



**Tshwane University
of Technology**

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INFORMATION LEAFLET AND INFORMED CONSENT 2020

PROJECT TITLE: AN ANALYSIS OF VISITOR MOTIVATIONS AT THE VOORTREKKER MONUMENT

Primary investigator: Mr PG Hugo, BTech (Tourism Management)
Study leader: Dr UP Hermann, PhD (Tourism Management), Department of
Tourism Management, Tshwane University of Technology, Pretoria
Co-study leader: Ms L Grobbelaar, PhD (Tourism Management) Department of
Tourism Management, Tshwane University of Technology, Mbombela

Dear Potential research participant,

You are invited to participate in a research study that forms part of my formal Magister Technologiae Tourism and Hospitality Management studies. This information leaflet will help you to decide if you would like to participate. Before you agree to take part, you should fully understand what is involved. You should not agree to take part unless you are completely satisfied with all aspects of the study.

1. WHAT IS THE STUDY ALL ABOUT?

BACKGROUND ‘

The Voortrekker Monument is a tourist attraction in Pretoria that was built from 1937 to 1949 with non-governmental money as a monument to commemorate the Afrikaners' Great Trek migration into the interior of South Africa. As such it is the biggest monument on the African continent. It is one of South Africa's best-known museum complexes and visited by thousands of tourists' yearly.

The Voortrekker Monument is perceived by some publics as a symbol of

Afrikaner Nationalism. The question now arises in what is its status in a post-Apartheid South Africa? A second theme is that of the Voortrekkers been represented as a Christian society as depicted around the heritage of commemorating the Day of the Vow (nowadays known as the Day of Reconciliation) on 16 December in history when the Voortrekkers defeated a Zulu army at Blood River in 1838. Is the Monument the exclusive heritage of the Afrikaner or does it have its collective place in the history of South Africa as a whole?

The relationship between heritage, heritage tourism, history and public history needs to be explored. The management of the monument is open to a sense of national identity and no more that of a group identity. It is seen in the 90% foreign visitors to the Monument nowadays. How does Afrikaner society both middle class popular consumerist and right wing non affluent Afrikaners see the monument, as well as other culture groups and black perceptions?

2. WHICH RESEARCH INSTRUMENT WILL BE USED?

The research instrument to be used will be a questionnaire. The questionnaire was based on previous studies on visitor profiling at tourism attractions.

3. WHAT WILL YOU BE REQUIRED TO DO IN THE STUDY?

Fully describe in easily understandable language each of the following: 1) The procedures that will be performed with each research participant. You will be approached via e-mail by me the researcher, Mr PG Hugo to complete a survey on the SurveyMonkey website. The reason for me approaching you is to get your consent to help me in my fieldwork in filling in an online questionnaire, in partial fulfilment of my MTech Tourism and Hospitality degree at TUT. 2) The time commitment it will require from you the participant, will be 5 to 15 minutes of your time and it will be a once-off contact session. 3) The location of the study activities will be anywhere where you received my e-mail online. 4) There are no COVID-19 specific requirements, such as wearing a mask, sanitising your hands and keep a social distance, as you will do the survey totally online, once you received your questionnaire via email to complete, on the survey Monkey platform, so there is no special requirement for you to be able to answer this questionnaire, concerning the COVID-19 pandemic and 5) there are no expenses that you the participant will be required to carry such as transport costs, only the data you use while online.

If you decide to take part in the study, you will be required to do the following:

- To sign or make a tick on the informed consent section.
- To complete a survey questionnaire entitled: 'An analysis of visitor motivations at the Voortrekker Monument'. You will be asked to respond to questions regarding your demography, questions on your experience

and expectations as a tourist or a day tripper, and rate on a scale of importance motivation factors on how these factors influence your decision to visit the Voortrekker Monument. It should take between 5 to 15 minutes to complete the questionnaire.

4. ARE THERE ANY CONDITIONS THAT MAY EXCLUDE YOU FROM THE STUDY?

You will not be eligible to participate in this study if you are younger than 18 years or are working directly for the Voortrekker Monument Heritage Site (VTMHS).

5. CAN ANY OF THE STUDY PROCEDURES RESULT IN PERSONAL RISK, DISCOMFORT, OR INCONVENIENCE?

Questionnaires: The study and procedures involve no foreseeable physical discomfort or inconvenience to you or your family and friends. Due to the personal nature of the questions, you may experience some emotional discomfort.

