

Sibisi, Mandla; Abrahams, Diane

Article

The role of ethnic marketing in the promotion of domestic leisure tourism in Johannesburg

EuroEconomica

Provided in Cooperation with:
Danubius University of Galati

Reference: Sibisi, Mandla/Abrahams, Diane (2018). The role of ethnic marketing in the promotion of domestic leisure tourism in Johannesburg. In: EuroEconomica 37 (2), S. 190 - 201.

This Version is available at:
<http://hdl.handle.net/11159/2574>

Kontakt/Contact

ZBW – Leibniz-Informationszentrum Wirtschaft/Leibniz Information Centre for Economics
Düsternbrooker Weg 120
24105 Kiel (Germany)
E-Mail: [rights\[at\]zbw.eu](mailto:rights[at]zbw.eu)
<https://www.zbw.eu/>

Standard-Nutzungsbedingungen:

Dieses Dokument darf zu eigenen wissenschaftlichen Zwecken und zum Privatgebrauch gespeichert und kopiert werden. Sie dürfen dieses Dokument nicht für öffentliche oder kommerzielle Zwecke vervielfältigen, öffentlich ausstellen, aufführen, vertreiben oder anderweitig nutzen. Sofern für das Dokument eine Open-Content-Lizenz verwendet wurde, so gelten abweichend von diesen Nutzungsbedingungen die in der Lizenz gewährten Nutzungsrechte. Alle auf diesem Vorblatt angegebenen Informationen einschließlich der Rechteinformationen (z.B. Nennung einer Creative Commons Lizenz) wurden automatisch generiert und müssen durch Nutzer:innen vor einer Nachnutzung sorgfältig überprüft werden. Die Lizenzangaben stammen aus Publikationsmetadaten und können Fehler oder Ungenauigkeiten enthalten.

<https://savearchive.zbw.eu/termsfuse>

Terms of use:

This document may be saved and copied for your personal and scholarly purposes. You are not to copy it for public or commercial purposes, to exhibit the document in public, to perform, distribute or otherwise use the document in public. If the document is made available under a Creative Commons Licence you may exercise further usage rights as specified in the licence. All information provided on this publication cover sheet, including copyright details (e.g. indication of a Creative Commons license), was automatically generated and must be carefully reviewed by users prior to reuse. The license information is derived from publication metadata and may contain errors or inaccuracies.

The Role of Ethnic Marketing in the Promotion of Domestic Leisure Tourism in Johannesburg

Mandla Sibisi¹, Diane Abrahams²

Abstract: The study looks at ethnic marketing strategies in relation to domestic leisure tourism promotion and evaluates the effectiveness of this approach. The study also provides some insight into the perspective of ethnic consumers towards ethnic marketing initiatives. A mixed methods approach was used during the study with the qualitative component involving structured interviews with key marketing stakeholders involved in promoting domestic leisure tourism in Johannesburg. For the quantitative phase, data was collected using questionnaire surveys from a sample of 200 black South Africans at a popular leisure tourism site, namely Gold Reef City in Johannesburg. The findings show that most marketers refrain from using ethnic marketing initiatives when promoting domestic tourism. Further findings reveal that ethnic marketing has not had a notable effect in motivating black South Africans to engage in domestic leisure tourism. However, the ethnic consumers surveyed indicated a willingness to travel more should marketers opt to promote domestic leisure tourism using indigenous South African languages. Tourism marketers in a multicultural market can translate marketing campaigns into various ethnic languages in order to appeal to a broader consumer population and simultaneously target an important market segment, namely the ethnic consumer. Globally, there has been an uptake in ethnic marketing as many marketers realized that treating various ethnic groups as a homogeneous group resulted in the loss of many opportunities. There is still however, limited empirical research focusing on the ethnic marketing discourse particularly in relation to tourism promotion and the study offers some insight into the knowledge gap that currently exists.

Keywords: Ethnic marketing; Domestic leisure tourism; Indigenous languages; Ethnic consumer

JEL Classification: M31; Z32

190

1. Introduction

The phenomenon of globalisation, migration, merging of various nations into confederations, urbanisation, and population mobility has resulted in large ethnic groups in many domestic markets. (Michaelis et al., 2009) In general, global demographic trends among ethnic groups indicate continuous growth over the next decades. (Holland & Gentry, 1999) As a consequence, ethnic consumers have become important segments in the marketplace as their existence creates opportunities to broaden customer base for businesses. (Diaz & Crofoot, 2012; Jamal et al., 2015) However, for marketing practitioners it has become more challenging to create marketing content as the traditional promotion methods used to communicate organization's offerings to the mainstream market seem less effective when applied to the ethnic consumer. (Njomo, 2013) Individualized, tailored customer-focused marketing model is considered more effective than the usual marketing concept of using one-way mass communication that is generally employed when targeting the mainstream consumer. (Bamford, 2010) As a result, marketers targeting ethnic consumers are increasingly adopting the ethnic marketing approach. The ethnic marketing concept incorporates

¹ University of Johannesburg, College of Business and Economics, School of Tourism and Hospitality, E-mail: sibilimandla1@gmail.com.

