
| 2 | 1 | 2 | 0 | 1 | 2 | 0 |
| 3 | 2 | 1 | 6 | 20 | 4 | 2 |
| 4 | 0 | 0 | 0 | 0 | 0 | 0 |
| 5 | 7 | 0 | 0 | 0 | 0 | 0 |
| Total | 12 | 10 | 14 | 31 | 9 | 3 |

Table D17.2: Geographical dispersion of attendees and their duration of stay

Q3_Duration * Q11_Location Cross-tabulation

Count

| | Q11_Location | | | | |
|---------------|--------------|---|---|----|----|
| | 7 | 8 | 9 | 10 | 11 |
| Q3_Duration 1 | 0 | 1 | 1 | 0 | 1 |
| 2 | 0 | 2 | 1 | 1 | 1 |
| 3 | 1 | 0 | 2 | 7 | 0 |
| 4 | 1 | 1 | 0 | 0 | 0 |
| 5 | 0 | 0 | 0 | 0 | 0 |
| Total | 2 | 4 | 4 | 8 | 2 |

Table D17.3: Geographical dispersion of attendees and their duration of stay

Q3_Duration * Q11_Location Cross-tabulation

Count

| | Q11_Location | |
|---------------|--------------|-------|
| | 12 | Total |
| Q3_Duration 1 | 4 | 38 |
| 2 | 1 | 12 |
| 3 | 0 | 45 |
| 4 | 1 | 3 |
| 5 | 0 | 7 |
| Total | 6 | 105 |

Table D18.1: Importance of website features on corporate information – Company overview

Q6_1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 17 | 15.9 | 17.7 | 17.7 |
| | 2 | 10 | 9.3 | 10.4 | 28.1 |
| | 3 | 17 | 15.9 | 17.7 | 45.8 |
| | 4 | 28 | 26.2 | 29.2 | 75.0 |
| | 5 | 23 | 21.5 | 24.0 | 99.0 |
| | 6 | 1 | .9 | 1.0 | 100.0 |
| Total | | 96 | 89.7 | 100.0 | |
| Missing | System | 11 | 10.3 | | |
| Total | | 107 | 100.0 | | |

Table D18.2: Importance of website features on corporate information - News

Q6_2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 9 | 8.4 | 9.8 | 9.8 |
| | 2 | 2 | 1.9 | 2.2 | 12.0 |
| | 3 | 18 | 16.8 | 19.6 | 31.5 |
| | 4 | 34 | 31.8 | 37.0 | 68.5 |
| | 5 | 27 | 25.2 | 29.3 | 97.8 |
| | 6 | 2 | 1.9 | 2.2 | 100.0 |
| | Total | 92 | 86.0 | 100.0 | |
| Missing | System | 15 | 14.0 | | |
| | Total | 107 | 100.0 | | |

Table D18.3: Importance of website features on corporate information – Employment opportunities

Q6_3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 31 | 29.0 | 34.1 | 34.1 |
| | 2 | 13 | 12.1 | 14.3 | 48.4 |
| | 3 | 17 | 15.9 | 18.7 | 67.0 |
| | 4 | 13 | 12.1 | 14.3 | 81.3 |
| | 5 | 14 | 13.1 | 15.4 | 96.7 |
| | 6 | 3 | 2.8 | 3.3 | 100.0 |
| | Total | 91 | 85.0 | 100.0 | |
| Missing | System | 16 | 15.0 | | |
| | Total | 107 | 100.0 | | |

Table D18.4: Importance of website features on corporate information – Investor and community relations

Q6_4

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 22 | 20.6 | 24.7 | 24.7 |
| | 2 | 18 | 16.8 | 20.2 | 44.9 |
| | 3 | 17 | 15.9 | 19.1 | 64.0 |
| | 4 | 13 | 12.1 | 14.6 | 78.7 |
| | 5 | 16 | 15.0 | 18.0 | 96.6 |
| | 6 | 3 | 2.8 | 3.4 | 100.0 |
| Total | | 89 | 83.2 | 100.0 | |
| Missing | System | 18 | 16.8 | | |
| Total | | 107 | 100.0 | | |

Table D19.1: Importance of website features on product information – Brief description

Q6_5

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 1 | .9 | 1.1 | 1.1 |
| | 3 | 19 | 17.8 | 20.0 | 21.1 |
| | 4 | 28 | 26.2 | 29.5 | 50.5 |
| | 5 | 44 | 41.1 | 46.3 | 96.8 |
| | 6 | 3 | 2.8 | 3.2 | 100.0 |
| | Total | | 95 | 88.8 | 100.0 |
| Missing | System | 12 | 11.2 | | |
| Total | | 107 | 100.0 | | |

Table D19.2: Importance of website features on product information – Rates/fares

Q6_6

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 3 | 2.8 | 3.3 | 3.3 |
| | 2 | 2 | 1.9 | 2.2 | 5.5 |
| | 3 | 7 | 6.5 | 7.7 | 13.2 |
| | 4 | 21 | 19.6 | 23.1 | 36.3 |
| | 5 | 52 | 48.6 | 57.1 | 93.4 |
| | 6 | 6 | 5.6 | 6.6 | 100.0 |
| | Total | 91 | 85.0 | 100.0 | |
| Missing | System | 16 | 15.0 | | |
| | Total | 107 | 100.0 | | |

Table D19.3: Importance of website features on product information – Photo gallery

Q6_7

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 4 | 3.7 | 4.2 | 4.2 |
| | 2 | 1 | .9 | 1.1 | 5.3 |
| | 3 | 13 | 12.1 | 13.7 | 18.9 |
| | 4 | 29 | 27.1 | 30.5 | 49.5 |
| | 5 | 42 | 39.3 | 44.2 | 93.7 |
| | 6 | 6 | 5.6 | 6.3 | 100.0 |
| | Total | 95 | 88.8 | 100.0 | |
| Missing | System | 12 | 11.2 | | |
| | Total | 107 | 100.0 | | |

Table D19.4: Importance of website features on product information – Virtual tours

Q6_8

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 7 | 6.5 | 7.6 | 7.6 |
| | 2 | 6 | 5.6 | 6.5 | 14.1 |
| | 3 | 16 | 15.0 | 17.4 | 31.5 |
| | 4 | 26 | 24.3 | 28.3 | 59.8 |
| | 5 | 31 | 29.0 | 33.7 | 93.5 |
| | 6 | 6 | 5.6 | 6.5 | 100.0 |
| | Total | 92 | 86.0 | 100.0 | |
| Missing | System | 15 | 14.0 | | |
| | Total | 107 | 100.0 | | |

Table D19.5: Importance of website features on product information – Frequently asked questions

Q6_9

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 9 | 8.4 | 10.0 | 10.0 |
| | 2 | 10 | 9.3 | 11.1 | 21.1 |
| | 3 | 22 | 20.6 | 24.4 | 45.6 |
| | 4 | 13 | 12.1 | 14.4 | 60.0 |
| | 5 | 25 | 23.4 | 27.8 | 87.8 |
| | 6 | 11 | 10.3 | 12.2 | 100.0 |
| | Total | 90 | 84.1 | 100.0 | |
| Missing | System | 17 | 15.9 | | |
| | Total | 107 | 100.0 | | |

Table D19.6: Importance of website features on product information – Privacy and security

Q6_10

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 9 | 8.4 | 10.0 | 10.0 |
| | 2 | 7 | 6.5 | 7.8 | 17.8 |
| | 3 | 13 | 12.1 | 14.4 | 32.2 |
| | 4 | 16 | 15.0 | 17.8 | 50.0 |
| | 5 | 38 | 35.5 | 42.2 | 92.2 |
| | 6 | 7 | 6.5 | 7.8 | 100.0 |
| | Total | 90 | 84.1 | 100.0 | |
| Missing | System | 17 | 15.9 | | |
| | Total | 107 | 100.0 | | |

Table D20.1: Importance of website features on non-product information – Weather

Q6_11

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 2 | 1.9 | 2.0 | 2.0 |
| | 2 | 5 | 4.7 | 5.1 | 7.1 |
| | 3 | 8 | 7.5 | 8.1 | 15.2 |
| | 4 | 22 | 20.6 | 22.2 | 37.4 |
| | 5 | 53 | 49.5 | 53.5 | 90.9 |
| | 6 | 9 | 8.4 | 9.1 | 100.0 |
| | Total | 99 | 92.5 | 100.0 | |
| Missing | System | 8 | 7.5 | | |
| | Total | 107 | 100.0 | | |

Table D20.2: Importance of website features on non-product information – Directions

Q6_12

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------|-----------|---------|---------------|--------------------|
| Valid | 1 | 2 | 1.9 | 2.2 | 2.2 |
| | 3 | 9 | 8.4 | 9.7 | 11.8 |
| | 4 | 18 | 16.8 | 19.4 | 31.2 |
| | 5 | 57 | 53.3 | 61.3 | 92.5 |
| | 6 | 7 | 6.5 | 7.5 | 100.0 |
| | Total | 93 | 86.9 | 100.0 | |
| | Missing System | 14 | 13.1 | | |
| Total | 107 | 100.0 | | | |

Table D20.3: Importance of website features on non-product information – Local transport

Q6_13

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------|-------|-----------|---------|---------------|--------------------|
| Valid | 1 | 13 | 12.1 | 13.3 | 13.3 |
| | 2 | 11 | 10.3 | 11.2 | 24.5 |
| | 3 | 9 | 8.4 | 9.2 | 33.7 |
| | 4 | 21 | 19.6 | 21.4 | 55.1 |
| | 5 | 39 | 36.4 | 39.8 | 94.9 |
| | 6 | 5 | 4.7 | 5.1 | 100.0 |
| | Total | 98 | 91.6 | 100.0 | |
| Missing System | 9 | 8.4 | | | |
| Total | 107 | 100.0 | | | |

Table D20.4: Importance of website features on non-product information – Other places to visit

Q6_14

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 4 | 3.7 | 4.2 | 4.2 |
| | 2 | 1 | .9 | 1.1 | 5.3 |
| | 3 | 7 | 6.5 | 7.4 | 12.6 |
| | 4 | 23 | 21.5 | 24.2 | 36.8 |
| | 5 | 53 | 49.5 | 55.8 | 92.6 |
| | 6 | 7 | 6.5 | 7.4 | 100.0 |
| | Total | 95 | 88.8 | 100.0 | |
| Missing | System | 12 | 11.2 | | |
| | Total | 107 | 100.0 | | |

Table D20.5: Importance of website features on non-product information – Where to stay

Q6_15

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 4 | 3.7 | 4.1 | 4.1 |
| | 2 | 2 | 1.9 | 2.1 | 6.2 |
| | 3 | 5 | 4.7 | 5.2 | 11.3 |
| | 4 | 21 | 19.6 | 21.6 | 33.0 |
| | 5 | 56 | 52.3 | 57.7 | 90.7 |
| | 6 | 9 | 8.4 | 9.3 | 100.0 |
| | Total | 97 | 90.7 | 100.0 | |
| Missing | System | 10 | 9.3 | | |
| | Total | 107 | 100.0 | | |

Table D20.6: Importance of website features on non-product information – Security

Q6_16

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 1 | .9 | 1.4 | 1.4 |
| | 2 | 2 | 1.9 | 2.7 | 4.1 |
| | 3 | 9 | 8.4 | 12.3 | 16.4 |
| | 4 | 13 | 12.1 | 17.8 | 34.2 |
| | 5 | 38 | 35.5 | 52.1 | 86.3 |
| | 6 | 10 | 9.3 | 13.7 | 100.0 |
| | Total | 73 | 68.2 | 100.0 | |
| Missing | System | 34 | 31.8 | | |
| | Total | 107 | 100.0 | | |

Table D21.1: Importance of website features on customer relationship management – Contact details

Q6_17

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 6 | 5.6 | 6.5 | 6.5 |
| | 3 | 16 | 15.0 | 17.2 | 23.7 |
| | 4 | 22 | 20.6 | 23.7 | 47.3 |
| | 5 | 42 | 39.3 | 45.2 | 92.5 |
| | 6 | 7 | 6.5 | 7.5 | 100.0 |
| | Total | 93 | 86.9 | 100.0 | |
| Missing | System | 14 | 13.1 | | |
| | Total | 107 | 100.0 | | |

Table D21.2: Importance of website features on customer relationship management – E-mail address

