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Declaration: I hereby declare that the Research Report submitted for the _BA Honours in Strategic Brand Communications__ degree to The Independent Institute of Education is my own work and has not previously been submitted to another University or Higher Education Institution for degree purposes

Abstract

Countries and cities compete in an almost-open market for investment and tourists in a globalised world. As a result, having a consistent and engaging brand is just as vital for them as it is in the private sector. However, cities in South Africa are trying to establish their brands, torn between the desire to be "world-class" and the desire to be responsive to all residents.

Various research in South Africa have sought to investigate the potentials for community-based city development, but little has been done to explore the problems and prospects of that development. As a result, the goal of this study paper was to identify the significant obstacles and opportunities of city branding development in Johannesburg. In order to achieve these objectives, both primary and secondary data were generated through qualitative (in depth interview and journal papers as well as internet searches).

The chosen data collection method was done in order to give the respondents the space and the freedom to express their different perceptions of their experiences in the City of Johannesburg, and therefore producing more insight for the research. The findings suggest that there are various challenges which obstruct community participation in city branding. Some of the most prominent challenges that were highlighted by the community include a lack of information and awareness and corruption.

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CHAPTER ONE: Introduction

When it comes to developing a marketing plan, branding is quite important (Gertner, 2011). Branding is applied to products, services, and organizations. Cities can also be promoted in the same way. Cities contain a variety of characteristics, such as culture, art, legacy, and natural resources, which combine to form complex identities that exist in the minds of consumers (De Chernatony & McDonald, 1992). Meanwhile, these characteristics work together to create a distinct image in the minds of customers. Marketers have learned that a brand's importance extends beyond simply identifying a product or service to consumers (Urde, Baumgarth, & Merrilees, 2013).

One of the most important roles of a marketer is to build, manage, enhance, and preserve brands, which is now considered part of company strategy (Gertner, 2011). The company builds the value of the brand, or brand equity, through the process of brand building. A brand, according to the American Marketing Association Dictionary, is a name, word, design, symbol, or any other attribute that distinguishes one seller's products or service from that of other sellers. There has been a rise in the use of branding theories to brand tourism destinations. During the last few decades, a growing number of cities, countries, and regions have adopted marketing and branding methods (Gertner, 2011).

Numerous studies done by Jenkins (1999) and Prayag (2008), have been conducted on various brand components, such as brand image and brand loyalty, as well as its application to diverse destinations. In addition, city branding is defined as the purposeful symbolic embodiment of all relevant characteristics to a city in order to build associations around it (Lucarelli & Berg, 2011). It can be utilised as a strategic tool to bring economic, political, and cultural benefit to cities. It can also be viewed as a tool for communicating the city's competitive edge, as well as its quality, history, lifestyle, and culture. The branding of entire cities has been around for many years (Williams, 1994; Bramwell & Rawding, 1996; Miller, 1997; West, 1997).

Well-documented examples of this practice in South Africa include city brands with slogans such as "world-class cities." The brand image involved attempts to reflect the aspirations of a place (Hedberg, 2001) and link the common attributes, interests, relationships, plans and values of the entire region with the various products and services

provided in the area (Keller, 1999). Each component of the brand image must have a rational and / or emotional relevance for a specific group and be combined with all the other components to provide a complete brand experience (Braune, 2000). Different sorts of tourism will take on different shapes and functions, and how they are developed and managed will have an impact on how much they can help with development. In this sense, Community Based Tourism (CBT) has emerged as one of the most promising ways to promote sustainable destination development, healthy economic development, cultural and environmental awareness, cross-cultural understanding, and peace (Miller, 2004)

The local community's input in the decision-making processes of tourism development should be a focal point in city branding development because its members can be considered one of the tourism products, and their input in the decision-making processes of development of tourism should be a centrepiece in the development. Compared to unfamiliar places, destinations or places with a well-known brand image will be able to attract local customers more effectively.

If the essence of the place behind the brand is not yet fully mature, the main communication activities should be postponed until the infrastructure meets the conditions of the selected identity (Kavaratzis, 2004). One of the biggest problems is that the tourism industry is massively affected by Covid-19, which means that because of decreased international travel, it may be beneficial for cities to market themselves towards domestic tourists and focus on becoming great cities for their residents and domestic tourists. Cities belong to the residents. And there is no denying that, in these turbulent days, city branding is more important than ever, when it pertains to people's lives and neighbourhoods. It is just about figuring out who the city wants to be in the future.

There are more and more practices and researchers on city brands. However, in general, most studies did not involve any theoretical background, overall, there is a lack of theoretical development and practical clarification in this study (Kavaratzis, 2007). Therefore, knowing what to say and how to say is important for generating new knowledge. This indicates that the literature needs to be reviewed, summarized, and evaluated in a systematic manner. The subject matter is explained and structured using thematic analysis, and the trends, challenges, contradictions, and intermediate debates

that mark the growth and change of city branding are explored, as well as future study areas. It is hoped that by doing so, the literature will gain relevance and momentum, laying the groundwork for future research

Problem Statement

This research sets out to explore the various challenges and opportunities, from the perspective of the Johannesburg citizens, on active community involvement in the development of city branding. Studies from various scholars agree that the value of brands indeed reside primarily in the mind of the consumer and not in the factory of the producer (Anholt, 1999; Kavartzis, 2004) evoking a strong emotional tie with goods, services, persons, or places. Additionally, there is a lack of knowledge and awareness about tourism and city branding among community members in various parts of Johannesburg.

As a result, this lack of knowledge and skills on how the local community can be involved in tourism business and city branding appears to demotivate the community to take part in tourism initiatives (Chili & Ngxongo, 2017; Tamir, 2015). Consequently, the community is, unfortunately, finding it hard to recognise the benefits of tourism because they only view this as an activity for the rich and the elites in society.

City Branding goes beyond marketing. It has real-world implications. A brand is essentially a city's self-perception. A city ends up changing reality by presenting itself as an image of something it is not. As a result, so many areas of the city stay the same. Additionally, City branding is a multifaceted topic that involves far more than simply drawing visitors. It entails confronting problems that have to do with globalization and crises such as Covid-19. It is important. In the midst of third wave of the pandemic, it is with great importance for community members to work together to make better places, however it is also with great importance for cities to put in effort in giving back to its residents and marketing itself to the people that live within its parameters.

Aim of Study

The aim of this research paper is to then explore the various challenges that hinder involvement of local community members as well as explore the opportunities of active community involvement in the development of the city in Johannesburg specifically. This is being studied to explore and show that with the help of the community, cities can improve and be successful places. Cities and regional economies are increasingly being seen as economic assets and building blocks in the growth of places, and place branding is a natural fit (Hedberg, 2001). Each place needs to have its own vision and solutions to be successful.

Purpose Statement/Research Goal and Research Question

What are the Challenges and Opportunities of Active Community Involvement in the Development of City Branding in Johannesburg?

Research Questions

- 1. How do residents perceive city branding?*
- 2. What are the challenges that hinder citizens from being involved in the development of the city?*
- 3. What are the opportunities that arise from city branding which could be capitalized on in Johannesburg?*

Objectives

To explore the various factors of Active Community Involvement in the Development of City Branding in Johannesburg

5.4 Secondary Objectives

- 1. To determine the challenges of Active Community Involvement in the Development of City Branding (in general) by means of a literature review*
- 2. To understand the opportunities of Active community involvement in the development of city branding by means of a literature review.*
- 3. To explore Johannesburg residents' perceptions of city branding through interviews*
- 4. To analyse the collected data by means of thematic analysis and present findings*

Rationale

The research study that was conducted by Tamir (2015) was a hybrid of quantitative and qualitative research design about the Challenges and Opportunities of Community based Tourism Development (CBT) in Awi Zone which was based in Guagusa and Banja Woredas in Ethiopia. The findings from this research noted that the most significant obstacle is a lack of community understanding and knowledge about CBT, which leads to a lack of enthusiasm and a negative attitude toward tourism initiatives.

In the same way, a similar study by Chili and Ngxongo (2017) which was about the challenges of community participation in tourism development, was a study conducted in Umhlwazini community in Bergville. The findings from this study founded that one of the greatest challenges to the community participation in tourism activities has been identified as a lack of strong and progressive community leadership. Both studies have noted that the concept of place branding is still in its infancy and is not widely understood. The studies have also not dived into how the community can make cities at large successful.