² University of Johannesburg, College of Business and Economics, School of Tourism and Hospitality, E-mail: dabrahams@uj.ac.za.

ethnic identity, ethnicity and culture in the marketing campaigns. (Jamal et al., 2015) Hence, there has been a growing multi-literature around the opportunities for using ethnicity as a tool for marketing to ethnic consumers within culturally diverse countries. (Pires & Stanton, 2005b; Stanton & Pires, 2002, 2008)

Despite the attention the topic has received, most studies were done in the North American, European, and Asian context. (Mokhlis, 2012) The application of the concept of ethnic marketing within the South African context is still largely limited. (Ijabadeniyi et al., 2015) Over the past decades scholars have attempted to understand the influence of ethnicity among South African consumers' decision-making. (Scheers, 2010; Njoma, 2013; Ijabadeniyi et al., 2015) However, there is a paucity of research that has been dedicated towards the tourism sector in particular. This is surprising given the ethnic diversity that exists within South Africa especially among the black population, and the commitment made by the government to encourage this segment to partake in domestic tourism. Despite the large amount of investment by the South African government into domestic tourism promotion (National Department of Environmental Affairs and Tourism, 1996; National Department of Tourism, 2017) the engagement in domestic leisure tourism by the black South African population remains small and the overall growth of domestic tourism remains low.

According to Poulis et al. (2012, p. 515) the role of ethnic marketing within intra-national ethnic diverse societies and its significance has not received merit and remains under-researched, particularly within the scope of the services sector. The study therefore explores the relationship by investigating the role of ethnic marketing as a promotional tool to grow domestic leisure tourism in Johannesburg. Emphasis is placed on the use of black South African indigenous languages and images linked to different demographic profiles in the country. It has been argued that organisations that fail to design ethnic marketing strategies "will soon find themselves catering to the fringes of the consumer population". (Stages of Innovation, 2000, p. 18) Taking into consideration the low level of participation in domestic leisure tourism by the diverse black South African population and the limited knowledge on the discourse of ethnic marketing within the tourism context, this investigation was considered significant and relevant as it aimed to identify whether there is a correlation between these two aspects.

The objectives of the study were twofold, namely to (1) analyse whether including attributes of a certain ethnic group in domestic leisure tourism marketing in Johannesburg had an impact on product awareness in domestic tourism consumption and (2) to determine whether black South Africans would be stimulated to travel to Johannesburg when their ethnicity is represented in domestic leisure tourism marketing.

2. The Influence of Ethnicity on Consumer Behaviour

A better understanding of ethnic marketing is developed through a review of the concept of ethnicity. The belief is that ethnicity often influences decision making in terms of consumer behavior. (Chaw & Ali, 2002; Cleveland, 2015) The effects of ethnic values on humans stem from birth. The reason being that cultural tradition which an individual follows is a historical entity "that carries with it powers of socialization and predestination". (Kamaruddin & Kamaruddin, 2009, p. 37) In turn, these values influence the decision making of consumers. (Kamaruddin & Kamaruddin, 2009; Sekhon, 2016) Some scholars argue that individuals with different ethnic identification usually show different behaviours in terms of consumption patterns, such as information search and shopping orientation.

(Liu, 2000; Zuniga & Torres, 2015) These differences can be observed through choices related to clothes, food and drinks consumption, music and leisure pursuits. (Khairullah & Khairullah, 2015) An awareness and understanding of subculture differences in product evaluation is vital when creating effective marketing strategies. (Mokhlis, 2012) It is apparent through a review of the literature that indeed understanding ethnicity is essential in the development of ethnic marketing.

In most instances, studies on ethnic influence towards consumer behaviour usually focuses on ethnic minority immigrants. (Yang, 2000; Laroche & Jamal, 2015) It is suggested that minorities possess different social attributes from that of the majority of the population. In the South African context, ethnic minority groups refer largely to the white population. The ethnic majority comprise of the black South African population. Despite being the majority of the population, black South Africans represent a relatively small share of the overall domestic tourism market in terms of racial demographics. (National Department of Tourism, 2011) The result is a largely low purchasing power amongst this market segment which can mainly be attributed to high levels of unemployment and low levels of income in comparison to the white minority. (Scheepers, 2010) Furthermore, domestic tourism is still considered “as a pleasure for the relatively advantaged minorities” by most black populations. (Leibold & Seibert, 1998, p. 46) During Apartheid, tourism policies restricted blacks from engaging in domestic tourism. (Rogerson & Lisa, 2005) Instead, domestic tourism marketing initiatives were designed to attract the South Africa white minority. (Rogerson & Mthombeni, 2015) Prior to South Africa’s first democratic elections in 1994, ethnicity had a greater influence on how the domestic tourism market was segmented. Post 1994, few studies have sought to understand the behavior of the black South African consumer and as a result target marketing initiatives at this consumer segment. (Nduna, 2017) Limited attention has therefore been given towards understanding the influence of ethnicity on South African domestic tourism marketing, and therefore the study aims to offer some insights into the matter.

2.1. Ethnic Marketing

The global changing cultural landscape as well as the increase in the purchasing power of ethnic consumers has subsequently led marketing practitioners to seek new ways to reach these segments (Cui, 1997; Holland & Gentry, 1999; Michealis et al., 2009) In the past, within intra-national diverse societies, the concept of a “melting pot”, whereby all cultures and people blend to become one, was widely used. (Guion et al., 2010) Standardized marketing communication towards ethnic consumers has become less effective over time. (Koeman et al., 2010) As a means to address this challenge, the concept of the “salad bowl” emerged, where the ethnic consumers is perceived as a heterogeneous group in comparison to the mainstream consumer. (Guion et al., 2010) This resulted in the emergence of the ethnic marketing concept.

Through the ethnic marketing approach, marketing practitioners deliberately use effort to appeal to a group of consumers most probably due to their unique cultural characteristics. (Velioglu et al., 2013) Ethnic marketing initiatives allow marketers to employ personal branding strategies that display cultural values, beliefs, and norms of ethnic audience targeted. (Guion et al., 2013) According to Koeman et al. (2010, p. 168) ethnic marketing can be applied in various ways, ranging from “total standardization, advertising adaptation and product development”.