Q6_18

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 5 | 4.7 | 5.6 | 5.6 |
| | 2 | 3 | 2.8 | 3.3 | 8.9 |
| | 3 | 16 | 15.0 | 17.8 | 26.7 |
| | 4 | 25 | 23.4 | 27.8 | 54.4 |
| | 5 | 34 | 31.8 | 37.8 | 92.2 |
| | 6 | 7 | 6.5 | 7.8 | 100.0 |
| Total | | 90 | 84.1 | 100.0 | |
| Missing | System | 17 | 15.9 | | |
| | Total | 107 | 100.0 | | |

Table D21.3: Importance of website features on customer relationship management – Feedback

Q6_19

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 9 | 8.4 | 10.2 | 10.2 |
| | 2 | 2 | 1.9 | 2.3 | 12.5 |
| | 3 | 18 | 16.8 | 20.5 | 33.0 |
| | 4 | 25 | 23.4 | 28.4 | 61.4 |
| | 5 | 31 | 29.0 | 35.2 | 96.6 |
| | 6 | 3 | 2.8 | 3.4 | 100.0 |
| Total | | 88 | 82.2 | 100.0 | |
| Missing | System | 19 | 17.8 | | |
| | Total | 107 | 100.0 | | |

Table D21.4: Importance of website features on customer relationship management – Links

Q6_20

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 6 | 5.6 | 7.0 | 7.0 |
| | 2 | 6 | 5.6 | 7.0 | 14.0 |
| | 3 | 24 | 22.4 | 27.9 | 41.9 |
| | 4 | 19 | 17.8 | 22.1 | 64.0 |
| | 5 | 28 | 26.2 | 32.6 | 96.5 |
| | 6 | 3 | 2.8 | 3.5 | 100.0 |
| | Total | 86 | 80.4 | 100.0 | |
| Missing | System | 21 | 19.6 | | |
| | Total | 107 | 100.0 | | |

Table D21.5: Importance of website features on customer relationship management – E-newsletter

Q6_21

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 8 | 7.5 | 9.3 | 9.3 |
| | 2 | 9 | 8.4 | 10.5 | 19.8 |
| | 3 | 25 | 23.4 | 29.1 | 48.8 |
| | 4 | 22 | 20.6 | 25.6 | 74.4 |
| | 5 | 18 | 16.8 | 20.9 | 95.3 |
| | 6 | 4 | 3.7 | 4.7 | 100.0 |
| | Total | 86 | 80.4 | 100.0 | |
| Missing | System | 21 | 19.6 | | |
| | Total | 107 | 100.0 | | |

Table D21.6: Importance of website features on customer relationship management – Mail-to-friend

Q6_22

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 14 | 13.1 | 15.9 | 15.9 |
| | 2 | 11 | 10.3 | 12.5 | 28.4 |
| | 3 | 23 | 21.5 | 26.1 | 54.5 |
| | 4 | 18 | 16.8 | 20.5 | 75.0 |
| | 5 | 17 | 15.9 | 19.3 | 94.3 |
| | 6 | 5 | 4.7 | 5.7 | 100.0 |
| | Total | 88 | 82.2 | 100.0 | |
| Missing | System | 19 | 17.8 | | |
| | Total | 107 | 100.0 | | |

Table D21.7: Importance of website features on customer relationship management – Customer survey

Q6_23

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 14 | 13.1 | 16.1 | 16.1 |
| | 2 | 9 | 8.4 | 10.3 | 26.4 |
| | 3 | 16 | 15.0 | 18.4 | 44.8 |
| | 4 | 31 | 29.0 | 35.6 | 80.5 |
| | 5 | 15 | 14.0 | 17.2 | 97.7 |
| | 6 | 2 | 1.9 | 2.3 | 100.0 |
| | Total | 87 | 81.3 | 100.0 | |
| Missing | System | 20 | 18.7 | | |
| | Total | 107 | 100.0 | | |

Table D21.8: Importance of website features on customer relationship management – Free downloads

Q6_24

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 9 | 8.4 | 10.3 | 10.3 |
| | 2 | 6 | 5.6 | 6.9 | 17.2 |
| | 3 | 18 | 16.8 | 20.7 | 37.9 |
| | 4 | 19 | 17.8 | 21.8 | 59.8 |
| | 5 | 32 | 29.9 | 36.8 | 96.6 |
| | 6 | 3 | 2.8 | 3.4 | 100.0 |
| | Total | 87 | 81.3 | 100.0 | |
| Missing | System | 20 | 18.7 | | |
| | Total | 107 | 100.0 | | |

Table D21.9: Importance of website features on customer relationship management – Competition and games

Q6_25

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 15 | 14.0 | 17.2 | 17.2 |
| | 2 | 12 | 11.2 | 13.8 | 31.0 |
| | 3 | 15 | 14.0 | 17.2 | 48.3 |
| | 4 | 21 | 19.6 | 24.1 | 72.4 |
| | 5 | 21 | 19.6 | 24.1 | 96.6 |
| | 6 | 3 | 2.8 | 3.4 | 100.0 |
| | Total | 87 | 81.3 | 100.0 | |
| Missing | System | 20 | 18.7 | | |
| | Total | 107 | 100.0 | | |

Table D22.1: Importance of website features on reservation facilities – check availability

Q6_26

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 3 | 2.8 | 3.3 | 3.3 |
| | 2 | 2 | 1.9 | 2.2 | 5.4 |
| | 3 | 9 | 8.4 | 9.8 | 15.2 |
| | 4 | 18 | 16.8 | 19.6 | 34.8 |
| | 5 | 57 | 53.3 | 62.0 | 96.7 |
| | 6 | 3 | 2.8 | 3.3 | 100.0 |
| | Total | 92 | 86.0 | 100.0 | |
| Missing | System | 15 | 14.0 | | |
| | Total | 107 | 100.0 | | |

Table D22.2: Importance of website features on reservation facilities – Online reservations

Q6_27

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 3 | 2.8 | 3.3 | 3.3 |
| | 2 | 2 | 1.9 | 2.2 | 5.4 |
| | 3 | 3 | 2.8 | 3.3 | 8.7 |
| | 4 | 20 | 18.7 | 21.7 | 30.4 |
| | 5 | 57 | 53.3 | 62.0 | 92.4 |
| | 6 | 7 | 6.5 | 7.6 | 100.0 |
| | Total | 92 | 86.0 | 100.0 | |
| Missing | System | 15 | 14.0 | | |
| | Total | 107 | 100.0 | | |

Table D22.3: Importance of website features on reservation facilities – Track reservations

Q6_28

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 5 | 4.7 | 5.6 | 5.6 |
| | 2 | 1 | .9 | 1.1 | 6.7 |
| | 3 | 11 | 10.3 | 12.2 | 18.9 |
| | 4 | 20 | 18.7 | 22.2 | 41.1 |
| | 5 | 48 | 44.9 | 53.3 | 94.4 |
| | 6 | 5 | 4.7 | 5.6 | 100.0 |
| | Total | 90 | 84.1 | 100.0 | |
| Missing | System | 17 | 15.9 | | |
| | Total | 107 | 100.0 | | |

Table D22.4: Importance of website features on reservation facilities – Cancel reservations

Q6_29

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 5 | 4.7 | 5.6 | 5.6 |
| | 2 | 3 | 2.8 | 3.4 | 9.0 |
| | 3 | 13 | 12.1 | 14.6 | 23.6 |
| | 4 | 16 | 15.0 | 18.0 | 41.6 |
| | 5 | 48 | 44.9 | 53.9 | 95.5 |
| | 6 | 4 | 3.7 | 4.5 | 100.0 |
| | Total | 89 | 83.2 | 100.0 | |
| Missing | System | 18 | 16.8 | | |
| | Total | 107 | 100.0 | | |

Table D23.1: Importance of website features on payment facilities – Credit cards

Q6_30

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 5 | 4.7 | 5.4 | 5.4 |
| | 2 | 2 | 1.9 | 2.2 | 7.5 |
| | 3 | 7 | 6.5 | 7.5 | 15.1 |
| | 4 | 13 | 12.1 | 14.0 | 29.0 |
| | 5 | 53 | 49.5 | 57.0 | 86.0 |
| | 6 | 13 | 12.1 | 14.0 | 100.0 |
| | Total | 93 | 86.9 | 100.0 | |
| Missing | System | 14 | 13.1 | | |
| Total | | 107 | 100.0 | | |

Table D23.2: Importance of website features on payment facilities – Debit cards

Q6_31

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 8 | 7.5 | 8.8 | 8.8 |
| | 2 | 2 | 1.9 | 2.2 | 11.0 |
| | 3 | 12 | 11.2 | 13.2 | 24.2 |
| | 4 | 17 | 15.9 | 18.7 | 42.9 |
| | 5 | 41 | 38.3 | 45.1 | 87.9 |
| | 6 | 11 | 10.3 | 12.1 | 100.0 |
| | Total | 91 | 85.0 | 100.0 | |
| Missing | System | 16 | 15.0 | | |
| Total | | 107 | 100.0 | | |

Table D23.3: Importance of website features on payment facilities – Electronic cash

Q6_32

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 6 | 5.6 | 6.8 | 6.8 |
| | 2 | 3 | 2.8 | 3.4 | 10.2 |
| | 3 | 8 | 7.5 | 9.1 | 19.3 |
| | 4 | 15 | 14.0 | 17.0 | 36.4 |
| | 5 | 44 | 41.1 | 50.0 | 86.4 |
| | 6 | 12 | 11.2 | 13.6 | 100.0 |
| | Total | 88 | 82.2 | 100.0 | |
| Missing | System | 19 | 17.8 | | |
| | Total | 107 | 100.0 | | |

Table D23.4: Importance of website features on payment facilities – Virtual credit cards

Q6_33

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 11 | 10.3 | 12.5 | 12.5 |
| | 2 | 7 | 6.5 | 8.0 | 20.5 |
| | 3 | 16 | 15.0 | 18.2 | 38.6 |
| | 4 | 14 | 13.1 | 15.9 | 54.5 |
| | 5 | 27 | 25.2 | 30.7 | 85.2 |
| | 6 | 13 | 12.1 | 14.8 | 100.0 |
| | Total | 88 | 82.2 | 100.0 | |
| Missing | System | 19 | 17.8 | | |
| | Total | 107 | 100.0 | | |

Table D23.5: Importance of website features on payment facilities – Currency converter

Q6_34

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 22 | 20.6 | 25.0 | 25.0 |
| | 2 | 9 | 8.4 | 10.2 | 35.2 |
| | 3 | 14 | 13.1 | 15.9 | 51.1 |
| | 4 | 15 | 14.0 | 17.0 | 68.2 |
| | 5 | 20 | 18.7 | 22.7 | 90.9 |
| | 6 | 8 | 7.5 | 9.1 | 100.0 |
| Total | | 88 | 82.2 | 100.0 | |
| Missing | System | 19 | 17.8 | | |
| | Total | 107 | 100.0 | | |

Table D24: Rating of the Ficksburg Cherry Festival website

Q7_Website_rate

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 2 | 4 | 3.7 | 4.1 | 4.1 |
| | 3 | 46 | 43.0 | 47.4 | 51.5 |
| | 4 | 39 | 36.4 | 40.2 | 91.8 |
| | 5 | 8 | 7.5 | 8.2 | 100.0 |
| | Total | 97 | 90.7 | 100.0 | |
| Missing | System | 10 | 9.3 | | |
| | Total | 107 | 100.0 | | |

Table D25: Necessary information

Q7_1_Info_website

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 60 | 56.1 | 64.5 | 64.5 |
| | 2 | 33 | 30.8 | 35.5 | 100.0 |
| | Total | 93 | 86.9 | 100.0 | |
| Missing | System | 14 | 13.1 | | |
| | Total | 107 | 100.0 | | |

Table D26: Number of other websites used

Q7_2_Many_website

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 42 | 39.3 | 61.8 | 61.8 |
| | 2 | 24 | 22.4 | 35.3 | 97.1 |
| | 3 | 2 | 1.9 | 2.9 | 100.0 |
| | Total | 68 | 63.6 | 100.0 | |
| Missing | System | 39 | 36.4 | | |
| | Total | 107 | 100.0 | | |

Table D27.1: Other websites used

Q7_3_Other_websites

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 32 | 29.9 | 100.0 | 100.0 |
| Missing | System | 75 | 70.1 | | |
| | Total | 107 | 100.0 | | |

