

# MAIN FACTORS FOR THE COMPETITIVENESS OF THE INNIBOS ARTS FESTIVAL IN SOUTH AFRICA

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# INTRODUCTION

- Currently events and festivals are one of the fastest growing segments of tourism in the world.
- Over 500 events and festivals in SA
- This growth has led to tremendous competition.
- The tourist plays an important role in the sustainability of the events
- Important to understand the visitor's perception of the festival's competitors factors to make these festivals and events more sustainable.





# South Africa





# ORGANISATION OF THE PAPER

- *Literature overview*
- *Aim of the paper*
- *Method of research*
- *Results*
- *Findings and implications*
- *Conclusions*





# LITERATURE OVERVIEW

- Festivals and events has an important role to play in the destinations competitiveness.
- Festivals are an unique opportunity to celebrate culture.
- One way to address the sustainability of festivals is to have a greater understanding of the competitiveness factors.





# LITERATURE OVERVIEW

## COMPETITIVENESS FACTORS

The ability of a destination to deliver goods and services that perform better than other destinations on those factors of the tourism experience considered to be important by tourists. Dwyer, Forsyth and Rao (2000a).







# LITERATURE OVERVIEW

Research within this field are diverse and complex and authors posited that among the several forces and motives that influence the competitiveness of a destination, customers and their needs are the ultimate driving force (Ritchie & Crouch, 2003:10) and will differ from destination to destination and product to product



## AIM OF THE PAPER

Organisers and marketers face various challenges to ensure the success of their festivals and to stay competitive.

Therefore the aim of this study is to determine the competitiveness factors of the Innibos arts festival.





# METHOD OF RESEARCH

- 400 Questionnaires were distributed over a period of four days in June 2013 at the Innibos Arts Festivals that is situated in Nelspruit capital city of Mpumalanga Province.
- 373 useable questionnaires were used.
- Factor analysis was done to determine the competitiveness factors.





## RESULTS: PROFILE OF VISITORS

Most visitors to the Innibos Arts Festival were female (62%), between 18 and 25 years old (27%) and Afrikaans speaking (93%). They hold a professional occupation (20%) and most of these visitors reside in Mpumalanga Province (53%).

## RESULTS: FACTOR ANALYSIS

A Factor analyses for competitiveness was done to identify smaller sets of exploratory composite factors that define the fundamental constructs assumed to underlie the original variables. Only those factors with an eigenvalue equal to or greater than 1.0 were considered. Five factors were identified. The Cronbach's coefficients were examined to check the reliability of the data and all these values were higher than .7



**Table 1: Results of factor analysis of competitiveness factors of Innibos arts festival.**

<b>Pattern Matrix<sup>a</sup></b>					
<b>Competitiveness</b>	<b>Factor</b>				
	<b>Service and value</b>	<b>Price</b>	<b>Additional service</b>	<b>Location and Accessibility</b>	<b>Festival attributes</b>
<b>Mean value</b>	4.40	3.98	4.42	4.03	4.41
<b>Cronbach's alpha</b>	.947	.874	.864	.784	.933
<b>Extraction method: Principal axis factoring</b>					
<b>Rotation method: Oblimin with Kaiser normalisation</b>					
<b>a. Rotation converged in 27 iterations.</b>					



# RESULTS: FACTOR 1: SERVICE AND VALUE

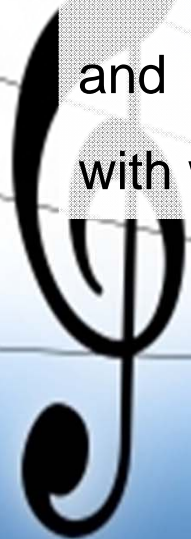
This factor had a mean value of 4,40, which is the 3rd highest value. The service and value factor include aspects of competitiveness factors that offers the necessary support services (e.g. sufficient information and Computicket), is safe and offers sufficient security, has sufficient festival infrastructure, is located in an environment with unique geographic properties (e.g. natural beauty), is accessible (e.g. commuting service), offers value for money, is well situated, marketing is visible and effective, offers quality festival services (e.g. shows), offers sufficient entertainment, offers quality and variety of food, possesses information on activities about the surroundings.