Although marketing activities aimed at ethnic consumers, as well as economic studies of ethnic minority consumers, have been recorded as early as the 1900s (Cui, 2001), the ethnic marketing concept is still an emerging field. (Jamal et al., 2015) In the 21st century, scholars and marketing practitioners have attempted to better understand the unique needs of ethnic minority consumers and

further develop marketing strategies that would meet the preferences of these consumer segments. (Chan & Ahmed, 2006; Stanton & Pires, 2008; Erdem & Schmidt, 2008; Carter, 2009; Sas & Kozma, 2009; Penaloza, 2018) Common factors have been noted in the application of ethnic marketing strategies among various marketers. The use of a spokesperson, or models, with the same ethnic background as the target group as the target audience is used in advertisement with the notion that this has a positive impact on advertisement evaluation. (Lenoir et al., 2013; Zuniga & Torres, 2015; Zuniga, 2016) Some marketers have merge ethnic languages in marketing with a confidence that ethnic consumers will favor such advertisements. (Yoo & Lee, 2015; Huang et al., 2016)

The effect of ethnicity in tourism marketing has received some degree of attention under the theme of multicultural marketing. (Jafari & Way, 1994; Leibold & Seibert, 1998; Skrilof, 2011) Nevertheless, most studies within the tourism context specifically focus on cross-cultural marketing when DMOs promote their country's tourism offerings to a nation that possess a different ethnic identity to that of the marketers. As mentioned earlier the role of ethnic marketing within the domestic context remains under-researched particularly within the scope of the services sector. (Poulis et al., 2012) Hence, there is limited literature to draw comparison from on the role of ethnic marketing in the promotion of domestic tourism.

3. The Study Area: Gold Reef City in Johannesburg

Johannesburg is a premier business city located in South Africa's economic heartland, the Gauteng Province. (Rogerson & Rogerson, 2016) The city's ethnicity is complex with approximately five million people from various multi-ethnic communities calling the city home. (City of Johannesburg, 2016) Adding to its ethnic complexity is its multi-lingualism. All eleven of the official South African languages are spoken by various people living in the city. This in turn, affects how tourism promotion information is conveyed by Johannesburg's tourism marketing agencies and how it is received by the local population. In terms of the economic contribution of the city's tourism industry, in 2012 the Gross Regional Product for Johannesburg was estimated at R363 billion with an overall contribution of 20% by tourism to the regional economy. (Johannesburg Tourism Company, 2013)

Until the 2008/9 global financial crisis, the economy of Johannesburg was growing at an average rate of six percent per annum. (City of Johannesburg, 2016) However, there has been a notable decline in the city's overall economic performance including the tourism industry's market share and revenue. (Gauteng Tourism Authority, 2014) A review of literature reveals that there has been no direct investigation into whether the inadequate marketing of domestic leisure tourism products to domestic market, especially to black South African markets has had an impact on the decline in tourism consumption within the city. The aim of the study was to contribute to the knowledge gap in this regard. Some scholars (Ijabadeyini et al., 2015; Grier, 2014; Scheers, 2010) have gone further to attempt to understand the influence that ethnicity has on the South African domestic markets in terms of decision making. There is however, no known study that has attempted to evaluate the influence that ethnicity has on a consumer's decision making in terms of tourism products in Johannesburg. Hence, this study will therefore contribute positively towards the limited knowledge on the role of ethnic marketing in relation to domestic leisure tourism promotion in Johannesburg.

Gold Reef City was selected as a research site for the study as it is among the most popular attractions for domestic leisure travelers in the City of Johannesburg. (Rogerson & Rogerson, 2016) The attraction is located in the Ormonde district of Johannesburg, and occupies the site of a 19th Century

goldmine. Gold Reef City was established in 1987 as a mine tourism facility and as time progressed rides were added to the facility. Prior to 1994, Gold Reef City was not as popular as it currently is. According to Park World Online (2008), two occurrences provided a turning point for the attraction. The first was the end of Apartheid, as this expanded the attraction's market base to include the black population, who were largely excluded in tourism participation previously, as well as international markets. The second occurrence was the amendment of gaming legislation in South Africa, which led to the expansion of the attraction to include a casino that was opened in 2001. The added casino within the premises has resulted in the attraction being fondly referred to as Gold Reef City Casino and Theme Park. The attraction boasts a wide range of activities in one place, consisting of the Gold Reef City Theme Park, Gold Reef City Casino, a mine museum, the Lyric and Global Theatres, and the highly acclaimed Apartheid Museum. (The Citizen, 2012a) In addition, leisure tourism services offered within the attraction also varies, ranging in terms of both indoor and outdoor leisure activities, such as unique thrill rides, live music experiences, gaming, kids' birthday parties, a farmyard, and other activities. (Park Work Online, 2008) As a result of the variety of experiences offered within the attraction, Gold Reef City is marketed as an attraction that has something for everyone. (The Citizen, 2012b)