Table D27.2: Other websites used

Q7_3_Other_description

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------|-----------|---------|---------------|--------------------|
| Valid | 75 | 70.1 | 70.1 | 70.1 |
| Aardvark | 1 | .9 | .9 | 71.0 |
| Clarens | 1 | .9 | .9 | 72.0 |
| Computicket | 1 | .9 | .9 | 72.9 |
| Facebook | 1 | .9 | .9 | 73.8 |
| Google | 3 | 2.8 | 2.8 | 76.6 |
| Google | 3 | 2.8 | 2.8 | 79.4 |
| Google / maps | 1 | .9 | .9 | 80.4 |
| Google maps | 4 | 3.7 | 3.7 | 84.1 |
| Roof of Africa | 1 | .9 | .9 | 85.0 |
| SA venues | 1 | .9 | .9 | 86.0 |
| sadistance cal | 1 | .9 | .9 | 86.9 |
| safari now | 2 | 1.9 | 1.9 | 88.8 |
| San Parks | 1 | .9 | .9 | 89.7 |
| satravel | 1 | .9 | .9 | 90.7 |
| savenues | 1 | .9 | .9 | 91.6 |
| weather | 1 | .9 | .9 | 92.5 |
| Weg | 3 | 2.8 | 2.8 | 95.3 |
| where2stay | 3 | 2.8 | 2.8 | 98.1 |
| Where2stay | 2 | 1.9 | 1.9 | 100.0 |
| Total | 107 | 100.0 | 100.0 | |

Table D28.1: Geographical dispersion of attendees and their website rating

Q7_Website_rate * Q11_Location Cross-tabulation

Count

| | | Q11_Location | | | | | |
|-----------------|-------|--------------|---|----|----|---|---|
| | | 1 | 2 | 3 | 4 | 5 | 6 |
| Q7_Website_rate | 2 | 0 | 0 | 0 | 3 | 0 | 0 |
| | 3 | 8 | 4 | 4 | 17 | 3 | 2 |
| | 4 | 2 | 3 | 6 | 8 | 6 | 1 |
| | 5 | 3 | 1 | 0 | 1 | 0 | 0 |
| | Total | 13 | 8 | 10 | 29 | 9 | 3 |

Table D28.2: Geographical dispersion of attendees and their website rating

Q7_Website_rate * Q11_Location Cross-tabulation

Count

| | | Q11_Location | | | | |
|-----------------|-------|--------------|---|---|----|----|
| | | 7 | 8 | 9 | 10 | 11 |
| Q7_Website_rate | 2 | 1 | 0 | 0 | 0 | 0 |
| | 3 | 1 | 2 | 0 | 2 | 0 |
| | 4 | 0 | 2 | 3 | 4 | 2 |
| | 5 | 0 | 0 | 0 | 2 | 0 |
| | Total | 2 | 4 | 3 | 8 | 2 |

Table D28.3: Geographical dispersion of attendees and their website rating

Q7_Website_rate * Q11_Location Cross-tabulation

Count

| | | Q11_Location | |
|-----------------|-------|--------------|-------|
| | | 12 | Total |
| Q7_Website_rate | 2 | 0 | 4 |
| | 3 | 3 | 46 |
| | 4 | 2 | 39 |
| | 5 | 1 | 8 |
| | Total | 6 | 97 |

Table D29.1: Geographical dispersion of attendees and finding the necessary information on the website

Q7_1_Info_website * Q11_Location Cross-tabulation

Count

| | | Q11_Location | | | | | |
|-------------------|-------|--------------|---|----|----|---|---|
| | | 1 | 2 | 3 | 4 | 5 | 6 |
| Q7_1_Info_website | 1 | 7 | 4 | 6 | 19 | 8 | 0 |
| | 2 | 5 | 4 | 4 | 10 | 1 | 3 |
| | Total | 12 | 8 | 10 | 29 | 9 | 3 |

Table D29.2: Geographical dispersion of attendees and finding the necessary information on the website

Q7_1_Info_website * Q11_Location Cross-tabulation

Count

| | | Q11_Location | | | | |
|-------------------|-------|--------------|---|---|----|----|
| | | 7 | 8 | 9 | 10 | 11 |
| Q7_1_Info_website | 1 | 0 | 2 | 2 | 8 | 1 |
| | 2 | 2 | 2 | 1 | 0 | 0 |
| | Total | 2 | 4 | 3 | 8 | 1 |

Table D29.3: Geographical dispersion of attendees and finding the necessary information on the website

Q7_1_Info_website * Q11_Location Cross-tabulation

Count

| | | Q11_Location | |
|-------------------|-------|--------------|-------|
| | | 12 | Total |
| Q7_1_Info_website | 1 | 3 | 60 |
| | 2 | 1 | 33 |
| | Total | 4 | 93 |

Table D30: Gender

Q8_Gender

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 10 | 30.3 | 32.3 | 32.3 |
| | 2 | 21 | 63.6 | 67.7 | 100.0 |
| | Total | 31 | 93.9 | 100.0 | |
| Missing | System | 2 | 6.1 | | |
| | Total | 33 | 100.0 | | |

Table D31: Age

Q9_Age

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 4 | 12.1 | 12.9 | 12.9 |
| | 2 | 5 | 15.2 | 16.1 | 29.0 |
| | 3 | 7 | 21.2 | 22.6 | 51.6 |
| | 4 | 10 | 30.3 | 32.3 | 83.9 |
| | 5 | 5 | 15.2 | 16.1 | 100.0 |
| | Total | 31 | 93.9 | 100.0 | |
| Missing | System | 2 | 6.1 | | |
| | Total | 33 | 100.0 | | |

Table D32: Ethnic group

Q10_Race

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 6 | 18.2 | 19.4 | 19.4 |
| | 3 | 24 | 72.7 | 77.4 | 96.8 |
| | 6 | 1 | 3.0 | 3.2 | 100.0 |
| | Total | 31 | 93.9 | 100.0 | |
| Missing | System | 2 | 6.1 | | |
| | Total | 33 | 100.0 | | |

Table D33: Geographical dispersion of exhibitors

| | | Q11_Location | | | | |
|-------|---------|--------------|---------|---------------|--------------------|--|
| | | Frequency | Percent | Valid Percent | Cumulative Percent | |
| Valid | 1 | 2 | 6.1 | 6.3 | 6.3 | |
| | 2 | 4 | 12.1 | 12.5 | 18.8 | |
| | 3 | 12 | 36.4 | 37.5 | 56.3 | |
| | 4 | 4 | 12.1 | 12.5 | 68.8 | |
| | 5 | 1 | 3.0 | 3.1 | 71.9 | |
| | 6 | 1 | 3.0 | 3.1 | 75.0 | |
| | 9 | 3 | 9.1 | 9.4 | 84.4 | |
| | 10 | 1 | 3.0 | 3.1 | 87.5 | |
| | 11 | 3 | 9.1 | 9.4 | 96.9 | |
| | 12 | 1 | 3.0 | 3.1 | 100.0 | |
| | Total | | 32 | 97.0 | 100.0 | |
| | Missing | System | 1 | 3.0 | | |
| Total | | 33 | 100.0 | | | |

Table D34: Previously visited

| | | Q1_Previous_Festival | | | |
|-------|---|----------------------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 23 | 69.7 | 69.7 | 69.7 |
| | 2 | 10 | 30.3 | 30.3 | 100.0 |
| Total | | 33 | 100.0 | 100.0 | |

Table D35: Number of previous visits

Q1_1_Many_times

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 1 | 3.0 | 4.3 | 4.3 |
| | 2 | 5 | 15.2 | 21.7 | 26.1 |
| | 3 | 1 | 3.0 | 4.3 | 30.4 |
| | 4 | 2 | 6.1 | 8.7 | 39.1 |
| | 5 | 1 | 3.0 | 4.3 | 43.5 |
| | 6 | 5 | 15.2 | 21.7 | 65.2 |
| | 7 | 8 | 24.2 | 34.8 | 100.0 |
| | Total | 23 | 69.7 | 100.0 | |
| Missing | System | 10 | 30.3 | | |
| | Total | 33 | 100.0 | | |

Table D36.1: Reason for visiting

Q2_1_Festival

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 29 | 87.9 | 100.0 | 100.0 |
| Missing | System | 4 | 12.1 | | |
| | Total | 33 | 100.0 | | |

Table D36.2: Reason for visiting

Q2_2_Race

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 4 | 12.1 | 100.0 | 100.0 |
| Missing | System | 29 | 87.9 | | |
| | Total | 33 | 100.0 | | |

Table D36.3: Reason for visiting

Q2_3_Mountain_biking

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 3 | 9.1 | 100.0 | 100.0 |
| Missing | System | 30 | 90.9 | | |
| | Total | 33 | 100.0 | | |

Table D36.4: Reason for visiting

Q2_4_Lesotho

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 4 | 12.1 | 100.0 | 100.0 |
| Missing | System | 29 | 87.9 | | |
| | Total | 33 | 100.0 | | |

Table D36.5: Reason for visiting

Q2_5_Attractions

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 6 | 18.2 | 100.0 | 100.0 |
| Missing | System | 27 | 81.8 | | |
| | Total | 33 | 100.0 | | |

Table D36.6: Reason for visiting

Q2_6_VFF

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 7 | 21.2 | 100.0 | 100.0 |
| Missing | System | 26 | 78.8 | | |
| | Total | 33 | 100.0 | | |

Table D36.7: Reason for visiting

Q2_7_Other

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 7 | 21.2 | 100.0 | 100.0 |
| Missing | System | 26 | 78.8 | | |
| | Total | 33 | 100.0 | | |

Table D36.8: Reason for visiting

Q2_7_Other_description

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--|-----------|---------|---------------|--------------------|
| Valid | | 26 | 78.8 | 78.8 | 78.8 |
| | Exhibitor | 6 | 18.2 | 18.2 | 97.0 |
| | To sell internet in Maloti Drakensberg Route | 1 | 3.0 | 3.0 | 100.0 |
| | Total | 33 | 100.0 | 100.0 | |

Table D37: Duration of stay

Q3_Duration

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1 | 1 | 3.0 | 3.0 | 3.0 |
| | 3 | 22 | 66.7 | 66.7 | 69.7 |
| | 4 | 6 | 18.2 | 18.2 | 87.9 |
| | 5 | 4 | 12.1 | 12.1 | 100.0 |
| | Total | 33 | 100.0 | 100.0 | |

Table D38.1: Method of finding accommodation

Q4_1_Website

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 4 | 12.1 | 100.0 | 100.0 |
| Missing | System | 29 | 87.9 | | |
| | Total | 33 | 100.0 | | |

Table D38.2: Method of finding accommodation

Q4_2_Google

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 5 | 15.2 | 100.0 | 100.0 |
| Missing | System | 28 | 84.8 | | |
| | Total | 33 | 100.0 | | |

Table D38.3: Method of finding accommodation

Q4_3_Family/Friends

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 8 | 24.2 | 100.0 | 100.0 |
| Missing | System | 25 | 75.8 | | |
| | Total | 33 | 100.0 | | |

Table D38.4: Method of finding accommodation

Q4_4_Previous_visits

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 12 | 36.4 | 100.0 | 100.0 |
| Missing | System | 21 | 63.6 | | |
| | Total | 33 | 100.0 | | |

Table D38.5: Method of finding accommodation

Q4_5_Other

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------|-----------|---------|---------------|--------------------|
| Valid 1 | 6 | 18.2 | 100.0 | 100.0 |
| Missing System | 27 | 81.8 | | |
| Total | 33 | 100.0 | | |

Table D38.6: Method of finding accommodation

Q4_5_Other_description

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------------|-----------|---------|---------------|--------------------|
| Valid | 28 | 84.8 | 84.8 | 84.8 |
| Agent | 1 | 3.0 | 3.0 | 87.9 |
| Live in Ficksburg | 1 | 3.0 | 3.0 | 90.9 |
| Motor home | 1 | 3.0 | 3.0 | 93.9 |
| SEDA | 2 | 6.1 | 6.1 | 100.0 |
| Total | 33 | 100.0 | 100.0 | |

Table D39.1: Sources of information on festival

Q5_1_Website

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------|-----------|---------|---------------|--------------------|
| Valid 1 | 11 | 33.3 | 100.0 | 100.0 |
| Missing System | 22 | 66.7 | | |
| Total | 33 | 100.0 | | |

Table D39.2: Sources of information on festival

Q5_2_Brochures_Board

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 5 | 15.2 | 100.0 | 100.0 |
| Missing | System | 28 | 84.8 | | |
| | Total | 33 | 100.0 | | |