This then forms the foundation of this study and introduces a gap that still needs to be filled. In addition, there is a lack of qualitative studies that have been conducted in the city of Johannesburg as a city brand. Not only that but it is important to take note of the date in which these studies were conducted, as well as the time we are in now which is post Covid-19. The findings from Skinner (2021) and Rogerson and Rogerson (2020) agree that although the approach has been utilized to recover from many past disasters and crises that have impacted places and their tourism industries, we have yet to determine the role of place branding and community involvement on recovery from this present pandemic.

CHAPTER TWO: Literature Review

Theoretical Foundation

Service Marketing Theory

Service Marketing Theory

The foundation of service marketing is carefully understanding the deepest needs of customers, and then delivers services that help them achieve greater success. The most frequently cited assumption in the literature on service marketing is that the main issues encountered by service marketers are caused by simple characteristics such as intangibility, uniqueness, diversity, and perishability (Grönroos, 1978; Rust & Chung, 2005). According to Assael (1985), positioning a service is more complex than positioning a physical object due to intangibility and the need to communicate vague and intangible advantages. This theory forms the background of this study because positioning a city or a place is difficult because it's not a product, but a service that is based on experience in which people may or may not resonate with.

Keller's Brand Equity Model

Keller's brand equity model is also known as the customer-based brand equity (CBBE) model (MindTools, 2021). Kevin Lane Keller, who is a renowned marketing professor, built the foundations of this model and published it in his book, which is an infamous textbook used in schools, Strategic Brand Management. The concept of the brand equity model is clear and straight to the point: in order to have a strong brand, customers must shape their perceptions and how they are feeling about the product. It is imperative to build the right experience around the brand so that customers have specific and positive thoughts, feelings, beliefs, views, and opinions about the brand (Keller, 1993).

This model forms the theoretical foundation of this study because it is based on resident perceptions, whom are one of the most important stakeholders of cities. Furthermore, it is about the brand identity of the city, the brand meaning, the brand responses, and brand resonance in a sense of community (MindTools, 2021).

Aaker's brand equity model will not be used in this study, although it may seem similar to Keller's brand equity model. Kevin Lane Keller believes that brand equity starts from the customers perspective, a customer-based view as being the differential effect of brand

knowledge on consumer response to the marketing of the brand (MindTools, 2021). According to David A. Aaker (1996), brand equity is described as a collection of brand assets and liabilities linked to a brand, its logo, and symbol that add to or is subtracted from the value given by a product or service to a firm/or that firm's customers (MindTools, 2021).

SoCoMo marketing framework by Buhalis

Context-based marketing uses information and communication technologies (ICT) that recognize the physical environment of the user (Buhalis & Foerste, 2015). Tourism marketers are increasingly aware of cutting-edge information and communication technologies that provide information tools to respond more precisely to the internal and surrounding environments of their users (Buhalis & Foerste, 2015). Especially because Covid-19 has made it more important for the tourism industry to adopt ICTs in order to understand the people's needs and wants as well how to better the places.

Buhalis and Foerste (2015) link the different concepts of context-based marketing, social media and personalization, and mobile devices (Buhalis & Foerste, 2015). They also propose Social Environment Mobile (SoCoMo) marketing as a new framework that enables marketers to add value to all stakeholders in the destination. Background information is increasingly important because big data collected by various sensors in smart destinations provides real-time information that can affect the visitor experience. SoCoMo marketing introduces a new paradigm to the travel and tourism industry. It enables tourism organizations and destinations to radically change their offers and dynamically co-create products and services with their consumers. The proposed SoCoMo conceptual model explores emerging opportunities and challenges for all stakeholders (Buhalis & Foerste, 2015).

Literature Review

City Branding Concept

Kavaratzis and Ashworth (2005) state that place marketers are aiming to settle the city as a brand, with the purpose of promoting to existing, the residents, and potential target groups which are visitors; and differentiate themselves from each other, to assert their individuality. Furthermore, it is of vital importance for place marketers to think about new ways to improve the image of the city because the world has become a highly competitive environment.

In this respect, Kotler, Makens and Bowen (2003) stand up for the fact that many cities and towns are dying, on the other hand, others can experience major ups and devastating lows, while the “favoured few” enjoy continuous and strong growth. In relation to this study, it is important for Johannesburg as a city to now market itself to the communities living in it, with the input of the residents themselves in order to not only improve the standard of living, but to enhance the image of Johannesburg as the world class city it portrays itself to be,

On the basis of theoretical background in marketing science, Ashworth and Voogd (1988) interpret city branding and show that it can be given a far broader scope than simply a marketing effort. However, marketing science and theories are cited, and city branding is characterized as a demand-driven communication process in the early stages of conceptualization. According to Kavaratzis and Ashworth (2009), city branding is a process of creating expectations and ensuring that these expectations are met in the way people interact with the city. The way in which residents experience Johannesburg should be consistent with the Johannesburg brand. Communication can shape expectations and experiences; therefore, city branding is a collection of promotional and communication activities. This is a wholistic experience. In this vein, Hankinson (2009) states that places that want to thrive must provide their target audiences with unique, inspiring, unforgettable, and satisfying experiences. Similarly, but from a different angle, Anholt (2010) contends that place branding is based on experience.

A brand's promise is just as important for destinations as it is for other service companies, in addition to customer experience (Blain, Levy & Ritchie, 2005). Baker (2007), on the other hand, combines both the ideas of experience and promise by emphasizing that each experience plays a critical role in establishing and fulfilling the brand's inherent promise.

The key goal of city branding is to make cities more appealing to tourists and investors, thus boosting the local and national economies (Hernandez & Lopez, 2011). City branding is described as the use of various marketing practices to promote a place's attractiveness for business, visitors, residents, and students in this context (Andersson & Ekman, 2009). It is used not only to gain a competitive advantage, but also to increase inbound investment and tourism, as well as to achieve community growth (Kavaratzis, 2004).

Tourism is a divided yet strongly interdependent market, as recent crises have shown (Gretzel, 2006). Small tourism bureaus, which are still desperate for money, have found that pooling capital has become increasingly necessary. This means that there is a domino effect on the communities that are finding it difficult to be involved in developing their places due to insufficient funds.

These authors have used themes to better understand the topic, more so, the paradigms that were used were a mixed methodology of quantitative and qualitative whereby measurement and breaking down of the knowledge to deeply understand the topic, was essential. However, this study focuses on gaining an understanding on the perceptions that residents have of the city of Johannesburg and whether the brand is true to its promise as a world class city. This will fill the gap that is missing, or rather, limited, in post-covid-19 literature.

Community Involvement in City Branding Development

The current city branding, or tourism growth relies heavily on the participation of local communities. The community is the hub for a steady supply of accommodation, food preparation, knowledge, transportation, facilities, and services to support tourism development (Godfrey & Clarke, 2000). Aref, Redzuan, Gill, and Aref (2010) emphasize in their study that residents are one of the most significant components of community development and that they have a key role to play in this critical issue. Currie, Seaton,

and Wesley (2009) believe that community involvement is critical to long-term tourism development, and that their perspectives must be taken into account.

According to Amuquandoh (2010), the main principle of sustainable city branding development is for people to be involved and be the major drivers of managing that development in their area so that their needs are met, which means that local communities are expected to plan and manage development themselves. The role of the host community in city branding development is critical, and such development of a destination should be designed around the needs of the residents, with the local community being involved in the process development. Identifying and promoting tourist resources and attractions that form the foundation of community tourism development are examples of such roles (Matarrita-Cascante, 2010).

Given the South African government's desire to create long term economic growth, local communities' involvement and participation in current development activities is critical (Municipalities, 2021).. By exploring involvement and participation, as well as their general attitude linked to participation intent, the study attempted to learn more about the level of community exposure to city branding as well as challenges faced.

The City of Johannesburg and its Branding Practices

The Gauteng Province is home to the Johannesburg Metropolitan Municipality (Municipalities, 2021). It is Africa's most advanced commercial city and the backbone of the country's and region's economies. It is an African city with world-class infrastructure in telecommunications, transportation, water, and power, as well as globally competitive health care and educational facilities. The city, however, is a study in contrasts, since it is home to both the wealthy and the disadvantaged, residents and refugees, large companies, and start-ups. Johannesburg's demographics reveal a huge and ethnically varied metropolitan area. As South Africa's largest city, its population is shaped by a long history of domestic and international migration (Municipalities, 2021).

The city has grown over the last ten years (Municipalities, 2021). One factor contributing to this is the city's continued attraction of people from other provinces and countries looking for better economic opportunities and a higher quality of life. According to the

population pyramid, the city's population is primarily young. This can be linked to young people looking for work moving from other areas of the country. Johannesburg is considered South Africa's economic capital, and job seekers from all around the country rush there in massive numbers (Municipalities, 2021).