4. Research Methodology

The study followed a sequential exploratory mixed methods design. The sequential exploratory design was conducted in two phases, namely an initial phase of qualitative data collection and analysis that was followed by a phase of quantitative data collection. (Plano Clark & Creswell, 2008) Findings are further explained from an analysis of policy documents and a review of marketing strategies and impact reports pertaining domestic tourism promotion in Johannesburg and South Africa as a whole. For the qualitative phase, four key marketing stakeholders that are directly involved in promoting domestic leisure tourism in Johannesburg and South Africa were purposefully sampled and interviewed with a primary aim to understand how ethnic marketing initiatives are designed and integrated into the overall domestic tourism promotion. The type of media that these stakeholders used to implement such strategies as well as the success rate of any ethnic marketing campaigns they may have implemented was explored through the interviews. The selected stakeholders included South African Tourism (SAT), Gauteng Tourism Authority (GTA), Johannesburg Tourism Company (JTC) and Gold Reef City. SAT is the tourism marketing agency of the South African government. (South African Tourism, 2010) Its mandate is to market South Africa as a domestic and international tourism destination and to further develop and implement a marketing strategy that is aligned with the South African National Tourism Sector Strategy. (South African Tourism, 2011) The GTA is the official destination marketing organisation assigned to promote the Gauteng province as a business and leisure travel destination. The JTC is a destination marketing organisation dedicated to promoting tourism growth in the city of Johannesburg. (Joburg Tourism, 2012) Gold Reef City offers multiple experiences and the organisation's marketing strategy aims to portray Gold Reef City as a single destination. Although, the marketing strategy for Gold Reef City is not focused on attracting domestic tourists only, substantial efforts are however, made to attract local guests. These stakeholders were chosen with a rationale that they will provide reliable information on how they have used ethnic marketing strategies as part of creating domestic tourism campaigns as they uniquely occupy the role of promoting domestic tourism South Africa and the Johannesburg region.

For data analysis purposes, the interviews with key tourism marketing stakeholders were transcribed. The key themes emanating from the interviews, along with key themes derived from the secondary material on the state of ethnic marketing in relation to tourism in Johannesburg were drawn as part of the analysis. For the quantitative phase, data was collected using questionnaire surveys consisting of closed as well as open-ended questions from a sample of 200 black South African tourists visiting Gold Reef City in Johannesburg. The questionnaire primarily measured the perception of respondents on the importance of ethnic-related attributes when used in domestic leisure tourism; the percentage of respondents who engaged in domestic leisure tourism as result of being lured by ethnic marketing initiatives; and the likelihood of visiting attractions that embrace ethnic marketing. The data collected through these questionnaire surveys was analysed using Statistical Package for Social Science (SPSS). The outcome from the analysis is presented in the form of graphs and interpreted with the aim of providing meaning about the perceptions of black domestic leisure tourists on ethnic marketing initiatives.

5. Key Findings

5.1. Demographic Profile of the Respondents

The questionnaire survey revealed that a significant number of the respondents (68%) were between the ages 20 to 29. Furthermore, in terms of gender distribution, more males (56%) took part in the study than females (43.5%). IsiZulu (27.55%) and IsiXhosa (13.78%) were the dominant home languages spoken by the respondents. These findings are reflective of the linguistic demography of South Africa as IsiZulu (22.7%) and IsiXhosa (16%) are widely spoken home languages for majority of black South Africans (Statistics South Africa, 2011). Although the majority of the respondents (40.5%) originated from the Gauteng province, all the other eight South African provinces were fairly represented in the sample, thereby signifying that Johannesburg does attract domestic tourists from various provinces across the country.

5.2. Strategy Used to Segment Domestic Markets

Segmenting markets based on ethnicity has become a widely adopted approach by marketing practitioners operating in multicultural environments. (Pires & Stanton, 2005a) The key marketing stakeholders interviewed held the notion that people of any ethnic group could be valuable customers and therefore many of them refrained from adopting a marketing strategy that segmented the domestic market based on ethnicity. The key marketing stakeholders also refrained from segmenting the domestic leisure tourism market based on ethnicity for fear of being considered as discriminating towards certain ethnic groups and thereby possibly losing popularity with the mainstream consumers. This is supported by similar findings of a study conducted by Koeman et al. (2010) in Belgium. The overall finding was that the current segmentation approach used by the key marketing stakeholders takes into account factors such as income, age, geographic variables, and race to a limited extent.

5.3. Media Platforms Used to Implement Ethnic Marketing Strategies

Despite the growth in embracing ethnic media¹ by mainstream marketers in order to capitalize on the opportunity presented by the growing cultural diversity in the marketplace, the key marketing stakeholders interviewed in this study, except for one, indicated that promoting Johannesburg's

¹ Ethnic media channels are media produced for a particular ethnic community (Ramasubramanian, Doshi and Saleem, 2017). In South Africa these media channels are dedicated specifically towards catering for various ethnic groups, e.g. Ukhozi FM radio station, Bona magazine, Isolezwe newspaper, etc.

tourism products through ethnic media platforms is not common practice. Limited budget allocations was highlighted as a key constraint that hindered these stakeholders from engaging ethnic media platforms when promoting domestic tourism campaigns. It was particular the case for the local and provincial destination management organisations. These results are supported by the Pires and Stanton (2005b) argument that indicates that the implementation of ethnic marketing is often challenging due to insufficient marketing budgets.