Table D39.3: Sources of information on festival

Q5_3_Brochures_Agent

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 2 | 6.1 | 100.0 | 100.0 |
| Missing | System | 31 | 93.9 | | |
| | Total | 33 | 100.0 | | |

Table D39.4: Sources of information on festival

Q5_4_Google

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 6 | 18.2 | 100.0 | 100.0 |
| Missing | System | 27 | 81.8 | | |
| | Total | 33 | 100.0 | | |

Table D39.5: Sources of information on festival

Q5_5_Social

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 2 | 6.1 | 100.0 | 100.0 |
| Missing | System | 31 | 93.9 | | |
| | Total | 33 | 100.0 | | |

Table D39.6: Sources of information on festival

Q5_6_Blogs

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 2 | 6.1 | 100.0 | 100.0 |
| Missing | System | 31 | 93.9 | | |
| | Total | 33 | 100.0 | | |

Table D39.7: Sources of information on festival

Q5_7_News

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 1 | 3.0 | 100.0 | 100.0 |
| Missing | System | 32 | 97.0 | | |
| | Total | 33 | 100.0 | | |

Table D39.8: Sources of information on festival

Q5_8_TV/Radio_Ads

| | Frequency | Percent |
|----------------|-----------|---------|
| Missing System | 33 | 100.0 |

Table D39.9: Sources of information on festival

Q5_9_Magazines

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 1 | 3.0 | 100.0 | 100.0 |
| Missing | System | 32 | 97.0 | | |
| | Total | 33 | 100.0 | | |

Table D39.10: Sources of information on festival

Q5_10_Shows

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 1 | 3.0 | 100.0 | 100.0 |
| Missing | System | 32 | 97.0 | | |
| | Total | 33 | 100.0 | | |

Table D39.11: Sources of information on festival

Q5_11_Friends

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 7 | 21.2 | 100.0 | 100.0 |
| Missing | System | 26 | 78.8 | | |
| | Total | 33 | 100.0 | | |

Table D39.12: Sources of information on festival

Q5_12_Visited_previously

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 9 | 27.3 | 100.0 | 100.0 |
| Missing | System | 24 | 72.7 | | |
| | Total | 33 | 100.0 | | |

Table D40.1: Geographical dispersion of exhibitors who have previously visited the festival

Q1_Previous_Festival * Q11_Location Cross-tabulation

| | | Q11_Location | | | |
|----------------------|-------------------------------|-------------------------------|-------|-------|-------|
| | | 1 | 2 | 3 | |
| Q1_Previous_Festival | 1 | Count | 2 | 3 | 8 |
| | | % within Q1_Previous_Festival | 9.1% | 13.6% | 36.4% |
| | 2 | Count | 0 | 1 | 4 |
| | | % within Q1_Previous_Festival | .0% | 10.0% | 40.0% |
| Total | Count | 2 | 4 | 12 | |
| | % within Q1_Previous_Festival | 6.3% | 12.5% | 37.5% | |

Table D40.2: Geographical dispersion of exhibitors who have previously visited the festival

Q1_Previous_Festival * Q11_Location Cross-tabulation

| | | Q11_Location | | | |
|----------------------|-------------------------------|-------------------------------|-------|-------|-------|
| | | 4 | 5 | 6 | |
| Q1_Previous_Festival | 1 | Count | 3 | 0 | 0 |
| | | % within Q1_Previous_Festival | 13.6% | .0% | .0% |
| | 2 | Count | 1 | 1 | 1 |
| | | % within Q1_Previous_Festival | 10.0% | 10.0% | 10.0% |
| Total | Count | 4 | 1 | 1 | |
| | % within Q1_Previous_Festival | 12.5% | 3.1% | 3.1% | |

Table D40.3: Geographical dispersion of exhibitors who have previously visited the festival

Q1_Previous_Festival * Q11_Location Cross-tabulation

| | | Q11_Location | | |
|----------------------|---|---------------------|--------------------|---------------------|
| | | 9 | 10 | 11 |
| Q1_Previous_Festival | 1 | Count 2 9.1% | Count 1 4.5% | Count 2 9.1% |
| | 2 | Count 1 10.0% | Count 0 .0% | Count 1 10.0% |
| Total | | Count 3 9.4% | Count 1 3.1% | Count 3 9.4% |

Table D40.4: Geographical dispersion of exhibitors who have previously visited the festival

Q1_Previous_Festival * Q11_Location Cross-tabulation

| | | Q11_Location | |
|----------------------|---|--------------------|-----------------------|
| | | 12 | Total |
| Q1_Previous_Festival | 1 | Count 1 4.5% | Count 22 100.0% |
| | 2 | Count 0 .0% | Count 10 100.0% |
| Total | | Count 1 3.1% | Count 32 100.0% |

Table D41.1: Festival information sources used by exhibitors that have previously visited the festival

Q1_Previous_Festival * Q5_1_Website Cross-tabulation

| | | Q5_1_Website | |
|----------------------|---|---|------------------------|
| | | 1 | Total |
| Q1_Previous_Festival | 1 | Count 6 % within Q1_Previous_Festival | 6 100.0% 100.0% |
| | 2 | Count 5 % within Q1_Previous_Festival | 5 100.0% 100.0% |
| Total | | Count 11 % within Q1_Previous_Festival | 11 100.0% 100.0% |

Table D41.2: Festival information sources used by exhibitors that have previously visited the festival

Q1_Previous_Festival * Q5_2_Brochures_Board Cross-tabulation

| | | Q5_2_Brochures_Board | |
|----------------------|---|--|-----------------------|
| | | 1 | Total |
| Q1_Previous_Festival | 1 | Count 4 % within Q1_Previous_Festival | 4 100.0% 100.0% |
| | 2 | Count 1 % within Q1_Previous_Festival | 1 100.0% 100.0% |
| Total | | Count 5 % within Q1_Previous_Festival | 5 100.0% 100.0% |

Table D41.3: Festival information sources used by exhibitors that have previously visited the festival

Q1_Previous_Festival * Q5_3_Brochures_Agent Cross-tabulation

| | | Q5_3_Brochures_Agent | |
|----------------------|---|-------------------------------|--------|
| | | 1 | Total |
| Q1_Previous_Festival | 1 | Count | 2 |
| | | % within Q1_Previous_Festival | 100.0% |
| Total | | Count | 2 |
| | | % within Q1_Previous_Festival | 100.0% |
| | | | 2 |
| | | | 100.0% |

Table D41.4: Festival information sources used by exhibitors that have previously visited the festival

Q1_Previous_Festival * Q5_4_Google Cross-tabulation

| | | Q5_4_Google | |
|----------------------|-------------------------------|-------------------------------|--------|
| | | 1 | Total |
| Q1_Previous_Festival | 1 | Count | 4 |
| | | % within Q1_Previous_Festival | 100.0% |
| 2 | Count | 2 | 2 |
| | % within Q1_Previous_Festival | 100.0% | 100.0% |
| Total | | Count | 6 |
| | | % within Q1_Previous_Festival | 100.0% |

Table D41.5: Festival information sources used by exhibitors that have previously visited the festival

Q1_Previous_Festival * Q5_5_Social Cross-tabulation

| | | Q5_5_Social | |
|----------------------|---|-------------------------------|--------|
| | | 1 | Total |
| Q1_Previous_Festival | 1 | Count | 2 |
| | | % within Q1_Previous_Festival | 100.0% |
| Total | | Count | 2 |
| | | % within Q1_Previous_Festival | 100.0% |

Table D41.6: Festival information sources used by exhibitors that have previously visited the festival

Q1_Previous_Festival * Q5_6_Blogs Cross-tabulation

| | | Q5_6_Blogs | |
|----------------------|-------------------------------|-------------------------------|--------|
| | | 1 | Total |
| Q1_Previous_Festival | 1 | Count | 1 |
| | | % within Q1_Previous_Festival | 100.0% |
| 2 | Count | 1 | 1 |
| | % within Q1_Previous_Festival | 100.0% | 100.0% |
| Total | | Count | 2 |
| | | % within Q1_Previous_Festival | 100.0% |

Table D41.7: Festival information sources used by exhibitors that have previously visited the festival

Q1_Previous_Festival * Q5_7_News Cross-tabulation

| | | Q5_7_News | |
|----------------------|-------------------------------|-----------|--------|
| | | 1 | Total |
| Q1_Previous_Festival | Count | 1 | 1 |
| | % within Q1_Previous_Festival | 100.0% | 100.0% |
| Total | Count | 1 | 1 |
| | % within Q1_Previous_Festival | 100.0% | 100.0% |

Table D41.8: Festival information sources used by exhibitors that have previously visited the festival

Q1_Previous_Festival * Q5_9_Magazines Cross-tabulation

| | | Q5_9_Magazines | |
|----------------------|-------------------------------|----------------|--------|
| | | 1 | Total |
| Q1_Previous_Festival | Count | 1 | 1 |
| | % within Q1_Previous_Festival | 100.0% | 100.0% |
| Total | Count | 1 | 1 |
| | % within Q1_Previous_Festival | 100.0% | 100.0% |

Table D41.9: Festival information sources used by exhibitors that have previously visited the festival

Q1_Previous_Festival * Q5_10_Shows Cross-tabulation

| | | Q5_10_Shows | |
|----------------------|-------|-------------------------------|--------|
| | | 1 | Total |
| Q1_Previous_Festival | 1 | Count | 1 |
| | | % within Q1_Previous_Festival | 100.0% |
| | Total | Count | 1 |
| | | % within Q1_Previous_Festival | 100.0% |

Table D41.10: Festival information sources used by exhibitors that have previously visited the festival

Q1_Previous_Festival * Q5_11_Friends Cross-tabulation

| | | Q5_11_Friends | |
|----------------------|-------|-------------------------------|--------|
| | | 1 | Total |
| Q1_Previous_Festival | 1 | Count | 4 |
| | | % within Q1_Previous_Festival | 100.0% |
| | 2 | Count | 3 |
| | | % within Q1_Previous_Festival | 100.0% |
| | Total | Count | 7 |
| | | % within Q1_Previous_Festival | 100.0% |

Table D41.11: Festival information sources used by exhibitors that have previously visited the festival

Q1_Previous_Festival * Q5_12_Visited_previously Cross-tabulation

| | | Q5_12_Visited_previously | |
|----------------------|-------------------------------|--------------------------|--------|
| | | 1 | Total |
| Q1_Previous_Festival | Count | 9 | 9 |
| | % within Q1_Previous_Festival | 100.0% | 100.0% |
| Total | Count | 9 | 9 |
| | % within Q1_Previous_Festival | 100.0% | 100.0% |

Table D42.1: Festival information sources used by exhibitors of different age groups

Q5_1_Website * Q9_Age Cross-tabulation

| | | Q9_Age | | |
|--------------|-----------------------|--------|-------|-------|
| | | 1 | 2 | 4 |
| Q5_1_Website | Count | 1 | 3 | 5 |
| | % within Q5_1_Website | 10.0% | 30.0% | 50.0% |
| Total | Count | 1 | 3 | 5 |
| | % within Q5_1_Website | 10.0% | 30.0% | 50.0% |

Table D42.2: Festival information sources used by exhibitors of different age groups

Q5_1_Website * Q9_Age Cross-tabulation

| | | Q9_Age | |
|----------------|-----------------------|--------|--------|
| | | 5 | Total |
| Q5_1_Website 1 | Count | 1 | 10 |
| | % within Q5_1_Website | 10.0% | 100.0% |
| Total | Count | 1 | 10 |
| | % within Q5_1_Website | 10.0% | 100.0% |

Table D42.3: Festival information sources used by exhibitors of different age groups

Q5_2_Brochures_Board * Q9_Age Cross-tabulation

| | | Q9_Age | |
|------------------------|-------------------------------|--------|-------|
| | | 2 | 4 |
| Q5_2_Brochures_Board 1 | Count | 2 | 1 |
| | % within Q5_2_Brochures_Board | 50.0% | 25.0% |
| Total | Count | 2 | 1 |
| | % within Q5_2_Brochures_Board | 50.0% | 25.0% |

Table D42.4: Festival information sources used by exhibitors of different age groups

Q5_2_Brochures_Board * Q9_Age Cross-tabulation

| | | Q9_Age | |
|------------------------|-------------------------------|--------|--------|
| | | 5 | Total |
| Q5_2_Brochures_Board 1 | Count | 1 | 4 |
| | % within Q5_2_Brochures_Board | 25.0% | 100.0% |
| Total | Count | 1 | 4 |
| | % within Q5_2_Brochures_Board | 25.0% | 100.0% |