This will be the second thematic area which is branding practices. Although most of the studies in the city branding literature analyse a case in various other cities, the main theme of the studies within this thematic area is exploring the practices and campaigns in relation to Johannesburg, in which there is limited knowledge. The most popular criticism in most research is that there is a disconnect between what is ideal and what is real in city branding practices. The failure and success of a city is dependent on its utopia and reality, according to Kalandides (2011). Perez (2009) noted that the failure and success of a master plan are dependent on its utopia and reality, while Kim (2010) points out the dangers of hyperbole in advertising due to its impossible perfection.

Poor perceptions of a city will damage its reputation and have long-term implications for its potential prosperity (Kavaratzis, 2004). These negative associations can reduce the likelihood of inward investment, involvement from the residents, undermine business community activities, and negatively impact visitor numbers, worsening urban decline. There is no need for resident groups to be united in purpose because they can consume various packages of urban services and therefore view the "city brand" differently (Ashworth & Voogd, 1994; Warnaby and Davies, 1997). As a result, developing a brand that persuades and coincides with the experiences of all, from local residents to potential foreign investors, can be challenging (Miller, 1997).

Johannesburg is listed as a world-class city, and in 2000 Johannesburg adopted the vision of becoming a world-class African city (WCAC). Since then, Johannesburg has been vigorously promoted according to this vision (Sihlangonayane, 2016). In 2000, the new city of Johannesburg declared that the metropolitan municipality was "a world class African city that is defined by increasing the prosperity and quality of life of all its citizens through sustained economic growth" (Kalemba, 2020; Khumalo, 2020) In its 2002 long-term economic development strategy, Joburg 2030, said the city wants to become a

world-class city with service delivery and efficiencies that meet 'best practices in the future'.

The vision is to harness this energy by absorbing people who seek opportunities and building a commitment to the city (Seedat, 2006). It is not easy when so much energy is still depleted due to spatial, social and economic isolation. In the lush, green suburbs, some residents enjoy the highest level of services and facilities. Others live in dusty, heavily congested and underserved communities, with the daily struggle of finding jobs, education, shopping and leisure outside of the inconsistent buffer zone.

Furthermore, for many African cities, there is a great disconnect between the aspirations of "world-class cities" and the reality in which the majority of the population is living (Mandilas et al., 2018). This then becomes one of the demotivating factors for the people living in some parts of the city from being involved in the development of city branding because of how difficult it is to get access to the benefits that other areas are given. These projects have clearly shown that there is a gap. However, with the Covid-19 pandemic, there is a possibility that perceptions of Johannesburg have changed.

In our globalized world, countries and cities compete in almost open investment and tourism markets. Having a consistent and compelling brand is just as important to them as it is in the private sector (Mackay, 2015; Kavaratzis, 2004). However, South African cities are struggling to define their brands because they are somewhere between wanting to look "world class" and wanting to respond to everyone who lives in them. The problem is that they focus on high-end developments, advanced infrastructure, clean streets, and middle-class aesthetics (Mackay, 2004).

The money generated by the tourism industry does not always benefit local communities, because some of the money is lost to large international companies, such as hotel chains. Destinations that rely on tourism may be adversely affected by events such as terrorism, natural disasters, and economic recession (Mandilas et al., 2018). Residents living in popular tourist destinations generally do not want to increase the number of tourists, and Many citizens called for more protective measures. They said that they did not want the city to lose its identity, and it was this identity that attracted tourists to the area in the first place (Gretzel, 2006).

Therefore, the commercialization of the local brands and the “kidnapping” of the local culture have been criticized (Seedat, 2006). Therefore, people criticize that the construction of a local brand cannot fully attract the participation of all local actors (Sihlangonayane, 2016). This is important because the lack of interaction with stakeholder groups (especially residents) can lead to tensions and reluctance to accept and adopt the brand. Although the people responsible for the leading location brand generally claim that they engaged with location stakeholders, sometimes resident engagement is only done with location brands on a very superficial level (Seedat, 2006; Sihlangonayane, 2016).

The tagline ‘world-class African city’ is now used in the branding of the city. It has become a major signifier on its logo and a notable catchphrase in its radio adverts of its brand (Kalemba, 2020; Khumalo, 2020; Mackay, 2015). However, the nested opposition of the ‘world-class’ and ‘African’ discourse has not been explicitly defined in the vision beyond their simplistic connection. Many people have found the vision puzzling, and some have questioned its claims. The City of Johannesburg has been through massive transformation from the late apartheid era onwards and continues to experience rapid change in the midst of Covid-19 (Bussche & Gewer, 2013).

The Challenges of Active Community Involvement

Even though community participation is an important aspect of tourism development, it frequently encounters difficulties. Tourism, according to the literature and knowledge of the subject, can supposedly provide opportunities for community involvement, but there are still many barriers to successfully using tourism development for community progress. Researchers of tourism rarely discuss the barriers to community participation in tourism development (Moscardo, 2008).

Many developing countries, according to Tosun (2000), face operational, structural, and cultural obstacles to tourism development. Due to, but not limited to, insufficient data and poor distribution of information, there is a lack of harmonisation between involved parties and a lack of information being made available to the local community of the tourist destination (Tosun, 2000; Tamr, 2015; Chili & Ngxongo, 2017). In these situations,

community participation in tourism development procedures is predicted to be low, as people are ill-informed, if they are informed at all.

Additionally, the varied nature of the communities is one of the issues. Undoubtedly, communities are divided into different functions characterized by a complex interaction of class, gender, and ethnic factors, and certain families or individuals are more likely to claim privileges because of their apparent position. It can be said that the communities in Johannesburg are unique and therefore it is important to perform this qualitative study in order to receive valuable information on how the residents are challenged when it comes to being involved in building their respective communities.

The Opportunities of Active Community Involvement

Tourism development may have many superb impacts on an area. It creates jobs, both directly and indirectly (Mandilas, Dimitriadis & Valsamidis, 2018). If undertaken in a sustainable manner, tourism can help the protection, or even enhancement of the natural and cultural historical past of an area (UNWTO, 2018). Another positive impact may be visible inside the place of voluntourism, which engages both the residents and travellers with community tasks in the places they visit (Lee, 2017).

Tourism that is community-based has become popular as a means of promoting biodiversity conservation from an environmental standpoint. Community-based tourism has grown in popularity as a way to support conservation efforts, especially in developing nations (Kiss, 2004). Tourism that is community-based improves social sustainability by empowering local communities to manage their own resources, provide meaningful jobs, and contribute to infrastructure development and cultural preservation. Environmental benefits include income creation for communities that actively safeguard their land from degradation, as well as the potential to improve conservation efforts in order to attract tourists, particularly in the case of eco-tourism ventures (Mandilas, Dimitriadis & Valsamidis, 2018; Tamir, 2015).

The Role of Covid-19 in the development of City Branding and Tourism

Place Branding and Tourism Pre-Covid-19

Coronavirus disease 2019 (Covid-19) is a disease and currently a pandemic that can quickly be transmitted from one human to another (Kalembe, 2020). Businesses and economies have been facing a challenge as a result of the pandemic and are still experiencing a challenge post-covid-19. However, opportunities have been brought forth as well.

Since March 2020, the pandemic has brought on worldwide lockdowns with it beginning in Italy and accompanied by way of the rest of the world (Kalembe, 2020; Khumalo, 2020). Curfews, stay-at-home orders and other regulations have been the normality. The whole world has been paralyzed and the pandemic has notably affected numerous sectors which are essential for a lot of cities, as leisure and tourism, such as hospitality and retail, among others. This, and the shutdown of the entire flow of humans has caused the current situation: The massive post-COVID-19 restoration (Kalembe, 2020; Khumalo, 2020). However, before the COVID-19 crisis forced many tourist destinations to reconsider their marketing and branding, continued economic growth year after year was considered unsustainable.

To look back on how Johannesburg was before the pandemic, the year to be discussed is 2016, whereby several famous incidents occurred in South Africa. These include the eruption of university students' protests that "costs must fall"; growing dissatisfaction with the occupation, corruption and mismanagement of the country under President Zuma; local government elections, the ruling African National Congress and the loss of the three major city councils City, Tshwane City and Nelson Mandela Bay (Bussche & Gewer, 2013) there are brighter moments, such as winning two gold medals at the Olympic Games in Rio de Janeiro, Brazil, and thus winning the glory of South Africa. For the tourism industry, the annual report prepared by the South African Tourism Board (2016) celebrated a historic milestone in 2016 (Bussche & Gewer, 2013).