This factor emphasis that visitors to a festival consider aspects that improve the direct environment where the tourist find themselves to add to the competitiveness of the



## RESULTS: FACTOR 2: PRICE

Price had the lowest mean value (3,98) and included perceptions of attendees towards competitiveness; that include that the entrance fees are acceptable, ticket prices are fair, offers opportunities to purchase goods at fair prices (stalls) and food and drinks prices are fair. According to Ritchie and Crouch (1995), Mangion *et al.* (2005) and Goeldner and Ritchie (2003) price is always a factor to reckon with when considering the competitiveness of a destination.





## RESULTS: FACTOR 3: ADDITIONAL SERVICES

Researchers, such as Kim (1998:340) and Knowles (1994:89), identified additional services as an important factor of competitiveness. This is confirmed by this research. It may be regarded as crucial, since this factor had the highest mean value (4,42). Additional services include competitor's variables such as sufficient technologies; the community is friendly and offers shopping opportunities to the attendees.



## RESULTS: FACTOR 4: LOCATION AND ACCESSIBILITY

Location and accessibility as a factor influencing competitiveness has been identified by Cassidy and Guilding (2007:279), Mangion *et al.* (2005:56) and Botha, Fairer-Wessels and Lubbe (2006:18). Their findings are confirmed by this research where this factor has a mean value of 4.03. Location and accessibility included presented in an environment with sport and recreational opportunities, close to my home town, offers information on historic and cultural attractions in the surrounding area, accommodation tariffs are competitive and offers a variety of accommodation.



## RESULTS: FACTOR 5: FESTIVAL ATTRIBUTES



Saayman and Saayman (2008:184) concluded that festival attributes play an important role in determining the competitiveness factors of Innibos art festivals. This factor has a mean value of 4.41, the second highest and include; presented at the right time of year, attracts well-known artists, promotes and focuses on music productions, offers a variety of productions, trade mark is well known, is presented in a favourable climate, offers me the opportunity to see well-known artists, offers quality productions, offers opportunities to purchase quality and variety products at the festival, offers a unique experience, makes provision for children's needs, and manages risks effectively.



## FINDINGS & IMPLICATIONS



- The key finding of the research is that variables contributing to festivals competitiveness differ from the traditional factors that contribute to destination competitiveness that highlights the importance to identify the unique factors of competitiveness to improve on it.

Therefore the implication to manage and sustain a competitive advantage of art festivals, more effective communication and consultation between management and different role-players in the decisions towards the arts festivals is important.



## FINDINGS & IMPLICATIONS



- Secondly, external factors have according to this study the largest impact and influence as competitiveness factors. Additional services provided by different role players add to the experience of the visitor of the Innibos arts festival.
- Better utilisation to the Kruger National Park and the soccer stadium could strengthen this advantage and motivate an extended stay in the area by including various role-players in the decision making process. Again communication and consultation plays a major role.

# CONCLUSIONS

- The purpose of this research was to determine main factors for the competitiveness of the Innibos Arts Festival.
- Results revealed that the majority of respondents would attend the festival again in future and that they visited the Innibos Arts Festival because it is seen as a sociable event where visitors can relax and enjoy everything that is Afrikaans.



# CONCLUSIONS

- It is clear that respondents regard additional services (technology, friendliness of the community and affordable goods and services) and destination attributes which include safety, sufficient infrastructure is especially accessibility and value for money just to name but a few, important. Visitors want to experience a wide variety of services and products that add value to their visit.



# CONCLUSIONS



Arts festivals have become important in the South Africa context because of the **growing need for art** forms within specific cultures. **Competition** between these festivals increased annually and identifying the competitive advantage could sustain growth. Providing the **5 unique competitive factors** to the Innibos art festival could assist managers to identify gaps in especially in terms of additional services which could contribute to the competitiveness of the festival.





Thank you!