Table D42.5: Festival information sources used by exhibitors of different age groups

Q5_3_Brochures_Agent * Q9_Age Cross-tabulation

| | | Q9_Age | |
|------------------------|-------------------------------|--------|--------|
| | | 4 | Total |
| Q5_3_Brochures_Agent 1 | Count | 2 | 2 |
| | % within Q5_3_Brochures_Agent | 100.0% | 100.0% |
| Total | Count | 2 | 2 |
| | % within Q5_3_Brochures_Agent | 100.0% | 100.0% |

Table D42.6: Festival information sources used by exhibitors of different age groups

Q5_4_Google * Q9_Age Cross-tabulation

| | | Q9_Age | | |
|---------------|----------------------|--------|-------|-------|
| | | 1 | 2 | 3 |
| Q5_4_Google 1 | Count | 1 | 1 | 1 |
| | % within Q5_4_Google | 20.0% | 20.0% | 20.0% |
| Total | Count | 1 | 1 | 1 |
| | % within Q5_4_Google | 20.0% | 20.0% | 20.0% |

Table D42.7: Festival information sources used by exhibitors of different age groups

Q5_4_Google * Q9_Age Cross-tabulation

| | | Q9_Age | |
|---------------|----------------------|--------|--------|
| | | 5 | Total |
| Q5_4_Google 1 | Count | 2 | 5 |
| | % within Q5_4_Google | 40.0% | 100.0% |
| Total | Count | 2 | 5 |
| | % within Q5_4_Google | 40.0% | 100.0% |

Table D42.8: Festival information sources used by exhibitors of different age groups

Q5_5_Social * Q9_Age Cross-tabulation

| | | Q9_Age | | Total |
|---------------|----------------------|--------|-------|--------|
| | | 3 | 5 | |
| Q5_5_Social 1 | Count | 1 | 1 | 2 |
| | % within Q5_5_Social | 50.0% | 50.0% | 100.0% |
| Total | Count | 1 | 1 | 2 |
| | % within Q5_5_Social | 50.0% | 50.0% | 100.0% |

Table D42.9: Festival information sources used by exhibitors of different age groups

Q5_6_Blogs * Q9_Age Cross-tabulation

| | | Q9_Age | | Total |
|--------------|---------------------|--------|-------|--------|
| | | 1 | 3 | |
| Q5_6_Blogs 1 | Count | 1 | 1 | 2 |
| | % within Q5_6_Blogs | 50.0% | 50.0% | 100.0% |
| Total | Count | 1 | 1 | 2 |
| | % within Q5_6_Blogs | 50.0% | 50.0% | 100.0% |

Table D42.10: Festival information sources used by exhibitors of different age groups

Q5_7_News * Q9_Age Cross-tabulation

| | | Q9_Age | |
|-------------|--------------------|--------|--------|
| | | 3 | Total |
| Q5_7_News 1 | Count | 1 | 1 |
| | % within Q5_7_News | 100.0% | 100.0% |
| Total | Count | 1 | 1 |
| | % within Q5_7_News | 100.0% | 100.0% |

Table D42.11: Festival information sources used by exhibitors of different age groups

Q5_9_Magazines * Q9_Age Cross-tabulation

| | | Q9_Age | |
|------------------|-------------------------|--------|--------|
| | | 5 | Total |
| Q5_9_Magazines 1 | Count | 1 | 1 |
| | % within Q5_9_Magazines | 100.0% | 100.0% |
| Total | Count | 1 | 1 |
| | % within Q5_9_Magazines | 100.0% | 100.0% |

Table D42.12: Festival information sources used by exhibitors of different age groups

Q5_10_Shows * Q9_Age Cross-tabulation

| | | Q9_Age | |
|---------------|----------------------|--------|--------|
| | | 4 | Total |
| Q5_10_Shows 1 | Count | 1 | 1 |
| | % within Q5_10_Shows | 100.0% | 100.0% |
| Total | Count | 1 | 1 |
| | % within Q5_10_Shows | 100.0% | 100.0% |

Table D42.13: Festival information sources used by exhibitors of different age groups

Q5_11_Friends * Q9_Age Cross-tabulation

| | | Q9_Age | | |
|-----------------|------------------------|--------|-------|-------|
| | | 1 | 2 | 3 |
| Q5_11_Friends 1 | Count | 1 | 1 | 4 |
| | % within Q5_11_Friends | 14.3% | 14.3% | 57.1% |
| Total | Count | 1 | 1 | 4 |
| | % within Q5_11_Friends | 14.3% | 14.3% | 57.1% |

Table D42.14: Festival information sources used by exhibitors of different age groups

Q5_11_Friends * Q9_Age Cross-tabulation

| | | Q9_Age | |
|-----------------|------------------------|--------|--------|
| | | 5 | Total |
| Q5_11_Friends 1 | Count | 1 | 7 |
| | % within Q5_11_Friends | 14.3% | 100.0% |
| Total | Count | 1 | 7 |
| | % within Q5_11_Friends | 14.3% | 100.0% |

Table D42.15: Festival information sources used by exhibitors of different age groups

Q5_12_Visited_previously * Q9_Age Cross-tabulation

| | | Q9_Age | |
|----------------------------|-----------------------------------|--------|-------|
| | | 3 | 4 |
| Q5_12_Visited_previously 1 | Count | 2 | 4 |
| | % within Q5_12_Visited_previously | 22.2% | 44.4% |
| Total | Count | 2 | 4 |
| | % within Q5_12_Visited_previously | 22.2% | 44.4% |

Table D42.16: Festival information sources used by exhibitors of different age groups

Q5_12_Visited_previously * Q9_Age Cross-tabulation

| | | Q9_Age | |
|----------------------------|-----------------------------------|--------|--------|
| | | 5 | Total |
| Q5_12_Visited_previously 1 | Count | 3 | 9 |
| | % within Q5_12_Visited_previously | 33.3% | 100.0% |
| Total | Count | 3 | 9 |
| | % within Q5_12_Visited_previously | 33.3% | 100.0% |

Table D43.1: Geographical dispersion and information sources used

Q5_1_Website * Q11_Location Cross-tabulation

| | | Q11_Location | | | |
|----------------|-----------------------|--------------|-------|-------|------|
| | | 2 | 3 | 4 | 5 |
| Q5_1_Website 1 | Count | 2 | 3 | 2 | 1 |
| | % within Q5_1_Website | 18.2% | 27.3% | 18.2% | 9.1% |
| Total | Count | 2 | 3 | 2 | 1 |
| | % within Q5_1_Website | 18.2% | 27.3% | 18.2% | 9.1% |

Table D43.2: Geographical dispersion and information sources used

Q5_1_Website * Q11_Location Cross-tabulation

| | | Q11_Location | | Total |
|----------------|-----------------------|--------------|------|--------|
| | | 11 | 12 | |
| Q5_1_Website 1 | Count | 2 | 1 | 11 |
| | % within Q5_1_Website | 18.2% | 9.1% | 100.0% |
| Total | Count | 2 | 1 | 11 |
| | % within Q5_1_Website | 18.2% | 9.1% | 100.0% |

Table D43.3: Geographical dispersion and information sources used

Q5_2_Brochures_Board * Q11_Location Cross-tabulation

| | | Q11_Location | |
|----------------------|-------------------------------|--------------|-------|
| | | 2 | 3 |
| Q5_2_Brochures_Board | Count | 2 | 1 |
| | % within Q5_2_Brochures_Board | 50.0% | 25.0% |
| Total | Count | 2 | 1 |
| | % within Q5_2_Brochures_Board | 50.0% | 25.0% |

Table D43.4: Geographical dispersion and information sources used

Q5_2_Brochures_Board * Q11_Location Cross-tabulation

| | | Q11_Location | |
|----------------------|-------------------------------|--------------|--------|
| | | 9 | Total |
| Q5_2_Brochures_Board | Count | 1 | 4 |
| | % within Q5_2_Brochures_Board | 25.0% | 100.0% |
| Total | Count | 1 | 4 |
| | % within Q5_2_Brochures_Board | 25.0% | 100.0% |

Table D43.5: Geographical dispersion and information sources used

Q5_3_Brochures_Agent * Q11_Location Cross-tabulation

| | | Q11_Location | | Total |
|------------------------|-------------------------------|--------------|-------|--------|
| | | 2 | 10 | |
| Q5_3_Brochures_Agent 1 | Count | 1 | 1 | 2 |
| | % within Q5_3_Brochures_Agent | 50.0% | 50.0% | 100.0% |
| Total | Count | 1 | 1 | 2 |
| | % within Q5_3_Brochures_Agent | 50.0% | 50.0% | 100.0% |

Table D43.6: Geographical dispersion and information sources used

Q5_4_Google * Q11_Location Cross-tabulation

| | | Q11_Location | | | Total |
|---------------|----------------------|--------------|-------|-------|--------|
| | | 3 | 4 | 5 | |
| Q5_4_Google 1 | Count | 4 | 1 | 1 | 6 |
| | % within Q5_4_Google | 66.7% | 16.7% | 16.7% | 100.0% |
| Total | Count | 4 | 1 | 1 | 6 |
| | % within Q5_4_Google | 66.7% | 16.7% | 16.7% | 100.0% |

Table D43.7: Geographical dispersion and information sources used

Q5_5_Social * Q11_Location Cross-tabulation

| | | Q11_Location | Total |
|---------------|----------------------|--------------|--------|
| | | 3 | |
| Q5_5_Social 1 | Count | 2 | 2 |
| | % within Q5_5_Social | 100.0% | 100.0% |
| Total | Count | 2 | 2 |
| | % within Q5_5_Social | 100.0% | 100.0% |

Table D43.8: Geographical dispersion and information sources used

Q5_6_Blogs * Q11_Location Cross-tabulation

| | | Q11_Location | |
|--------------|---------------------|--------------|--------|
| | | 3 | Total |
| Q5_6_Blogs 1 | Count | 2 | 2 |
| | % within Q5_6_Blogs | 100.0% | 100.0% |
| Total | Count | 2 | 2 |
| | % within Q5_6_Blogs | 100.0% | 100.0% |

Table D43.9: Geographical dispersion and information sources used

Q5_7_News * Q11_Location Cross-tabulation

| | | Q11_Location | |
|-------------|--------------------|--------------|--------|
| | | 3 | Total |
| Q5_7_News 1 | Count | 1 | 1 |
| | % within Q5_7_News | 100.0% | 100.0% |
| Total | Count | 1 | 1 |
| | % within Q5_7_News | 100.0% | 100.0% |

Table D43.10: Geographical dispersion and information sources used

Q5_9_Magazines * Q11_Location Cross-tabulation

| | | Q11_Location | |
|------------------|-------------------------|--------------|--------|
| | | 3 | Total |
| Q5_9_Magazines 1 | Count | 1 | 1 |
| | % within Q5_9_Magazines | 100.0% | 100.0% |
| Total | Count | 1 | 1 |
| | % within Q5_9_Magazines | 100.0% | 100.0% |

Table D43.11: Geographical dispersion and information sources used

Q5_10_Shows * Q11_Location Cross-tabulation

| | | Q11_Location | |
|---------------|----------------------|--------------|--------|
| | | 11 | Total |
| Q5_10_Shows 1 | Count | 1 | 1 |
| | % within Q5_10_Shows | 100.0% | 100.0% |
| Total | Count | 1 | 1 |
| | % within Q5_10_Shows | 100.0% | 100.0% |

Table D43.12: Geographical dispersion and information sources used

Q5_11_Friends * Q11_Location Cross-tabulation

| | | Q11_Location | | |
|-----------------|------------------------|--------------|-------|-------|
| | | 1 | 2 | 3 |
| Q5_11_Friends 1 | Count | 1 | 2 | 3 |
| | % within Q5_11_Friends | 14.3% | 28.6% | 42.9% |
| Total | Count | 1 | 2 | 3 |
| | % within Q5_11_Friends | 14.3% | 28.6% | 42.9% |

Table D43.13: Geographical dispersion and information sources used

Q5_11_Friends * Q11_Location Cross-tabulation

| | | Q11_Location | |
|-----------------|------------------------|--------------|--------|
| | | 6 | Total |
| Q5_11_Friends 1 | Count | 1 | 7 |
| | % within Q5_11_Friends | 14.3% | 100.0% |
| Total | Count | 1 | 7 |
| | % within Q5_11_Friends | 14.3% | 100.0% |

Table D43.14: Geographical dispersion and information sources used

Q5_12_Visited_previously * Q11_Location Cross-tabulation

| | | Q11_Location | | | |
|--------------------------|---|-----------------------------------|-------|-------|-------|
| | | 2 | 3 | 4 | |
| Q5_12_Visited_previously | 1 | Count | 1 | 3 | 3 |
| | | % within Q5_12_Visited_previously | 11.1% | 33.3% | 33.3% |
| Total | | Count | 1 | 3 | 3 |
| | | % within Q5_12_Visited_previously | 11.1% | 33.3% | 33.3% |

Table D43.15: Geographical dispersion and information sources used

Q5_12_Visited_previously * Q11_Location Cross-tabulation

| | | Q11_Location | | | |
|--------------------------|---|-----------------------------------|-------|-------|--------|
| | | 9 | 11 | Total | |
| Q5_12_Visited_previously | 1 | Count | 1 | 1 | 9 |
| | | % within Q5_12_Visited_previously | 11.1% | 11.1% | 100.0% |
| Total | | Count | 1 | 1 | 9 |
| | | % within Q5_12_Visited_previously | 11.1% | 11.1% | 100.0% |

Table D44.1: Geographical dispersion and the different age groups

Q9_Age * Q11_Location Cross-tabulation

| | | Q11_Location | | | | |
|----------|-----------------|--------------|-------|-------|-------|-------|
| | | 1 | 2 | 3 | 4 | 5 |
| Q9_Age 1 | Count | 2 | 0 | 2 | 0 | 0 |
| | % within Q9_Age | 50.0% | .0% | 50.0% | .0% | .0% |
| 2 | Count | 0 | 1 | 2 | 0 | 1 |
| | % within Q9_Age | .0% | 20.0% | 40.0% | .0% | 20.0% |
| 3 | Count | 0 | 1 | 4 | 0 | 0 |
| | % within Q9_Age | .0% | 14.3% | 57.1% | .0% | .0% |
| 4 | Count | 0 | 1 | 1 | 3 | 0 |
| | % within Q9_Age | .0% | 11.1% | 11.1% | 33.3% | .0% |
| 5 | Count | 0 | 0 | 2 | 1 | 0 |
| | % within Q9_Age | .0% | .0% | 40.0% | 20.0% | .0% |
| Total | Count | 2 | 3 | 11 | 4 | 1 |
| | % within Q9_Age | 6.7% | 10.0% | 36.7% | 13.3% | 3.3% |

Table D44.2: Geographical dispersion and the different age groups

Q9_Age * Q11_Location Cross-tabulation

| | | Q11_Location | | | | |
|----------|-----------------|--------------|-------|-------|-------|-------|
| | | 6 | 9 | 10 | 11 | 12 |
| Q9_Age 1 | Count | 0 | 0 | 0 | 0 | 0 |
| | % within Q9_Age | .0% | .0% | .0% | .0% | .0% |
| 2 | Count | 0 | 0 | 0 | 0 | 1 |
| | % within Q9_Age | .0% | .0% | .0% | .0% | 20.0% |
| 3 | Count | 0 | 2 | 0 | 0 | 0 |
| | % within Q9_Age | .0% | 28.6% | .0% | .0% | .0% |
| 4 | Count | 0 | 0 | 1 | 3 | 0 |
| | % within Q9_Age | .0% | .0% | 11.1% | 33.3% | .0% |
| 5 | Count | 1 | 1 | 0 | 0 | 0 |
| | % within Q9_Age | 20.0% | 20.0% | .0% | .0% | .0% |
| Total | Count | 1 | 3 | 1 | 3 | 1 |
| | % within Q9_Age | 3.3% | 10.0% | 3.3% | 10.0% | 3.3% |

Table D44.3: Geographical dispersion and the different age groups

Q9_Age * Q11_Location Cross-tabulation

| | | Total | |
|--------|-----------------------------|-----------------------------|-------------|
| Q9_Age | 1 | Count % within Q9_Age | 4 100.0% |
| | 2 | Count % within Q9_Age | 5 100.0% |
| | 3 | Count % within Q9_Age | 7 100.0% |
| | 4 | Count % within Q9_Age | 9 100.0% |
| | 5 | Count % within Q9_Age | 5 100.0% |
| Total | Count % within Q9_Age | 30 100.0% | |

**Table D45.1: Importance of website features on corporate information features –
Company overview**

Q6_1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|-----------------------|
| Valid | 1 | 6 | 18.2 | 22.2 | 22.2 |
| | 2 | 1 | 3.0 | 3.7 | 25.9 |
| | 3 | 5 | 15.2 | 18.5 | 44.4 |
| | 4 | 6 | 18.2 | 22.2 | 66.7 |
| | 5 | 9 | 27.3 | 33.3 | 100.0 |
| | Total | 27 | 81.8 | 100.0 | |
| Missing | System | 6 | 18.2 | | |
| | Total | 33 | 100.0 | | |

Table D45.2: Importance of website features on corporate information features – News

Q6_2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 1 | 3.0 | 3.7 | 3.7 |
| | 2 | 2 | 6.1 | 7.4 | 11.1 |
| | 3 | 6 | 18.2 | 22.2 | 33.3 |
| | 4 | 11 | 33.3 | 40.7 | 74.1 |
| | 5 | 6 | 18.2 | 22.2 | 96.3 |
| | 6 | 1 | 3.0 | 3.7 | 100.0 |
| | Total | 27 | 81.8 | 100.0 | |
| Missing | System | 6 | 18.2 | | |
| | Total | 33 | 100.0 | | |

Table D45.3: Importance of website features on corporate information features – Employment opportunities

Q6_3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 5 | 15.2 | 17.9 | 17.9 |
| | 2 | 3 | 9.1 | 10.7 | 28.6 |
| | 3 | 6 | 18.2 | 21.4 | 50.0 |
| | 4 | 9 | 27.3 | 32.1 | 82.1 |
| | 5 | 4 | 12.1 | 14.3 | 96.4 |
| | 6 | 1 | 3.0 | 3.6 | 100.0 |
| | Total | 28 | 84.8 | 100.0 | |
| Missing | System | 5 | 15.2 | | |
| | Total | 33 | 100.0 | | |

Table D45.4: Importance of website features on corporate information features – Investor and community relations

Q6_4

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 4 | 12.1 | 13.8 | 13.8 |
| | 2 | 6 | 18.2 | 20.7 | 34.5 |
| | 3 | 4 | 12.1 | 13.8 | 48.3 |
| | 4 | 3 | 9.1 | 10.3 | 58.6 |
| | 5 | 10 | 30.3 | 34.5 | 93.1 |
| | 6 | 2 | 6.1 | 6.9 | 100.0 |
| | Total | 29 | 87.9 | 100.0 | |
| Missing | System | 4 | 12.1 | | |
| | Total | 33 | 100.0 | | |

Table D46.1: Importance of website features on product information features – Brief description

Q6_5

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 1 | 3.0 | 3.7 | 3.7 |
| | 2 | 1 | 3.0 | 3.7 | 7.4 |
| | 3 | 4 | 12.1 | 14.8 | 22.2 |
| | 4 | 11 | 33.3 | 40.7 | 63.0 |
| | 5 | 9 | 27.3 | 33.3 | 96.3 |
| | 6 | 1 | 3.0 | 3.7 | 100.0 |
| | Total | 27 | 81.8 | 100.0 | |
| Missing | System | 6 | 18.2 | | |
| | Total | 33 | 100.0 | | |

Table D46.2: Importance of website features on product information features – Rates/fares

Q6_6

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------|-----------|---------|---------------|--------------------|
| Valid | 1 | 1 | 3.0 | 3.7 | 3.7 |
| | 3 | 2 | 6.1 | 7.4 | 11.1 |
| | 4 | 11 | 33.3 | 40.7 | 51.9 |
| | 5 | 12 | 36.4 | 44.4 | 96.3 |
| | 6 | 1 | 3.0 | 3.7 | 100.0 |
| | Total | 27 | 81.8 | 100.0 | |
| | Missing System | 6 | 18.2 | | |
| Total | 33 | 100.0 | | | |

Table D46.3: Importance of website features on product information features – Photo gallery

Q6_7

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------|-------|-----------|---------|---------------|--------------------|
| Valid | 1 | 1 | 3.0 | 3.7 | 3.7 |
| | 2 | 3 | 9.1 | 11.1 | 14.8 |
| | 3 | 1 | 3.0 | 3.7 | 18.5 |
| | 4 | 7 | 21.2 | 25.9 | 44.4 |
| | 5 | 13 | 39.4 | 48.1 | 92.6 |
| | 6 | 2 | 6.1 | 7.4 | 100.0 |
| | Total | 27 | 81.8 | 100.0 | |
| Missing System | 6 | 18.2 | | | |
| Total | 33 | 100.0 | | | |

Table D46.4: Importance of website features on product information features – Virtual tours

Q6_8

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 2 | 6.1 | 7.4 | 7.4 |
| | 2 | 2 | 6.1 | 7.4 | 14.8 |
| | 3 | 3 | 9.1 | 11.1 | 25.9 |
| | 4 | 11 | 33.3 | 40.7 | 66.7 |
| | 5 | 7 | 21.2 | 25.9 | 92.6 |
| | 6 | 2 | 6.1 | 7.4 | 100.0 |
| | Total | 27 | 81.8 | 100.0 | |
| Missing | System | 6 | 18.2 | | |
| | Total | 33 | 100.0 | | |

Table D46.5: Importance of website features on product information features – Frequently asked questions

Q6_9

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 3 | 9.1 | 11.1 | 11.1 |
| | 2 | 1 | 3.0 | 3.7 | 14.8 |
| | 3 | 7 | 21.2 | 25.9 | 40.7 |
| | 4 | 7 | 21.2 | 25.9 | 66.7 |
| | 5 | 4 | 12.1 | 14.8 | 81.5 |
| | 6 | 5 | 15.2 | 18.5 | 100.0 |
| | Total | 27 | 81.8 | 100.0 | |
| Missing | System | 6 | 18.2 | | |
| | Total | 33 | 100.0 | | |

Table D46.6: Importance of website features on product information features – Privacy and security

Q6_10

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 4 | 12.1 | 14.3 | 14.3 |
| | 2 | 1 | 3.0 | 3.6 | 17.9 |
| | 3 | 4 | 12.1 | 14.3 | 32.1 |
| | 4 | 9 | 27.3 | 32.1 | 64.3 |
| | 5 | 9 | 27.3 | 32.1 | 96.4 |
| | 6 | 1 | 3.0 | 3.6 | 100.0 |
| | Total | 28 | 84.8 | 100.0 | |
| Missing | System | 5 | 15.2 | | |
| | Total | 33 | 100.0 | | |

Table D47.1: Importance of website features on non-product information features – Weather

Q6_11

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 2 | 6.1 | 6.9 | 6.9 |
| | 2 | 3 | 9.1 | 10.3 | 17.2 |
| | 3 | 8 | 24.2 | 27.6 | 44.8 |
| | 4 | 7 | 21.2 | 24.1 | 69.0 |
| | 5 | 7 | 21.2 | 24.1 | 93.1 |
| | 6 | 2 | 6.1 | 6.9 | 100.0 |
| | Total | 29 | 87.9 | 100.0 | |
| Missing | System | 4 | 12.1 | | |
| | Total | 33 | 100.0 | | |

**Table D47.2: Importance of website features on non-product information features
– Directions**

Q6_12

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 1 | 3.0 | 3.6 | 3.6 |
| | 2 | 1 | 3.0 | 3.6 | 7.1 |
| | 3 | 1 | 3.0 | 3.6 | 10.7 |
| | 4 | 8 | 24.2 | 28.6 | 39.3 |
| | 5 | 15 | 45.5 | 53.6 | 92.9 |
| | 6 | 2 | 6.1 | 7.1 | 100.0 |
| | Total | 28 | 84.8 | 100.0 | |
| Missing | System | 5 | 15.2 | | |
| | Total | 33 | 100.0 | | |

**Table D47.3: Importance of website features on non-product information features
– Local transport**

Q6_13

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 6 | 18.2 | 20.7 | 20.7 |
| | 2 | 5 | 15.2 | 17.2 | 37.9 |
| | 3 | 5 | 15.2 | 17.2 | 55.2 |
| | 4 | 2 | 6.1 | 6.9 | 62.1 |
| | 5 | 9 | 27.3 | 31.0 | 93.1 |
| | 6 | 2 | 6.1 | 6.9 | 100.0 |
| | Total | 29 | 87.9 | 100.0 | |
| Missing | System | 4 | 12.1 | | |
| | Total | 33 | 100.0 | | |

**Table D47.4: Importance of website features on non-product information features
– Other places to visit**

Q6_14

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 2 | 6.1 | 7.1 | 7.1 |
| | 2 | 2 | 6.1 | 7.1 | 14.3 |
| | 3 | 5 | 15.2 | 17.9 | 32.1 |
| | 4 | 6 | 18.2 | 21.4 | 53.6 |
| | 5 | 10 | 30.3 | 35.7 | 89.3 |
| | 6 | 3 | 9.1 | 10.7 | 100.0 |
| | Total | 28 | 84.8 | 100.0 | |
| Missing | System | 5 | 15.2 | | |
| | Total | 33 | 100.0 | | |

**Table D47.5: Importance of website features on non-product information features
– Where to stay**

Q6_15

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 3 | 2 | 6.1 | 6.9 | 6.9 |
| | 4 | 8 | 24.2 | 27.6 | 34.5 |
| | 5 | 17 | 51.5 | 58.6 | 93.1 |
| | 6 | 2 | 6.1 | 6.9 | 100.0 |
| | Total | 29 | 87.9 | 100.0 | |
| Missing | System | 4 | 12.1 | | |
| | Total | 33 | 100.0 | | |

**Table D47.6: Importance of website features on non-product information features
– Security**

Q6_16

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 2 | 6.1 | 7.1 | 7.1 |
| | 2 | 1 | 3.0 | 3.6 | 10.7 |
| | 3 | 3 | 9.1 | 10.7 | 21.4 |
| | 4 | 6 | 18.2 | 21.4 | 42.9 |
| | 5 | 13 | 39.4 | 46.4 | 89.3 |
| | 6 | 3 | 9.1 | 10.7 | 100.0 |
| | Total | 28 | 84.8 | 100.0 | |
| Missing | System | 5 | 15.2 | | |
| | Total | 33 | 100.0 | | |

Table D48.1: Importance of website features on customer relationship management – Contact details

Q6_17

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 2 | 1 | 3.0 | 3.6 | 3.6 |
| | 4 | 7 | 21.2 | 25.0 | 28.6 |
| | 5 | 17 | 51.5 | 60.7 | 89.3 |
| | 6 | 3 | 9.1 | 10.7 | 100.0 |
| | Total | 28 | 84.8 | 100.0 | |
| Missing | System | 5 | 15.2 | | |
| | Total | 33 | 100.0 | | |

Table D48.2: Importance of website features on customer relationship management – E-mail address

Q6_18

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 1 | 3.0 | 3.6 | 3.6 |
| | 3 | 4 | 12.1 | 14.3 | 17.9 |
| | 4 | 5 | 15.2 | 17.9 | 35.7 |
| | 5 | 15 | 45.5 | 53.6 | 89.3 |
| | 6 | 3 | 9.1 | 10.7 | 100.0 |
| | Total | 28 | 84.8 | 100.0 | |
| Missing | System | 5 | 15.2 | | |
| | Total | 33 | 100.0 | | |

Table D48.3: Importance of website features on customer relationship management – Feedback

Q6_19

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 1 | 3.0 | 3.4 | 3.4 |
| | 2 | 1 | 3.0 | 3.4 | 6.9 |
| | 3 | 3 | 9.1 | 10.3 | 17.2 |
| | 4 | 8 | 24.2 | 27.6 | 44.8 |
| | 5 | 14 | 42.4 | 48.3 | 93.1 |
| | 6 | 2 | 6.1 | 6.9 | 100.0 |
| | Total | 29 | 87.9 | 100.0 | |
| Missing | System | 4 | 12.1 | | |
| | Total | 33 | 100.0 | | |

Table D48.4: Importance of website features on customer relationship management – Links

Q6_20

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 1 | 3.0 | 3.6 | 3.6 |
| | 3 | 5 | 15.2 | 17.9 | 21.4 |
| | 4 | 8 | 24.2 | 28.6 | 50.0 |
| | 5 | 10 | 30.3 | 35.7 | 85.7 |
| | 6 | 4 | 12.1 | 14.3 | 100.0 |
| | Total | 28 | 84.8 | 100.0 | |
| Missing | System | 5 | 15.2 | | |
| | Total | 33 | 100.0 | | |

Table D48.5: Importance of website features on customer relationship management – E-newsletter

Q6_21

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 1 | 3.0 | 3.6 | 3.6 |
| | 3 | 7 | 21.2 | 25.0 | 28.6 |
| | 4 | 6 | 18.2 | 21.4 | 50.0 |
| | 5 | 11 | 33.3 | 39.3 | 89.3 |
| | 6 | 3 | 9.1 | 10.7 | 100.0 |
| | Total | 28 | 84.8 | 100.0 | |
| Missing | System | 5 | 15.2 | | |
| | Total | 33 | 100.0 | | |

Table D48.6: Importance of website features on customer relationship management – Mail-to-friend

Q6_22

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 2 | 6.1 | 7.1 | 7.1 |
| | 2 | 1 | 3.0 | 3.6 | 10.7 |
| | 3 | 8 | 24.2 | 28.6 | 39.3 |
| | 4 | 8 | 24.2 | 28.6 | 67.9 |
| | 5 | 6 | 18.2 | 21.4 | 89.3 |
| | 6 | 3 | 9.1 | 10.7 | 100.0 |
| | Total | 28 | 84.8 | 100.0 | |
| Missing | System | 5 | 15.2 | | |
| | Total | 33 | 100.0 | | |

Table D48.7: Importance of website features on customer relationship management – Customer survey

Q6_23

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 2 | 6.1 | 7.1 | 7.1 |
| | 2 | 3 | 9.1 | 10.7 | 17.9 |
| | 3 | 5 | 15.2 | 17.9 | 35.7 |
| | 4 | 10 | 30.3 | 35.7 | 71.4 |
| | 5 | 7 | 21.2 | 25.0 | 96.4 |
| | 6 | 1 | 3.0 | 3.6 | 100.0 |
| | Total | 28 | 84.8 | 100.0 | |
| Missing | System | 5 | 15.2 | | |
| | Total | 33 | 100.0 | | |

Table D48.8: Importance of website features on customer relationship management – Free downloads

Q6_24

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 2 | 6.1 | 7.1 | 7.1 |
| | 2 | 5 | 15.2 | 17.9 | 25.0 |
| | 3 | 5 | 15.2 | 17.9 | 42.9 |
| | 4 | 4 | 12.1 | 14.3 | 57.1 |
| | 5 | 9 | 27.3 | 32.1 | 89.3 |
| | 6 | 3 | 9.1 | 10.7 | 100.0 |
| | Total | 28 | 84.8 | 100.0 | |
| Missing | System | 5 | 15.2 | | |
| | Total | 33 | 100.0 | | |

Table D48.9: Importance of website features on customer relationship management – Competition and games

Q6_25

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 5 | 15.2 | 17.9 | 17.9 |
| | 2 | 7 | 21.2 | 25.0 | 42.9 |
| | 3 | 6 | 18.2 | 21.4 | 64.3 |
| | 4 | 6 | 18.2 | 21.4 | 85.7 |
| | 5 | 3 | 9.1 | 10.7 | 96.4 |
| | 6 | 1 | 3.0 | 3.6 | 100.0 |
| | Total | 28 | 84.8 | 100.0 | |
| Missing | System | 5 | 15.2 | | |
| | Total | 33 | 100.0 | | |

Table D49.1: Importance of website features on reservation features – Check availability

Q6_26

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 2 | 2 | 6.1 | 7.1 | 7.1 |
| | 3 | 3 | 9.1 | 10.7 | 17.9 |
| | 4 | 8 | 24.2 | 28.6 | 46.4 |
| | 5 | 11 | 33.3 | 39.3 | 85.7 |
| | 6 | 4 | 12.1 | 14.3 | 100.0 |
| | Total | 28 | 84.8 | 100.0 | |
| Missing | System | 5 | 15.2 | | |
| | Total | 33 | 100.0 | | |

Table D49.2: Importance of website features on reservation features – Online reservations

Q6_27

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 2 | 6.1 | 7.1 | 7.1 |
| | 2 | 2 | 6.1 | 7.1 | 14.3 |
| | 3 | 2 | 6.1 | 7.1 | 21.4 |
| | 4 | 6 | 18.2 | 21.4 | 42.9 |
| | 5 | 13 | 39.4 | 46.4 | 89.3 |
| | 6 | 3 | 9.1 | 10.7 | 100.0 |
| | Total | 28 | 84.8 | 100.0 | |
| Missing | System | 5 | 15.2 | | |
| | Total | 33 | 100.0 | | |

Table D49.3: Importance of website features on reservation features – Track reservations

Q6_28

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 2 | 6.1 | 7.1 | 7.1 |
| | 2 | 3 | 9.1 | 10.7 | 17.9 |
| | 3 | 4 | 12.1 | 14.3 | 32.1 |
| | 4 | 9 | 27.3 | 32.1 | 64.3 |
| | 5 | 9 | 27.3 | 32.1 | 96.4 |
| | 6 | 1 | 3.0 | 3.6 | 100.0 |
| | Total | 28 | 84.8 | 100.0 | |
| Missing | System | 5 | 15.2 | | |
| | Total | 33 | 100.0 | | |

Table D49.4: Importance of website features on reservation features – Cancel reservations

Q6_29

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 3 | 9.1 | 10.7 | 10.7 |
| | 2 | 2 | 6.1 | 7.1 | 17.9 |
| | 3 | 3 | 9.1 | 10.7 | 28.6 |
| | 4 | 9 | 27.3 | 32.1 | 60.7 |
| | 5 | 10 | 30.3 | 35.7 | 96.4 |
| | 6 | 1 | 3.0 | 3.6 | 100.0 |
| | Total | 28 | 84.8 | 100.0 | |
| Missing | System | 5 | 15.2 | | |
| | Total | 33 | 100.0 | | |

Table D50.1: Importance of website features on payment features – Credit cards

Q6_30

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 1 | 3.0 | 3.6 | 3.6 |
| | 3 | 1 | 3.0 | 3.6 | 7.1 |
| | 4 | 8 | 24.2 | 28.6 | 35.7 |
| | 5 | 13 | 39.4 | 46.4 | 82.1 |
| | 6 | 5 | 15.2 | 17.9 | 100.0 |
| | Total | 28 | 84.8 | 100.0 | |
| Missing | System | 5 | 15.2 | | |
| | Total | 33 | 100.0 | | |

Table D50.2: Importance of website features on payment features – Debit cards

Q6_31

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 1 | 3.0 | 3.6 | 3.6 |
| | 3 | 1 | 3.0 | 3.6 | 7.1 |
| | 4 | 8 | 24.2 | 28.6 | 35.7 |
| | 5 | 14 | 42.4 | 50.0 | 85.7 |
| | 6 | 4 | 12.1 | 14.3 | 100.0 |
| | Total | 28 | 84.8 | 100.0 | |
| Missing | System | 5 | 15.2 | | |
| | Total | 33 | 100.0 | | |

Table D50.3: Importance of website features on payment features – Electronic cash

Q6_32

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 1 | 3.0 | 3.6 | 3.6 |
| | 2 | 1 | 3.0 | 3.6 | 7.1 |
| | 3 | 2 | 6.1 | 7.1 | 14.3 |
| | 4 | 6 | 18.2 | 21.4 | 35.7 |
| | 5 | 14 | 42.4 | 50.0 | 85.7 |
| | 6 | 4 | 12.1 | 14.3 | 100.0 |
| | Total | 28 | 84.8 | 100.0 | |
| Missing | System | 5 | 15.2 | | |
| | Total | 33 | 100.0 | | |

Table D50.4: Importance of website features on payment features – Virtual credit cards

Q6_33

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 1 | 3.0 | 3.6 | 3.6 |
| | 3 | 7 | 21.2 | 25.0 | 28.6 |
| | 4 | 9 | 27.3 | 32.1 | 60.7 |
| | 5 | 7 | 21.2 | 25.0 | 85.7 |
| | 6 | 4 | 12.1 | 14.3 | 100.0 |
| | Total | 28 | 84.8 | 100.0 | |
| Missing | System | 5 | 15.2 | | |
| | Total | 33 | 100.0 | | |

Table D50.5: Importance of website features on payment features – Currency converter