During Covid-19

Geographer David Harvey (2020) believes that in a highly interconnected and globalized world, the network for humans to spread COVID-19, characterized by high mobility, is wide and open. The way that Covid-19 has been spreading, it has quickly destroyed economies around the world. According to Gössling, Scott and Hall (2020), for the tourism

industry, Covid-19 has been an impactful event, which is now the biggest challenge since the global financial crisis in 2008. This epidemic has saturated the international media headlines, based on the demonstration made by Zhang, Goh and Wen (2020).

In 2020, the COVID-19 pandemic and its impact at the national level were having a devastating and disruptive impact on South Africa's tourism economy (Kalemba, 2020; Khumalo, 2020). It can be said that the impact of the pandemic in the local area was the most difficult to feel, especially in areas of South Africa where tourism is an important sector of the local economy. This study, therefore, seeks to understand the perceptions that residents have on Johannesburg and the experiences they have in their respective places, before and after Covid-19, which could possibly bring awareness to the tourism industry.

Conceptualization

City Branding- The purposeful symbolic embodiment of all knowledge related to a city in order to establish relationships around it has been described as city branding (Lucarelli & Berg, 2011). It can be used as a strategic instrument to bring economic, political, and cultural benefit to cities (Kavaratzis, 2004; Balakrishnan, 2009). It can also be seen as a tool for communicating the city's competitive advantage, as well as its quality of place, heritage, lifestyle, and community (Björner, 2013).

The key goal of city branding is to make cities more appealing to tourists and stakeholders, thus boosting the local and national economies (Hernandez & Lopez, 2011). In this study, it is all the above-mentioned definitions as well as whether the City's brand, reflects the standard of living of the residents.

Community-Based Tourism- Several types of tourism will take on different forms and functions, and how they are created and managed will have an impact on their ability to contribute to development. In this context, particularly in developing countries, CBT has emerged as one of the most promising approaches of combining natural resource conservation, local income creation, and cultural conservation. Community-based tourism is a type of tourism that considers economic, environmental, and sociocultural factors. It is run and controlled by the community, for the community, in order for visitors to gain a better understanding of the community and local culture.

Place Branding- It is evident from the literature that city and place branding are used interchangeably. These constructs, on the other hand, are conceptually distinct. The distinction of place statements is addressed in depth in order to explain this and prevent misunderstanding. The term "place branding" (which includes "place marketing") refers to the branding of a country, a region, or an area (Lucarelli & Berg, 2011). Because of the interchangeability of these terms, as well as the simplistic use of the place marketing concept (Berglund & Olsson, 2010), understanding the literature is difficult. The topic of this paper is framed as cities and city branding to ensure continuity and transparency.

Community Participation- Participation refers to everyone in the community, including residents and other stakeholders, getting involved in the development of programs or policies that will help them change their communities (Phiri, 2009). Furthermore, Croke, Grossman, Larreguy, and Marshall (2014) argue that participation is crucial because it motivates governments to be accountable and allows locals to participate in the planning and implementation of projects in their communities.

CHAPTER THREE: Research Methodology

Research Paradigm

The nature of this study was interpretive. An Interpretive study is a paradigm of analysis focused on the premise that social reality is not singular or factual, but rather influenced by individual perceptions and social backgrounds, and is thus better analysed by reconciling the subjective interpretations of its various participants within its socio-historical context (Interpretive Research, 2020).

Interpretivism, especially in its relation to the social sciences, evolved as a response to the shortcomings and limitations of positivism (Du-Plooy-Cilliers, Davis, Bezuidenhout, 2014). The key principle on which this theory lies is that humans vary fundamentally from objects. As a result, we do not research human beings in the same way that we research objects in the natural sciences, because human beings change all the time and the world in which they find themselves, unlike objects, continuously impacts them (Du-Plooy-Cilliers, et al., 2014).

Therefore, this study was in the interpretive paradigm because it's about the environment the residents lived in and experiences, they have had that has made them form a certain opinion on the city of Johannesburg as a whole as well as the challenges, they have faced in being involved in the development of city branding to make their spaces better. The changing environment continuously changes or enhances the way people think because they must make sense of it and respond to these changes and come up with astringent plans to avoid the threats and capitalize on the opportunities in which they present or live with them because it is difficult to do something about them without the respective leaders of the places.

Additionally, this study was in the phenomenological tradition which explores the way people make sense of the world around them (Du-Plooy-Cilliers, et al., 2014). Phenomenologists claim that human behaviour is significant, and that people thus ascribe importance to the actions of both their own and other individuals (Interpretive Research, 2020).

Research Design

The research design that was used is the qualitative research design that is exploratory in nature. To understand how people experience the environment, qualitative and explorative analysis is used. To completely explore the richness of human experience, more than standard quantitative research techniques are needed (Creswell, 2004). This is illustrated in some of the City Branding study papers that have been written. Additionally, this research approach is a fitting research method for researchers who are concerned with insight, discovery and understanding rather than making assumptions (Noor, 2008).

With this exploratory research design, it does not provide specific solutions to the research issue. This study is carried out to determine the nature of the problem and to aid the researcher in gaining a better knowledge of it. Exploratory research is flexible and lays the foundation for future research (Marketing research, 2016). Exploratory research entails looking at a variety of sources, including secondary data that has been published, data from other surveys, observation of research objects, and opinions about a company, product, or service (Marketing research, 2016)..

Qualitative research seeks meaning and understanding of processes and phenomena, while paying attention to narrative, personal experience, and language (Creswell, 2004). The purpose of qualitative research is not to find the meaning of numbers, but to find themes that appear in the narrative that shows the common human experience. This was the foundation of this study, to get an understanding of the common narrative and experiences that people have in Johannesburg and whether it really is a world class city to its residents as well as explore the depth of understanding of city branding.

Qualitative inquiry usually focuses on a relatively small number of participants (for example, five to 30) selected in a purposeful manner. The sample size of this study is eight people who are Johannesburg residents. Researchers seek help from experts on the phenomenon they are studying which are experiencing this phenomenon. Observations, interviews, focus groups, literature analysis and case studies are examples of qualitative research techniques, this is an interactive approach (Maxwell, 2012). Personal experience is considered a means of determining the relevance of the research.

More so, with this study, it is believed that everyone will have a different opinion on the challenges of being active in the development of city branding, not only that, but each experience is unique, therefore this research sets out to explore that. Additionally, it sets out to reflect on their views of Johannesburg as a world class city and how this resonates with them.

Population

The target population is the entire group of individuals for which knowledge is desired (Du-Plooy-Cilliers, et al.,2014). In other words, who the researcher wishes to study is the intended population, and the accessible population is whom the researcher can actually study. In this interpretive study, the intended or targeted population, is all residents living in all the metropolitan municipalities in Gauteng including the City of Ekurhuleni and the City of Tshwane. However, the accessible population was residents living in the city of Johannesburg although not all residents from every single area of the city. The population which was accessible were a residents who lived around the Randburg area, a couple of people that lived in the Midrand area as well as people that lived in the east of Johannesburg.

Sampling

It's rarely possible to collect information from every person in the population while research is conducted on a group of individuals (McCombes, 2019). A sample method was chosen instead. The sample is the community of people who are currently going to partake in the study (McCombes, 2019). Therefore, the researcher must consciously consider how he or she will select a sample that is representative of the group as a whole to draw relevant conclusions from their findings (McCombes, 2019).

Due to the study being in the interpretive paradigm and has adopted the qualitative design, the sampling method in this study was a non-probability purposive sampling. Non-probability sampling is used when it is difficult to classify who the entire population is or when the access to the whole population is nearly impossible to gain (Du-Plooy-et al.,2014). For this research study, it was a difficult and strenuous process to gain access to and information from all the cities in South Africa and the residents living in those communities. Therefore, the sample size was eight individuals who have lived in Johannesburg for more than two years in order to get the feedback needed.