5.4. The Representation of South Africa Ethnic Groups in Domestic Leisure Tourism Promotion

Evidence within the international context indicates the positive impact of a campaign that portrays models who possess the same ethnicity as that of the target audience. (Lenoir et al, 2013; Zuniga & Torres, 2015; Zuniga, 2016) In the study, the key marketing stakeholders indicated that they understood the great cultural diversity and cosmopolitan nature of communities present within Johannesburg. Destination promotion and marketing management is therefore often seen as an opportunity to celebrate the region's diversity. The selection criteria of demographic images used in domestic tourism promotion leans toward inclusivity and ensuring that all South African ethnic groups are represented in the tourism promotion campaigns. Marketers in Johannesburg therefore tend to pay less attention to ethnic cultural differences and place more of a focus on urban lifestyle in their marketing communication. Most of the black South African participants interviewed concurred with this notion that even though they expect that the content used in domestic leisure tourism promotion in Johannesburg to always reflect and include black South Africans that they also expected tourism promotion in the city to portray an urban lifestyle. The majority of the respondents (65.5%) stated that they rarely consider the ethnic group represented in domestic leisure tourism promotion. These findings allude to the fact that the majority of the respondents appear to have assimilated to the cultural lifestyle in Johannesburg and they do not perceive the need for their ethnicity to be represented in tourism marketing campaigns as critical. Factors that influence their decision making in terms of using domestic leisure tourism products and services include price, safety and the experience offered at the destination. These findings align with the argument made by Velioglu et al. (2013) stating that for some ethnic consumers, price and quality of the product on offer are determinants in purchasing decision of ethnic consumers. The survey results showed that for the black South African respondents the notion of ethnicity played the least important role in influencing their purchasing decision. The majority (58.59%) of respondents indicated that they have not participated in domestic leisure tourism as a result of being enticed through the use of their ethnicity in domestic tourism promotion campaigns.

5.5. Ethnic Languages Usage in Domestic Leisure Tourism Marketing

South Africa is a multilingual country with approximately 25 different languages spoken, of which 11 have been granted official status. (National Department of Arts and Culture, 2003) Out of the 11 official languages, nine among these languages are spoken by the black South African ethnic groups. (Ijabadeniyi et al., 2015) Part of the study was to probe the strategic manner in which language was used in promoting domestic leisure tourism. Among the marketing stakeholders interviewed, only one marketing stakeholder translated their campaigns into multiple South African indigenous languages. Often popular slang terms that are understood by the broader South African population are incorporated within these marketing campaigns. The key marketing stakeholders attributed budget constraints as one of the contributing factors for the limited translation of domestic leisure tourism campaigns into various South African indigenous languages. However, there was a concern raised by some key marketing stakeholders that it may become important to translate campaigns into some of

the South African indigenous languages in order to appeal to a larger component of the domestic leisure tourism market. The results from the questionnaire surveys confirmed that there is limited usage of indigenous languages in domestic leisure tourism promotion. The majority (65%) of the respondents stated that they have not visited a leisure attraction that is promoted in their indigenous language. This may also be indicative that they may have not been exposed to such campaigns.

A striking finding was that although the majority of black South African respondents (65%) have not visited a leisure attraction that is promoted in their indigenous language, 62.31% indicated that they would most likely visit an attraction that is promoted in their indigenous language (Refer Figure 1). Moreover, a vast majority of the respondents (62.31%) indicated that they would recommend an attraction that is promoted in their indigenous language to friends and relatives. This kind of outcome could be indicative that many of the respondents have not as yet come across an attraction that is promoted in their ethnic language, as the marketing stakeholders currently do this in a limited way. Although the key marketing stakeholders have noted a slight growth in domestic leisure tourism consumption among the black domestic markets, the level of participation however, has not yet reached the set target. In 2009, domestic tourism accounted for 54.8% of the overall tourism market, and the South African government has set a goal to increase its share to 60% by 2020. (National Department of Tourism, 2011) The results from the study could serve as an indicator for the key marketers that should they engage in the use of indigenous languages in their marketing campaign that this could indeed unleash some of the latent potential of the domestic leisure tourism market in Johannesburg and in South Africa as a whole.

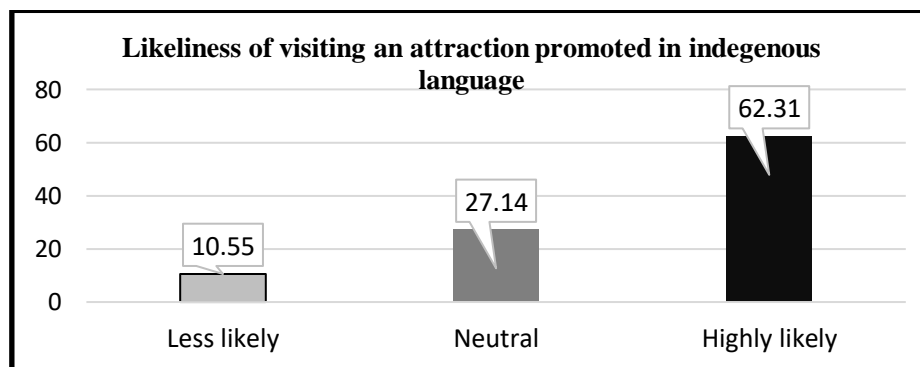


Figure 1. Respondents' likelihood of visiting an attraction that is promoted in their indigenous language

5.6. Importance of Ethnic-related Attributes When Used in Domestic Leisure Tourism Promotion

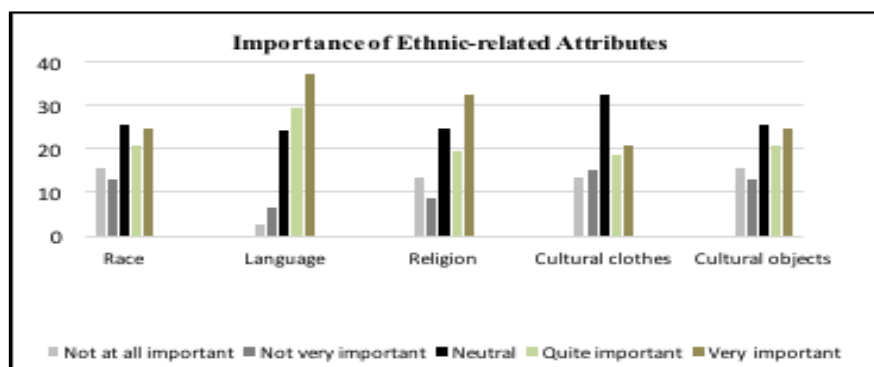


Figure 2. The Importance of Ethnic-related Attributes in Leisure Tourism Promotion

From Figure 2, it is evident that language is considered to be a very important (37%) attribute when ethnic consumers consider a domestic tourism promotion. The results align with findings from numerous studies around the world that indicate that ethnic consumers tend to be influenced by advertisements that use ethnic languages and show favourable responses to such advertisements and associated brands. (Holland & Gentry, 1999; Yoo & Lee, 2015; Huang et al., 2016) Religion was ranked as the second most important attribute when evaluating domestic tourism marketing. According to Hodgson (2017) in South Africa, religion is an important part of culture for the majority of the citizens and most people tie their personal identities very closely to religious practices. Hence, it is not surprising that respondents pay special attention to how religion is reflected in domestic leisure tourism promotion. Race was not considered as significant when evaluating a domestic tourism campaign. These findings contradict the notion that featuring a model with the same ethnic background as the target audience is highly effective as suggested by some scholars. (Lenoir et al., 2013; Zuniga & Torres; Zuniga, 2016) Although Holland and Gentry (1999) advised that in order to gain approval of an ethnic audience, marketers may need to go beyond just adjusting their speech or language styles and perhaps make greater use of cultural symbols of the targeted ethnic group. The results from the study however, show that the majority of the respondents were not concerned with the use of cultural objects in the domestic leisure tourism promotion.

6. Conclusion

Although the subject of ethnic marketing has received much attention in recent times, many of the studies were predominantly done in the United States, United Kingdom, and Europe. There has been a noticeable growth of literature on ethnic marketing in an Asian context. The study therefore aimed to offer insights on how ethnic marketing strategies are incorporated into domestic leisure tourism promotion in South Africa and to further evaluate the perception of black South African domestic tourists on such initiatives. The overall findings of the study indicated that there is a limited application of ethnic marketing initiatives in the promotion of domestic leisure tourism products in Johannesburg. Inadequate budget and the fear of being considered discriminatory towards other ethnic groups were highlighted as key limiting factors in the use of ethnic marketing approaches. Furthermore, the study showed that ethnicity has less of an influence in decision-making for most of the respondents surveyed. Instead, price, safety, and the quality of tourism experience were considered as more important. A significant finding was the willingness by the respondents to visit attractions that are promoted in South African indigenous languages. This finding shows that incorporating indigenous languages into domestic leisure tourism promotion has the potential to further popularise a campaign. Hence, it is recommended that marketing stakeholders translate campaigns into multiple South African languages in order to enhance their appeal towards the black consumer segments. In addition, given the South African government's dedication to growing domestic tourism and to further entrench a culture of traveling particularly amongst black South Africans, the study recommends that government needs to allocate adequate budgets to the local and provincial destination marketing organisations to enable these organisations to utilise ethnic media platforms for domestic tourism promotion. It is important to note that in addition to budget limitation alluded to, the fragile nature of race relations in South Africa could also possibly be linked to the broader reluctance of key marketing stakeholders to use ethnic related attributes in the marketing approaches to promote leisure domestic tourism. The study focused on domestic leisure tourism promotion and ethnic marketing but a future study could look at the applicability of ethnic marketing

across various forms of tourism as this may lead to a better understanding of consumer decision making in South Africa.