Physical exhaustion: The survey questionnaire will be done in a relaxed atmosphere in your own time and at your own convenience

Emotionally sensitive interviews: On the questionnaire you will be sharing emotionally sensitive and intimate details about yourself and your fellow travellers. This process of self-revelation means that you will have to recall sensitive information regarding information on your income, marital status, highest level of education and current occupation.

Minimal risk/discomfort/inconvenience: Participation in the study involves minimal risks, discomforts and/or inconveniences that are no more than the risks, discomforts and/or inconveniences one encounter in daily living

6. WHAT ARE THE POTENTIAL BENEFITS THAT MAY COME FROM THE STUDY?

The benefits of participating in this study are:

- You will contribute towards establishing a profile of the type of visitors that frequently are visiting the VTMHS.
- You will help the marketing team of the VTMHS to determine which target market they need to concentrate on in future marketing campaigns.

- With the current COVID-19 pandemic running its course, you will help in establishing and providing information on the type of tourists that were visiting the VTMHS prior to the lockdown conditions.
- You will help a grateful student in partially completing his master's degree.

Masters studies in tourism: If it happens that the study finds a current trend in what motivates certain types of visitors to visit the VTMHS, it might be used in the future to set up a marketing plan for the VTMHS. The Tshwane University of Technology retains the right together with the management of the VTMHS to the dissertation evolving out of this study.

7. WILL YOU RECEIVE ANY FINANCIAL COMPENSATION OR INCENTIVE FOR PARTICIPATING IN THE STUDY?

Please note that you **will not** be paid to participate in the study.
and

You **will not** be financially compensated for participation in the study.

8. WHAT ARE YOUR RIGHTS AS A PARTICIPANT IN THIS STUDY?

Your participation in this study is entirely voluntary. You have the right to withdraw at any stage without any penalty or future disadvantage whatsoever. You do not even have to provide the reason/s for your decision. Your withdrawal will in no way influence this study in a bad way. Note that you are not waiving any legal claims, rights, or remedies because of your participation or not in this research study.

9. HOW WILL CONFIDENTIALITY AND ANONYMITY BE ENSURED IN THE STUDY?

All information obtained during this study is strictly confidential. The study data will be coded so that it will not be linked to your name, and your name will not accompany the survey questionnaire. Your identity will not be revealed while the study is being conducted or when the study is reported in scientific journals. All the data sheets that have been collected will be stored in a secure place. Any information that is obtained in connection with this study and that can be identified with you will remain confidential and will be disclosed only with your permission or as required by law. The information received during the project will only be used for research purposes and will not be released for any employment-related performance evaluation, promotion, and/or disciplinary purposes.

and

All the data that you provide during the study will be handled confidentially. This means that access to your data will be strictly limited to the researcher, the

supervisors of the study, data coders, translators, field workers, members of the research ethics committee and/or the designated examiners (appointed by Tshwane University of Technology). Also, your data and personal information will be kept and stored in a confidential format that will only be accessible to the researcher. Any information that is obtained in connection with this study and that can be identified with you will remain confidential and will be disclosed only with your permission or as required by law. **Note that when a child / adult discloses that they are being harmed, or in danger, I/we have a professional and legal obligation to report it and/or to get help. Likewise, if an adult / child indicates that a child is going to hurt him/herself, I/we must legally tell someone who can help keep them, you, and others safe.**

and

Confidentiality of data will be maintained - in other words your identity will only be known to the researcher. I will remove/mask all identifying data on transcriptions and final report documents (e.g. dissertation and journal articles). Thus, your identity will not be revealed during or after the study, even when the study is published or used in any format. Any information that is obtained in connection with this study and that can be identified with you will remain confidential and will be disclosed only with your permission or as required by law. **Note that when a child / adult discloses that they are being harmed, or in danger, I/we have a professional and legal obligation to report it and/or to get help. Likewise, if an adult / child indicates that a child is going to hurt him/herself, I/we must legally tell someone who can help keep them, you and others safe.**

and

The researcher can assure you that he/she will keep private everything you tell him/her or communicate for the study during the answering of the questionnaire. However, there are times where a researcher cannot keep things private or confidential. **The researcher cannot keep things private or confidential when:**

- **The researcher learns that a child or a vulnerable adult has been abused.**
- **The researcher learns that a person plans to hurt him or herself.**
- **The researcher finds out that a person plans to hurt someone else.**

and

Only the researcher and the supervisors will have access to the filled-out questionnaires. Your answers will be totally anonymous, and your identity will not be revealed under any circumstance. Also, nobody outside the study panel and/or research ethics committee will be able to connect any answer to you in any recognisable way. The results of this study might be published in a scientific journal and/or presented at scientific meetings, but again without revealing the identity of any research participant. The original questionnaires will be stored in a safe place for three years, after which they will be destroyed.

and

Knowledge systems: Any information obtained from you relating to the study will be kept confidential and will only be disclosed with your permission or as required by law. If you decide to take part in the study, you will be required to

sign or tick off this informed consent section of the questionnaire form. The information you supply, will be utilised as partial fulfilment of a master's degree dissertation. Should you not agree to participate in this survey questionnaire, you will remain anonymous and your information will remain confidential.