Furthermore, Purposive Sampling involves the researcher using their judgement to choose a sample that is most useful to the purposes of the research (Du-Plooy-Cilliers, et al.,2014). Purposive Sampling requires the researcher choosing a sample that is more useful for the purposes of the study using their judgment (Du-Plooy-Cilliers, et al.,2014). It is used in qualitative studies, where rather than drawing statistical inferences, the researcher aims to obtain detailed knowledge about a particular phenomenon (Du-Plooy-Cilliers, et al.,2014)

Research Instrument

Qualitative, open and closed-ended interview

1. Which part of Johannesburg do you reside in?
2. What makes you a Johannesburg citizen?
3. What is City Branding, in your understanding?
4. What are the factors you look for in a city which would bring you pride?
5. What are the biggest challenges are you faced with as a Johannesburg resident?
6. Do you think Johannesburg is doing enough in upskilling?
7. Have you encountered any opportunities of being involved in making Johannesburg better?
8. Have you encountered any opportunities of being involved in making Johannesburg better?
9. How did the city's response to the pandemic shape your thoughts about Johannesburg?

10. What is your current perception of the city?

11. What do you expect from being involved in building your community?

Pilot Study

Pilot studies are small-scale, preliminary studies that are used to see if key elements of a broader study – usually a randomized controlled trial (RCT) – are possible (Cadete, 2017). They could be used, for example, to estimate a suitable sample size for the full-scale research and/or to improve various parts of the study design. For the pilot study that was done for this research paper, two participants were targeted.

The results that came after the pilot study showed that the research instrument (interview questions) needed to be altered due to the difficulty that was had when interviewing the participants which would lead to the objectives of the study to not be fulfilled. Below is the previous research instrument which was altered after the pilot study. The updated version on page 28.

1. How do you view your city?
2. What is your perception of tourism and city branding?
3. What is your understanding of active community involvement?
4. What are the factors you look for in your community which would bring you pride?
5. What barriers have you encountered in community participation when it comes to building the city?
6. When Covid-19 emerged, how did you respond to this?
7. How did the city's response to the pandemic change or strengthen community participation in building the community?
8. What is your attitude and current perception of the city and your community post-pandemic and amid the third wave?
9. What do you expect from being involved in building your community?

10. What are the biggest challenges your community is faced with?

Data Collection Method

Due to this research being in the form of a qualitative design, the data collection method was therefore a qualitative interview, online as well as face-to-face. A focus group will also be set up to get detailed information about personal as well as group feelings and perceptions. This saves time and it is cheaper when compared to the individual interviews (QuestionPro, 2020). The questions will be open-ended to gain a deeper and meaningful understanding.

The purpose of this study was to explore the various challenges and opportunities, from the perspective of the Johannesburg citizens, on active community involvement in the development of city branding, this is why qualitative open-ended interviews were chosen in order to give the respondents the space and the freedom to express their different perceptions of their experiences in the City of Johannesburg, and therefore producing more insight for the research.

Furthermore, the main research question framed in the following way: What are the Challenges and Opportunities of Active Community Involvement in the Development of City Branding in Johannesburg. The way that the research question is framed, is aligned to the data collection method because it does not seek any measurement or specific answers, but it aims to find out the challenges and opportunities which are unique to each respondent. It emphasizes the point of interpretivism and a qualitative study.

Application of Data Collection Method

In this phase, the data collection method remained the same in that it was qualitative interviews, however the structure of the interview changed because the researcher had a realization that some of the research questions and the objectives were not being reached or answered. Most of the interviews that were collected were face-to-face as stated in the plan however because of Covid-19, some of the interviews done were over the phone, on the researcher's expense. For the face-to-face interviews, the researcher approached a local salon whereby the respondents were unknown to the researcher and

successfully conducted the interviews, on the other hand, some interviews were held at Vega School due to convenience. In the same way, for the phone call interviews, these were done due to convenience and were on the expense of the researcher.

Data Analysis Method

Data Analysis and Application of Data Analysis Method

The data analysis method that was used is the thematic analysis (Caulfield,2019). This was used because the study aims to get an understanding of different perspectives, opinions and feelings and so thematic analysis was an appropriate tool to use. Thematic analysis is the most common qualitative analytic technique for identifying, analysing, and reporting patterns in a data collection. It assists in the thorough description of the data set (Caulfield,2019).

It also interprets different parts of the study's topic. Themes or patterns within data can be identified in one of two ways in thematic analysis: inductively or deductively. This study will be taking shape in an inductive manner. An inductive method implies that the themes found are tightly linked to the data (Caulfield,2019). The method of arriving at a conclusion based on a series of observations is known as inductive reasoning. It is not a valid method of proof in and of itself.

A person's observation of a pattern in several instances does not imply that the pattern is true in all situations. The data analysis steps that were used were referenced from Braun and Clarke's 2006 reflexive thematic analysis steps (Mortensan, 2020). The steps are as follows:

Step 1: Familiarization

This is the phase when the researcher goes over all of the interview data and start taking notes, as well as when he or she start marking preliminary thoughts for codes that can represent their content (Mortensen, 2020). The goal of this phase is to get to know the data.

Step 2: Generating Initial Codes

Codes were assigned to the data in this phase. A code is a quick explanation of what is mentioned in the interview; therefore, the code is jotted down every time there is something interesting in the data (Mortensen, 2020). The term "code" refers to a description rather than an interpretation. It's a technique to begin grouping the data into

relevant categories (Mortensen, 2020). It will depend on the budget and time whether the researcher transcribes the data by themselves or hires someone to do it for them (Mortensen, 2020). In this case, the researcher prefers to do it themselves because it allows them to begin interpreting the data as they transcribe.

Interview Questions	Summary of interviews	Codes
What are the challenges you are faced with as a Johannesburg citizen?	"The challenges that I am faced with as a Johannesburg citizen is power cuts, access to reliable wireless internet, crime and bad police responses. Xenophobia is also a challenge I have had. And it is hard because we can't really say much about this due to what the elites may do to us"	Safety and Crime Power Cuts Xenophobia Lack of freedom of expression
What is city branding in your understanding?	"I am not too sure what city branding is about, but I see it as branding as marketing strategies to bring awareness to a city or bring awareness to a specific part of a city to maybe learn more about the culture and so on as well as economics and politics. I think it's good, in terms of bringing	Unclear about City Branding Marketing strategies Giving identity to a city Advertising the city

	awareness to a specific city for what it is known for. Giving identity to a city. City branding sounds like billboards all over the city and if that id city branding there's too many of them"	
What factors brought you/bring you pride as a Johannesburg resident?	"I think what would make Johannesburg a better city and a city I would be proud of living in is diversity in culture and safety, access to good healthcare, opportunities and good, uncorrupted service delivery as well as freedom of expression"	Diversity in culture Access to public goods Uncorrupted service delivery
How did the city's response to the pandemic shape your thoughts on Johannesburg?	"During and After Covid-19, Johannesburg became less of the world class city it says it is because it seemed as though the pandemic was not being taken seriously in some places, there was power cuts due to stolen and cables and so on. There was looting as well and jobs were lost, some police members were looting as well"	Covid-19 diminished the world class city brand More Power Cuts Large gatherings Corruption

Have you participated in making the city better?	"I have and have not really participated in my community because I rarely ever hear about opportunities that come with participating and when I participated, it seemed as if things went back square one"	Community participation
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Step 3 Searching for Themes

In phase three, you begin organizing your codes into themes. Themes are much broader and require critical interpretation of the codes and the data, whereas codes identify interesting information in your data. You begin by reviewing your list of codes and the extracts that go with it, and then try to group the codes into larger themes that reveal something noteworthy about your data.

Codes	Themes	Reviewed Themes
Safety and Crime Power Cuts Xenophobia Lack of freedom of expression	Challenges that Johannesburg citizens have been facing.	Johannesburg's Wicked Problems
Unclear about City Branding Marketing strategies Giving identity to a city	Lack of Knowledge on City Branding	Knowledge surrounding City Branding

Advertising the city		
Diversity in culture Access to public goods Uncorrupted service delivery Freedom of expression	Factors that would bring Johannesburg Citizens pride.	Making Johannesburg a world class city internally.
Covid-19 diminished the world class city brand More Power Cuts Large gatherings Corruption	The role of covid-19 in the development of City Branding.	The role of Covid-19 in the city of Johannesburg
Community Participation	Issues surrounding community participation	The barriers to community participation

Step 4: Reviewing Themes

In phase 4, the themes found in phase three are analysed and refined (Mortensen, 2020). All of the extracts need to be read and checked to see if they are connected to the codes to check whether they support the theme, if there are any inconsistencies, and if there are any themes that overlap. According to Braun and Clarke (2020), data inside themes should cohere together meaningfully, while there should be obvious and detectable

boundaries between themes (Mortensen, 2020). The themes that were extracted from the codes in this data were reviewed in the table above.