7. References

- Bamford, C. (2010). Marketing to multicultural audiences: managing in a multicultural context. www.lambtonhat.weebly.com/uploads/4/4/1/3/4413567/week8fpcarlbamford.
- Carter, E.V. (2009). Deepening multicultural marketing instruction: the universal and temporal dimensions of ethnic diversity. *Journal for Advancement of Marketing Education*. Vol. 15, pp. 46- 66.
- Chan, A.M. & Ahmed, F. (2006). Ethnic marketing in Australia. *International Review of Business Research Papers*, Vol. 2, No. 4, pp. 10- 21.
- Chaw, M.J. & Ali, M.Y. (2002). Impact of acculturation, ethnic identity, and ethnic ties on the consumption behaviour of ethnic Chinese consumers in Australia. ANZMAC 2002 Conference Proceedings. Queensland University of Technology.
- City of Johannesburg. (2016). 2017/18 Integrated development plan review. www.gauteng.gov.za/government/departments/co-operative-governance-and-traditional-affairs/Documents/IDP/Joburg.
- Cleveland, M. (2015). *Wanting things and needing affiliation: ethnic consumers and materialism*. In *The Routledge Companion in Ethnic Marketing*: 147- 181. Edited by Jamal, A., Penaloza, L. & Laroche, M., United Kingdom. Routledge.
- Cui, G. (1997). Marketing strategies in a multi-ethnic environment. *Journal of Marketing. Journal of Marketing Theory and Practice*, Vol. 5, No. 1, pp. 122-134
- Cui, G. (2001). Marketing to ethnic minority consumers: A historical journey (1932-1997). *Journal of Macromarketing*, Vol. 21, No. 1, pp. 23-31.
- Diaz, E. & Crofoot, A. (2012). The effect growing ethnicities in the United States have on companies: Asian and Hispanic. www.neumann.edu/about/publications/NeumannBusinessReview/journal/Review2013/DiazCrofoot.
- Erdem, K. & Schmidt, R.A (2008). Ethnic marketing for Turks in Germany. *International Journal of Retail & Distribution Management*, Vol. 36, No. 3, pp. 212-223.
- Gauteng Tourism Authority (2014). Gauteng Tourism Authority annual report 2012-2013. www.gauteng.net/uploads/legacy/GTA_A-R_2012-13.
- Grier, A.G. (2014). Use of indigenous African languages in South African television advertisements. *Philosophiae Doctor PhD Dissertation*. University of Cape Town. Cape Town.
- Guion, L.A.; Kent, H. & Diehl, D.C. (2010). Ethnic marketing: a strategy for marketing programs to diverse audiences. www.citeseerx.ist.psu.edu.
- Hodgson, T.F. (2017). Religion and culture in public education in South Africa. In *Basic Education rights handbook in South Africa*, pp. 185- 202. Edited by Veriava, F.; Thom, A. & Hodgson, T.F. Johannesburg.
- Holland, J. & Gentry, J.W. (1999). Ethnic consumer reaction to targeted marketing: a theory of intercultural accommodation. *Journal of Advertising*, Vol. 28, No. 1, pp. 1-14.
- Huang, H.W.; de Run, E.C.; Ting, H. & Ting, H.S.C. (2016). Made in China products and the implication of ethnic identification strength. *International Review of Management and Marketing*, Vol. 6, No. 3, pp. 631- 640.
- Ijabadeniyi, A.; Govender, J.P. & Veerasamy, D. (2015). The influence of cultural diversity on marketing communication: a case of Africans and Indians in Durban, South Africa. *International Business & Economics Research Journal*, Vol.1, No. 2, pp. 869-882.
- Jafari, J. & Way, W. (1994). Multicultural strategies in tourism. *The Cornell H.R.A. Quarterly*, Vol. 35, No. 6, pp. 72-79.
- Jamal, A.; Penaloza, A. & Laroche, M. (2015). Models of culture change. In *The Routledge Companion in Ethnic Marketing*: 17- 35. Edited by Jamal, A.; Penaloza, L. & Laroche M. Negative acculturation conditions, wellbeing, and the mediating role of separation in the workplace. United Kingdom. Routledge.

- Joburg Tourism (2012). Welcome to Jozi: Make a Visitor's Day. www.joburgtourism.com/welcome2jozi/welcome2jozi_brochure.
- Johannesburg Tourism Company (2013). *Annual report 2012/13*. www.joburg.org.za/images/stories/2014/feb/annual/tourism/joburg/tourism.
- Kamaruddin, A.R. & Kamaruddin, K. (2009). Malay culture and consumer decision-making styles: an investigation on religious and ethnic dimensions. *Journal of Humanity*, Vol.14, pp. 37-50.
- Khairullah, D.H.Z. & Khairullah, Z.Y. (2015). Print advertising and Asian Indian consumers. In *The Routledge Companion in Ethnic Marketing*, pp. 309-324. Edited by Jamal, A.; Penaloza, L. & Laroche, M. United Kingdom. Routledge.
- Koeman, J.; Jaubin, K. & Stesmans, A. (2010). Standardization or adaptation? ethnic marketing strategies through the eyes of practitioners and consumers in Flanders. *The European Journal of Communication Research*. doi:10.1515/COMM.2010.009.
- Laroche, M. & Jamal, A. (2015). Models of culture change. In *The Routledge Companion in Ethnic Marketing*, pp. 17- 35. Edited by Jamal, A.; Penaloza, L. & Laroche, M., United Kingdom. Routledge
- Leibold, M. & Seibert, K. (1998). Developing a strategic model for branding South Africa as an international tourism destination, with special consideration of multicultural factors. *Proceedings of the 1998 Multicultural Marketing Conference*. pp. 45-46.
- Lenoir, A.I.; Puntoni, S.; Reed II, A. & Verlegh, P.W. (2013). The impact of cultural symbols and spokesperson identity on attitudes and intentions. *International Journal of Research in Marketing*, Vol. 30, No 4, pp. 426-428.
- Liu, Y. (2000). Acculturation and consumer behavior: A theoretical model. *Unpublished PhD Thesis*. Rutgers University. New Jersey. Rutgers.
- Michaelis, M.; Dinh, H.D.; Heussler, T.; Meyer, M. & Ahlert, D. (2009). Do ethnic marketing efforts pay off? Interaction effects of accommodated brand and price on product evaluation and purchase intention. In *Advances in Consumer Research*, Vol 36, eds. McGill, A.L. Shavitt, S. & Duluth, M.N. Association for Consumer Research, pp. 552-553.
- Mokhlis, S. (2012). An empirical analysis of consumer product evaluation from an ethnic subcultural perspective. *Asian Culture and History*, Vol.4, No. 2, pp. 69-76.
- National Department of Environmental Affairs and Tourism (1996). *White paper on development and promotion of tourism in South Africa*. www.tourism.gov.za/AboutNDT/Publications/Tourism/WhitePaper.
- National Department of Arts and Culture (2003). National language policy framework. www.dac.gov.za/sites/default/files/LPD_LanguagePolicyFramework_English.
- National Department of Tourism (2011). National Tourism Sector Strategy. www.westerncape.gov.za/other/2011/10/final_ntss_approved_cabinet.
- National Department of Tourism (2017). National Tourism Sector Strategy (NTSS) 2016-2026. www.tourism.gov.za/AboutNDT/Publications/NationalTourismSectorStrategyNTSS2016-2026.
- Nduna, L.T. (2017). Black middle-class tourists' segment in South Africa: a critical analysis. *African Journal of Hospitality, Tourism and Leisure*, Vol. 6, No. 4, pp. 1-13.
- Njomo, L.M. (2013). Examining the impacts of ethnic grocery shops on the food consumption behaviour of sub-Saharan African immigrants in South Africa. *Universal Journal of Education and General Studies*, Vol. 2, No. 4, pp. 142-149.
- Park World Online (2008, June 1). 21 Years Gold Reef City. www.parkworld-online.com/gold-reef-city.
- Plano Clark, V.L. & Creswell, J.W. (2008). *The Mixed Methods Reader*. United Kingdom. Sage.
- Penaloza, L. (2018). Ethnic marketing practice and research at the intersection of market and social development: a macro study of the past and present, with a look to the future. *Journal of Business Research*, 82, pp. 273-280.
- Pires, G.D. & Stanton, S. (2005a). Segmentation using ethnicity and the inadequacy of conceptual frameworks. *Proceedings of ANZMAC 2005 Conference: Marketing in International and Cross-Cultural Environment*.
- Pires, G.D. & Stanton, J. (2005b). *Ethnic marketing: Accepting the challenge of cultural diversity*. Australia. Thomson.

- Poulis, K.; Yamin, M. & Poulis, E. (2012). Multicultural markets and acculturation: implications for service firms. *Journal of Services Marketing*, Vol. 27, No.7, pp. 515-525.
- Rogerson, C.M. & Lisa, Z. (2005). "Sho't Left": changing domestic tourism in South Africa. *Urban Forum*, Vol. 16, No. 2-3, pp. 88- 111.
- Rogerson, C.M. & Mthombeni, T. (2015). From slum ourism to slum tourists: township resident mobilities in South Africa. *Nordic Journal of African Studies*, Vol. 24, No. 3, pp. 319-338.
- Rogerson, C.M. & Rogerson, J.M. (2016). Intra-urban spatial differentiation of tourism: evidence from Johannesburg, South Africa. *Urbanizziv*, Vol. 27. No.2, pp. 125-137.
- Ramasubramanian, S.; Doshi, M.J. & Saleem, M. (2017). Mainstream versus ethnic media: how they shape ethnic pride and self-esteem among ethnic minority audiences. *International Journal of Communication (19328036)*, Vol. 11, pp. 1879-1899.
- Sas, A. & Kozma, A. (2009). Ethnic marketing possibilities and its ethics issues. *International Cross-Industry Journal*, Vol. 3, pp. 95- 97.
- Scheepers, L.W. (2010). Ethnicity, cultural diversity and poverty in South Africa: archaeological perspectives from iron age Palestine. *Ethnicity and Poverty. Old Testament Essays*, Vol. 23, No. 1, pp. 161-177.
- Scheers, L. (2010). The role of ethnicity and culture in developing entrepreneurs in South Africa. *Problems and Perspectives in Management*, Vol. 8, No. 4, pp. 20-28.
- Sekhon, Y.K. (2016). Sacred and treasured luxury: the meaning and value of luxury possessions amongst second-generation Asian Indian immigrants. *History, Culture, Consumption*, Vol. 2, No 2. pp. 71-89.
- Skrilof, L.(2011). *Multicultural travel and tourism*.
www.users/student/downloads/Multicultural+Travel+presentation/LisaSkriloff+Cmex+2011.
- South African Tourism (2010). The Marketing Tourism Growth Strategy for South Africa 2011- 2013. www.btrust.org.za/downloads/8_tep_tourism_growth_strategy_2011_2013_sat.
- South African Tourism (2011). Domestic Tourism Survey 2011. www.DTS2011release.
- Stages of Innovation (2000). *Ethnic marketing: best practices in marketing to African, Hispanic, and Asian Americans*. Briarcliff Manor, New York.
- Stanton, G.D. & Pires, J. (2002). *Ethnic Marketing; Cultural Sensitive Theory and Practice*. New York: Routledge.
- Stanton, G. D. & Pires, J. (2008). Cross-cultural issues in domestic ethnic marketing: an approach to address a research gap.
- Statistics South Africa. (2011). Census in brief. www.statssa.gov.za/census/census_2011/census_products/Census_2011_Census_in_brief.
- The Citizen (2012a). Gold Reef City- more fun than ever. www.pressreader.com/south-africa/the-citizen-kzn/20120202/281702611607730.
- The Citizen (2012b). Gold Reef is for everyone. www.pressreader.com/south-africa/the-citizen.
- Velioglu, M.N.; Karsu, S. & Umut, M.O. (2013). Purchasing behaviors of the consumers based on ethnic identities in Turkey. *Journal of Management and Marketing Research*, Vol. 13, No.1, pp. 1-19.
- Yang, P.Q. (2000). *From Ethnic Studies: Issues and Approaches*. California: SUNY Press.
- Yoo, J.J. & Lee, W. (2015). Multicultural advertising and ethnic minority consumers. In *The Routledge Companion in Ethnic Marketing*, pp. 275-294. Edited by Jamal, A.; Penaloza, L. & Laroche, M. United Kingdom. Routledge.
- Zuniga, M.A. & Torres, I.M. (2015). Demographics and ethnic minority lifestyles. In *The Routledge Companion in Ethnic Marketing*, pp. 185-210. Edited by Jamal, A.; Penaloza, L. & Laroche, M. United Kingdom. Routledge.
- Zuniga, M.A. (2016). African American consumers' evaluations of ethnically primed advertisements. *Journal of Advertising*, Vol. 45, No 1, pp. 94-101.