Q6_34

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 4 | 12.1 | 14.8 | 14.8 |
| | 2 | 2 | 6.1 | 7.4 | 22.2 |
| | 3 | 4 | 12.1 | 14.8 | 37.0 |
| | 4 | 6 | 18.2 | 22.2 | 59.3 |
| | 5 | 6 | 18.2 | 22.2 | 81.5 |
| | 6 | 5 | 15.2 | 18.5 | 100.0 |
| | Total | 27 | 81.8 | 100.0 | |
| Missing | System | 6 | 18.2 | | |
| | Total | 33 | 100.0 | | |

Table D51: Rating the Ficksburg Cherry Festival website

Q7_Website_rate

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 2 | 4 | 3.7 | 4.1 | 4.1 |
| | 3 | 46 | 43.0 | 47.4 | 51.5 |
| | 4 | 39 | 36.4 | 40.2 | 91.8 |
| | 5 | 8 | 7.5 | 8.2 | 100.0 |
| | Total | 97 | 90.7 | 100.0 | |
| Missing | System | 10 | 9.3 | | |
| | Total | 107 | 100.0 | | |

Table D52: Necessary information on the Ficksburg Cherry Festival website

Q7_1_Info_website

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 60 | 56.1 | 64.5 | 64.5 |
| | 2 | 33 | 30.8 | 35.5 | 100.0 |
| | Total | 93 | 86.9 | 100.0 | |
| Missing | System | 14 | 13.1 | | |
| | Total | 107 | 100.0 | | |

Table D53: Number of other websites used

Q7_2_Many_website

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 42 | 39.3 | 61.8 | 61.8 |
| | 2 | 24 | 22.4 | 35.3 | 97.1 |
| | 3 | 2 | 1.9 | 2.9 | 100.0 |
| | Total | 68 | 63.6 | 100.0 | |
| Missing | System | 39 | 36.4 | | |
| | Total | 107 | 100.0 | | |

Table D54.1: Geographical dispersion of exhibitors and how they rated

Q7_Website_rate * Q11_Location Cross-tabulation

| | | Q11_Location | | | | |
|-----------------|--------------------------|--------------------------|-------|-------|-------|-------|
| | | 1 | 2 | 3 | 4 | |
| Q7_Website_rate | 1 | Count | 0 | 0 | 0 | 0 |
| | | % within Q7_Website_rate | .0% | .0% | .0% | .0% |
| | 2 | Count | 0 | 0 | 1 | 1 |
| | | % within Q7_Website_rate | .0% | .0% | 33.3% | 33.3% |
| | 3 | Count | 1 | 2 | 2 | 1 |
| | % within Q7_Website_rate | 12.5% | 25.0% | 25.0% | 12.5% | |
| | 4 | Count | 1 | 2 | 5 | 2 |
| | % within Q7_Website_rate | 8.3% | 16.7% | 41.7% | 16.7% | |
| | 5 | Count | 0 | 0 | 1 | 0 |
| | % within Q7_Website_rate | .0% | .0% | 50.0% | .0% | |
| | Total | Count | 2 | 4 | 9 | 4 |
| | % within Q7_Website_rate | 7.7% | 15.4% | 34.6% | 15.4% | |

Table D54.2: Geographical dispersion of exhibitors and how they rated

Q7_Website_rate * Q11_Location Cross-tabulation

| | | Q11_Location | | | | |
|-----------------|--------------------------|--------------------------|------|-------|-------|--------|
| | | 5 | 9 | 10 | 11 | |
| Q7_Website_rate | 1 | Count | 0 | 0 | 0 | 1 |
| | | % within Q7_Website_rate | .0% | .0% | .0% | 100.0% |
| | 2 | Count | 0 | 0 | 0 | 0 |
| | | % within Q7_Website_rate | .0% | .0% | .0% | .0% |
| | 3 | Count | 1 | 0 | 0 | 1 |
| | % within Q7_Website_rate | 12.5% | .0% | .0% | 12.5% | |
| | 4 | Count | 0 | 1 | 0 | 1 |
| | % within Q7_Website_rate | .0% | 8.3% | .0% | 8.3% | |
| | 5 | Count | 0 | 0 | 1 | 0 |
| | % within Q7_Website_rate | .0% | .0% | 50.0% | .0% | |
| | Total | Count | 1 | 1 | 1 | 3 |
| | % within Q7_Website_rate | 3.8% | 3.8% | 3.8% | 11.5% | |

Table D54.3: Geographical dispersion of exhibitors and how they rated

Q7_Website_rate * Q11_Location Cross-tabulation

| | | Q11_Location | | |
|-----------------|-------|--------------------------|-------|--------|
| | | 12 | Total | |
| Q7_Website_rate | 1 | Count | 0 | 1 |
| | | % within Q7_Website_rate | .0% | 100.0% |
| | 2 | Count | 1 | 3 |
| | | % within Q7_Website_rate | 33.3% | 100.0% |
| | 3 | Count | 0 | 8 |
| | | % within Q7_Website_rate | .0% | 100.0% |
| | 4 | Count | 0 | 12 |
| | | % within Q7_Website_rate | .0% | 100.0% |
| | 5 | Count | 0 | 2 |
| | | % within Q7_Website_rate | .0% | 100.0% |
| | Total | Count | 1 | 26 |
| | | % within Q7_Website_rate | 3.8% | 100.0% |

Table D55.1: Geographical dispersion and finding the necessary information on the website

Q7_1_Info_website * Q11_Location Cross-tabulation

| | | Q11_Location | | |
|---------------------|----------------------------|--------------|-------|-------|
| | | 1 | 2 | 3 |
| Q7_1_Info_website 1 | Count | 2 | 3 | 7 |
| | % within Q7_1_Info_website | 9.5% | 14.3% | 33.3% |
| 2 | Count | 0 | 1 | 2 |
| | % within Q7_1_Info_website | .0% | 20.0% | 40.0% |
| Total | Count | 2 | 4 | 9 |
| | % within Q7_1_Info_website | 7.7% | 15.4% | 34.6% |

Table D55.2: Geographical dispersion and finding the necessary information on the website

Q7_1_Info_website * Q11_Location Cross-tabulation

| | | Q11_Location | | | |
|---------------------|----------------------------|--------------|------|------|------|
| | | 4 | 5 | 9 | 10 |
| Q7_1_Info_website 1 | Count | 3 | 1 | 1 | 1 |
| | % within Q7_1_Info_website | 14.3% | 4.8% | 4.8% | 4.8% |
| 2 | Count | 1 | 0 | 0 | 0 |
| | % within Q7_1_Info_website | 20.0% | .0% | .0% | .0% |
| Total | Count | 4 | 1 | 1 | 1 |
| | % within Q7_1_Info_website | 15.4% | 3.8% | 3.8% | 3.8% |

Table D55.3: Geographical dispersion and finding the necessary information on the website

Q7_1_Info_website * Q11_Location Cross-tabulation

| | | Q11_Location | | Total | |
|-------------------|---|----------------------------|-------|-------|--------|
| | | 11 | 12 | | |
| Q7_1_Info_website | 1 | Count | 2 | 1 | 21 |
| | | % within Q7_1_Info_website | 9.5% | 4.8% | 100.0% |
| | 2 | Count | 1 | 0 | 5 |
| | | % within Q7_1_Info_website | 20.0% | .0% | 100.0% |
| Total | | Count | 3 | 1 | 26 |
| | | % within Q7_1_Info_website | 11.5% | 3.8% | 100.0% |

APPENDIX E

-Inferential Statistics-

-Mean ranks-

Table E1: Difference between first-time and return attendees with regard to the website rating

Ranks

| | Q1_Previous_Festival | N | Mean Rank | Sum of Ranks |
|-----------------|----------------------|----|-----------|--------------|
| Q7_Website_rate | 1 | 40 | 46.98 | 1879.00 |
| | 2 | 56 | 49.59 | 2777.00 |
| | Total | 96 | | |

Table E2: Difference between first-time and return attendees with regard to the importance of each website feature

Ranks

| | Q1_Previous_Festival | N | Mean Rank | Sum of Ranks |
|-------|----------------------|----|-----------|--------------|
| Q6_1 | 1 | 41 | 55.04 | 2256.50 |
| | 2 | 53 | 41.67 | 2208.50 |
| | Total | 94 | | |
| Q6_3 | 1 | 40 | 51.20 | 2048.00 |
| | 2 | 47 | 37.87 | 1780.00 |
| | Total | 87 | | |
| Q6_4 | 1 | 37 | 52.45 | 1940.50 |
| | 2 | 48 | 35.72 | 1714.50 |
| | Total | 85 | | |
| Q6_23 | 1 | 36 | 49.78 | 1792.00 |
| | 2 | 48 | 37.04 | 1778.00 |
| | Total | 84 | | |
| Q6_25 | 1 | 35 | 51.34 | 1797.00 |
| | 2 | 48 | 35.19 | 1689.00 |
| | Total | 83 | | |

Table E3: Differences between male and female attendees with regard to the importance of each website feature

| Ranks | | | | |
|-------|-----------|----|-----------|--------------|
| | Q8_Gender | N | Mean Rank | Sum of Ranks |
| Q6_6 | 1 | 27 | 35.20 | 950.50 |
| | 2 | 57 | 45.96 | 2619.50 |
| | Total | 84 | | |
| Q6_7 | 1 | 28 | 35.16 | 984.50 |
| | 2 | 59 | 48.19 | 2843.50 |
| | Total | 87 | | |
| Q6_12 | 1 | 27 | 34.63 | 935.00 |
| | 2 | 57 | 46.23 | 2635.00 |
| | Total | 84 | | |
| Q6_30 | 1 | 23 | 29.28 | 673.50 |
| | 2 | 56 | 44.40 | 2486.50 |
| | Total | 79 | | |
| Q6_31 | 1 | 25 | 30.36 | 759.00 |
| | 2 | 55 | 45.11 | 2481.00 |
| | Total | 80 | | |
| Q6_33 | 1 | 24 | 29.83 | 716.00 |
| | 2 | 51 | 41.84 | 2134.00 |
| | Total | 75 | | |

Table E4: Difference between male and female attendees with regard to the website rating

| Ranks | | | | |
|-----------------|-----------|----|-----------|--------------|
| | Q8_Gender | N | Mean Rank | Sum of Ranks |
| Q7_Website_rate | 1 | 26 | 50.79 | 1320.50 |
| | 2 | 69 | 46.95 | 3239.50 |
| | Total | 95 | | |

Table E5: Difference between the age groups of attendees with regard to the importance of each website feature

| | | Ranks | |
|-------|--------|-------|-----------|
| | Q9_Age | N | Mean Rank |
| Q6_3 | 1 | 26 | 41.94 |
| | 2 | 18 | 31.64 |
| | 3 | 16 | 51.69 |
| | 4 | 22 | 41.64 |
| | Total | 82 | |
| Q6_17 | 1 | 25 | 37.64 |
| | 2 | 18 | 47.25 |
| | 3 | 15 | 47.23 |
| | 4 | 21 | 31.43 |
| | Total | 79 | |

Table E6: Difference between first-time and return exhibitors with regard to the website rating

| | | Ranks | | |
|-----------------|----------------------|-------|-----------|--------------|
| | Q1_Previous_Festival | N | Mean Rank | Sum of Ranks |
| Q7_Website_rate | 1 | 19 | 13.16 | 250.00 |
| | 2 | 7 | 14.43 | 101.00 |
| | Total | 26 | | |

Table E7: Differences between first-time and return exhibitors with regard to the importance of each website feature

| Ranks | | | | |
|-------|----------------------|----|-----------|--------------|
| | Q1_Previous_Festival | N | Mean Rank | Sum of Ranks |
| Q6_26 | 1 | 17 | 10.94 | 186.00 |
| | 2 | 7 | 16.29 | 114.00 |
| | Total | 24 | | |
| Q6_28 | 1 | 18 | 12.06 | 217.00 |
| | 2 | 9 | 17.89 | 161.00 |
| | Total | 27 | | |
| Q6_29 | 1 | 18 | 11.94 | 215.00 |
| | 2 | 9 | 18.11 | 163.00 |
| | Total | 27 | | |

Table E8: Difference between the age groups of exhibitors with regard to the website rating

| Ranks | | | | |
|-----------------|--------|----|-----------|--------------|
| | Q9_Age | N | Mean Rank | Sum of Ranks |
| Q7_Website_rate | 1 | 5 | 8.30 | 41.50 |
| | 2 | 9 | 7.06 | 63.50 |
| | Total | 14 | | |