Step 5: Defining and Naming Themes

Phase 5 involves naming and describing each of the themes you discovered in the previous steps (Mortensen, 2020). Theme names should be descriptive as well as interesting, if at all possible. You don't simply tell what the theme is about in the description of the theme; it is also important to express what makes it intriguing and why it's interesting (Mortensen, 2020).

Theme 1 – Johannesburg's Wicked Problems

This theme is a collection of the problems that the participants have experienced as Johannesburg citizens such as crime and safety issues, power cuts and violence. These issues have been put under this umbrella theme because of the difficulty of solving them.

Theme 2- Knowledge surrounding City Branding

The essence of this theme is about the thoughts that the participants hold about city branding and their knowledge or lack of knowledge on the topic.

Theme 3- Making Johannesburg a world class city internally.

This umbrella theme stems from the first theme whereby the participants state the challenges they face within Johannesburg and there with Johannesburg being positioned as world class city in the eyes of prospect travellers and other countries, this theme invites the notion of change and inward-looking.

Theme 4-The role of covid-19 in the city of Johannesburg

The focus of this theme is on the role that Covid-19 played in the city of Johannesburg which has to do with whether the pandemic changed, enhanced or approved the thoughts that the participants have had about Johannesburg as a city prior, based on their experience.

Theme 5-Barriers to community participation

The uniqueness of this theme comes into play in the fact that it introduces a different aspect to the study as the participants may have or have participated in standing up or advocating for change in the city however were hindered in some way.

Step 6: Producing the Report

In this last phase, when writing the outcomes, it is important to make sure to include enough details about the study and process for the reader to assess the research's quality (Mortensen, 2020). Given this, it should be a detailed summary of what was done, both during the study and during the analysis. The summary of the themes has already been written which will be used for the final research report. The quotes from the interviews will be used to illustrate the findings while presenting the themes.

Validity, Reliability and/or Trustworthiness

Validity and Reliability, to ensure reliability in qualitative research, examination of trustworthiness is crucial. Seale (1999), while establishing good quality studies through reliability and validity in qualitative research, states that the trustworthiness of a research report lies at the heart of issues conventionally discussed as validity and reliability. When judging (testing) qualitative work, Strauss and Corbin (1990) suggest that the usual canons of 'good science' require redefinition in order to fit the realities of qualitative research.

Although some qualitative researchers have argued that the term validity is not applicable to qualitative research, at the same time, they have realised the need for some kind of qualifying check or measure for their research. For example, Creswell & Miller (2000) suggest that the validity is affected by the researcher's perception of validity in the study and his/her choice of paradigm assumption. As a result, many researchers have developed their own concepts of validity such as trustworthiness (Davies & Dodd, 2002; Lincoln & Guba, 1985; Mishler, 2000; Seale, 1999; Stenbacka, 2001).

In this qualitative research, the researcher will make use of auditability to ensure trustworthiness of the study. This means that every research step that is conducted will be recorded. This will help us have a trail of all the steps that have been taken to complete the research. It will make the research auditable to the audience and to the people conducting the research. The researcher will use a systematic approach to reach to the conclusion of the research.

Presentation of Findings

The data analysis method that was used is the thematic analysis (Caulfield,2019). This was used because the study aims to get an understanding of different perspectives, opinions and feelings and so thematic analysis was an appropriate tool to use. Thematic analysis is the most common qualitative analytic technique for identifying, analyzing, and reporting patterns in a data collection. It assists in the thorough description of the data set (Caulfield,2019). This was a small-scale qualitative study whereby a number of eight participants were interviewed.

2.1 Presentation of findings

Characteristics of the participants – Question 1-2

Perceptions of City Branding- Question 3

Possible Growth factors- Question 4

Challenges Johannesburg Citizens face- Question 5-7

Perceptions of the City of Johannesburg Post-Covid-19 - Question 9-10

Expected Opportunities of citizen involvement in building the city- Question 11

Overall Answers from the sample size of eight participants

1. Which part of Johannesburg do you reside in?

“The northern part of Johannesburg” and “Johannesburg East”

2. What makes you a Johannesburg citizen?

“I have a South African citizenship and I have been here my whole life” “my family and I relocated to Joburg, and we have been here for years”

3. What is city branding in your understanding?

“Uhm, I am not too sure what city branding is about, but I see it as branding as marketing strategies to bring awareness to a city”

“I think it is bringing awareness to a specific part of a city to maybe learn more about the culture and so on as well as economics and politics”

“I think it’s good, in terms of bringing awareness to a specific city for what it is known for and giving identity to a city”

“City branding sounds like billboards all over the city and if that is city branding there’s too many of them”

4. What are the factors you look for in a city which would bring you pride?

"I think what would make Johannesburg a better city and a city I would be proud of living in is diversity in culture and safety, access to good healthcare, opportunities and good, uncorrupted service delivery as well as freedom of expression"

5. What are the biggest challenges are you faced with as a Johannesburg resident?

"The challenges that I am faced with as a Johannesburg citizen is power cuts, access to reliable wireless internet, crime and bad police responses."

"Xenophobia is a challenge I have had. And it is hard because we can't really say much about this due to what the elites may do to us"

6. Do you think Johannesburg is doing enough in upskilling?

"Yes and no because not all the opportunities are accessible to everyone even though there may be opportunities"

7. What are the biggest challenges you are faced with as a Johannesburg resident?

"It seems as if our cries fall on deaf ears, and it is all for nothing even when we try to participate and do something to change or make our city and the places we are living in better"

"I have to make ends meet everyday in order to put food on the table, I do not have the time or energy to be an active member in society"

8. Have you encountered any opportunities of being involved in making Johannesburg better?

"No"

9. How did the city's response to the pandemic shape your thoughts about Johannesburg?

"During and After Covid-19, Johannesburg became less of the world class city it says it is because it seemed as though the pandemic was not being taken seriously in some places, there was power cuts due to stolen cables and so on. There was looting as well and jobs were lost, some police members were looting as well"

"Things were worse for me; no jobs were made available"

10. What is your current perception of the city?

"I definitely do not think it is a world class city anymore"

"It is a house not a home"

11. What do you expect from being involved in building your community?

"I expect us to be ambassadors of our city and create a better future for the youth and a better community for the youth because everything we do is for the people that come after us".

"I expect a permanent or sustainable job"

"I do not expect anything because I would be building the city for my benefits and the generations that come after me. I just expect people to take the building process seriously"

Interpretation of Findings

3.1 Lack of knowledge

When the participants were asked about what their perceptions of city branding was, the answers showed that they did not have complete understanding of the concept. The overall answers state that almost all the answers consisted of the phrase- “I think”, which points to the lack of understanding on the topic. However, the participants were still able to describe parts of the concept to a certain extent, by separating the concept into two parts “city” and “branding”, and then putting the two together. This shows that there is not enough awareness on the topic as well, and therefore, citizens do not have enough understanding to participate in city branding.

3.2 Socio-economic Barriers

Power cuts, access to reliable wireless internet, crime, unemployment, and bad police responses were highlighted to be some of the biggest challenges that Johannesburg residents were faced with. In addition, some of the participants expressed that xenophobia is the biggest challenge they have faced as Johannesburg residents. This means that the citizens may struggle with being active in the city due to the circumstances they are in which give them no time to focus on being active in the city and ultimately developing the city brand. More so, this shows that the elements that characterizes Johannesburg as a world class city, in the perspective of its residents, is the challenges they are confronted with daily.

In conjunction, when the participants were asked about the elements, they wanted Johannesburg to encompass, the overall response was safety, access, and freedom of expression. This may mean that Johannesburg, as a world class city it states to be, has not completely given its residents the full experience of its identity and therefore leads to a hindrance in residents being active in the community.

3.3 Political Barriers

The above interpretation of the findings goes together with the barriers of community participation as the participants expressed that “It seems as if our cries fall on deaf ears”, when they were asked about the barriers, they have encountered in being active citizens,

that is if they were. This statement points to the issue of public participation which appears to be centralized only at the higher levels of government at present, therefore, presenting a challenge for the local communities to participate in tourism and city branding.

3.4. Job Opportunities

One of the main opportunities that arose from the interviews was employment. Some of the participants expressed that they expected to be employed as a result of being involved in city branding. This means that although majority of the participants do not have sufficient knowledge on city branding, they have, to a certain extent, an understanding of the outcomes of the concept in terms of job creation. When city leaders can work together with the local community in making the city a better place by building work establishments such as malls and restaurants, this leads to, not only, job creation but the attraction of tourists, even from other provinces.

3.5 Becoming Ambassadors

This study identified that another expectation and the outcome of being involved in the development process of the community and the city at large, is the citizens being the ambassadors of the city. When a better future is being created, this may lead to the citizens promoting the city of Johannesburg and its attractiveness.

3.6 Post-Covid-19

The participants expressed that during the covid-19 pandemic, many parts of the city had not been taking the pandemic seriously in terms of following protocol, even though other countries were commending how South Africa was managing the pandemic, Johannesburg was one of the major risk cities in the country with one of the highest covid-19 infections. This shifted the participants perceptions of Johannesburg. When the participants were asked about their current perceptions of the city, a majority of the participants said it was a house and not a home.

Findings in Context

The foundation of this research study is built from previous studies done and it contributes to the existing literature based on the various challenges that as well as the opportunities

of active community involvement in the development of the city, in Johannesburg specifically.

Although this study contributes to the existing literature, it presents new findings and explanations. Firstly, although there is a lack of understanding about the city branding concept, the participants expressed different views of what they thought the concept was, however their views had nothing to do with their involvement. This means that the information distributed is not clear enough. This contrasts Chili and Ngxongo (2017) study which states that there is a lack of information being made available.

The political challenges discussed in this study, was also identified in Tamir's (2015) research paper. The participants expressed that city leaders were not taking them seriously and that their cries fell on deaf ears, which demotivated them in participating again.

Furthermore, when it comes to the socio-economic challenges that the Johannesburg citizens face, the highlighted issues in this study were unemployment, xenophobia and bad police responses. More so, Chili and Ngxongo (2017) explain that individuals from different parts of the country and continent work in skilled jobs. Little-status jobs with low pay have limited local people's ability to participate in tourism development since they may only have a partial sense of self-worth, lack confidence, and have little influence.

This study also identified the opportunities that may come from being involved in the development of city branding. The main opportunity discussed was job opportunities. Ward (1998) backs this up by claiming that one single newly established, successful establishment can create growth and belief in the future. According to Liljedahl (2010), one benefit of having ambassadors is that they can be used as both a communication and a developmental tool for local pride and commitment.

The major factor that makes this study unique is that it was undertaken post the 2020 Covid-19 pandemic and during the third wave of the pandemic. It explored the issues that the pandemic brought such as intense criminal activity, extreme job losses and long-lasting power cuts, based on the participants answers. The findings from Skinner (2021) and Rogerson and Rogerson (2020) agree that although city branding has been utilized

to recover from many past disasters and crises that have impacted places, we have yet to determine the influence of place branding on recovery from this present pandemic. However, this study, according to the participants answers, suggests that employment, freedom of expression, access to good internet and access to healthcare, are some of the ways that citizens can be motivated and therefore places be developed again.

Research Question, Problem, Hypotheses/Objectives Addressed

The purpose of this research study was to explore the various challenges and opportunities, from the perspective of the Johannesburg citizens, on active community involvement in the development of city branding. In this part of the study, the findings are evaluated against the research questions as well as how the objectives were reached.

5.1 Main Research Question

What are the Challenges and Opportunities of Active Community Involvement in the Development of City Branding in Johannesburg?

According to the research findings, it was found that there were a variety of challenges opportunities which were categorized as: lack of knowledge, political challenges, socio-economic challenges, job opportunities, becoming ambassadors as well as post-covid-19 challenges. The full explanations can be found in the above paragraphs.

5.2 Secondary Research Questions

- 4. How do residents perceive city branding?*
- 5. What are the challenges that hinder citizens from being involved in the development of the city?*
- 6. What are the opportunities that arise from city branding in Johannesburg?*

Although there was no complete understanding of the concept, the findings show that majority of the participants perceived city branding as a marketing effort to bring awareness to the city and what it is known for. Chili and Ngxongo (2017) found that there is a lack of information and therefore lack of understanding of the concept for the residents to have any rounded perceptions of it.

Further on, Cole's (2006) study of sustainable tourism in an Indonesian community discovered that the residents lacked the necessary understanding to participate. This also formed part of the challenges, including political, socio-economic and post Covid-19 challenges. According to Scheyvens (2002), some challenges in community and city

development is that communities often lack resources, information, and influence in relation to other players in the tourism sector, making them vulnerable to exploitation.

Timothy (2002) supported this study as he stated that some of the challenges have to do with accessibility of information, economic issues, lack of awareness and lack of cooperation. Additionally, as mentioned above, some of the expected opportunities include higher employment rates and citizens being the drivers and ambassadors of the city through positive word-of-mouth. Tamir's (2015) study founded those citizens are motivated when there are job opportunities available for them. More so, Liljedahl's (2010) study found that when it comes to building a positive image of the city, word-of-mouth is uncontested.

5.3 Primary Objective

To explore the various factors of Active Community Involvement in the Development of City Branding in Johannesburg

5.4 Secondary Objectives

- 1. To determine the challenges of Active Community Involvement in the Development of City Branding (in general) by means of a literature review*
- 2. To understand the opportunities of Active community involvement in the development of city branding by means of a literature review.*
- 3. To explore Johannesburg residents' perceptions of city branding through interviews*
- 4. To analyse the collected data by means of thematic analysis and present findings*

The first two objectives of this research study were to determine and understand the challenges and the opportunities of active community involvement, in the development of the city branding. Both factors are mentioned and discussed above and show that the challenges citizens face, causes major hindrances on them participating in their communities to develop city branding.

The third objective was to explore the residents' perceptions of the concept 'City Banding'. Their understanding of the concept can be founded above, and it shows that due to their incomplete knowledge of the concept, there was not much information gained on whether

they perceived it as good, bad or other. However, their knowledge was explored, and it is evident that there is room to educate and build awareness. The fourth objective was to then analyse the collected data by means of thematic analysis and present the findings. This has been done and can be found in the above paragraphs.

Conclusion

Ethical Considerations, Limitations and Heuristic Value

Researchers must respect the rights and dignity of others (Struwig & Stead, 2013). For this research study, the people chosen to conduct the study in these various communities approached the interviewee with consent and made them feel safe and comfortable to answer the questions as well as conduct the interviews in a way that reflects, positively, on our side.

Furthermore, the interviewee was given an option to perform the interview virtually or in person due to Covid-19, if they choose the latter option, the space which the interview will be conducted was sanitized and made a Covid-19 free zone. The research procedure of the project was carefully monitored so that research participants were not be adversely affected by it.

The interviewees were assured that they were volunteering more so no persons under the age of 18 were allowed to be interviewed. Additionally, the information gained from the interviews will remain confidential. With that, participant anonymity will be preserved and there will be no use of coercion in any part of this research collection.

Limitations

One of the limitations in this research study is the fact that it is based in the city of Johannesburg only instead of every city in Gauteng and all the cities in South Africa. In the same breath, it is not certain that there will be feedback from all areas of the city of Johannesburg. Another limitation is that the study will be conducted in the isiZulu or English languages therefore it will be difficult to further conduct the study if the person is unable to comprehend the language. This means that the study might exclude some communities that do not understand the two languages.

heuristic value of the study

The deep insights from this study look into the challenges and opportunities, from the residents' perspectives, of active community involvement in the development of City Branding in Johannesburg. The research findings could interest tourism stakeholders and provide additional knowledge of a deeper and meaningful understanding of the city branding literature as well as its practicality in the communities in Johannesburg. Ultimately, the findings of this study should inspire citizens to learn more about city branding, explore where and how they can contribute to build a better city and future for themselves and future generations.

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Annexure A: HONOURS ETHICAL CLEARANCE LETTER



Date 19 July 2021

Student name: Kwandokuhle Jean Mncube

Student number: [REDACTED]

Campus: Vega Bordeaux

Re: Approval of RESE8419 Proposal and Ethics Clearance

HONOURS ETHICAL CLEARANCE LETTER

Your research proposal and the ethical implications of your proposed research topic were reviewed by your supervisor and the campus research panel, a subcommittee of The Independent Institute of Education's Research and Postgraduate Studies Committee.

Your research proposal posed no significant ethical concerns and your supporting documents and instruments are in order to proceed. We hereby provide you with permission to proceed with your research.

In the event of you deciding to change your research methodology in any way, kindly consult your supervisor to ensure all ethical considerations are adhered to and pose no risk to any participant or party involved. A revised ethical clearance letter will be issued.

We wish you all the best with your research!

GENERAL CONDITIONS TO BE FULFILLED IN RELATION TO RESEARCH

Permission is granted to proceed with the above study subject to the conditions listed below being met and may be withdrawn should any of these conditions be flouted.

Please note: The panel has not considered the merits, accuracy or ethical soundness of the research. The only merits examined are the use of The IIE as a sample.

Permission is granted subject to the following conditions:

1. The researcher(s) will need to obtain informed consent in writing from all of the participants in his/ her sample if the study is not anonymous.
2. The researcher(s) may only use the data collected for research purposes and in no other way.

Annexure B Consent Form

CONSENT FORM

Explanatory information sheet and consent form for participants
To whom it may concern, My name is [Kwandokuhle Jean Mncube] and I am a student at Vega School. I am currently conducting research under the supervision of (Melusi Makhoba) about the perception of Johannesburg residents on the Challenges and Opportunities of Active Community Involvement in the Development of City Branding. I hope that this research will enhance our understanding of City branding and the importance of community involvement in the development of city branding and community-based tourism as well as to find solutions that will combat the challenges in community involvement in city branding. I would like to invite you to participate in my study. In order to explain to you what your participation in my study will involve, I have formulated questions that I will try to fully answer so that you can make an informed decision about whether or not to participate. If you have any additional questions that you feel are not addressed or explained in this information sheet, please do not hesitate to ask me for more information. Once you have read and understood all the information contained in this sheet and are willing to participate, please complete and sign the consent form below.
What will I be doing if I participate in your study?
I would like to invite you to participate in this research because it will provide this research with meaning especially because it is based on your perceptions as a person that resides in Johannesburg. If you decide to participate in this research, I would like to interview you, if the situation regarding the pandemic allows. However, if it does not allow, I would like to send you the interview questions through email or any platform of your choice. You can decide whether or not to participate in this research. If you decide to participate, you can choose to withdraw at any time or to decide not to answer particular interview questions.
Are there any risks/ or discomforts involved in participating in this study?
Whether or not you decide to participate in this research, there will be no negative impact on you. There are no direct risks or benefits to you if you participate in this study. You might, however, indirectly find that it is helpful to talk about your perceptions and experiences of Johannesburg as a world class city. If you find at any stage that you are not comfortable with the line of questioning, you may withdraw or refrain from participating.
Do I have to participate in the study?
• Your inclusion in this study is completely voluntary; • If you do not wish to participate in this study, you have every right not to do so;

- Even if you agree to participate in this study, you may withdraw at any time without having to provide an explanation for your decision.

Will my identity be protected?

I promise to protect your identity. I will not use your name in any research summaries to come out of this research and I will also make sure that any other details are disguised so that nobody will be able to identify you. I would like to ask your permission to record the interviews, but only my supervisor, I and possibly a professional transcriber (who will sign a confidentiality agreement) will have access to these recordings. Nobody else, including anybody at VEGA SCHOOL, will have access to your interview information. I would like to use quotes when I discuss the findings of the research, but I will not use any recognisable information in these quotes that can be linked to you.

What will happen to the information that participants provide?

Once I have finished all interviews, I will write summaries to be included in my research report, which is a requirement to complete my Bachelor of Arts Honours in Strategic Brand Communication. You may ask me to send you a summary of the research if you are interested in the final outcome of the study.

What happens if I have more questions about the study?

Please feel free to contact me or my supervisor should you have any questions or concerns about this research, or if there is anything you need to know before you decide whether or not to participate.

You should not agree to participate unless you are completely comfortable with the procedures followed.

My contact details are as follows:

Kwandokuhle Jean Mncube

[REDACTED]

[REDACTED]

[REDACTED] contact details of my supervisor are as follows:

[Melusi Makhoba]

[REDACTED]

[REDACTED]

Participant or respondent consent

I, [REDACTED], agree to participate in the research conducted by [Kwandokuhle Jean Mncube] about [INSERT AIM OF RESEARCH/BRIEF SUMMARY OF EXACTLY WHAT YOU ARE RESEARCHING].

This research has been explained to me and I understand what participation in this research will involve. I understand that:

- I agree to be interviewed for this research.
- My confidentiality will be ensured. My name and personal details will be kept private.
- My participation in this research is voluntary and I have the right to withdraw from the research at any time. There will be no repercussions should I choose to withdraw from the research.
- I may choose not to answer any of the questions that are asked during the research interview.
- I may be quoted directly when the research is published, but my identity will be protected.

Signature	Date 20 July 2021

Originality Report

Blackboard

SafeAssign Originality Report

RESE8419_VGBX1 • Research Report • Submitted on Mon, 29 Nov 2021, 20:12

[View Originality Report - Old Design](#)

Kwandokuhle Mncube

View Report Summary

Text of introduction and awareness and corruption

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Attachment UUID: f9c7b7ac-c236-07ac-d139-5161ba68f09a

Attachment 1

Kwandokuhle Mncube 18014...

100 %

Sources

INCLUDED SOURCES

Institutional database (15) 95 %

Annexure C: Final Research Report Summary Document Table

Research Purpose/ Objective	Primary Research Question	Research Rationale	Seminal Authors/ Sources	Literature Review – Conceptual Framework	Paradigm	Approach	Data Collection Method(s)	Ethics	Anticipated Findings	References
Why do you want to do the study? To add on to the existing knowledge What do you want to achieve? New Knowledge on City Branding and to explore the challenges and opportunities in the community being involved in the development of City branding.	What is the main question you want to answer? What are the Challenges and Opportunities of Active Community Involvement in the Development of City Branding in Johannesburg?	Why is this study important? City branding is still growing in theory and professionalisation. It is important to build on that theory and the importance of citizens being proud of the place they reside in, being involved in making it better, contributing to it as well as gaining from it. This research is worth conducting because there are limited qualitative studies in the era and aftermath of the pandemic as well as very little studies in Johannesburg and therefore there is a gap in knowledge that needs to be filled.	Keller Ngxongi and Chili Tamir Heather Skinner	Theme 1: City Brand Concept Theme 2: Jhb Brand and branding practices Theme 3: Challenges of active community involvement Theme 4: Opportunities of active community involvement Theme 5: Role of Covid19 Theme 6: Theme 7:	Paradigm Interpretivism, Epistemology What do you want to do/achieve with the knowledge you will generate? The aim is to grow city branding as a concept and theory and help residents understand the importance of contributing to the concept. Ontology Do you think reality is real and governed by laws? Is reality a social construction? Or is	Qualitative Population Population Parameters Residents living in the city of JHB	What tools/instruments or methods will you use to collect your data? Open ended interviews and focus groups.	What type of ethical challenges could you possibly face in conducting the research? How will you address these? Covid-19 is an ethical challenge which can be solved by informing the interviewees to wear their masks. Sanitizers and a ventilated space will be provided.	What do you expect to find? I expect to find information the reasons behind people not being involved in city branding and if they have been, the opportunities that came thereafter.	What are some of the main sources you will use in your study? "Where is Place Branding Heading to?" by Philip Kotler
Research Problem	Secondary Questions/ Hypotheses/ Objectives	Key Concepts	Key Theories			Sampling	Data Analysis Method(s)	Limitations	Anticipated Contribution	
What is the problem that you want to solve? This research sets out to explore the perceptions of Johannesburg residents on the challenges and opportunities of community involvement in the development of city branding. Especially with the pandemic that has been affecting the tourism industry around the world	What are the smaller objectives you need to achieve to solve the problem? - To determine the challenges of Active Community Involvement in the Development of City Branding (in general) by means of a literature review 2. To understand the opportunities of Active community involvement in the development of city branding by means of a literature review. 3. To explore Johannesburg residents' perceptions of city branding through interviews 4. To analyse the collected data by means	What are the key concepts that you need to conceptualise? - Community based tourism - City branding - Active Community Involvement	What theory or theories will inform your study? SoCoMo Marketing			Non-Probability Sampling method Non Probability purposive sampling Size 8	Unit of Analysis What will you analyse? Residents living in parts of Johannesburg Data Analysis Method(s) What method(s) will you use to analyse your collected data? Qualitative approach in the form of open and closed-ended.	What are some of the limitations that could influence the validity/reliability or trustworthiness of your study? -Not being able to meet with the interviewees due to possible lockdown restrictions. -Perhaps some sort of bias, given the fact that the researchers are also residents from south Africa that have certain opinions on south Africa and destination branding. What other limitations could influence your study?	What kind of a contribution do you think your study will make to the body of knowledge? There has been a gap in knowledge in this area since the pandemic began in 2020. This study will be building awareness on the importance of community involvement in building city branding. Not much studies have been done in the city of Johannesburg.	