10. IS THE RESEARCHER QUALIFIED TO CARRY OUT THE STUDY?

The researcher, Mr. PG Hugo, is a postgraduate student who has previously completed similar research studies in previous degrees and postgraduate diplomas. Also, he has completed a BTech Tourism Management degree from the University of South Africa, South Africa, BHCS (Hons) Heritage and Museum Studies degree from the University of Pretoria, South Africa, BHCS (Hons) Heritage and Cultural Tourism degree from the University of Pretoria, South Africa, PGDip Tourism Management diploma from the University of South Africa, South Africa, and a PGDip Tourism Management and Hospitality Management diploma from the London School of Planning and Management & OTHM, England.

and

The researcher comes from the same geographical region as where the VTMHS is situated. This means that he deeply understands the cultural context and can fluently speak the local languages. The researcher conducting the field work is an Afrikaner that resides, grown up and studied at education institutions in the local communities surrounding the VTMHS in Pretoria.

and

The researcher is an adequately trained and qualified researcher in the study fields covered by this research project, specifically in heritage and tourism.

11. HAS THE STUDY RECEIVED ETHICAL APPROVAL?

Yes. The Faculty Committee for Postgraduate Studies and the Faculty Committee for Research Ethics of the Tshwane University of Technology have approved the formal study proposal. Also, the management of the Voortrekker Monument have granted written approval for the study. All parts of the study will be conducted according to internationally accepted ethical principles.

12. WHO CAN YOU CONTACT FOR ADDITIONAL INFORMATION REGARDING THE STUDY?

The primary investigator, Mr P G Hugo, can be contacted during office hours on his cellular phone at 072 356-4514, Email gerhardh6@gmail.com. The study leader, and Section Head: Research, Innovation and Postgraduate Studies and Director: Centre for Sustainable Tourism, Dr. UP Hermann, can be contacted during office hours at Tel (012) 382-3528, Email hermannUP@tut.ac.za. Should you have any questions regarding the ethical aspects of the study, you can

contact the chairperson of the TUT Research Ethics Committee, Dr H Mason, during office hours at Tel (012) 382-5073, E-mail masonh@tut.ac.za. Alternatively, you can report any serious unethical behaviour at the University's Toll-Free Hotline 0800 21 23 41.

13. DECLARATION: CONFLICT OF INTEREST

The Tshwane University of Technology and the Voortrekker Monument will be issued with copies of the final dissertation.

and

This research study was funded by the researcher, Mr. PG Hugo, and the Tshwane University of Technology. No publication prohibitions, conditions or limitations were placed on the researcher.

14. DECLARATION ON PLACE OF EMPLOYMENT

Mr. PG Hugo, the primary investigator declare that he is not employed or involved in consultation at the institution where the study will be administered. The confidentiality and anonymity of respondents will be ensured.

Mr. PG Hugo, the student is not employed or involved in consultation at the research site, as the authors he wants to state:

Mr. PG Hugo, the author declares that he is not employed at or involved in consultation at the research site.

15. A FINAL WORD

Your co-operation and participation in the study will be greatly appreciated. Please sign the informed consent below if you agree to participate in the study. In such a case, you will receive a copy of the signed informed consent from the researcher.

16. CONSENT

This is a **paper-based survey/ face to face interview**:

I hereby confirm that I have been adequately informed by the researcher about the nature, conduct, benefits, and risks of the study. I have also been shown, read and understood the above written information. I am aware that the results of the study will be anonymously processed into a research report. I understand that my participation is voluntary and that I may, at any stage, without prejudice, withdraw my consent and participation in the study. I had sufficient opportunity to ask questions and of my own free will declare myself prepared to participate in the study.

By completing the survey, I agree that I have read the **INFORMATION LEAFLET**

and voluntarily agree to participate in the research study. If you do not wish to participate in the research study, please ignore the survey.

Research participant's name: (Please print)

Research participant's signature:

Date:

Researcher's name: (Please print)

Researcher's signature:

Date: