The social impacts of the Mangaung African Cultural Festival: A community perspective

L.S Maputsoe
26609258

Dissertation submitted in partial fulfillment of the requirements for the degree Magister Commercii in Tourism Management at the Potchefstroom Campus of the North-West University

Supervisor: Prof Dr P Viviers
Co-supervisor: Dr M Scholtz

November 2016
I, LIMPHO SYLVIA MAPUTSOE, identity number 8704041886085 and student number 2660958, hereby declare that this research submitted to the North-West University, for Master study in traditional route: The social impacts of the Mangaung African Cultural Festival: A community perspective, is my own independent work; and complies with the Code of Academic Integrity, as well as other relevant policies, procedures, rules and regulations of the North West University; and has not been submitted before to any institution by myself or any other person in fulfillment (or partial fulfillment) of the requirement for the attainment of any qualification.

______________________________  ______________________________ 
LIMPHO SYLVIA MAPUTSOE   Prof. PIERRE-ANDRE VIVIERS  
(Head Supervisor) 

__________________________   _________________________ 
DATE        DATE
Financial assistance from the North West University (NWU) as well as the National Research Foundation (NRF) is gratefully acknowledged. Statements and suggestions made in this study are those of the author and should not be regarded as those of the NWU or NRF.
First, I want to thank the Almighty God for the life and opportunities He has given me. I want to thank my supervisors, Professor Pierre-Andre Viviers and Dr Marco Scholtz, for their support and guidance throughout this journey. I am also thankful to my beautiful mother, Mats’eliso Maputsoe, for her words of encouragement, her love and support and for always listening when I needed to talk. She is really my hero.

To my friends, Phatshimo, Eva, Baatseba and Vusi, who have been on this with me, I am grateful for your inspiration, direction and most importantly, your friendship.

I want to thank my family for always being there for me and for encouraging me. A special thank you to my cousin, Thato Pitso, and my beloved friend, Nthabiseng Masohane, for the love and motivation that they gave me every time I needed them.

I also want to show my appreciation to my two cousins, Nthimo Molapo and Rethabile Pitso, for assisting as field workers during the survey. It would not have been easy without them. Most importantly, to the participants who agreed to fill in the questionnaires, the survey would not have been possible without your cooperation. I am really thankful.

Lastly, I want to thank the North-West University (NWU) as well as the National Research Fund for their financial assistance. I want to thank Dr Suria Ellis for assisting me with the statistical analysis and Ms Clarina Vorster for her assistance with language editing.
ABSTRACT

The main goal of this study was to measure the social impacts perceptions of the Mangaung African Cultural Festival (Macufe) from Bloemfontein’s community perspective. In order to reach this main goal, the following objectives were set:

The purpose of objective 1 was to conduct a literature study to understand better how the social impacts of tourism work, as well as the models and frameworks that assist in measuring and managing such impacts. Furthermore, previous studies on the social impacts of tourism were analysed to provide a better background for the study, as well as to identify what had already been done in literature on social impacts. The findings however indicate that the festivals or events bring opportunities to the community and positive impacts are more experienced by the community than the negative impacts.

Objective 2 was to analyse events with festivals as focus as well as the social impacts that festivals generate. Various forms of events were discussed. In the literature study, the social impacts of festivals on the communities where they are hosted were also examined. Previous studies done on host communities’ perceptions of the social impacts generated by festivals, were also analysed, with their attitudes towards festivals. It is found that community perceptions and attitudes are influenced by several factors such as their beliefs, length of stay in the community or it could be due to proximity to the event. The social impacts that were generated by festivals to the community were also identified. The role that each stakeholder played in events was also discussed.

Objective 3 was to interpret the results of the empirical research and identify the social impacts of Macufe Festival as perceived by the community. To achieve this objective, a survey was conducted in selected areas of Bloemfontein where people would most likely experience the social impacts of the Macufe Festival. For the survey, 450 questionnaires were distributed, and 425 completed questionnaires were obtained. The data collected was captured in Microsoft Excel and analysed in Statistical Package for Social Sciences version 23 (2016), (SPSS). Some of the analyses performed included descriptive statistics to determine the demographic information of the respondents and a factor analysis which resulted in four factors, namely community enhancement, community degradation, tourism growth and increased public spending and interaction.
Correlation analysis was also used to examine how various factors correlated with each other. It was in this case that analysis methods such as Spearman’s rho, T-test and analysis of variance (ANOVA) were employed to identify the correlations between factors and reveal the effect sizes between factors. From the results of the factor analysis, growth opportunities (Factor 3) was perceived as the most important by the community with the highest mean value of (3.655), followed by community degradation (3.637), community enhancement (3.395) and the last one was public spending with the mean value of (3.338). The ANOVA showed that, between English, Sesotho and other languages, Sesotho speaking people were identified as the ones who experienced the social impacts of Macufe Festival more than others.

The last objective was to draw conclusions from the literature review and empirical findings of the study and to make recommendations based on the results. The positive social impacts of Macufe Festival to the community were identified as follow: improving the image of the city; the improved living standards of the community; tourism growth and interaction between locals and visitors. The negative social impacts were: community degradation; littering in the areas; increased noise levels and parking availability in the areas decreased. The findings of this study will contribute to the sustainability of the Macufe Festival as it will provide festival organisers with an idea of what to do to retain the community’s vital support for this festival. Festival organisers should give back to the community by improving the infrastructure within the community to increase the image of the city. They should enhance the community pride by establishing community funding programs to assist them in improving their living standards. Festival organisers should also pay close attention to degradation within the community which was high in this study and stabilise it with proper management. Festival organisers are recommended to adjust their program to accommodate or involve other cultures so that those other cultures will know about the festival and what it does for the community. This will enable other cultures to also perceive the social impacts of the festival. The contribution of this study is that a questionnaire was developed to measure the social impacts of the Macufe Festival and this questionnaire can be used to measure social impacts of other African cultural festivals.

Keywords: community; festivals; social impacts; tourism, macufe.
Die hoofoogmerk van hierdie studie was om die sosiale impak persepsies van die Managung Afrika Kultuurfees (Macufe) vanuit die Bloemfontein gemeenskap se perspektief te meet. Ten einde hierdie hoofoogmerk te kon bereik, moes 'n aantal doelwitte behaal word.

Die eerste doelwit was om 'n literatuurstudie te doen ten einde beter te verstaan hoe die sosiale impak van toerisme werk, asook die modelle en raamwerke wat help om die impak te meet en bestuur te ontleed. Verder is vorige studies oor die sosiale impak van toerisme bestudeer om 'n beter agtergrond tot die studie te voorsien, asook om te bepaal wat reeds aangespreek is in die sosiale impak literatuur van gebeurtenisse. Die bevindinge wys dat feeste of gebeurtenisse geleenthede skep vir die gemeenskap en dat die positiewe impakte tot 'n groter mate ervaar word in vergelyking met die negatiewe impakte.

Die tweede doelwit was om 'n ontleding van gebeurtenisse, met feeste as hooffokus, binne gebeurtenisse te doen. Verskeie vorme van gebeurtenisse is bespreek. In die literatuurstudie, is die sosiale impak van feeste op die gemeenskappe waar dit plaasgevind het, ook ondersoek. Vorige studies oor die persepsies van gasheergemeenskappe oor die sosiale impak wat gegenereer word deur feeste, is ook geanaliseer, asook hul houding teenoor feeste, byvoorbeeld wat hul oortuigings is, die duur van verblyf in die gemeenskap of hoe naby hul aan die fees is. Die sosiale impak van feeste op die gemeenskap is ook geïdentifiseer. Verder is die rol wat elke rolspeler speel by gebeurtenisse ook bespreek.

Die derde doelwit was om die data te ontleed en die sosiale impak van Macufe kunstefees te bepaal. 'n Opname in verskillende gebiede van Bloemfontein waar mense waarskynlik die sosiale impak van die Macufe-fees die sterkste ervaar, gemaak. Vir die opname, is 450 vraelyste versprei en 425 voltooide vraelyste teruggekry. Die data wat ingesamel is, is vasgevang in Microsoft Excel en geanaliseer deur die Statistiese Pakket vir Sosiale Wetenskappe (SPSS). Sommige van die ontdelings wat uitgevoer is, het beskrywende statistiek om die demografiese inligting van die respondentente te bepaal asook faktorontleding ingesluit, wat geleit het tot vier faktore, vi

OPSOMMING

Die hoofoogmerk van hierdie studie was om die sosiale impak persepsies van die Managung Afrika Kultuurfees (Macufe) vanuit die Bloemfontein gemeenskap se perspektief te meet. Ten einde hierdie hoofoogmerk te kon bereik, moes 'n aantal doelwitte behaal word.

Die eerste doelwit was om 'n literatuurstudie te doen ten einde beter te verstaan hoe die sosiale impak van toerisme werk, asook die modelle en raamwerke wat help om die impak te meet en bestuur te ontleed. Verder is vorige studies oor die sosiale impak van toerisme bestudeer om 'n beter agtergrond tot die studie te voorsien, asook om te bepaal wat reeds aangespreek is in die sosiale impak literatuur van gebeurtenisse. Die bevindinge wys dat feeste of gebeurtenisse geleenthede skep vir die gemeenskap en dat die positiewe impakte tot 'n groter mate ervaar word in vergelyking met die negatiewe impakte.

Die tweede doelwit was om 'n ontleding van gebeurtenisse, met feeste as hooffokus, binne gebeurtenisse te doen. Verskeie vorme van gebeurtenisse is bespreek. In die literatuurstudie, is die sosiale impak van feeste op die gemeenskappe waar dit plaasgevind het, ook ondersoek. Vorige studies oor die persepsies van gasheergemeenskappe oor die sosiale impak wat gegenereer word deur feeste, is ook geanaliseer, asook hul houding teenoor feeste, byvoorbeeld wat hul oortuigings is, die duur van verblyf in die gemeenskap of hoe naby hul aan die fees is. Die sosiale impak van feeste op die gemeenskap is ook geïdentifiseer. Verder is die rol wat elke rolspeler speel by gebeurtenisse ook bespreek.

Die derde doelwit was om die data te ontleed en die sosiale impak van Macufe kunstefees te bepaal. 'n Opname in verskillende gebiede van Bloemfontein waar mense waarskynlik die sosiale impak van die Macufe-fees die sterkste ervaar, gemaak. Vir die opname, is 450 vraelyste versprei en 425 voltooide vraelyste teruggekry. Die data wat ingesamel is, is vasgevang in Microsoft Excel en geanaliseer deur die Statistiese Pakket vir Sosiale Wetenskappe (SPSS). Sommige van die ontdelings wat uitgevoer is, het beskrywende statistiek om die demografiese inligting van die respondentente te bepaal asook faktorontleding ingesluit, wat geleit het tot vier faktore, vi
naamlik *gemeenskapsverbetering, gemeenskapsagteruitgang, toerismegroei* en *verhoogde openbare besteding en interaksie*. Ontleding-korrelasie is ook gebruik om te ondersoek hoe verskillende faktore met mekaar korreleer. Dit was in hierdie geval dat analyses soos Spearman se rho, T-toets en ANOVA toegepas is om die korrelasie tussen faktore te identifiseer en die effekgrootes tussen faktore te openbaar. Uit die resultate van die faktorontleding, is toerismegroei (die faktor) waargeneem by die gemeenskap met die hoogste gemiddelde waarde (M = 3.655), terwyl ANOVA aan die lig gebring het dat, tussen Engels, Sotho en ander tale, Sothosprekende mense geïdentifiseer is as die wat die meeste baat uit die Macufe-fees.

Die laaste doelwit was om gevolgtrekkings uit die empiriese bevindinge van die studie en aanbevelings gebasseer op die studie te maak. Die sosiale impak van Macufe-fees op die gemeenskap is soos volg geïdentifiseer: dit het die beeld van die stad verbeter; dit het die lewenstandaard van die gemeenskap verbeter; gemeenskap agteruitgang egter ook vergroot; toerismegroei en interaksie tussen plaaslike inwoners en besoekers het plaasgevind. Die bevindinge van hierdie studie sal bydra tot die volhoubaarheid van die Macufe-fees aangesien dit feesorganiseerders sal voorsien met idees oor wat om te doen ten einde die gemeenskap se belangrike ondersteuning vir hierdie fees te bevorder en te behou. Feesorganiseerders moet teruggee aan die gemeenskap deur middel van die verbetering van die infrastruktuur in die gemeenskap om sodoende die beeld van die stad te verhoog en hul trots te verbeter deur die vestiging van gemeenskapsbefondsingsprogramme om te help om hul lewenstandaard te verbeter. Hulle moet ook noukeurig let op die agteruitgang in die gemeenskap wat ernstig in hierdie studie ondersoek is en dit stabiliseer met behoorlike bestuur. Feesorganiseerders is aanbeveel om hul program aan te pas om ander culture aan te akkommodeer of te betrek sodat dié ander culture sal weet van die fees en wat dit doen vir die gemeenskap. Dit sal hulle in staat stel om die sosiale impak van die fees waar te neem.

Sleutel woorde: gemeenskap; feeste; sosiale impak; toerisme
# TABLE OF CONTENTS

CHAPTER 1: INTRODUCTION, BACKGROUND AND PROBLEM STATEMENT ...........1

1.1 INTRODUCTION .........................................................................................................1
1.2 BACKGROUND TO THE STUDY ...............................................................................3
1.3 PROBLEM STATEMENT ............................................................................................8
1.4 THE GOAL OF THE STUDY .......................................................................................9
1.4.1 The goal ..................................................................................................................10
1.4.2 Objectives ...............................................................................................................10
1.5 RESEARCH METHOD ..............................................................................................10
1.5.1 Literature review .....................................................................................................11
1.5.2 The empirical study .................................................................................................11
1.5.2.1 Research design and method of collection ..........................................................11
1.5.2.2 Sampling method and sampling frame ...............................................................12
1.5.2.3 Development of questionnaire ..........................................................................13
1.5.2.4 Data analysis .......................................................................................................14
1.5.2.4.1 Descriptive statistics .........................................................................................15
1.5.2.4.2 Factor analysis ..................................................................................................15
1.5.2.4.3 Correlation analysis ..........................................................................................15
1.5.2.4.4 ANOVA .............................................................................................................15
1.5.2.4.5 Spearman rho ...................................................................................................16
1.5.2.4.6 T-test ...............................................................................................................16
1.6 CONCEPT CLARIFICATION ....................................................................................16
1.6.1 Tourism ...................................................................................................................16
1.6.2 Festivals ..................................................................................................................16
1.6.3 Community ..............................................................................................................17
1.6.4 Social impact ..........................................................................................................17
1.7 CHAPTER LAYOUT ..................................................................................................18

CHAPTER 2: SOCIAL IMPACTS OF TOURISM ............................................................20

2.1 INTRODUCTION .......................................................................................................20
2.2 HISTORICAL OVERVIEW OF SOCIOLOGY ...........................................................22
2.2.1 Karl Marx (German, 1818-1883) ...........................................................................23
2.2.2 Emile Durkheim, French Sociologist, (1858-1917) .................................................24
2.2.3 Max Weber, German Sociologist (1864-1920) ....................................................24
2.3 SOCIAL STRUCTURE ..............................................................................................25
2.4 ELEMENTS OF SOCIOLOGY ..................................................................................27
2.4.1 Culture ....................................................................................................................28
LIST OF TABLES

Table 1.1 Impacts resulting from festivals in the communities ......................... 4
Table 1.2 Previous studies on social impacts of tourism ................................. 5

CHAPTER 2: SOCIAL IMPACTS OF TOURISM

Table 2.1: Sociology theorists ............................................................................ 23
Table 2.2: Social impacts that can be brought by hosting of events .................. 31
Table 2.3: Doxey’s irritation index model ............................................................. 43
Table 2.4: The social impact theories ................................................................. 47
Table 2.5: Social impact measuring scale ............................................................ 52

CHAPTER 3: ANALYSIS OF FESTIVALS/EVENTS

Table 3.1: Typology of events ............................................................................ 59
Table 3.2: Studies on social impacts of events through community ............... 72

CHAPTER 4: THE RESULTS

Table 4.1: Profile of respondents ..................................................................... 79
Table 4.2: The social impacts of Macufe Festival ............................................. 87
Table 4.3: Principal Component Analysis ......................................................... 85
Table 4.4: Spearman’s rho to determine correlations among factors ................ 90
Table 4.5: Spearman’s rho to determine correlation amongst aspects and factors 93
Table 4.6: Social impacts vs. different languages spoken by residents .......... 95

CHAPTER 5: CONCLUSIONS AND RECOMMENDATIONS

Table 5.1: Empirical research results .............................................................. 103
LIST OF FIGURES

CHAPTER 2: SOCIAL IMPACTS OF TOURISM

Figure 2.1: The sphere of sociology of tourism..............................19
Figure 2.2: Macro-micro theory of social analysis.............................24
Figure 2.3: The relationship between sociology and tourism...............30
Figure 2.4: Social assessment process.........................................50

CHAPTER 3: ANALYSIS OF FESTIVALS/EVENTS

Figure 3.1: Structure of events..................................................58
CHAPTER 1: INTRODUCTION, BACKGROUND AND PROBLEM STATEMENT

1.1 INTRODUCTION

Tourism has been identified as one of the world’s largest industries which makes outstanding contributions to the economy of many countries, especially in developing countries (Ashley, Brine, Lehr & Wilde, 2007:06). The total contribution of travel and tourism to the world economy in 2014 amounted to $7.6 trillion or 10% of the global GDP, resulting in more than 277 million jobs being generated worldwide. This equates to one in every 11 jobs across the globe (World Travel & Tourism Council, 2015).

In South Africa, the total contribution of tourism to the South African GDP in 2014 was ZAR 357.0 billion which was 9.4% of the GDP, and this was predicted to increase by 3.4% in 2015. It is expected to grow by 4.3% to ZAR 561.4 billion (10.4% of GDP) by 2025 (World Travel and Tourism Council, 2015). In 2013, there were 9,616,964 tourist arrivals in South Africa which represented an increase of 428,596 arrivals from the 9,188,368 in 2012. South Africa’s 4.7% growth was just below the global average growth of 5.0% (Annual Tourism Report, 2014). With the latter in mind, one realises the significance of this industry for the country.

Alongside its economic effects, tourism also exerts impacts on the host community where it takes place (Andereck et al., 2005:1056). These impacts are social, economic and environmental in nature (Arcodia & Whitford, 2006:1). The fact that such costs are rarely quantifiable in money terms has prevented more all-embracing considerations of the impacts of tourism on destinations (Archer et al., 2005:85). These impacts that occur both on the international and domestic level, bring about people interacting from different social and cultural backgrounds and a lot of spending by people with various levels of spending power which has a significant impact on the economy of a destination (Theobald, 2005:78).

An aspect of tourism that also generates such impacts includes events such as festivals, which are widely recognised as the fastest growing form of tourism attraction (Arcodia & Whitford, 2006:2). Hence, festivals are considered a valuable tool to promote tourism and assist in the marketing and development of many
destinations (Getz, 2007:405). According to Elie (2011:7), a festival is a special activity that attracts visitors by engaging them in a variety of experiences. Yeoman et al. (2009:1) suggest that festivals and events can help promote destinations and attract tourists and that they can be viewed as a new form of tourism which gives rise to socio-economic prosperity and development. Quinn (2005:927) adds that a festival is something exceptional, something out of the ordinary and something that must create a special atmosphere which stems out not only from the quality and the production but also from the countryside, the ambience of a city and the traditions of a region. However, most important forms of events in South Africa are art festivals, and there are a variety of these festivals to choose from. Their main aim is to provide unique experiences to both tourists and visitors (Slabbert & Viviers, 2011:1109). The majority of big arts festivals at present have similar structure and duration, making comparisons and the combination of results easier (Snowball, 2005:108).

Festivals can range from a one-day or two-day event to a month-long event. The types of visitors to these events can vary largely, as can their behaviour (Janeczko et al., 2002:4). Events range from local community-based events such as arts and crafts stalls to major events, such as the Grahamstown National Arts Festival, to mega-events such as the Olympics (Small, 2007:23). As the size of these events increase, so does their potential attendance, as well as social, environmental and economic impacts (Arcodia & Whitford, 2006:2). These different impacts must be managed by festival management strategies that include consultation and participation with host communities in order to avoid many negative socio-cultural impacts associated with festivals (Arcodia & Whitford, 2006:10). Again, the attributes of tourists can have a larger impact than their numbers would predict. The length of their stay, as well as their racial and economic attributes, must all be considered together with their numbers (Scholtz, 2014:3). In other words, the greater the number of visitors as well as the days spent at a festival such as the Macufe Festival, the larger the impacts to be incurred.

A focus on the social impacts of specific forms of tourism, such as events on a host community, is increasingly necessary, since dissatisfaction amongst the community is likely to have negative implications for the current success and long-term sustainability of tourism events (Bagiran & Kurgun, 2013:2) even if the event is
economically viable (Small et al., 2005:67). These impacts can be positive, such as creating job opportunities for the communities, building cross-cultural relationships and broadening education. They could also be negative, for example, intensive use of facilities within a place of attraction or pollution and damage to property which necessitates many expenses (Saayman, 2007:24). This implies that tourism products should be well-managed in order to enhance positive impacts and reduce negative impacts for the community.

1.2 BACKGROUND TO THE STUDY

The term “host community” is described as a body of persons or nations having a common history or common social, economic and political interests (Scholtz, 2014:17). According to Saayman (2007:155), host community refers to the local people who provide the community with its human content. They operate the services and facilities necessary for tourists’ experience. Social impact relates to the effect of activity on the social fabric of the community and the well-being of the individuals and families. Andereck et al. (2005:1056) define social and cultural impacts of festival tourism as the ways in which tourism contributes to changes in the value systems, morals and conduct, creative expressions, traditional ceremonies and community organisation.

Examples of positive social impacts include: building cross-cultural relationships, fostering community pride and broadening education, while negative social impacts include exploitation of culture and traditional ways of life, prostitution, conflicts in the host communities, crime, drugs and the crowding of public facilities (Scholtz, 2014:63, Terrero, 2014:7, Saayman, 2003:26). In addition to the social positives, it is also notable that examples of environmental improvements may be found at festival locations. Environmental impact refers to all the impacts within the external surroundings in which an organism lives (Viviers & Slabbert, 2012:199). As the festival time approaches, residents become involved in activities that make the locality more presentable. Over time, motivation and money are generated for community improvement projects such as redeveloping downtowns, preserving and restoring historic buildings, renovating old theatres, constructing parks and community centres, planting trees, paving streets and installing holiday decorations
(Allen et al., 2000:5). Environmental negatives within the communities may occur from a transport perspective. There can be an intensive use of facilities within a place of attraction, pollution as well as damage to property which necessitates many expenses (Saayman, 2007:27). This link between tourism and environmental preservation and conservation has long been recognised (Jackson, 2008:328). Economic impact within communities also refers to the flow of money through the economy of the destination in terms of the quantity of money introduced and the directions in which it flows (Viviers & Slabbert, 2012:199). Tourism is well-known by the positive impacts it has on the economy of any given destination which most of the time include improved standard of living, job opportunities, improved quality of life and more profit for local businesses. However, Andereck et al. (2005) argue that an increase in the cost of living and increases in the prices of goods and services are just a few of the many negative economic impacts of tourism. Table 1.1 summarises the impacts of events identified by previous studies.

Table 1.1: Impacts resulting from tourism in the communities

<table>
<thead>
<tr>
<th>Type of impact</th>
<th>Positive</th>
<th>Negative</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economic impacts in the communities</td>
<td>• Increased expenditures&lt;br&gt;• Creation of employment&lt;br&gt;• Increase in labour supply&lt;br&gt;• Increase in standard of living</td>
<td>• Price increases during event&lt;br&gt;• Real estate speculation&lt;br&gt;• Failure to attract tourists&lt;br&gt;• Inadequate capital&lt;br&gt;• Better alternative investments</td>
</tr>
<tr>
<td>Environmental impacts in the communities</td>
<td>• Construction of new facilities&lt;br&gt;• Improvement of local infrastructure&lt;br&gt;• Preservation of heritage</td>
<td>• Ecological damage&lt;br&gt;• Changes in natural processes&lt;br&gt;• Architectural pollution&lt;br&gt;• Destruction of heritage&lt;br&gt;• Overcrowding</td>
</tr>
<tr>
<td>Social impacts in the communities</td>
<td>• Increase in permanent level of local interest and participation in types of activity associated with event&lt;br&gt;• Strengthening of regional values and Traditions</td>
<td>• Commercialisation of activities which may be of a personal or private nature&lt;br&gt;• Modification of nature of event or activity to accommodate tourism</td>
</tr>
</tbody>
</table>
• Increased local pride and community spirit
• Increased awareness of non-local perceptions (destination image).

• Potential increase in crime
• Changes in community structure
• Social dislocation
• Tendency toward defensive attitudes concerning host region
• Culture shock
• Misunderstanding leading to varying degrees of host/visitor hostility.


In this research, previous studies based on the social impact of tourism were used. These studies are listed in Table 1.2. The aim of this investigation on previous studies was to determine what studies had already been done and to ascertain where the gaps in literature were to be filled. Most of these studies’ findings indicated that communities did benefit from tourism in various ways, even though there were still negative impacts which needed to be minimised. They also emphasised that community involvement was critical to be considered in the tourism industry. They furthermore illustrated the investigation of community perceptions of impacts as it is main the objective of this study, which was typically what was needed for the measurement of socio-cultural impacts, given their difficulty in being quantified to allow for objective measurement. Thus, the problem is not that socio-cultural impacts have not been recognised, but that measurements of these impacts have been impeded, as they can appear intangible and immeasurable. Lastly, these kinds of studies have not yet been done on a unique festival such as Mangaung African Cultural Festival, hereafter referred to as Macufe Festival.

Table 1.2: Previous studies on social impacts of tourism

<table>
<thead>
<tr>
<th>Authors</th>
<th>Name of the study</th>
<th>Main findings/study focus</th>
</tr>
</thead>
<tbody>
<tr>
<td>Upchurch &amp; Teivane (2000)</td>
<td>Resident perceptions of tourism development in</td>
<td>Findings indicate that residents believed that friendliness,</td>
</tr>
<tr>
<td>Author(s)</td>
<td>Title</td>
<td>Findings or Study Details</td>
</tr>
<tr>
<td>---------------------</td>
<td>-----------------------------------------------------------------------</td>
<td>---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Guetzkow (2002)</td>
<td>How the Arts Impact Communities: an introduction to the literature on arts impact studies.</td>
<td>Found that community arts program build social capital by boosting individuals’ ability and motivation.</td>
</tr>
<tr>
<td>Gursoy <em>et al.</em> (2004)</td>
<td>Perceived impacts of festivals and special events by organisers: an extension and validation.</td>
<td>Findings of the study indicate that event organisers believe festivals and special events contribute to community cohesiveness and create social incentives for the local community.</td>
</tr>
<tr>
<td>Haley <em>et al.</em> (2005)</td>
<td>The social impacts of tourism: a Case Study of Bath, UK.</td>
<td>It is found in this study that the benefits of tourism to the community outweigh the negative impacts of tourism.</td>
</tr>
<tr>
<td>Small <em>et al.</em> (2005)</td>
<td>A flexible framework for evaluating the socio-cultural impacts of a (small) festival</td>
<td>The study found that festivals bring more benefits to the community than the negative impacts.</td>
</tr>
<tr>
<td>Wood (2005)</td>
<td>Measuring the economic and social impacts of local authority events.</td>
<td>Findings suggest that Arts in the Park may have had a significant effect on attitudes to the area as negative feelings decreased after the event and positive feelings increased.</td>
</tr>
<tr>
<td>Ohmann <em>et al.</em> (2006)</td>
<td>The perceived social impacts of the 2006 football world cup on Munich residents</td>
<td>The 2006 FIFA World Cup strengthened the sense of community and improved relationships between people of different ethnic origin.</td>
</tr>
<tr>
<td>Van Der Merwe (2008)</td>
<td>The socio-economic impacts of the Klein Karoo National Arts Festival.</td>
<td>KKNK has many more positive impacts than the negative impacts, thus these results could facilitate increased governmental support.</td>
</tr>
<tr>
<td>Adendorff (2008)</td>
<td>The social impact of the Klein Karoo National Arts Festival: a comparison between white and coloured communities.</td>
<td>KKNK enhances Western Cape’s reputation as the events province and gives an opportunity to show other people how special the</td>
</tr>
<tr>
<td>Author(s)</td>
<td>Title</td>
<td>Summary</td>
</tr>
<tr>
<td>-------------------</td>
<td>----------------------------------------------------------------------</td>
<td>---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Motale (2008)</td>
<td>The social impact of Arts Festivals: a case of Absa Klein Karoo National Arts Festival.</td>
<td>Some of the members of the community still believe that the public money spent on ABSA KKNK would be better spent on other things while some indicate that the money tourists spent at the ABSA KKNK helps them significantly as a community.</td>
</tr>
<tr>
<td>Schlenker et al. (2010)</td>
<td>Encore festival and event evaluation kit: review and redevelopment.</td>
<td>Study found that social impacts of an event need to be monitored and considered throughout the planning process in order to minimise identified negative impacts and optimise benefits for the host community.</td>
</tr>
<tr>
<td>Mangia et al. (2011)</td>
<td>Assessing the socio-economic impact of Performing Arts Festivals: a New Theoretical Model.</td>
<td>It is concluded that performing arts festivals generates a wide range of economic and social benefits for the citizenship.</td>
</tr>
<tr>
<td>Slabbert &amp; Viviers (2011)</td>
<td>Residents’ perceptions of the impacts of a major arts festival in South Africa.</td>
<td>The study revealed that venues, and services at the venues, play an important role in people festival experience. Community involvement contributes towards a positive attitude towards the festival and local residents are then more hospitable towards visitors since they also benefit from hosting the festival.</td>
</tr>
<tr>
<td>Bagiran &amp; Kurgun (2013)</td>
<td>A research on social impacts of the Foca Rock Festival: the validity of the Festival Social Impact Attitude Scale.</td>
<td>Study found that Foca Rock festival helps to show others why their community is unique and special while it also provides opportunities for community residents to experience new activities.</td>
</tr>
<tr>
<td>Woosnam et al. (2013)</td>
<td>Confirming the festival social impacts attitude scale in the context of a rural Texas cultural festival.</td>
<td>Festivals bring positive social impacts to the community and improve the image of Texas.</td>
</tr>
<tr>
<td>Scholtz (2014)</td>
<td>A critical assessment of the social impacts of tourism in selected South</td>
<td>Majority of community members were not directly involved in the tourism industry, but when it comes to the quality of life for</td>
</tr>
</tbody>
</table>
At a basic level, these events also have the capability of providing both tangible positive impacts, such as additional income from the spending by visitors in the local area, tax revenues for locals and intangible benefits such as renewal of community pride, an enhanced image of the place and pleasurable experiences for spectators (Kim & Uysal, 2003:160).

Macufe Festival is a ten-day event presented annually in early October by Bashomiba Africa Consortium, which started with an impressive following of 30 000 fans in 1997 and now attracts an audience of over 140 000 people, making it one of the biggest cultural festivals on the African continent (SA-Venues, 2014). It brings a vast array of local as well as international talent and offers a range of activities such as Macufe indoor jazz, Macufe cup, divas concert, half marathon and a big walk (Macufe, 2014). There are also various tours on offer that highlight the attractions of the Free State province, including township tours, tours to the Excelsior Lion Park, tours that show off Bloemfontein’s scenic beauty, fascinating history and cultural attractions (Drum, 2014).

1.3 PROBLEM STATEMENT

From the background study, it is emphasised that community involvement in the current development of the tourism industry is of utmost importance (Jackson, 2008:241). In fact, this involvement is often regarded as the key element towards the sustainable development within communities where the community is expected to participate and share all the benefits. Hence, a focus on the social impacts of events on a host community is increasingly necessary, since dissatisfaction amongst the community is likely to have negative implications for the current success and long-term sustainability of an event (Bagiran & Kurgun, 2013:2). However, the situation is argued to be different in countries such as South Africa, where the inclusion of the community through participation is highly necessary during the tourism planning process, but again it is frequently hindered by aspects such as operational, structural
and cultural requirements in the country (Scholtz, 2014:10). In 2014/15, the National Department of Arts and Culture (DAC) supported 22 national and regional flagship events, including the Macufe festival. Through an ongoing monitoring and evaluation programme, using surveys and other instruments, the DAC was able to determine the impact of Macufe Festival on the local economy. Some of the most interesting findings of this research were that Macufe contributed R64.3 million to the economy of Bloemfontein (DAC Budget vote speech, 2015).

There have been studies conducted on festivals regarding their impacts on the communities and they indicate that festivals can generate both negative and positive impacts towards the community in which the festival is taking place. Hence Macufe could have the same impacts on the community. For this instance, there is a need to understand the positive and negative social impacts of the Macufe Festival on the host community, to identify whether the community of Bloemfontein is benefiting from the festival and whether there have been complaints about festival by the community so that a development of future strategies to capitalise on the positive impacts can take place and also ensure the sustainability of this festival, especially by fostering community support. It is also important to analyse the community attendance to Macufe Festival to see if the festival gets the support from the community. Keeping in mind the importance of the community’s support for a tourism endeavour, such as festivals as well as the benefits that festivals can generate for an area, it is troubling to realise that research has neglected the Macufe Festival and its social impacts on the local community of Bloemfontein. This brought certain questions to mind: what are the real social impacts of Macufe Festival and how can these impacts be managed for the greater good of the community? To answer this question it was, therefore, the purpose of this study to analyse the social impacts of Mangaung African Cultural Festival (Macufe) on the host community.

1.4 THE GOAL OF THE STUDY

Throughout the study, the focus was on achieving the following goal by reaching various objectives:
1.4.1 The goal

To measure the social impacts of Macufe Festival from the residents’ perspective

1.4.2 Objectives

The research objectives were as follows:

- **Objective one**
  To analyse the social impacts of tourism by discussing the concepts, theories and measurements of social impact.

- **Objective two**
  To do an analysis of events with festivals as focus as well as the social impacts that festivals generate.

- **Objective three**
  To interpret the results of the empirical research and identify the social impacts of Macufe Festival as perceived by the community.

- **Objective four**
  To draw conclusions from the empirical findings of the study and to make recommendations on the basis of this study.

1.5 RESEARCH METHOD

Research methodology refers to approaches undertaken by the researcher to acquire information required for the study (McNabb, 2015:11). However, this section briefly elaborates on the methods that were applied to collect data for this research study. The following were used and are thoroughly explained in this section:

- Research design and method of collection
- Survey and sampling method
- Development of the questionnaire
- Data analysis
This research study consists of both a literature review and empirical study.

1.5.1 Literature review

The literature review focused on secondary data sources that furthered the accomplishment of the study objectives. In formulating the literature study, the relevant resources were used, which included tourism related literature such as academic journal articles, dissertations and books focusing on the social impacts in general and more specifically on social impacts of events such as festivals on the local community. More generally, the Worldwide Web, Google Scholar, EBSCO-Host, Emerald online and Science Direct were the search engines used to gather information. The keywords that were used in the literature search included the following: tourism, events, festivals, community, social impacts and tangible and intangible impacts.

1.5.2 The empirical study

This chapter contains a discussion on how the research was conducted from a quantitative point of view to properly conduct the empirical analysis. The research design entailed the sampling method, sample area, sample size, the development of a measuring instrument from literature and previous studies, data collection and capturing as well as the various analyses that were done on the data to achieve the goals of this study.

1.5.2.1 Research design and method of collection

The research design is defined as strategies that are used to address the research problem, collection of data and analysis process. There are three types of research designs, namely exploratory, descriptive and casual (Bearden et al., 2007:130). A descriptive research design was used in this study, whereby the questionnaires were administered to a sample from the population of interest. The reasons for choosing a descriptive design are on account that descriptive research design is used to better describe marketing problems, situations or markets (Armstrong & Kotler, 2013:129)
and descriptive studies may cover a general survey of people’s education, occupation or age. Descriptive studies usually demand much prior knowledge and also a clear explanation of the problem or issue (Hult et al., 2014:112). Furthermore, there are two methods of collecting research information, namely qualitative research and quantitative research. According to Eriksson and Kovalainen (2015:4), qualitative research approaches are concerned with interpretation and understanding, whereas quantitative approaches deal with an explanation, testing of the hypothesis and statistical analysis. The quantitative research method was used which involved collecting data from a relatively large sample and this method was used to address the objectives of which were descriptive and exploratory research purposes (Scholtz, 2014:97). On supporting these statements, Blythe and Zimmerman (2005:69) argue that quantitative data is analysed through a cross-tabulated table which permits the examination of the answers to questions by means of sub-segments like age, year, experience or geographic location, while qualitative data is analysed by using words or phrases that have been recorded during interviews with the focus group.

### 1.5.2.2 Sampling method and sampling frame

There are different approaches that can be used in conducting a research, namely observational, focus group, survey, behavioural and experimental research (Kotler & Keller, 2006:105). For this research study, a survey was used because it was in this type of research whereby the researcher had the ability to learn about people’s knowledge and beliefs, their preferences and satisfaction and most importantly, all these can be measured through analysing the general population (Hollensen, 2010:605, Kotler & Keller, 2006:105). On the same point, Hollensen (2010:605) emphasises that a survey is used for various reasons by many researchers, for example reasons such as customer attitudes, customer buying habits, potential market size and market trends and these reasons are usually aimed at generating descriptive data. Furthermore, there are two types of sampling methods, namely probability and non-probability sampling. The difference between probability sampling and non-probability sampling is that probability sampling allows calculation of confidence limits for sampling error and thus, with probability sampling, it is possible to specify in advance the chance that each element in the population will
have of being included in a sample, while with non-probability sampling it is not possible to determine or estimate the sampling error because the procedure mostly relies on the personal judgement of the researcher (Hollensen, 2010:607; Bearden et al., 2007:140). The probability sampling method was used for this study. Moreover, probability sampling is divided into simple random, systematic, stratified and cluster sampling methods. This research study applied the stratified sampling method which meant that the population was divided into sub-groups (Kotler & Keller, 2006:110). The survey was conducted at the Macufe festival in Bloemfontein from 2nd to the 11th of October 2015. Furthermore, the researcher made use of convenience sampling within the stratified sampling. The population targeted in this study included any residents (convenience) who visited malls as well as other public gathering areas (strata) such as parks and other spaces in proximity (Kotler & Keller, 2006:110) or within the regions where the various Festival activities took place (Garcia et al., 2015:36). This approach was taken seeing that it was nearly impossible to approach people at their homes due to the homes’ security system such as locked gates and guard dogs which blocked access. A screen question (“are you a resident of Bloemfontein”) was used before residents were asked to complete the questionnaires. Some of the main Bloemfontein areas included in the study were Batho, Bloemanda, Bochabela, Brandwag, Freedom Square, Heidedal, Hilton, Phahameng, Phase 2, Vista Park and Willows. These areas were selected due to festival activities that took place in there. According to Krejcie and Morgan (1970:607), an increase in the sample size (n), in proportion to the size of the population (N) from which the sample was drawn, resulted in a decrease in the standard error and for a population of (N) 1 000 000 people, the sample size should be (S) 384 in order for it to be representative. Therefore, 450 questionnaires were handed out to the residents, from a population of Bloemfontein which was 747,431 (StatsSA, 2015) and 425 were obtained.

1.5.2.3 Development of questionnaire

A questionnaire is a set of questions aimed at obtaining statistically useful or personal information from individuals (Merriam-Webster’s Dictionary, 2015a). In this study, questionnaires were used as assessment tools. A set of questionnaires was prepared for distribution to respondents for the purpose of data collection. The
questionnaire was compiled in accordance to the objectives of this study, of which the main focus was on measuring the social impacts of Macufe festivals from a community perspective. The social impact measuring instrument (questionnaire) was designed using statements from previous events and tourism literature or studies done by Scholtz (2014), Slabbert and Viviers (2011), Motale (2008) and Adenhorff (2008), as well as additional literature from social impacts literature. The main variables (residents’ perceptions of the impacts of the Macufe festival) were measured using a five-point Likert scale. Questions were used to measure the independent variables and demographic information as well. These variables included participation, community attachment and demographics. The questionnaire was divided in three sections. The first section was on the socio-demographic information which included year of birth, gender, home language, occupation and marital status. The statements applied in the first section were based on the work of Kruger and Saayman (2012). The second section was the 33 items on the 5 point Likert-scale questions (1= strongly disagree; 2= disagree somewhat; 3= agree; 4= strongly agree; 5= fully agree) which were used to measure the social impacts of Macufe Festival on the community of Bloemfontein. The statements used in this section were based on the works of Scholtz (2014), Adenhorff (2008), and Viviers (2010). The third section was about the interactions and perceptions of the community towards the festival. The statements on this section were based on the works of Slabbert and Viviers (2011), Motale (2008) and Gursoy et al. (2004).

1 5.2.4 Data analysis
The North West University’s Statistical Consultant Services processed the results of the empirical research. The data was firstly captured in Microsoft Excel 2010 after which further analyses were done using SPSS (Statistical Package for Social Sciences) version 23 (2016). Firstly, descriptive statistics were done on the socio-demographic data in the form of frequency tables in order to better understand who the local residents were. Further analyses, such as factor analysis, were done on the positive and negative social impacts of Macufe Festival and a T-test was also performed. Another statistical analysis that was used to analyse data was correlation analysis and the following aspects are covered by correlation analysis: Spearman’s rho and ANOVA. All the analysis are described in the next section.
1.5.2.4.1 Descriptive statistics

Descriptive statistics are procedures used to summarise, organise and make sense of a set of scores or observations. They are normally presented graphically, in tables or as summary statistics (Privitera, 2012:03). In this study frequency tables were used to analyse demographic data.

1.5.2.4.2 Factor analysis

According to Kline (2014), factor analysis is a statistical technique widely used to simplify complex sets of data by getting a small set of variables from a large set of variables in order to formulate variables that can measure the same thing. While according to Brown (2015:10) factor analysis is a collection of techniques that are used to determine the number and nature of variable that account for variation among a set of observed measures and a factor is that variable that influences other observed measures and correlates with them and they only correlates if they have something in common. Factor analysis was performed on the items from the questionnaire that were used to measure the social impacts of Macufe Festival. Four factors were formulated namely: community enhancement, community degradation, growth opportunities and public spending and interaction.

1.5.2.4.3 Correlation analysis

Correlation is used to describe the strength and direction of the linear relationship between variables (Pallant, 2010:128). Correlation coefficient describes the direction between two variables whether it is positive or negative (Vik, 2014:56)

1.5.2.4.4 ANOVA

ANOVA stands for Analysis of Variance, which is a technique usually used to test whether there is a statistically significant difference in the population means of more than two groups (Engelbrecht, 2015:22). The type of ANOVA used to analyse data depends on the number of factors being tested (Privitera, 2012:348). For this study the one-way ANOVA was used.
1.5.2.4.5 Spearman rho

It is also used to measure the direction and strength of the linear relationship of two ranked factors on an ordinal scale of measurement (Privitera, 2012:491). Spearman rho in this study is used to determine the correlation among aspects and factors.

1.5.2.4.6 T-test

T-test is used to compare the mean values of variables of different group of participants (Pallant, 2010:239). For the purpose of this study, T-test was used to measure the correlation between questions with only two possible answers and factors.

1.6 CONCEPT CLARIFICATION

In this section, the keywords to be used throughout the rest of the study, will be defined.

1.6.1 Tourism

The definition of tourism can be summarised as the movement of non-residents to an area where they stay for a temporary period of time and never participate or indulge in any activity that require remuneration (Scholtz, 2014:15). World Tourism Organization (2015:01) defines tourism as “the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited.” For the purpose of this study, tourism is taken as the movement of people from one place to another over a period of time for the purpose of escaping the mundane environment.

1.6.2 Festivals

Festivals are defined as public celebrations of local arts, traditions and cultures, combining various forms of visual and performing arts, including painting, fine arts, crafts, drama, film and all music genres (Van der Merwe et al., 2009:70). According to Fourie (2009:01), a festival is something out of the ordinary that creates a special
atmosphere which not only emerges from the artists but also from the community, its tradition and the region it is held in. Van der Merwe (2008:14) however defines festivals as public celebrations which aim at preserving and presenting local traditions. They are a presentation of a series of arts performances and exhibitions. While authors like Cudny (2013:108) consider festivals as organised events, representing different population group of human culture during which people are able to unite and be one thing irrespective of their work. In short, festivals are entertainment that engage performances and enable people to participate.

1.6.3 Community

Fourie (2009:01) defines community as a place-orientated group of interrelated actions through which members of a local population express a shared sense of identity. According to Saayman (2007:155), a community consists of three elements. Firstly, the local residents, which refers to the people who give the community its human content. They operate the services and facilities necessary for tourists' experience. Without the local residents there can be no tourism experience. The second element is community infrastructure and services which enable the community to operate and live in the area. Lastly, there is the local economic system which includes the tourism industry along with other economic activities which provide livelihood for the resident citizens. From this explanation, in this study, community is regarded as a group of people who share common goals or opinions and are situated in one geographical area.

1.6.4 Social impact

Fourie (2009:01) defines social impacts as aspects that emerge because of political actions or developments that are accomplished within an area that affects the lives of the ones living in that particular area, either socially or culturally. Andereck et al. (2005:1056) define social impacts as the ways in which tourism is contributing to changes in the lives of people, their morals as well as their creative thinking or expressions and most importantly, how they celebrate their tradition. These impacts could be positive or negative but measuring these impacts is not easily done due to their intangibility and subjective state (Van der Merwe, 2008: 57). In other words,
social impacts can be defined as anything that has an ability to affect the life of the communities positively or negatively, on the short or long run. For this research, the social impacts of Macufe festival are analysed with reference to what the researcher found from the Bloemfontein community point of view

1.7 CHAPTER LAYOUT

The following section describes the layout of the rest of this document.

CHAPTER 1: INTRODUCTION, BACKGROUND OF THE STUDY AND PROBLEM STATEMENT

Chapter 1 includes an introduction to the study, the background of the study and the problem statement. These are followed by the research goal and objectives as well as methods of research. Key concepts used in this study are defined to create a better understanding of what this study entails.

CHAPTER 2: SOCIAL IMPACTS OF TOURISM

This chapter examines the social impacts of tourism on local communities in developing countries such as South Africa. Sociology is discussed briefly as well as how sociology and tourism fit together. Different models such Doxey’s irridex, Social exchange theory, Social disruption and Social carrying capacity theory are used to understand how communities perceive social impacts of festival tourism. Measurement scales used for social impacts are also discussed in this section.

CHAPTER 3: AN ANALYSIS OF FESTIVALS/EVENTS

Chapter three contains all the information and facts about events and festivals by looking at their historical background. The types of events are also elaborated on as well as the role players involved when hosting the events and festivals. The chapter also discusses the major trends in the events industry and indicates the importance of the community’s perception and attitude towards the events as well as their participation in events.
CHAPTER 4: EMPIRICAL STUDY

This chapter focuses on the empirical results of the study. The results obtained from the questionnaires completed by the residents of Bloemfontein are analysed and illustrated.

CHAPTER 5: CONCLUSION AND RECOMMENDATIONS

The last chapter focuses on conclusions and recommendations that were drawn throughout the study, and the conclusions are discussed with regard to the goals and objectives of the study. The conclusions help in the implementation of strategies for better management of social impacts to the communities.
CHAPTER 2: SOCIAL IMPACTS OF TOURISM

2.1 INTRODUCTION

The purpose of this chapter is to create a better understanding of how sociology and tourism are integrated and to explore the major role that sociology plays in both tourism and a community. This is achieved by analysing the following: sociology, levels of sociological sphere, tourism and sociology, social impacts, social instruments and the measurement of social impacts.

This chapter focuses on sociology which is a study of human society and its social interaction (Fourie, 2009:12) and it also emphasises the social impact that events have on a community. It seeks to show how sociology started and how it is related with tourism. Tourism is a social phenomenon, which is associated with different and serious socio-cultural impacts and for this reason it is considered a sociological object that should be managed properly (Yasumura, 1994:02). It was after the sociologists had become more interested in tourism studies that they started constructing sociology of tourism, both the theory and practice of general sociology. Sociology of tourism is the "study of touristic motivations, roles, relationships, and institutions and of their impact on tourists and on the societies who receive them" (Cohen, 1984:373). Moreover, sociology of tourism is now gradually adapting to the transformations that are occurring within the social practices of tourism (Urry, 2003:9). Tourism phenomena can be described in all levels of a sociological space and these levels are applied to a framework for its classification. According to the levels of a sociological space, pioneering works of sociology on tourism can be classified into four subjects on sociology of tourism: 1) tourists types, 2) hosts and guests relations, 3) social-cultural impacts and 4) international mass tourism (Yasumura, 1994:02). Figure 2.1 below indicates the levels of sociological space on the sociology of tourism where tourist type refers to the kind of tourists visiting a destination in terms of their preferences.
On the level of hosts and guests, guests refer to tourists who are actually on the move to enjoy themselves while the hosts are to welcome and cater to the visitors' needs and wishes. The level of socio-cultural impacts evaluates the impacts of tourism development upon tourist destination or within the community. In conclusion, from the classification of the sphere in the sociology of tourism, it is obvious that tourism is indeed a sociological object in both theoretical and practical aspects. Tourism has major impacts on the social life of the community (Cohen, 1984:379, Yasumura, 1994:5).
2.2 HISTORICAL OVERVIEW OF SOCIOLOGY

Cragun et al. (2012:7) indicated that sociology was first formulated early in the 19th century by French philosopher, Auguste Comte. The reason was to respond to the challenges that were emerging at that time, such as huge improvement in terms of mobility and technology advances. It was during these changes that people were then exposed to different cultures and societies which somehow impacted on their traditional norms and customs. The sociologists tried to respond to these changes by investigating what really held the social groups together, and they also tried to find solutions to the matter of the traditional breakdown (Cragun et al., 2012:7).

Embarking on the same point, Keirns et al., 2013:25) state that sociology was developed as a way to study and try to understand the changes in the society brought on by the industrial revolution of the 18th and 19th centuries. Some of the earliest sociologists thought that societies and individuals’ roles in society could be studied using the same scientific methodologies that were used in the natural sciences, while others believed that it was impossible to predict human behaviour scientifically and still others debated the value of such predictions. Those perspectives continue to be represented within sociology today (Brumaru & Talos, 2011:192).

Various researchers and theorists came up with many definitions of sociology. According to Scholtz (2014:20), sociology is the systematic study of the development, structure, interaction and collective behaviour of organised groups of human beings. Fourie (2009:12) on the other hand, defines sociology as the systematic and objective study of human society and social interaction. Furthermore, the National Programme on Technology Enhanced Learning (NPTEL) (2015:02) states that sociology is an attempt to understand the social world by situating social events in their corresponding environment, that is social structure, culture, history and trying to understand social phenomena by collecting and analysing empirical data. In conclusion, sociology can be defined as the study that focuses on the social structure of a community in terms of how they interact and behave themselves. Most importantly, it is about how they bring about development based on their culture and environment. Doda (2005:05) utters that there should be a more formal definition of
sociology, namely that it is a social science which studies the processes of people as individuals, as a group and also as an organisation. It also studies the relationship between these three parties and how group behaviour can influence individuals' behaviour.

Historically, the pioneering sociologists were very much concerned about the significant changes that were taking place and they felt that the existing sciences could not help understand, explain, analyse and interpret the fundamental laws that governed the social phenomena (Doda, 2005:08). It was at this time that sociology was born whereby the social changes that were taking place within the community aroused to the emergence and development of sociology as an academic science. Those changes, however, included the industrial revolution, which began in Great Britain, the French Political Revolution of 1789 and the enlightenment and advances in natural sciences and technology (Doda, 2005:08). The term sociology was invented by pioneering French philosopher, Auguste Comte (Fourie, 2009:13, Cragun et al., 2012:7). It is stated that he was the first to regard himself as a sociologist and thereby defined sociology as the scientific study of social dynamics and social static and argued that, in sociology, the society and social phenomena are studied following the patterns and procedures of the natural science. Comte firmly believed that a theoretical science of society and the systematic investigation of human behaviour were needed for the purpose of bringing improvements to the society. He greatly believed that the new science of society could have and should have made a tremendous impact on human society and made it a new and improved society (Doda, 2005:09, Cragun et al., 2012:7).

Although the term sociology was first used by the French social philosopher August Comte, the discipline was more firmly established by such theorists as Karl Marx, Emile Durkheim and Max Weber (Cragun et al., 2012:7).

2.2.1 Karl Marx (German, 1818-1883)

Marx was a world-renowned social philosopher, sociologist and economic historian, who made remarkable contributions to the development of various social sciences including sociology (Tischler, 2014:12). He contributed significantly to sociological
ideas and introduced key concepts in sociology like social conflict which was a struggle between segments of the society over valued resources, social oppression, alienation, etc. The most important type of social conflict for Marx was class conflict, arising from the way a society produced material goods (Macionis, 2007:101). Marx, like Comte, argued that people should make active efforts to bring about societal reforms.

2.2.2 Emile Durkheim, French Sociologist, (1858-1917)

Durkheim on the other hand was the most influential scholar in the academic and theoretical development of sociology who laid down some of the fundamental principles, methods, concepts and theories of sociology (Doda, 2005:12). He defined sociology as the study of social facts, which were distinct from biological and psychological facts. Social facts referred to the patterns of behaviour that characterised a social group in a given society whereby these social groups should be studied objectively (Fourie, 2009:15). Durkheim further argued that the job of a sociologist, therefore, was to uncover social facts and then to explain them using other social facts. Durkheim was therefore regarded as the first sociologist to apply statistical methods to the study of social phenomena (Doda, 2005:12). Durkheim believed that individuals were exclusively the products of their social environment and that society shaped people in every possible way. This sociologist, therefore, began a theory that the industrialisation of western society was undermining the social control and support that communities had historically provided for individuals (Tischler, 2014:13).

2.2.3 Max Weber, German Sociologist (1864-1920)

Weber was another prominent social scientist (Macionis, 2007:104). According to him, sociology was the scientific study of human social action which referred to any action orientated to influence or be influenced by another person or persons. It was concerned with the interpretive understanding of human social action and the meaning people attached to their own actions and behaviours. Weber understood the power of technology and shared many Marx ideas but did not accept Marx’s philosophy of materialism (Macionis, 2007:104). He emphasised how human ideas,
especially beliefs and values, shaped the society and that societies differed not in terms of how people produced things but in how people thought about the world. Weber argues that we cannot understand human behaviour by just looking at statistics and that every activity and behaviour of individuals need to be interpreted, the ways in which people interpret their own behaviour or the meanings people attach to their own conduct (Doda, 2005:13).

These sociologists were keen to understand, explain and analyse the effect of the social world, social environment and social interaction on people’s behaviour, worldviews, lifestyles, personalities, attitudes, decisions, as creative, rational, intelligent members of society and how they as such create the social reality.

Table 2.1: Sociology theorists

<table>
<thead>
<tr>
<th>Theorist</th>
<th>Year</th>
<th>Main study</th>
</tr>
</thead>
<tbody>
<tr>
<td>Auguste Comte</td>
<td>1798-1857</td>
<td>Father of sociology</td>
</tr>
<tr>
<td>Karl Marx</td>
<td>1818-1883</td>
<td>Capitalist and economic system and believes</td>
</tr>
<tr>
<td>Emile Durkheim</td>
<td>1858-1917</td>
<td>Believed sociology was a cause of social harmony</td>
</tr>
<tr>
<td>Max Weber</td>
<td>1864-1920</td>
<td>Believed sociology was a cause of individual actions</td>
</tr>
</tbody>
</table>

2.3 SOCIAL STRUCTURE

According to Portes (2008:07), social structure is “the realm of interests, individual and collective, backed by different amounts of power”. Fourie (2009:16) defines social structure as the organisation of social positions and the distribution of people within these social organisations. Social structures are relatively stable patterns of social behaviour that are understood in terms of social function, which are consequences of the operations of society. All social structures contribute to the functioning of society.

Sociologists develop theories to explain social events, interactions and patterns. A theory is a proposed explanation of those patterns. Theories have different scales, namely macro and micro level theories. Macro-level theories such as structural functionalism and conflict theory, attempt to explain how societies operate as a
whole. Micro-level theories, such as symbolic interactionism, focus on interactions between individuals (Keirns et al., 2013:17).

Micro-level theories are interested in the small-scale level of the structure and functioning of human social groups and focus on social interaction. It analyses interpersonal relationships what people do and how they behave when they interact, whereas macro level theories are interested in the large-scale aspects of society and focus on the broad features of society. The goal of macro sociology level is to examine the large-scale social phenomena that determine how social groups are organised and positioned within the social structure (Doda, 2005:16, Becker 2001:317).

Figure 2.2: Macro-micro theory of social analysis (Cragun et al., 2012:78)

The approach in Figure 2.2 above is particularly useful for explaining social phenomena because it shows how the different components of social life work together to influence society and its behaviour (Cragun et al., 2012:78). The macro objectives are all the main aspects that event organisers take into consideration before hosting an event. For instance, it could be the laws and regulations to follow regarding the host community as well as the legal aspects of tourism. The macro
subjectives include the norms, culture and values which are very crucial to look into when hosting an event in terms of the cultural background of both the organisers and the host community. They should not have to work against each other, but rather complement each other for the success of the event. Furthermore, micro objectives refer to all the patterns of behaviour portrayed by those affected by the event, more specifically the host community or event coordinators. It also includes the interaction and participation of the community in the events. Lastly, micro subjective involve the experiences the community have during the event and how they perceive the event, which could either be negative or positive depending on their perception.

The next section discusses briefly the elements of sociology which could help to better understand the term.

2.4 ELEMENTS OF SOCIOLOGY

Studies indicate that, in the past, sociological research focused much on the organisation of complex, industrial societies and their influence on individuals. But today, sociologists seem to study a broad range of topics whereby they research macro-structures that organise society, such as race or ethnicity, social class, gender roles and institutions such as the family. Other sociologists study social processes that represent the breakdown of macro-structure which includes deviance, crime and divorce. Lastly, some sociologists conduct studies that focus on micro-processes such as interpersonal interactions and the socialisation of individuals (NPTEL, 2015:07).

More elements can be identified, but for the purpose of this study, only culture, norms, social groups and social interactions, race, family and community were defined and discussed. These elements affect the well-being of the community as it is stated that the community or structure of society is composed from them (NPTEL, 2015:07). These elements are also very crucial in sociology as the purpose of sociology is to study how human societies interact with one another based on the above elements. Moreover, the next section elaborates on the elements and shows their relation and importance to sociology.
2.4.1 Culture

Culture includes knowledge, beliefs, arts, law, morals, custom and other capabilities and habits acquired by man as a member of society (Tischler, 2014). Marcus and Harper (2014) state that culture refers to the social heritage of people from one generation to another. It can be either material (automobiles, stores and the physical structures where people worship) or non-material (ideas, attitudes and beliefs of society). Since tourism is a complex sociologic phenomenon, with multiple facets, it spreads the mass culture, and it is also a pretext of socialisation and development of inter-human relations. Through tourism, culture becomes accessible to everybody, and by visiting different locations and cultural sites, the tourist gathers information that he normally would pass (Brumaru & Taloș, 2011:191).

2.4.2 Norms

Norms define how to behave in accordance with what a society has defined as good, right and important and most members of the society adhere to them. These norms can be formal and informal norms. Formal norms are established, written rules in which behaviours are worked out and agreed upon in order to suit and serve most people, such as laws. Informal norms are casual behaviours that are generally and widely conformed to and dictate appropriate behaviours without the need of written rules (Keirns et al., 2013:62). Norms may be further classified as either morals or folkways. Morals are seen as vital to society’s well-being. For example, actions like murder, rape and theft are all actions that bring strong disapproval and harsh punishment. Some of these are also experienced during festivals (Marcus & Harper, 2014). Unlike morals, folkways are norms without any moral underpinnings. Folkways direct appropriate behaviour in the day-to-day practices and expressions of a culture and indicate whether to shake hands or kiss on the cheek when greeting another person (Keirns et al., 2013:63).

2.4.3 Values

Values are a culture’s standards for discerning what is good and just in society. They are deeply embedded and critical for transmitting and teaching a culture’s beliefs and
help shape a society by suggesting what is good and bad, beautiful and ugly, sought or avoided. They often suggest how people should behave, but they do not accurately reflect how people do behave (Keirns et al., 2013:61, Fourie, 2009:19).

As stated by Fourie (2009:19), another element of sociology is symbols which are seen as tangible objects or acts of people that stand for something else. People in specific groups normally have an understanding of the symbols used. According to Keirns et al., (2013:62) symbols such as gestures, signs, objects, signals and words provide clues to understanding experiences. They convey recognisable meanings that are shared by societies.

While different cultures have varying systems of symbols, there is one that is common to all, namely language. Language is a symbolic system through which people communicate and through which culture is transmitted. The relationship between symbol and language is that some languages contain a system of symbols used for written communication, while others rely only on spoken communication and non-verbal actions. In actual circumstances, societies often share a single language.

2.4.4 Family

The family is the first agent of socialisation. Mothers and fathers, siblings and grandparents, plus members of an extended family, are the ones who teach a child what he or she needs to know. Many social factors impact how a family raises its children. For example, people can use sociological imagination to recognise that individual behaviours are affected by the historical period in which they take place. (Keirns et al., 2013:105). The family is the most important social unit in any society because it is a building block of the society. It fulfils two basic functions which are reproduction and socialisation. Society reproduces or recreates itself through the family. Children are born into the family to join the society. While parents play the roles of nurturing, caring for, teaching and training children, children are expected to play the roles of good and teachable trainees (Doda, 2005:150).
2.4.5 Social groups and social interactions

Nowadays, tourism is considered as a pretext of socialisation in the interior of a social group, or between groups. By a social group, it is understood families, people who interact with one another and share similar characteristics or a circle of friends. In present times there is a general lack of communication, even inside of a social group. It is in these circumstances that tourism, as a way of spending leisure time, becomes a bridge in communicating. Special touristic offers have been developed for families, but probably the most illustrative case is the increasing demand for team building packages, and this modern concept illustrates precisely the idea of tourism as a means of communication. The very purpose of team building is the development of the relations between the members of the team through communication in a pleasant environment (Keirns *et al.*, 2013:81, Fourie, 2009:20).

2.4.6 Community

Working with community is regarded as the method of social work called community organisation which involves the process of creating and maintaining the progressive and more effective adjustment between community resources and community welfare needs. The aim is to make adjustments between the two, which is possible through the effort of professional workers on the one hand and individuals and groups in the community on the other. This is most relevant to be used in a hosting event; that is to say the community has to work hand in hand with the event organisers as community involvement is an essential element in hosting events (Doda, 2005:228).

2.4.7 Race

It is suggested that family background and race play an important role in tourism development and that tourists may avoid to visit a certain destination because of the dominant race that is present within that destination community. It is however specified that the racial characteristics of the community members can have a major influence on the local perceptions regarding impacts and support for the development of tourism (Fourie, 2009:20).
The following section explains in detail the relationship between sociology and tourism.

2.5 SOCIOLOGY AND TOURISM

The classic concept of tourism appeared in the 17th century with the European British Tours, practiced by nobles. The modern concept developed during the industrial revolution. Since beginnings, tourism was always perceived as a leisure time activity where in time, it became an increasingly complex phenomenon, a sociologic one (Brumaru & Taloș, 2011:185). Sociology is regarded as a field of science which examines values, attitudes and behaviour of collectives formed by individuals. Since there is a great variation of these in the different fields of tourism, it can be justifiably said that there is no single sociology of tourism. The author further utters that sociology of tourism is a relatively new field of research, probably because tourism as people understand it today hadn't been brought to the masses until in the middle of the 20th century. A theoretical framework of modern society was created by numerous theorists of whom Marx, Weber and Durkheim can be regarded the most pivotal and central thoughts of these theorists and who are considered in the light of the characteristics of the societies in which they were born and to which they are based (Mustonen, 2006:14).

Figure 2.3 below indicates areas in which sociology has been integrated with tourism. These areas include the consequences and impacts of tourism. In this study, consequences and impacts of tourism refer to the impacts and effects that can be caused by tourism activities, which in this case are festivals. The second area is tourists. These are people who travel from one place to another based on the push and pull factors. A push factor could be the disposal income they have and a pull factor maybe the activities in a destination (Fourie, 2009:23). Moreover, the third area is the structure and the functioning of the tourism structure which are basically the strategies that a destination chooses to run, and it organises its tourism industry based on several factors like size, the importance of tourism to the local economy and the involvement of the local government (Tourism excellence, 2014). Lastly and most significantly, the relationship between tourists and the local people: there is a need for a built relationship between the tourists coming into a destination with the
local people living in and around that destination in order for the events to be successful.

In tourism, the social organisation is very essential, and by the social organisation, it is meant the way people are socially grouped in an enduring network of social interaction and relationship. In communities, the social groups or group life are considered the most appropriate living and working environment for individuals, as if they don’t feel like they are leaving meaningless life, isolated from a social group context. The life of the society is usually brought together by how they live with one another, their relationship and the interaction amongst themselves. Tourism also uses the same concept, especially in tourism related activities whereby they depend on healthy social interactions and relationships for the activities to be successful.

![Figure 2.3: The Relationship between sociology and tourism (Source: Fourie, 2009:22)](image)

**2.6 THE CONCEPT OF SOCIAL IMPACT OF TOURISM**

According to Scholtz (2014:36), “social impact is the impact on social values and changes in the relationships among people and social institutions which include changes in the accessibility to social activities, changes to social structures within communities as well as impacts on culture and history”. Fredline et al., (2006:2) explain the social impact of tourism as the ways in which tourism contributes to
changes in the value systems, morals and their conduct, individual behaviour, family relationships, collective lifestyles, creative expressions, traditional ceremonies and community organisation. “The impacts of tourism on a community provide a good example of a double-edged sword”, that is to say, tourism can preserve but can also alienate in the process (Fredline et al., 2006:02). However, it can impact the community positively or negatively, influencing their feelings and actions towards tourism (Yasumura, 1994:08). The negative impacts can be for example increased overcrowding, noise, litter and crime and the positive impacts can include developing a local sense of place, community pride or image and local quality of life. However, it is important to understand these impacts in order to minimise the negative impacts and maximise the positive impacts.

Table 2.2: Social impacts that can be brought by hosting of events

<table>
<thead>
<tr>
<th>Social impact</th>
<th>Sources</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local economy increases</td>
<td>Mbaiwa (2003); Mbaiwa (2005); Zaei &amp; Zaei (2013); Musingusi (2011); Nkemngu (2015); Luonila &amp; Johansson (2015); Laing &amp; Mair (2015)</td>
</tr>
<tr>
<td>Better facilities</td>
<td>Stylidis et al. (2014); Sharma &amp; Gursoy (2015); Abdullah et al. (2015); Tichaawa (2015)</td>
</tr>
<tr>
<td>Image of a destination improved</td>
<td>Alhasanat &amp; Hyasat (2011); Stylidis et al. (2014); Wilson et al. (2016); Kim et al. (2015); Diedering &amp; Kwiatkowski (2015)</td>
</tr>
<tr>
<td>Increase in profits</td>
<td>Wan (2012); Saayman (2013)</td>
</tr>
<tr>
<td>Local community participation</td>
<td>Van Breugel (2013); Clark &amp; Misener (2015)</td>
</tr>
<tr>
<td>Infrastructure development</td>
<td>Tsaur et al. (2015); Kim et al. (2015)</td>
</tr>
<tr>
<td>Improve sense of belonging and pride</td>
<td>Abdullah (2015); Wilson et al. (2016); Clark and Misener (2015); Diedering &amp; Kwiatkowski (2015)</td>
</tr>
<tr>
<td>Increase standard of living</td>
<td>Zaei &amp; Zaei (2013); Haley, Smith &amp; Miller (2005)</td>
</tr>
<tr>
<td>Educational value</td>
<td>Kreag (2006); Saayman (2000), Huang &amp; Lee (2015)</td>
</tr>
<tr>
<td>crime</td>
<td>Howie (2003); Arcodia &amp; Whiford</td>
</tr>
<tr>
<td>Impact</td>
<td>References</td>
</tr>
<tr>
<td>----------------------------------------------------------------------</td>
<td>---------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Tourism influence cultural value</td>
<td>UNEP (2015); Scholtz (2014); Terrero (2014); Tsaur et al. (2015)</td>
</tr>
<tr>
<td>Increased pollution</td>
<td>Arcodia &amp; Whitforford (2006); Hanrahan &amp; Maguire (2016); Kathleen et al. (2001)</td>
</tr>
<tr>
<td>Number of tourists visiting</td>
<td>Mair (2009); Laing &amp; Mair (2015)</td>
</tr>
<tr>
<td>Disruption of the lives of local residents which causes stress</td>
<td>Terrero (2014); Kreag (2006); Alberta Foundations for the Arts (2005); Arcodia &amp; Whitford (2006)</td>
</tr>
<tr>
<td>Increase in prices</td>
<td>Saayman (2013); Van Breugel (2013); Gursoy et al. (2004)</td>
</tr>
<tr>
<td>Drinking and drug use</td>
<td>Kreag (2007); Dilkes-Frayne (2016), Kathleen et al. (2001); Tosun (2002)</td>
</tr>
<tr>
<td>Public transport</td>
<td>Howie (2003); Haley, Smith and Miller (2005), Getz (2000)</td>
</tr>
<tr>
<td>Festivals scars local community away</td>
<td>Simm (2016a); Small et al. (2005); Butler &amp; Aicher (2015)</td>
</tr>
<tr>
<td>Too many people into the community</td>
<td>Small et al. (2005); Nunkoo &amp; Ramkissooon (2011); Kathleen et al. (2001)</td>
</tr>
<tr>
<td>Tourism influence local culture</td>
<td>Ismail (2015); Saayman (2000); Howie, (2003); Butler &amp; Aicher (2015)</td>
</tr>
<tr>
<td>Spend time with friends and family</td>
<td>Huang &amp; Lee (2015); Saayman (2012), Viviers &amp; Slabbert (2014)</td>
</tr>
</tbody>
</table>

2.6.1 POSITIVE AND NEGATIVE SOCIAL IMPACT OF TOURISM

In the previous section, more focus was placed on understanding the impacts that events has on the local communities as other aspects of tourism activities could also
generate such impacts (Getz, 2007:405). These impacts can be economic, social and cultural impacts and it is important to understand them in order to monitor and manage them. The social impacts can be both negative and positive and can appear to be somewhat more subjective and also intangible (Andereck et al., 2005:1056). Hence instruments and scales were developed to measure and help monitor the social impacts. The way in which tourism growth influences the community's social structures, or the individual's habits should be analysed more holistically (Fourie, 2009:24). 

The next sections discuss aspects that influence social impacts, both positive and negative, associated with tourism activities such as festivals.

**2.6.1.1 POSTIVE SOCIAL IMPACT OF TOURISM**

Butler and Aicher (2015:302) and Andendorff (2008:59) argue that tourism activities can bring people together and can foster understanding between people and cultures and it is because of this that people develop mutual sympathy and understanding towards each other. This development of understanding leads to decrease tension amongst people and thus contributes to peace. Some of the positive social impacts include strengthening the local economy, building cross-cultural relationships, fostering community pride, increase in the standard of living and expansion of literacy and education (Alhasanat & Hyasat, 2011:152, Nkemngu, 2015:01, Scholtz, 2014:63).

**2.6.1.1.1 Strengthening of the local economy**

According to Zaei and Zaei (2013:18), tourism necessities help in the creation of infrastructure utilities and amenities, which are not only used by the visitors but become valuable to the local population as well. Another major direct economic effect of tourism relates to employment (Nkemngu, 2015:01). It employs a large number of people and provides a wide range of jobs, from unskilled to highly specialised (Mbaiwa, 2003:452, Mbaiwa, 2005:168). The tourism industry is a highly labour-intensive service industry, and therefore it is a valuable source of employment (Luonila & Johansson, 2015:222). It provides more jobs than normal manufacturing
sector (Zaei & Zaei 2013:14, Scholtz, 2014:63). In addition to that, in terms of employment as a positive impact of tourism, there are three kinds of job opportunities, for instance, direct employment which refers to the jobs provided by the tourism sector, such as jobs in the transportation or accommodation sector. Indirect employment only refers to the jobs provided by the sectors that support the tourism industry, for example, jobs in construction and handicrafts. The last one is induced tourism employment which only refers to all the jobs created because of the money earned from both direct and indirect employment (Musingusi, 2011:32).

2.6.1.1.2 Creates better facilities

Tourism can lead to an increase in entertainment opportunities whereby both local residents and the visitors can have fun. According to Gursoy and Kendall (2006:609), one of the most important perceived benefits of tourism activities is that, during for instance mega sports events, there are facilities created to suit the needs for that occasion and these facilities are later used by locals. Tourism events encourage the maintenance of public facilities such as stadiums, roads, airports and shopping malls (Tichaawa et al., 2015:1227). However, it is specified that residents may react positively if they believe the tourism event will improve their recreational facilities (Stylidis et al., 2014:261).

2.6.1.1.3 Improve image of a destination

According to Alhasanat and Hyasat (2011:152), tourism does improve the image of the destination. A place’s image is determined by how people perceive it based on a few impressions chosen from a lot of information about the place. Destination image is another key factor in understanding the formation of support for tourism development, one which is focused on the unique characteristics of the area rather than the individual’s psychological involvement with the place. Moreover, this image is a dynamic construct that can change as the destination evolves (Stylidis et al., 2014:263).
2.6.1.1.4 General increase in profits

Wan (2012:739) explains that, due to tourism activities like festivals, there are more opportunities for local businesses to improve while at the same time experiencing a high turnover. Existing businesses earn more profits during times when tourism activities are held, especially in the rural areas, and this is due to the fact that businesses increase prices of goods or services they are offering to the tourists. Lastly, residents, most of the time take opportunities to start small businesses during events which lead to an increased trading in the local areas. Saayman (2013:26) supports this statement by stating that tourism indeed creates great opportunities for the potential entrepreneurs and further indicates that there are ways to get into the tourism industry and all these ways encourage the development of Small, Micro and Medium Enterprises (SMME).

2.6.1.1.5 Increased local participation

Many studies have indicated that the success of tourism relies on the understanding and cooperation of local residents because they are tourism products themselves (Stylidis et al., 2014:261). Van Breugel (2013:5) argues that, if tourism development and planning do not match with the local aspirations and capabilities or if their input is being neglected, it can seriously destroy the industries' potential. It is understood clearly from this instance that it is important to satisfy the local community’s preferences for the benefit of visitors in the long run which will eventually lead to a good interaction between locals and visitors.

2.6.1.1.6 Tourism develops infrastructures

The importance of tourism is clearly seen and appreciated with reference to its contribution in infrastructure developments. Saayman (2013:26) states that the more the products are demanded, in this case the services, products and structures, the more their creation will be increased. Tourism offers the opportunity for even better infrastructure to be created, for example roads, water and electricity supplies and superstructures which are meant to deliberately meet tourists’ needs and to create a memorable experience for them (Alhasanat & Hyasat, 2011:152). All these lead to
an increase in the number of tourists in a destination where they come and visit and enjoy their stay and at the same time create infrastructure utilities and amenities which become very valuable to the local community as well (Zaei & Zae, 2013:17).

2.6.1.1.7 Building cross-cultural relationships

Local communities can meet with people from different backgrounds with different lifestyles who, through showcasing of their culture as tourists, may lead to the development of improved lifestyles and practices of the local community (Zaei & Zaei, 2013:15, Saayman, 2013:26). Yu and Lee (2014:226) explain tourism as “a driving force in developing intercultural relationships among different countries and which makes tourism even more appealing and valuable”. The intercultural relationship is however explained in terms of cultural experiences and the interactions between tourists and locals.

2.6.1.1.8 Fostering community pride

It is strongly indicated that involving the communities in the planning and management of tourism activities tends to be a very essential element of conservable and sustainable use of biodiversity. Tourism does not only impact the community negatively but it also has the ability to help communities develop their pride in culture and nature and to create awareness about the benefits that can be generated from the conservation of culture and nature (Fourie, 2009:26). According to the Creative City Network of Canada (2005:3) and Clark and Misener (2015:12), the pride in residents can be achieved through tourism activities which in the end will result in more engaged citizens and much safer neighbourhoods.

2.6.1.1.9 Increase in standard of living

On an account of numerous economic benefits of tourism, such as the creation of jobs for unemployed communities and due to potential growth of the tourism industry as a whole, tourism helps improve the living standard of the residents as well as the quality of life and that of their families (Zaei & Zaei, 2013:19, Stylidis et al., 2014:261).
2.6.1.1.10 Expansion of literacy and education

According to Zaei and Zaei (2013:18), tourism also helps in the expansion of education and literacy in a big way. It helps people to broaden their mental attitude and increase their knowledge through interacting with various people with different languages and cultures. Saayman (2003:26) adds that when a tourist travels to different destinations, he or she learns about new cultures, places and other aspects of a destination.

2.6.1.1.11 Interaction between tourists and locals

The hosting of events gives opportunities to the residents such as meeting new people whom they could find interesting and creative and making friends with them. Most importantly, residents can be able learn about the world from the tourists and expose themselves to new perspectives (Kreag, 2007:9, Huang & Lee, 2015:94).

2.6.1.1.12 Spend time with friends and family

Huang and Lee (2015:94) emphasise that festivals are important aspects of bringing together friends and family to enjoy the festive atmosphere. In addition to this, Saayman (2012:116) states that most people attend festivals to escape their mundane environments and to relax, spend quality time with their families and have fun with friends.

From the main aspects above it clear how tourism improves the lives of the community through boosting the economy in their regions, improving the image of the areas and sometimes creating recreational facilities for the community. The standards of living for the residents are improved because of the benefits they are ripping from tourism hence they become very proud and conservative. This shows that the success of tourism depends on how much the community approve of tourism activities and how much they benefit from it.
2.6.1.2 NEGATIVE SOCIAL IMPACTS

The negative impacts such as commodification, crime, economic inequality, excessive use of facilities and many more will be discussed in the next section.

2.6.1.2.1 Commodification

Tourism can use local culture and tradition as an attraction for tourists and this is done mostly in situations when religious rituals, traditional ethnic rites and festivals are turned into tourist attractions to meet the tourists’ needs and expectations and later on result in what has been called “reconstructed ethnicity”. The researcher here emphasises that, once a destination is sold as a tourism product and the tourism demand for souvenirs, arts, entertainment and other commodities begins to exert influence, basic changes in human values may occur while sacred sites and objects may never be respected again as they will be perceived as goods to trade (UNEP, 2015, Terrero, 2014:4, Irandu, 2004:143).

2.6.1.2.2 Crime

Crime rates typically increase with regard to the growth and urbanisation of an area. As the growth of mass tourism is increased, it is highly accompanied by numerous crime accidents. The presence of a large number of tourists with a lot of money to spend, and who often travel around carrying their valuable possessions such as cameras and jewellery, increases the attraction for criminals and brings along with it activities like robbery and drug dealing. All these incidences consequently exacerbate social tension (Terrero, 2014:7, UNEP, 2015).

2.6.1.2.3 Economic inequality

Many tourists come from societies with different consumption patterns and lifestyles than what is current at the destination, for example seeking pleasure, spending large amounts of money and sometimes behaving in ways that even they would not accept at home. One effect is that local people who come into contact with these tourists may develop a sort of copying behaviour, as they want to live and behave in the same way. Especially in less developed countries, there is likely to be a growing
distinction between the 'haves' and 'have-nots', which may increase social and

2.6.1.2.4 Excessive use of facilities

When visitors are coming in great numbers into the local community, it ultimately
leads to traffic congestion, overcrowding of public places as well as longer queues in
local shops as well as in other public facilities. Among various impacts of tourism,
this is one of the impacts that incurs negative feelings (irritation or xenophobia) in the
community and creates a negative attitude and perception among community
members towards tourism practices (Scholtz, 2014:68).

2.6.1.2.5 Cultural deterioration

Visitors come to the communities with different motives, for example some just want
to experience the residents' cultures, religions and arts, for which they are more than
willing to pay. It is due to these circumstances that local residents then begin to
perceive their cultures, religion and arts as their way of earning quick cash and only
practice these to entertain the visitors and not for their own learning and to increase
their knowledge. As a result, the true importance of culture is forgotten (Scholtz,
2014:79). UNEP (2015) on the other hand, states that Cultural damage may arise
from vandalism, littering, pilferage and illegal removal of cultural heritage items. A
common problem at archaeological sites in countries such as Egypt, Colombia,
Mexico and Peru is that poorly paid guards supplement their incomes by selling
artefacts to tourists. Furthermore, degradation of cultural sites may occur when
historic sites and buildings are unprotected and the traditionally built environment is
replaced or virtually disappears.

2.6.1.2.6 Increased pollution

Pollution of the natural environment occurs in different aspects depending on the
kind of tourism activity taking place. The tourists can go around dropping litter
everywhere, thereby damaging or disturbing the natural areas (Scholtz, 2014:74). It
is recognised that tourism has the potential for both favourable and unfavourable
impacts on the local community, hence it is considered responsible for environmental pollution, noise and congestion (Stylidis et al. 2014:261, Van Breugel, 2013:10).

2.6.1.2.7 Increase in prices

Retailers seem to take advantage of holiday seasons as their time to make money by increasing their prices. This makes the local residents resentful towards the holidaymakers as they see them as being the cause of the increases (Saayman, 2013:30). Van Breugel (2013:09) sees tourism developments or activities as a cause of inflation because community shops and restaurants might increase their prices while land and housing might also become more expensive as well. This might not be the best experience for the community as their purchasing power might drop, unless there is also something that the community is earning.

2.6.1.2.8 Displacements of residents

Displacement of residents is a resettlement that occurs as a result of tourism development. It happens when people are taken away from their places of origin due to tourism-related uses. The examples could be natural conservation and heritage protection, construction of manmade tourism projects including theme parks, museums, casinos, stadiums, construction and upgrades of infrastructure and public facilities in order to accommodate tourists' needs and desires (Butler & Aicher, 2015:303; Terrero, 2014:6).

2.6.1.2.9 Disruption of the lives of local residents which causes stress

According to Arcodia and Whitford (2006:10), one of the negative socio-cultural impacts includes the disruption of residents' lifestyle and they embark on the point that the management strategy should include the consultation and participation by residents to avoid distress. Terrero (2014:7) supports this statement by indicating that the fight for natural resources between local people and event organisers can cause many health problems to the locals.
2.6.1.2.10 Drinking and drug use

Festival are explained as a break from normal life and musical festivals are addressed to be the ones to relate alcohol and drug use where youth find the opportunity to practice, find pleasure and experience in drug use (Dilkes-Frayne, 2016:28). Again, tourists can often be associated with rowdy, drunken behaviour giving increase to crime and disturbances (Deery et al. 2012:68).

2.6.1.2.11 Parking availability

Events cause traffic and congestion to the community located close to the event and can also lead to causing parking problems for both the community and visitors. This is deliberately caused by increased traffic in the areas (Mason & Beaumont-Kerridge, 2004:317).

It is so evident that tourism brings negative impacts to the community involved. It is ensured that tourism indeed leads to high crime rates, people engage in alcohol drug use. People experience traffic congestion and unavailability of parking areas because of the tourism activities taking place. This shows that the negative impacts brought by tourism has to be minimised and monitored properly to avoid conflicts from the community.

In order to understand and manage the social impacts of tourism, various theories have been developed to assist in comprehending them better. The coming section gives a brief discussion of some of the social impact theories.

2.7 SOCIAL IMPACT THEORIES

According to Scholtz (2014:03), for the past 30 to 40 years, there were models that had been created and implemented to assist with the measurement and understanding of the social impacts of tourism. There was a lack of understanding towards how residents responded to the impacts of tourism the way they did and what influenced their reaction to those impacts. For the purpose of identifying the relationship between the impacts of tourism and residents' attitudes toward tourism,
a number of models and theories have been developed to explore the impacts of
tourism and local communities’ perceptions and attitudes towards tourism impacts
(Cordero & Carlos, 2008:37). Attitudes are defined as a state of mind of the
individual towards a certain value and a particular aspect of one’s environment. They
are built upon the perceptions and beliefs of reality, but are closely related to deeply
held values and to personality. Based on this understanding of attitudes, researchers
have recognised that residents’ attitudes towards tourism are not simply the
reflections of their perceptions of tourism impacts, but the results of interaction
between residents’ perceptions and the factors affecting their attitudes (Wang et al,
2006:411). For this reason certain models and theories were developed. These
models and theories in the tourism context include: the Irridex model (Doxey, 1975),
the social exchange theory, the social disruption theory and the social carrying
capacity theory.

The next section briefly discusses the above mentioned models and theories.

2.7.1 Doxey Irridex Model

One of the most widely used models is Doxey’s Irridex, which was developed in
1975 and measures the communities’ irritation levels (euphoria, apathy, irritation &
antagonism) in response to the number of tourists in their living area (Saayman,
Nunkoo & Ramkissoon, 2010:40). The Irridex model indicates that residents’
attitudes toward tourism would change over time and also suggests that residents’
attitudes and reactions towards tourism contain a sense of homogeneity (Wang et al,
2006:412, Faulkner & Tideswell, 1997:05). Doxey states that, at tolerance level for
tourist, the local residents tolerates tourists because they are afraid their behaviour
might lead to them losing their identity. The model also shows how irritation develops
from the euphoria phase, when residents are delighted and so positive about
developments brought by tourism in their community. The last level is antagonism
which is about all the negativity and attitudes that the host community has towards
tourists (Scholtz, 2014:42). Although Doxey’s model is one of the first models used
to describe or classify residents’ reactions, it is identified as the model that
generalises the community’s reactions to tourism developments as well as tourists
and for being unidirectional, yet it is suggested that residents’ reactions could take
any form depending on the nature of tourism impacts emerging. Below are the levels of Doxey's Irridex Model

2.7.1.1 Euphoria

This is the early stage of tourism development. Here residents welcome the new visitation and experience benefits into the community. Local residents at this stage are polite towards the tourists because the tourists are interesting and are able and glad to greet them on the streets. What excite the residents are the developments in their areas, which lead to job creation, employment and revenue (Scholtz, 2014:42). Visitors find their way to the destination without much marketing and the community itself offers amenities the visitors. New visitors often learn of emerging destinations through word of mouth and such travellers are often characterised as adventurous, requiring few amenities (Harrill, 2004:256).

2.7.1.2 Apathy

Having tourists present in the community is not seen as unique anymore. All that happiness of the euphoria stage is beginning to disappear and residents become lazy towards the tourists (Harrill, 2004:256). At this stage, the tourists demand too much from the residents and the relation between the residents and the tourists is more of a business kind and less personal. For these reasons local residents tend to lose interest in tourism and stop caring about the tourists (Scholtz, 2014:42).

2.7.1.3 Annoyance

During the annoyance phase, private entrepreneurs and public economic developers see opportunities and start to develop still more amenities to meet tourist demands and expand infrastructure to accommodate increasing tourist flows (Harrill, 2004:257). It is also at this point that commercial and real estate interests from outside the destination begin to move into the community and smaller tourism-related businesses are purchased. According to Scholtz (2014:42), at the annoyance stage residents have a feeling that the tourists are changing their own community.
They want the tourists to leave as they seem to invade their space, general prices of goods and services rise and their traditional way of life is also threatened.

2.7.1.4 Antagonism

This is the final stage of Doxey’s irridex model. Here the residents are very annoyed with the developments that are always increasing and they become antagonistic. The community starts to believe that the social and economic problems emerging in their area are caused by the tourists. At this stage, the residents begin to show that they have forgotten about what they have cherished in the first place or what has attracted the tourists to their place because now the environment has completely changed (Ali-Knight & Roberts, 2004:4). It is at this stage that the destination continues to decline, or tries to build itself up through re-development and re-marketing (Harrill, 2004: 257).

Table 2.3: Doxey's irritation index model

<table>
<thead>
<tr>
<th>Stage of host approach to visitors</th>
<th>What this means</th>
</tr>
</thead>
<tbody>
<tr>
<td>Euphoria</td>
<td>Visitors are welcome and there is little planning</td>
</tr>
<tr>
<td>Apathy</td>
<td>Visitors are taken for granted and contact becomes more formal</td>
</tr>
<tr>
<td>Annoyance</td>
<td>Saturation is approached and the local people have misgivings. Planners attempt to control via increasing infrastructure rather than limiting growth</td>
</tr>
<tr>
<td>Antagonism</td>
<td>Open expression of irritation and planning is remedial yet promotion is increased to offset deteriorating reputation of the resort</td>
</tr>
</tbody>
</table>

Source: Budhathoki (2015:14)

When analysing Table 2.3 above it simply indicates that, as tourist numbers increase within the community area that put pressure on the normal way of life for destination residents. It suggests that the response of residents in different destinations varies and changes through time in a relatively predictable pattern of increasing irritation. For this reasons organisers should consider this model very important as it helps them be aware of emotions the community go through in terms of the tourists
present in their area and be able to come up with the plan to maintain the community emotions consistent towards the tourists throughout their visitation period.

Other than Doxey’s Irridex Model, another model that is used to measure social impact is the Tourist Area Life Cycle Model which is explained thoroughly in the next section.

2.7.2 Tourist Area Life Cycle Model

Although Doxey’s model is widely used, Wang et al., (2006:412) show that there was a more complex model developed by Butler (1980) who suggested that both positive and negative attitudes could be held by residents in a community and that the community could express those attitudes by either being actively and passively supportive or by opposing everything. In accordance with this argument, Butler argued that a community’s attitude towards tourism was complicated and differed depending on the relationship and involvement the residents had with the industry (Scholtz, 2014:3). Butler proposed that tourism should go through the stages of exploration, involvement, development, consolidation, stagnation and then decline (Upchurch & Teivane, 2000:501). These stages have been found to differ in accordance with the types of the visitors coming into a destination, the availability of infrastructures and most importantly the marketing and advertising strategies that are being used. Apart from that, aspects like the nature of the area, whether natural or built environment plays a significant role in the changing of these stages and lastly the treatment the local residents are offering to the tourists or rather the attitude they have towards tourism have a great influence on these stages. When the occurrences of these stages reach post stagnation, better marketing and appropriate planning have to be implemented in order to have tourism flow for a long period of time and at the same time introduce the new life cycle through different attractions and new facilities (Latkova, 2008:05).

The other well-known theory that is used to measure social impacts of tourism is the social exchange theory.
2.7.3 Social exchange theory

Another theory that was formulated to provide a basis for the identification and definitions involved in measuring the perceptions that residents have of the impact of tourism, is the social exchange theory. According to Fourie (2009:29), this theory has been used to comprehend how a community will react towards the development of tourism. Hence, Cook et al. (2013:62) define social exchange as the exchange of activity, tangible or intangible and more or less rewarding or costly, between at least two parties. In this instance, cost is viewed in terms of all the benefits and opportunities earned by all the actors involved. Gursoy and Kendall (2006:607) elaborate that social exchange theory ideas are implied in research studies, as it is assumed that individuals are likely to participate in an exchange if they believe they are likely to gain benefits without incurring unacceptable costs. So theoretically, all those residents who believe tourism projects contribute to and benefit the community will not hesitate but favour the exchange and consequently support the process. However, according to this theory, the perceptions of the local residents about the tourism impacts will depend mainly on how residents evaluate the exchange in which they are involved. This will have different potential impacts depending on whether the community will consider this theory beneficial to them or if they are likely to evaluate the exchange as damaging.

The social disruption theory is another theory that is used.

2.7.4 Social disruption theory

The social disruption theory deals with issues growing from the community perspective and those issues spread through the whole community to adversely affect individuals and social groups. Applied in tourism, the social disruption theory may contribute to understanding how growth may be significantly related to harmful social impacts such as crime in tourism communities (Park & Stokowski, 2009:907). This theory is prominent to tourism communities, because tourism brings about development and changes that could affect the social life of the community within a short period of time (Fourie, 2009:33), for example tourism can disrupt daily life through an increase in traffic congestion, crowding in stores and other areas and
crime violations (Lindberg & Johnson, 1997:405, McKercher et al., 2015:54). The last theory that is explained is the carrying capacity theory.

### 2.7.5 Carrying capacity theory

The carrying capacity theory is defined as the maximum number of people that may visit a tourist destination at the same time without causing destruction of the physical, economic or socio-cultural environment and an unacceptable decrease in the quality of the tourist satisfaction (Jurado et al., 2013:02). Carrying capacity is useful as a management process in order to ensure that tourism development is carried out within the context of the maximum level of overall capacity, to also ensure the long-term sustainability of tourism development (Saveriades, 2000:15). In addition to that, Mauerhofer (2010:14) states that any development that occurs past this certain capacity will cause negative social, environmental and economic impacts. The social carrying capacity theory assumes that residents express positive attitudes at an initial stage of tourism development, followed by the negative attitudes directly after the host community reaches a certain level of acceptable change or carrying capacity. One problem that can occur using this theory is that the stages or level of tourism development are not so easy to measure.

Below is Table 2.4 indicating some of the researchers who applied social impact theories to their studies. This is done to emphasise the need and the significance of considering the use of these theories in measuring the social impacts.

<table>
<thead>
<tr>
<th>Social impact theory</th>
<th>What it does</th>
<th>Sources</th>
</tr>
</thead>
<tbody>
<tr>
<td>Doxey Irridex Model</td>
<td>It is used by researchers to indicate the residents’ attitudes toward tourism. It goes through stages from where residents are polite and welcoming up to the last stage where they are antagonised by visitors.</td>
<td>Musinguzi (2011), Fourie (2009), Scholtz (2014), Wang et al. (2006). Deery et al. (2012).</td>
</tr>
<tr>
<td>Social exchange theory</td>
<td>It is used to measure the perceptions the residents have on the impacts of</td>
<td>Prayag et al. (2013), Cook et al., (2013), Musinguzi (2011), Harill (2004)</td>
</tr>
</tbody>
</table>
### Tourism in their area and this is influenced by the benefits the residents are expecting to get.


### Social disruption theory

- It deals with growth issues from the community perspective and explains how rapid growth of tourism can affect individuals and social groups.


### Social carrying capacity theory.

- It is used to indicate the maximum number of people that may visit a tourist destination at the same time without causing any destruction.


### Tourist Area Life Cycle Model

- This is model is used to show that residents may have both positive and negative attitudes towards tourism. The residents may express these attitudes through several stages from exploration till to the last stage which decline.


---

From the above, different theories are explained and their use is specified. For the purpose of this study, social disruption theory was implemented to find the opinions of the community regarding how Macufe Festival affects or disrupt their lives as individuals and as a whole community. The Measuring instrument was in a form of a questionnaire and the social impacts were measured using a five-point Likert scale. Items like what are the social impacts of the Macufe Festival to the community, does the community of Bloemfontein benefit from the Macufe Festival and whether the festival involves the local community were formulated in the questionnaire, specifically to extract information from the community in order to identify how they perceive the social impacts generated by the festival.
2.8 MEASURING SOCIAL IMPACTS

In recent decades, a lot of studies have been done examining the residents’ view of the impacts of tourism and, to a lesser extent, events. Investigations done by researchers have shown that there is a range of economic impact assessment techniques existing. Therefore, a similar consistent approach needs to be developed to investigate and compare the social impacts of events and other forms of tourism (Fredline et al., 2006:03). As a result; some scales have been developed to measure the social impact of tourism on host communities and the other scales have been developed for specific case studies. On this account, it is revealed that there has been little attention paid to developing a generic scale that could assist in measuring tourism impacts across different types of tourism as well as different destinations (Fourie, 2009:34). The three frequently used scales are discussed briefly in this section.

First it is important to understand the significance of monitoring and properly managing the social impacts of tourism. Initially there was a way which was used to monitor social impacts and that was through Social Impact Assessment (SIA), which is now conceived as being the process of analysing, monitoring and managing the social aspects and consequences of development. The next section explains thoroughly what SIA entails.

2.8.1 Social impact assessment scale

Becker (2001:312) defines social impact assessment as the process of identifying the future consequences of current or proposed actions which are related to individuals, organisations and social macro-systems. Social impact assessment is done to help individuals and communities, as well as government and private-sector organisations, to understand and better anticipate the possible social consequences that could be brought by tourism activities such as festivals on human populations and communities of proposed development projects (Burdge, 2002:5). On the other hand, Centre for Good Governance (2006:06) implies that Social Impact Assessment (SIA) can be defined in terms of efforts to assess or estimate, in advance, the social
consequences that are likely to follow specific policy actions and specific government actions. It further states that it is a process that provides a framework for prioritising, gathering, analysing and incorporating social information and participation into the design and delivery of developmental interventions and that SIA ensures that the development interventions are (i) informed and take into account the key relevant social issues and (ii) incorporate a participation strategy for involving a wide range of stakeholders. Social Assessment (SA), on the other hand, is a process that provides a framework for prioritising, gathering, analysing and incorporating social information and participation into the design and delivery of development operations. Figure 2.4 below clearly shows this social assessment process.

Figure 2.4 simply shows that the stakeholders have to work together to come up with a master plan or a well-figured proposal that will in the end benefit all those who are involved because not working together will greatly sabotage the event. According to Small et al. (2005:68), in case of events, it is essential for organisers to use the social impact assessment where they first have to analyse the context of the festival, identify stakeholders to be involve to operate the festival, also identify social factors involved in order to choose the most appropriate event proposal, even though that will depend on the type of festival to be hosted. For instance, it is not ideal to use SIA on a community based festival as most of the ideas are automatically from the community. Most of the work such as monitoring and implementation of plans is however done by the stakeholders. For more clarification see the figure 2.4 below.
Figure 2.4: Social assessment process (Adapted from comprehensive guide for social impact assessment, 2006:10)
2.8.2 Social impact perception scale (SIP)

According to Bagiran and Kurgun (2013:3), the development of the social impact perception (SIP) scale was for the purpose of measuring residents’ perceptions of the social impacts that arose during small community festivals. Small (2007:41) developed the questionnaire that was mainly designed to measure residents’ perceptions of the social impacts of community festival. Nkemngu (2015:4), in his study, also used a questionnaire as an instrument to assess the residents’ perceptions of the specific economic, socio-cultural, environmental and other impacts that tourism development could have on the community. Furthermore, Viviers (2010:17) also developed a questionnaire that was aimed at measuring the three main impacts of events on the communities which were social, economic and environmental. That instrument was suggested to be used in events to ensure the sustainability of events. This instrument (questionnaire) is unique because it is currently the only integrated community perception-measuring instrument in South Africa that measures the sustainability of festivals from a community perspective (Viviers & Slabbert, 2012:210). When measuring the community perception, most of the questions are usually based on a 5 point Likert-scale, ranging from 1: ‘strongly disagree’ to 5: ‘strongly agree’ and the validity of statements about tourism impacts is normally tested using the Cronbach’s alpha method (Mohammadi et al., 2010:222).

2.8.3 Tourism impact attitude scale (TIAS)

The Tourism Impact Attitude Scale (TIAS) was developed in response to the need for the standardised measurement of residents’ attitudes towards tourism development (Fourie, 2009:35). Most researches have demonstrated that resident attitudes empower the tourism industry or have somehow influence over the tourism development, for example the positiveness of residents’ perception towards tourism can relate positively to perceived personal influences as well as business influences (Lindberg & Johnson, 1997:403).

2.8.4 Festival social impact scale (FSIAS)

Impacts of festivals include socio-cultural, economic and environmental impacts. In the context of social impacts, festivals have social benefits as well as social costs affecting
local residents (Bagiran & Kurgun, 2013:04). For this instance there is a social impact instrument for community festivals which is used to investigate a number of key elements such as the impact of the festivals on the friendliness, safety, tolerance and creativity of the community. The festival social impact scale accounts for more complex attitude formation by having respondents reflect on their beliefs or expectations of a certain impact that would occur if/when the festival should take place. The scale recognises the social impacts of festivals separate from the social impacts of general tourism development and in doing so, it provides greater value to festival researchers than generic tourism impact scales (Small et al., 2005:70).

Table 2.5 shows the previous studies that used some of the social impact measuring scales.

**Table 2.5: Social impact measuring scale**

<table>
<thead>
<tr>
<th>Measuring scale</th>
<th>Findings</th>
<th>Authors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Likert scale</td>
<td>The literature survey of studies dealing with residents’ perception of event impacts revealed that authors commonly used the Likert-scale to find residents’ perception.</td>
<td>Havlíková, (2016:204), Mohammadi et al. (2010:222).</td>
</tr>
<tr>
<td>Festival social impact scale (FSIAS)</td>
<td>The study findings indicated that the FSIAS provided acceptable results for instrument reliability and validity. The study findings indicated that festivals are held in a community in order to increase community spirit and pride, to show others why the community is unique and special as well as to provide an opportunity for the community to discover and develop their cultural skills and talents.</td>
<td>Bagiran &amp; Kurgun, (2013:04), Small et al. (2005:70), Small (2007:40).</td>
</tr>
<tr>
<td>Tourism impact attitude scale (TIAS)</td>
<td>Authors used Tourism Impact Attitude Scale (TIAS) and the results of factor analysis proved that respondents consider personal, as well as community benefits of tourism development, as the most important one.</td>
<td>Petrovic et al. (2016), Choi &amp; Sirakaya (2005), Fourie (2009).</td>
</tr>
<tr>
<td>Social impact perception (SIP)</td>
<td>This research has highlighted that the SIP scale provides useful information for</td>
<td>Small (2007:41), Small et al. (2005:70),</td>
</tr>
</tbody>
</table>
Looking at the measuring scales above, it is clear that there are different measuring scales formulated to measure and analyse different aspects for various purposes and for the purpose of this study Likert scale is employed for same reasons indicated in the discussions above.

2.9 CONCLUSION

This chapter clearly discussed the relationship between sociology and tourism. It was learnt from this chapter that sociology had been developed by theorists for the purpose of dealing with issues of people in their daily living activities and tourism was and still is regarded as one of the activities people do on daily basis. Sociology is better seen as a social phenomenon which has some effects on people. Social impacts however seem to be positive and negative towards the community and it is essential to minimise the negative impacts and optimise the positive impacts. Moreover, it was found in this chapter that there was a scale that was used to measure the social impacts of tourism, namely the social impacts assessment scale which was used to monitor and analyse the consequences that were brought by tourism activities. Still on the point of the social impacts, there were also theories that were developed to understand how residents reacted towards the social impacts and for the purpose of this study, social disruption theory was considered relevant for this study. From discussion on the theories it was also identified that residents reacted positively in tourism activities only if they believed they could gain something in return. The next chapter looks specifically into the analysis of events and festivals.
3.1 INTRODUCTION

This chapter seeks to understand festivals and events and discusses the perception and attitudes that the communities have towards festivals. The following aspects are thoroughly discussed throughout the chapter: tourism and events, history of events, types of festivals and role players within festivals and events.

The chapter reveals how events were first recognised in the tourism industry, as they were first not seen as one of the attractions within the tourism sector. This chapter also indicates the relationship between tourism and events as many researchers have pointed out that events are one of the motivators for tourism (Getz, 2008:403). Events act as catalysts to speed up the growth of the tourism industry (Li, Hsu & Lawton, 2015:396). An event "can be described as a public assembly for the purpose of celebration, entertainment, education, marketing or reunion" (Etiosa, 2012:8), whereas arts festivals are defined as public celebrations of the arts which aim at preserving and presenting local arts traditions (Van der Merwe, 2008:14). Further analysis has also been done to indicate how communities in destinations where the events are being held behave towards events and to illustrate the importance of community participation in the organising of events. The information gathered by other researchers suggests that the involvement of the community in planning and decision-making is essential for the success of events and neglecting the community in decision-making might lead to the failure of the event (Jackson, 2008:241). This chapter also explains that the stakeholders must work together to ensure the sustainability and prosperity of the event while further analysis on the importance of an interaction between the stakeholders is discussed later in this chapter.

The next section thoroughly explains the relation between tourism and events.
3.2 TOURISM AND EVENTS

Tourism is defined as an industry which serves to offer good services to tourists to satisfy their wants and desires. That is done by ensuring that their basic needs, such as transport, accommodation or goods and human resources are available at all times for them to enjoy their stay and fulfil their wishes as travellers (Nsabimana, 2010:9). Events have always been part of human society and a form of breaking the tedium and monotony of everyday life (Singh, 2009:2). An event can be explained as a "onetime or infrequently occurring occasion of limited duration that provides the consumer with a leisure and social opportunity beyond everyday experience" (Irshad, 2011:3). Events, however, are considered as important motivators of tourism and are of great significance for the development and marketing plans of most destinations. For instance, the roles and impacts of events within tourism have been well-documented and are of increasing importance for destination competitiveness (Getz, 2008:403). In support of this statement, historical research demonstrates that festivals and events have for a long time been viewed or acted as tourist attractions and the places in which the festivals or events are being held, were seen as tourism destinations. On the other hand, the data generated by Quinn (2009:7) indicated that the reasons for the growth of festivals and events internationally were due to the fact that festivals had the ability to bring changes in terms of economic restructuring and revitalisation, destination repositioning, inward investment and tourism revenue generation.

Event tourism has been growing fast in the recent decades. From the demand perspective, which in this case is the tourist, events appear to provide unique and unforgettable experiences in which from the market point of view seem to attract many tourists. On the other hand, from the supply side, which refers to the event organisers, hosting events is considered an effective marketing tool that is used to promote tourism as events are highly valued for their role as attractions, catalysts, animators, place marketers and image-makers. Events tend to enhance the overall attractiveness of destinations (Li Hsu & Lawton, 2015:396). In addition to this, Frost (2012:75) embarks on the point that the tourism industry sees events as one of their products used to attract tourists and while generating revenue for their business, for destination marketing organisations, events are an increasingly attractive tool for achieving their objectives of promoting tourism. In tourism events community involvement is
considered as an important tool in ensuring sustainable and successful events, the success of the events depends highly on the approval and support of the community. It is very crucial for events organisers to understand the importance of the community in hosting events (Mair & Duffy, 2015:285, Idziak et al., 2015:1342).

3.3 HISTORICAL OVERVIEW OF EVENTS

According to Getz and Page (2016:602), in the 1970s, events were not considered attractions within the tourism system, but attention was rather paid to festivals from an anthropology, sociology and art perspective. The events sector was not even recognised as an area of separate study within leisure. Historically, the way festivals were celebrated was through art, ritual and festivity and at those times they were seen as communal gatherings that objectified people’s collective wishes and dreams as well as provided an important occasion for a unique experience in their social lives (Arcodia & Whitford, 2006:4).

In the ancient world, art events or more specifically arts were not celebrated or given special attention, probably because most artists or performers were not professionals. Even when there were festivals organised, there were boundaries as to who should participate as artists (Du Cross & Jolliffe, 2014:16). Everything started changing when cities began to have a more economic support base for arts and changed even better when the richest urban citizens began to have a great belief in arts and started indulging in them. Greek art events were then established, linked with religious and seasonal festivals (Du Cross & Jolliffe, 2014:17). Today art is often linked to festivals and events and is seen to be part of any celebration of a country's history and culture (Ali-Knight & Roberts, 2004:4). A further emphasis is made by Shone and Parray (2010:31) by stating that, in Europe, before the revolution of tourism industry, the daily routines were celebrated through festivals and carnivals. There were occasions to celebrate personal or local events during certain times of the year. In addition to this, Robinson et al. (2010a) also stated that events were very important in Europe and Asia and were an essential aspect of the layout and structure of these cities.

According to Gursoy et al. (2004:173), sociology literature indicates that celebrations such as festivals’ and special events’ main purpose is to build social cohesion by
reinforcing ties within the community. These sociologists however also utter that festivals are a demonstration of what the society believes to be its essential life. When a community celebrates a specific event, it celebrates its life. Research studies indicated that it was only a few decades ago that event tourism became established in both the tourism industry and in the research community. It was in the 1980s that events were recognised and expanded dramatically as a research topic (Getz & Page, 2016:602). Along a similar line, Getz (2008:403) argued that the term event tourism was not used until the report that was released by the New Zealand Tourist and Publicity Department in 1987 which indicated event tourism as a growing and important sector of tourism. It was prior to this that it had become normal to speak of event tourism and special events. The term event management then followed which referred to the organisation and co-ordination of the activities required to achieve the objective of events. Event management was used to relate how human social interactions and activities were expressed in the beginning (Bladen et al., 2012:9) and it was by far a simple and essential design (Brown & James, 2004:54).

Another term that was frequently used was special events. It was an early and encompassing term used in the literature. It was used to refer to different types of events including mega events which were Olympic Games and World Cups, hallmark events as those events closely linked with a destination, festivals and other more modest events (Quinn, 2009:8). Special events were "that phenomenon arising from those non-routine occasions which had leisure, cultural, personal or organisational objectives set apart from the normal activity of daily life". The main purpose of those non-routine occasions was to enlighten, celebrate, entertain or challenge the experience of a group of people (Allen et al., 2011:11). As time went by, those special events definitions were then refined. Mega events, for example, were defined by as “major one time or recurring events of limited duration, developed primarily to enhance the awareness, appeal, and profitability of a tourism destination in the short and/or long term”. From a marketing and supply perspective, festivals were simply defined as just one more type of event whereby people’s festive, playful and celebrative qualities were recognised and prized because festivals offered tourists local uniqueness and diverse cultural experiences (Quinn, 2009:8).
3.3.1 THE STRUCTURE OF EVENTS

According to Getz (2012:39), events are temporary occurrences which can either be planned or unplanned or occur for a certain period of time. Figure 3.1 clearly reveals the structure of events. Planned events however are explained as live, social events created to achieve specific outcomes including those related to a business, the economy, culture, society and environment (Getz, 2012:40), while unplanned events are spontaneous and unpredictable (Getz & Page, 2016:65).

![Figure 3.1: Structure of events (Tassiopoulos, 2010:11)](image)

From the structure of events, the types of events stem, so the next section briefly explains the different types of events and thereafter the forms of events.

3.3.2 TYPES OF EVENTS

Small (2007:220) indicates that the most crucial characteristics to defining events are as follows: an event is open to the public and the main purpose is to celebrate or display a specific theme and should also take place annually or less frequently. The opening and closing dates predetermine the length of an event, while the program should consist of one or more separate activities. Events are largely intangible and it is the actual
experience of participating in an event that is most important. According to Janeczko et al. (2002:4), the types of visitors to these different events can vary greatly, as can the behaviour of the visitors. Again, as the size of these events increases, so do their potential attendance, media coverage and potential costs and benefits including their social and economic impacts. Within the events sector there are several event types which include mega-events, hallmark events and local/community events. Clark and Misener (2015:11) emphasise that it is within this context, that the size of the event is used to define the type of an event. Table 3.1 below shows types of events and the characteristics and examples of each type of event.

Table 3.1: Typology of events

<table>
<thead>
<tr>
<th>Type</th>
<th>Features</th>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mega</td>
<td>- Affects communities, countries and continents</td>
<td>• Olympic games</td>
</tr>
<tr>
<td></td>
<td>- Limited duration</td>
<td>• FIFA World cup</td>
</tr>
<tr>
<td></td>
<td>- Often receive worldwide media coverage.</td>
<td>• Common wealth games</td>
</tr>
<tr>
<td></td>
<td>- Attract at least one million visitors</td>
<td></td>
</tr>
<tr>
<td>Hallmark events</td>
<td>- Large in size and scale</td>
<td>• Carnival in Rio</td>
</tr>
<tr>
<td></td>
<td>- One time or recurring events developed primarily to enhance the</td>
<td>• Election campaigns or celebrations</td>
</tr>
<tr>
<td></td>
<td>enhance the awareness, appeal and profitability of a tourism</td>
<td>• Mangaung African and cultural festival.</td>
</tr>
<tr>
<td></td>
<td>destination in the short term</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Once-off events</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Attract less than one million visitors</td>
<td></td>
</tr>
<tr>
<td>Community-based</td>
<td>- Smaller in scale and size</td>
<td>• Aardklop Arts Festival</td>
</tr>
<tr>
<td>events</td>
<td>- Limited duration</td>
<td>• Klein Karoo National Arts festival</td>
</tr>
<tr>
<td></td>
<td>- They are held more regularly celebrate particular features of its way</td>
<td></td>
</tr>
<tr>
<td></td>
<td>of life</td>
<td></td>
</tr>
</tbody>
</table>

Sources: (Bowdin et al., 2011:20, Small, 2007:23 & Allen et al., 2005).

In accordance to the differences in their purpose and programme, events or festivals are diversely categorised. The next section thoroughly discusses these types of events.
3.3.2.1 Mega events: represent the pinnacle of the events scale, being the largest events in terms of both their size and significance (Allen et al., 2005). For an event to be classified as a mega-event, it must meet two main criteria which include attracting at least one million visitors and incurring capital costs of at least forty million (Griffin, 2015:18). One additional important feature which differentiates mega-events from other types of events is that, due to their size and significance, they can affect more than just a community or country and often receive worldwide media coverage and attention and given these criteria, it is very difficult for many events to fit successfully in this category (Van der Wagen, 2005:5, Zahedi et al., 2015:2135). Getz et al., (2012:50) on the other hand, emphasise that, by way of their size or significance, mega events are those that yield extraordinarily high levels of tourism, media coverage, prestige, or economic impact for the host community, venue or organisation.

3.3.2.2 Hallmark event: a major, once-off or recurring event with a restricted period, developed primarily to enhance the awareness, appeal and profitability of a tourism destination in the short-term. The success of such events relies on their uniqueness, status, or timely significance to create interest and attract attention while the most key distinguishing feature of a hallmark event is that it is identified with a particular place, so much so that, over time, the event and the place come to be inseparable (Small, 2007:23). According to Getz et al. (2012:52), ‘hallmark event’ refers to the function of events in achieving a set of goals that benefit tourism and the host community, namely attracting tourists, creating and enhancing a positive image that is co-branded with the destination or community and delivering multiple benefits to residents. Van der Wagen (2005:6) mentions the Melbourne Cup, the Adelaide Festival of Arts, Macufe Festival and Carnival Rio as examples of tourist destinations achieving market positioning for domestic and international tourism markets through annual events.

3.3.2.3 Community based events: hosted on a much smaller scale and are developed out of a need that the community has for a celebration of their culture, heritage, history or their way of life. They differ from mega and hallmark events in that they are held more regularly (Fourie, 2009:43). Community festivals are one type of local event that originates from within a particular segment of a community, wishing to celebrate particular features of its way of life or history and they are typically organised by the host community, using local volunteers and organising committees (Small, 2007:23).
Bagiran and Kurgun (2013:2) argue that, during community festivals, their programming includes a large variety and the aim of the festival is to always foster civic pride and cohesion among the residents, while other festivals focus much on competition, fun, entertainment, business or socialising.

As it has been said, there are also certain forms of events and they are discussed next.

### 3.3.3 FORMS OF EVENTS

According to Clark and Misener (2015:11), the event industry includes a variety of sports, fairs and cultural festivals that, regardless of their size and theme, still share a common set of features which helps distinguish them from other tourism products. Another means of classifying events is by form or content, for instance festivals, sport events, business events, cultural, historical, educational, religious, private, political and corporate events (Allen et al., 2011:15, Bladen et al., 2012:327, Getz, 2007:36). These events are explained respectively in the next section.

#### 3.3.3.1 Festival, arts and entertainment

Entertainment events are well-known for their ability to attract large audiences (Van der Wagen, 2005:9). According to Allen et al. (2011:15) and Van der Wagen (2005:9), festivals are important expressions of human activity that contribute to the social and cultural life of the community. The most common type of festival that seems to have become universally recognised is the arts festival, followed by food and wine festivals.

#### 3.3.3.2 Sport events

Sport events are an important and growing part of the events industry encompassing the full spectrum of individual sports and multi-sport events such as Olympic, Commonwealth and Masters’ games. They can attract tourists while generating income and are considered the best tool for destination marketing and event strategies (Van der Wagen, 2005:8, Bladen et al., 2012:219, Bowdin, 2011:24).
3.3.3.3 Business and trade events

Business events are classified as a type of event which is characterised mainly by business or trade purposes and has a very strong public and tourism aspect in many of its activities. Events like these therefore provide good exposure, many visitors as well as economic benefits to the host communities (Allen et al., 2011:16). Business events are normally labelled as MICE, meaning Meetings, Incentives, Conferences and Exhibition (Frost, 2012:77).

3.3.3.4 Cultural events

Ali-Knight and Robertson (2004:5) refer to culture as a product or course of action and as a result, the product of a group of people's behaviour. Cultural events such as heritage events are the events which celebrate the community’s heritage or a way of community living. They aim to present a particular cultural expression of a specific group (Bladen et al., 2012:327). Mair (2009:10) indicates that many cities host cultural events with the purpose of promoting tolerance amongst the diverse communities. Other examples of cultural events can be buildings and monuments, paintings, sculptures and different kinds of museums (events of cultural tourism, 2016).

3.3.3.5 Historic commemoration

Hosting of the memorial ceremonies for major historical events of the nation is now considered as one of the special events which, with proper management and development, can become an important event to attract both domestic and international tourists and can thus become a catalyst for the introduction of the desired destination (Zahedi et al., 2015:2135).

3.3.3.6 Educational events

Educational events are those events that are hosted for the purpose of creating and exchanging knowledge, through participation and demonstrations. They are academic and people usually attend them to obtain knowledge. It is also an event where people network and socialise with friends (Getz, 2007:42). Examples could be conventions, conferences, workshops and retreats (Tassiopoulos, 2010:14).
3.3.3.7 Religious event

They are those ceremonies that are considered sacred within the context of a specific religion. The communities here usually celebrate their events based on their variety of religious or spiritual themes (Getz, 2007:36). Examples are Easter and Christmas day events.

3.3.3.8 Private events

Private events such as birthday parties, reunions and weddings are held for individuals, families and social groups and are usually organised by a professional event manager (Getz, 2005:30).

3.3.3.9 Political events

Political events are prepared by or for the government and political parties and they always seem to appear in the news (Getz, 2007:36). Examples could be general elections, investment and UN conferences, protest marches, political party rallies and public opinion surveys (Tassiopoulos, 2005:469).

3.3.3.10 Corporate events

They are events produced by corporations, such as shareholders’ meetings, annual general meetings, training seminars, product introduction and incentives events. These kinds of events can also be used by a company to reward sales or performance by the employees during a certain period, to meet corporate targets (Tassiopoulos 2010:14). According to Getz (2005:18), corporate events are used to change the attitude, image and awareness among those inside and outside the organisation and towards the organisation as a whole.

3.3.4 IMPACTS OF FESTIVALS

While literature on the social impacts of tourism is rapidly growing, less research has concentrated on the social impacts of events and festivals. Researchers claim that there is a term called event portfolio which is used as a tool that suggests a strategy about
how events should be approached. The portfolio must consider the city within which the event has to take place, the calendar year to optimise tourism, the urban developments, community involvement and most important, building the relationship with the key stakeholders (Clark & Misener, 2015:11).

Festivals and events are organised for various reasons, among which are enhancing or preserving local culture and history, providing local recreation and leisure opportunities and enhancing the local recreation and leisure opportunities and the local tourism industry. From this point of view, most literature written for the organising and managing of festivals attaches the importance to their social and economic impacts since festivals play a crucial role in local tourism development (Bagiran & Kurgun, 2013:2). Festivals’ impacts on the communities include the opportunities they provide for participation, skills development and volunteering (Irshad, 2011:4). The benefits of festivals or events can be more extensive, especially if the event to be hosted is from outside the region there will be large portion of income for local businesses such as local vendors, artisans, craftspeople, restaurateurs, hoteliers and innkeepers. Along similar lines it is argued that festivals also can revitalise and change the image of a place and in most cases, bring economic benefit to the destination that stages them. Havlíková (2015:4) also supports that, in particular, small events and festivals do not rely upon expensive physical development and require minimal capital development since they take advantage of existing infrastructure.

Like any other sector of tourism, the impacts of festival events can be social, economic and environmental. Environmental impacts that could result from festival events can include general environmental awareness and protection, though on the other hand could include negative impacts such as littering, waste of water and other resources and pollution. For economic impacts, the relative issues could include job creation, income generation and support for small businesses (Nkemngu, 2015:4).

For events to be successful, they require proper management which in this case will refer to the role players to be involved for everything to run accordingly. Hence, the next section indicates how prominent it is to include role players in festivals and events.
3.3.5 ROLE PLAYERS IN FESTIVALS AND EVENTS

Events are managed within a large network of different actors, for instance festival organiser, host organisation, the host community, sponsors, media, participants and spectators and the co-workers (Etiosa, 201217). Among the stakeholders, there are primary and secondary stakeholders. Primary stakeholders are defined as those on whom the festival is dependent (namely, employees, volunteers, sponsors, suppliers, spectators, attendees, and participants), while secondary stakeholders include the host community, government, essential services, media, tourist organisations and businesses (Andersson & Getz, 2008:204).

Tourism events are recognised and considered very important major social and economic forces worldwide and that have been made possible by all the hard work done by the various role players as indicated in the previous sections (Viviers & Slabbert, 2012:198). For events to be successful, there should be an understanding of the needs of each stakeholder, so that they are able to satisfy each other’s’ needs. Ongoing consultations with all stakeholders through regular briefings, awareness raising and promotions can minimise negative impacts and encourage useful collaboration (Yeoman et al, 2009:36). Without stakeholder support, creating a successful event may be problematic. Stakeholders add life and value to events (Booth, 2010:25, Jones, 2010:48). Presenza and Locca (2012:27) provide a definition of stakeholders to festival and events as "those people and groups with a stake in the events and its outcomes, including all groups participating in the events production, sponsors and grant-givers, community representatives and everyone impacted by the event". These events stakeholders are as follows:
3.3.5.1 Event organisers: it is the organisers’ duty to ensure and identify that there is minimal conflict in hosting an event and that they can manage the competing interests by making sure there is no tension between the stakeholders (Yeoman et al., 2009:36). Festival organisers and volunteers make a very significant contribution towards the events. They are very useful when it comes to the planning and executing of the festival event by investing their skills to contribute to the success of the event (Saayman, 2012:19).

3.3.5.2 Government: government at all levels, either national, provincial or local, plays an essential role in developing and maintaining the required infrastructure as well as in marketing the event. Government helps market the region or the destination to the sponsors’ teams or individual. In most cases, it stands as guarantor for the major events (Presenza & Locca, 2012:29; Saayman, 2012:3).

Ismail (2015:38) mentions that local government has the potential to acquire even more roles in festivals and these roles include:

- Funding festivals in the form of subsidies.
- Using the investment for festivals sufficiently and efficiently.
- Supervising festivals by using economic levers of regulation administrative measures as to monitor investors, sponsors and participators from making mistakes.
- Promoting incentives for all participants involved in festivals.
- Providing unique local resources, including industrial, cultural and tourism resources to support festivals with the aim of attracting more visitors to events.

3.3.5.3 Sponsors: corporations do not consider sponsorships as a public relations tool anymore, but as a promotional instrument that exists within their marketing mix and according to Ismail (2015:41), sponsoring large events by large corporations has become a popular approach in increasing sales and enhancing of their brands. Many events rely on the sponsors for financial support. In most cases, they involve big companies and they aid with free goods and services or the contributions from the companies can be in the form of funds in return for their companies to be given an advertising space (Bowdin et al., 2011:236,). Examples could be sponsorships like
Coca-Cola sponsorship, Old Mutual sponsorship, Sasol sponsorship and they usually sponsor sports, education, arts and cultural events.

3.3.5.4 Tourists: visitors travel far and wide, sometimes from around the world, just to be part of the event by either viewing or participating in some way. So, if the annual number of visitors to a destination is not well understood and closely monitored, it could have the potential to create a huge conflict between residents and visitors. It is therefore very imperative that the perceptions and attitudes of residents towards tourism are well identified to minimise the potential of the friction (Jackson, 2008:2410).

3.3.5.5 Business establishments: businesses that are tourism-related can also be regarded as stakeholders within the event industry as they are directly affected by events hosted in their regions. These establishments refer to restaurants, shopping malls and accommodation establishments. Involving the communities’ business in events and festivals should be considered as they play an important role for the event to be hosted successfully (Ismail, 2015:41, Derrett, 2004:48).

3.3.5.6 The media: the media plays a significant role in informing the stakeholders group about the importance of the event. It can transfer information about the events instantly to other stakeholders and because of this, it is essential for stakeholders to prioritise on the importance of the information communicated (Bladen et al., 2012:391, Singh, 2009:13). For events to run smoothly without any obstacles, the event organisers must be aware of changes in the event industry so that they can meet the needs of the destination and its market (Tassiopoulos, 2005:15).

3.3.5.7 Local community: because local residents are among the key stakeholders of tourism, development and their attitudes play an important role in growing the tourism industry. Understanding residents’ perception of tourism developments is critical for policy makers, tourism developers and planners to take into consideration. Failure to do so might result in an unsuccessful event (Li, Hsu & Lawton, 2015). The culture of host communities as well as their values and beliefs are intrinsically linked to any event taking place in the area. It is likely that any area hosting the major event can be changed by this experience but with good management of the key relationships involved, this can be a very beneficial change (Povey & Van Wyk, 2010:15).
The importance of host community involvement in events has been stressed in most sections which is why the following section deliberately outlines the effects that the community can have towards the success of the event or festival.

3.4 THE HOST COMMUNITY

Firstly, what is meant by community is described. The literature by Kathleen et al. (2001:1929) defines community as a group of people who have different characteristics but are connected to each other by social ties, how they perceive things and share the same geographical location. On the other hand, the term "host community" refers to people who are affected by tourism on the account of their proximity to the tourism location (Saayman, 2013:148). "Host community" is further defined as people who live around the tourist attraction and are either directly or indirectly involved with, or are affected by the tourism activities (Ogechi & Oyinkansola, 2012:31). According to Slabbert (2007:155), the host communities play a very crucial role in the tourism industry as their support determines the success of the industry.

3.4.1 HOST COMMUNITY ATTITUDES TOWARDS FESTIVALS

Attitude is defined as “verbal reactions to symbolic stimuli that provide insight into how people behave in the real world, towards places, people and behaviours” (Deery et al., 2012:65). Researchers have found that attitudes and responses to tourism and its impacts are influenced by several factors. These include socio-demographic factors such as gender, income, length of residency, level of knowledge about tourism, ethnicity, impact on local recreation opportunities, proximity of tourism attractions to residential areas, economic dependence on the tourism industry, attitudes about environmental issues and the type, scale and scope of tourism development (Weave & Lawton, 2013:166; McKercher et al., 2015:56).

Considering resident attitudes is very important because residents are more directly impacted by tourism-related activity in their own ‘backyard’ and hence have a strong moral case to be heard. In addition, privileged local knowledge and experience are potentially useful for identifying and effectively managing areas of local concern (Jackson, 2008:242). Residents are essential assets in the tourism industry because
they are capable of asserting power in their relationships with tourists and brokers, providing a significant opportunity for tourism to prosper through their cooperation, or they can destroy the event through resistance, refusing to corporate and sabotage (Weave & Lawton, 2013:166). Previous research has indicated that residents’ levels of satisfaction and their attitudes towards tourism are based on their perception of the impacts of tourism. In a study conducted to examine the negative and positive impacts of tourism, residents displayed positive attitudes towards tourism development if they felt that the impacts were positive. In general, residents who receive benefits from the industry generally support tourism, while those who earn little or no benefits from the industry are generally in opposition (Jackson, 2008:242). Some of the factors that determine residents’ perception towards events are as follows:

3.4.1.1 Host communities’ beliefs

The communities’ beliefs and customs and their way of living have to be known to the organisers so that there is no friction created between the community and the visitors just because they could not agree on certain terms. Consequently, the community will not welcome the visitors if they will feel like their beliefs are not being respected by the visitors (Kreag, 2007:16).

3.4.1.2 Dependency on the economic contribution of tourism

The attitudes that the community display towards tourism are sometimes influenced by how much they depend on the benefits brought by it into their lives (Kreag, 2007:14). As understood from the social exchange theory, communities support tourism or begin to develop positive attitudes towards tourism only when they know they will be awarded (Cook et al., 2013:62).

3.4.1.3 Residents’ length of stay in community

The people who had been staying longer and had been members of the community for a long time, whether they had been born there or they had grown up there, were the ones to be affected enormously by the impacts of tourism, either positively or negatively (Scholtz, 2014:48).
3.4.1.4 Various public transport options

More use of public transport, such as buses and trains will help reduce congestion on roads and production of alternative means for bicycles and pedestrians on the roads will also reduce traffic (Kreag, 2007:17).

3.4.1.5 Socio-demographic characteristic

Characteristics such as gender and age can play a role in residents’ attitudes towards tourism. The way older people perceive tourism activities is likely to be different from how the youth perceive them (Saayman, 2013:157).

3.4.2. HOST COMMUNITY PERCEPTION TOWARDS FESTIVAL EVENTS

Because events increase pride and create cultural identity, cohesion between residents and increased knowledge of the area, it becomes important to understand the perceptions of residents and, in doing so, to try to maximise the positive perceptions (Slabbert & Viviers, 2011:1110). Havlikova (2015:40) further emphasises the point by indicating that the perception of events and festivals could also be influenced by several factors, including community attachment, length of residency in an area, involvement in businesses, identification with conference theme or economic dependency on tourism. Below are some of those factors that indicate what influences the residents’ perception towards events.

3.4.2.1 Residential Proximity and Contact with Event Zone

Most researchers have found that the residents who usually have negative attitudes toward the events are those more likely to live very close to a place where the event is held. That could be caused by unwanted impacts such as busier roads, a higher crime rate or cultural differences between the residents and the visitors which in most cases generate friction (Kreag, 2007:16). Those who live far tend to be the ones to portray positive attitudes (Scholtz, 2014:48).
3.4.2.2 Involvement in Tourism

People who are directly affected by the festival, for instance people who work at the event, or those who perceive their company will be positively affected by the event, tend to have more positive attitudes, while those who are not, show less support. (Scholtz, 2014:48; Fredline et al., 2006: 5).

3.4.2.3 Identification with the Theme

Residents becoming more supportive of events is mostly due to the theme of the event. If residents recognise themselves as having interest in a theme, for instance art, then they will become supporters of that event, unlike those who claim no interest (Fredline et al., 2006:5).

3.4.3 HOST COMMUNITY PARTICIPATION AND ENGAGEMENT IN THE FESTIVAL EVENTS

It has been discussed in the previous sections that the involvement and participation of local residents are very essential to the success of any form of tourism activity, even in the short run (Stylidis et al., 2014:261). The degree of involvement of local communities in decision-making and policy issues is determined by the extent to which they affect or are affected by these decisions and policies. It is also argued that the involvement of people affected by the tourism development should start from the planning process to the implementation of the policies and action plans to make sure that the tourism developments meet the perceived needs of the local community. If not, it will be difficult to implement the policies that the community is unaware of (Muganda et al., 2013:55).

Moreover, it is argued that community participation in decision-making increases people’s trust and confidence in the tourism industry. It also provides the local community with a voice in design and decision-making to: improve plans, service delivery and finally, promote a sense of community by bringing together people who share common goals (Muganda et al., 2013:55). There are different phases of community participation which had been done by Pretty (1995) (Aref, 2011:22).
Typology of participation is characterised by different levels of participation whereby there is passive participation. This is where people are just told what is going to happen and their responses in this level are not taken into consideration. There is also participation in information giving. Here people participate through provision of information by answering the questionnaires or surveys and the findings are not discussed with the participants. The other type of participation is by consultation, whereby the external agent consult with local people and in this case their opinions and views might be taken in account. There are also types of participation however, where people would contribute their resources to get something in return and that is called participation for material incentives. There could also be cases where local people can be involved in the analysis and development of an action plan and be provided with control in decision-making and determining how local resources can be used. The local people can participate by forming local groups that are intended to meet specific objectives of the project. Most significantly, the participants can contribute by taking initiatives independently but form a relationship with the external institution for advice and resources, while retaining control of the use of resources (Nsabimana, 2010:32, Aref, 22:2011, Michael, 2009:24).

According to Dumont et al. (2007:6), strong community activism, involvement and participation create vibrant local communities which result as an attraction to other people from other cultures. The authors emphasise this statement by providing a good example of West Belfast where there was a strong local and national identity and strong community participation which led to lively communities and empowered one of the biggest West-Belfast Community Festivals, called Feile an Phobail. The community participation was based on the idea of the extent to which people were involved in decision-making Table 3.2 below indicates other studies conducted to examine the social impacts of events through community participation in events. The purpose of this table is to illustrate the findings of other previous studies done to reveal and emphasise the importance of community involvement.

<table>
<thead>
<tr>
<th>Authors</th>
<th>Name of the study</th>
<th>Findings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Michael (2009)</td>
<td>Community involvement and participation in tourism development in</td>
<td>Involvement and participation of community through employment</td>
</tr>
<tr>
<td>Author(s)</td>
<td>Topic</td>
<td>Findings</td>
</tr>
<tr>
<td>-----------</td>
<td>-------</td>
<td>----------</td>
</tr>
<tr>
<td>Tanzania</td>
<td></td>
<td>brings more economic benefits to household level which helps reduce poverty.</td>
</tr>
<tr>
<td>Aref (2011)</td>
<td>Sense of community and participation for tourism development</td>
<td>It was found that allowing community to participate help community to take responsibility for oneself and others and be willing to share and interact.</td>
</tr>
<tr>
<td>Nsabimana (2010)</td>
<td>The extent of community involvement in tourism development and conservation activities in Eastern Rwanda.</td>
<td>Community participation in resource management for tourism has the potential to increase income and employment and develop skills, thereby empower local people.</td>
</tr>
<tr>
<td>Mair and Duffy (2015)</td>
<td>Community events and social justice in urban growth area</td>
<td>Festivals and events have strong connections with community and identity and with community well-being in particular.</td>
</tr>
<tr>
<td>Wilson et al. (2016)</td>
<td>Expanding the domain of festival research: a review and research agenda</td>
<td>The study indicates the significant role that festivals play within local communities and that it is important to understand festivals as a continuum and the people, processes and resources that are key to their initiation and successful development.</td>
</tr>
<tr>
<td>Laing and Mair (2015)</td>
<td>Music festival and the social inclusion: festival organisers' perspective</td>
<td>Developing strategies for social inclusion that aim to benefit the community in a broader sense may have a greater impact on the outcomes.</td>
</tr>
<tr>
<td>Kim et al. 2015</td>
<td>Evaluating the perceived social impacts of hosting large-scale sport tourism events: Scale development and validation</td>
<td>The study findings indicate that the organisers and administrators should understand the residents’ concerns and develop</td>
</tr>
<tr>
<td>Song et al. (2015)</td>
<td>The effects of festival impacts on support intentions based on residents’ ratings of festival performance and satisfaction: a new integrative approach</td>
<td>The study indicates that tourism impact studies and festival impact in particular can be measured using other theories such as theory of reasoned action (TRA), social exchange theory (SET), and affective theory of social exchange (ATSE), rather than solely by SET.</td>
</tr>
</tbody>
</table>

Being aware of the changes that are taking place in every aspect is very crucial. Even for the events industries to be aware of dynamic changes happening around them that could affect their success is also important. For this reason, considering the trends in events for this study is significant as the festival organisers have to be aware of the challenges they might face in preparation of the festival or event. However trends can be both positive and negative on the social being of the community. For instance, if the events are used to improve the image of a destination, that also will benefit the community as the community is content of a destination. Community participation is a new trend that many organisers consider when planning events. Communities are stakeholders who play an essential role in ensuring sustainable and successful events and their support is valued (Mair & Laing, 2013:1114). A brief discussion of other major trends in events follows later in section.

### 3.5 MAJOR TRENDS IN EVENTS

#### 3.5.1 Special purpose event venue

For an event to be successful, it requires a venue that is more suitable and convenient to the purpose of the event (Tassiopoulos, 2005:17). The author continues to indicate the most applied trend in event industry is building mega events venues, for example the international convention centre in Durban, Cape Town International Convention Centre and the MTN Sundome on Johannesburg.
3.5.2 Social media and social networking

The use of social media seems to have caught everyone's attention, whether in public uprisings or in facilitating new events, either planned or spontaneous. This technology of communication and entertainment is also used as a social networking tool connected to serious leisure, sub-culture or related niche events or also to market events to target communities online, while at the same time facilitating an easy and cheap publication (Getz & Page, 2016:37). Some of the social networking sites such as Facebook, LinkedIn and Twitter offer new ways of communication within the stakeholder groups.

3.5.3 Strategic event growth

Many destinations are now using events as their strategic tool to improve their appearance and to strategically promote tourism and most significantly large mega-events are good examples of those events, since they are catalysts for the tourism sector because they can attract many visitors from outside the host destination (Larson, 2009:394). These events are now considered as the important tool for marketing destinations to attract more investment, tourism as well as the community to reside in that area (Tassiopoulos, 2000:17).

3.5.4 Continued growth of festivals and events

Events have been growing enormously through the past decades. The development of events differs within countries and countries that are still growing have much to benefit from the growth and development of events (Tassiopoulos, 2010:19). Getz and Page (2016:37) indicate that the reason for the growth and spread of events is because of international tourism which is an important dimension of the wider concept of globalisation and has shifted festivals from localised audiences to being global attractions.

3.5.5 Sponsorships

Bladen *et al.*, (2012:177) define sponsorship as “a business relationship between a provider of funds resources or services and an individual event which offers in return rights and association that may be used for commercial advantage in return for the sponsorship investment”. Currently, most events depend much on sponsors for them to
run successfully. Most companies provide sponsorship to events in return to market their product as well as their image through the event, for instance sports events which are increasingly dependent on sponsorships (Tassiopoulos, 2010:17).

### 3.5.6 Legal issues

For events products to be protected, they need to be legally protected. Organisers feel a need for securing their events because they regard their events as their businesses and as their community’s reliable resources (Tassiopoulos, 2000:19). Zahedi et al. (2016:30) on the other hand, emphasise that most of the policies and regulations that affect travel, leisure, culture and events were made by governments and they vary from country to country. Therefore, the increasing regulations and professionalism in the events sector are more essential and companies must be licensed for events to be approved and insured.

### 3.5.7 The experience economy and co-creation of experience

According to Getz (2012:26), customers want memorable and enjoyable experiences that are unique and personalised and that often happen in sectors of entertainment, tourism, hospitality and during events. Rich people travel and participate in events where they want to create personalised experiences for themselves. Therefore, event planners must be creative to meet the needs and desires of their customers (Bladen et al., 2012:301).

### 3.5.8 Sustainability of events

Sustainability ensures a healthy, productive and a meaningful life in the society for the present and the future. Events attract many people to a destination who also have different ways of affecting the three pillars of sustainability (social, economic and environmental) (Tassiopoulos, 2010:209). However, there has been a development of event greening practice which is defined as “an event that is hosted in an environmentally and socially responsible manner” where the main goal is to reduce the resources that are being used and minimise the impacts to the climate and human health (Green event guideline Durban, 2012:2). Events planners should however consider green practices because a green event will decrease harmful impacts on the
environment, such as decreased waste, water and energy use. These green practices are advantageous to the event stakeholders as they reduce costs, create societal benefits and most importantly, encourage other events organiser to learn the same method (Ismail, 2015:62). The green event guideline Durban (2012:2) argues that green events always leave behind a benefit of a positive legacy for the natural environment and for the local community.

3.6 CONCLUSION

The purpose of this chapter was to find the interrelation between tourism and events and to examine the history behind festivals, such as how they were first celebrated. From the literature gathered, it was indicated that events were mostly seen as a way in which communities celebrated their way of living and used for reunion purposes. Different types and forms of events were thoroughly explained where it was found that types of events differed in size and so did their management and impacts to the community. The impacts of the event increase in accordance with the size of the event: the bigger the event, the larger the impacts. The local community perceived the social impacts of festivals depending on how they were directly affected by the festival. Understanding the residents’ perspective can help minimise the negative impacts and maximise benefits, hence lead to greater support for tourism. Community participation and a good relationship between the role players in festivals or events are also important for the success of the event. Events and festivals on the other hand are affected by major changes that are experienced by the events industry in their daily operation, such as technology and many other changes.
CHAPTER 4: THE RESULTS

4.1 INTRODUCTION

The following chapter addresses the analysis of data and all aspects employed to thoroughly interpret it.

4.2 RESULTS OF THE STUDY

This section reports the results of the survey conducted at the Macufe Festival in Bloemfontein. A total of 450 questionnaires were distributed by the researcher to the residents of Bloemfontein and 425 completed questionnaires were obtained, which is a good response. Responses to the social impact perceptions in the questionnaire were measured on a 5-point Likert scale. The data collected was captured in Microsoft Excel and analysed using SPSS. Further analysis such as principal component analysis which was done on the positive and negative social impact perceptions of Macufe Festival and a T-test were performed to identify differences between factors and the languages spoken by the respondents. There are various types of statistical analyses that were used to analyse data in this study, namely descriptive statistics, factor analysis and correlation analysis.

4.2.1 Profile of respondents

As indicated in Table 4.1, the largest group of the respondents was between the ages of 21 and 30 years (45%) and slightly more than half of the respondents who participated in the survey were single (51%) followed by those who were married (26%). An equal number of male and female respondents participated in this survey (50%, each). The largest group of respondents had obtained a matric certificate (44%) as their highest level of education, followed by those who had obtained a diploma or degree (35%). The respondents indicated that Macufe Festival had a positive to very positive impact on their personal quality of life (51%), while they perceived an even greater impact on the quality of life of the community (59%).
Sesotho was the most prominent language (60%) spoken by respondents, followed by other languages (27%) such as Afrikaans, Sepedi, Setswana, isiXhosa and isiZulu. The largest group of respondents had been living in Bloemfontein for one to 10 years (37%), followed by those who had been living there for 11 to 20 years (29%). The average number of years of respondents had been living in Bloemfontein was 17.47. Moreover, several respondents indicated that they had been to the festival twice (12%), followed by those who had been to the festival three times (11%). The average number of times respondents attended the festival was 3.42 and the majority of respondents (75%) assured that they will be attending the festival in 2015.

Most of the respondents were not hired to work at the festival (88%), while only 12% were employed to work there. The largest group of respondents attending Macufe Festival purchased two (23%) or four tickets (16%) resulting in an average of 2.92 tickets. Some respondents received one complimentary ticket, and the average of complimentary tickets received was 0.26. The residents spent an average of 3.36 days at the festival.

The participants in this survey were people from different residential areas of Bloemfontein such as Heidedal, Hilton, Willows, Phase 2, Phahameng, Vista Park, Freedom square, Bochabela, Brandwag and Batho location to name but a few. The larger group of respondents were from Bloemanda (12%), followed by several respondents from Rocklands (9%). The respondents indicated the following as the benefits of Macufe Festival: people from the community were hired to work at the festival, the youth got a chance to participate, and the festival helped uplift tourism in Bloemfontein.

Table 4.1: Profile of respondents and the festival behaviour

<table>
<thead>
<tr>
<th>Category</th>
<th>Categories</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td>13-20 years</td>
<td>13%</td>
</tr>
<tr>
<td></td>
<td>21-30 years</td>
<td>45%</td>
</tr>
<tr>
<td></td>
<td>31-40 years</td>
<td>25%</td>
</tr>
<tr>
<td></td>
<td>41-50 years</td>
<td>11%</td>
</tr>
<tr>
<td></td>
<td>51-68 years</td>
<td></td>
</tr>
<tr>
<td>--------------------------------</td>
<td>-------------</td>
<td>-------</td>
</tr>
<tr>
<td></td>
<td></td>
<td>6%</td>
</tr>
<tr>
<td>Gender</td>
<td>Female</td>
<td>50%</td>
</tr>
<tr>
<td>Home language</td>
<td>English</td>
<td>13%</td>
</tr>
<tr>
<td></td>
<td>Other languages</td>
<td>27%</td>
</tr>
<tr>
<td>Number of years as resident of Bloemfontein</td>
<td>1-10 years</td>
<td>37%</td>
</tr>
<tr>
<td></td>
<td>11-20 years</td>
<td>29%</td>
</tr>
<tr>
<td></td>
<td>21-30 years</td>
<td>21%</td>
</tr>
<tr>
<td></td>
<td>31-40 years</td>
<td>8%</td>
</tr>
<tr>
<td></td>
<td>41-67 years</td>
<td>5%</td>
</tr>
<tr>
<td></td>
<td>Average</td>
<td>17.47 years</td>
</tr>
<tr>
<td>Residential area that respondent stayed in</td>
<td>Bloemanda</td>
<td>12%</td>
</tr>
<tr>
<td>Rocklands</td>
<td></td>
<td>9%</td>
</tr>
<tr>
<td>Hilton</td>
<td></td>
<td>6%</td>
</tr>
<tr>
<td>Heidedal</td>
<td></td>
<td>6%</td>
</tr>
<tr>
<td>Willows</td>
<td></td>
<td>5%</td>
</tr>
<tr>
<td>Bochabela</td>
<td></td>
<td>4%</td>
</tr>
<tr>
<td>Freedom square</td>
<td></td>
<td>4%</td>
</tr>
<tr>
<td>Bloemside</td>
<td></td>
<td>3%</td>
</tr>
<tr>
<td>Brandwag</td>
<td></td>
<td>3%</td>
</tr>
<tr>
<td>Batho location</td>
<td></td>
<td>3%</td>
</tr>
<tr>
<td>Phahameng</td>
<td></td>
<td>3%</td>
</tr>
<tr>
<td>Phase 2</td>
<td></td>
<td>3%</td>
</tr>
<tr>
<td>Vista park</td>
<td></td>
<td>3%</td>
</tr>
<tr>
<td>Naval Hillview</td>
<td></td>
<td>2%</td>
</tr>
<tr>
<td>Westdene</td>
<td></td>
<td>2%</td>
</tr>
<tr>
<td>Pellissier</td>
<td></td>
<td>2%</td>
</tr>
<tr>
<td>Phelindaba</td>
<td></td>
<td>2%</td>
</tr>
<tr>
<td>Universitas</td>
<td></td>
<td>2%</td>
</tr>
<tr>
<td>Occupation</td>
<td>Profession</td>
<td>8%</td>
</tr>
<tr>
<td>Occupation</td>
<td>Percentage</td>
<td></td>
</tr>
<tr>
<td>----------------------------------</td>
<td>------------</td>
<td></td>
</tr>
<tr>
<td>Management</td>
<td>16%</td>
<td></td>
</tr>
<tr>
<td>Technical</td>
<td>2%</td>
<td></td>
</tr>
<tr>
<td>Sales</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>Civil services</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>Healthcare</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>Housewife/domestic work</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td>Pensioner</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td>Student</td>
<td>23%</td>
<td></td>
</tr>
<tr>
<td>Educator</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>Arts</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>Support stuff</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>Unemployed</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>Others</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>Marital status</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Divorced</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>Engaged</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>In a relationship</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>Married</td>
<td>26%</td>
<td></td>
</tr>
<tr>
<td>Single</td>
<td>51%</td>
<td></td>
</tr>
<tr>
<td>Widow/er</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>Level of education</td>
<td></td>
<td></td>
</tr>
<tr>
<td>No school</td>
<td>2%</td>
<td></td>
</tr>
<tr>
<td>Matric/Grade 12</td>
<td>44%</td>
<td></td>
</tr>
<tr>
<td>Diploma/Degree</td>
<td>35%</td>
<td></td>
</tr>
<tr>
<td>Post-graduation</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>Professional</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>5%</td>
<td></td>
</tr>
</tbody>
</table>

### Festival behaviour

<table>
<thead>
<tr>
<th>Impact of Macufe on respondents’ personal life</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very negative</td>
<td>6%</td>
</tr>
<tr>
<td>Negative</td>
<td>0%</td>
</tr>
<tr>
<td>Slightly negative</td>
<td>1%</td>
</tr>
<tr>
<td>No effect</td>
<td>31%</td>
</tr>
<tr>
<td>Slightly positive</td>
<td>11%</td>
</tr>
<tr>
<td>Positive</td>
<td>17%</td>
</tr>
<tr>
<td>Very positive</td>
<td>34%</td>
</tr>
<tr>
<td>Impact of Macufe on the community as a whole</td>
<td>Very negative</td>
</tr>
<tr>
<td></td>
<td>Negative</td>
</tr>
<tr>
<td></td>
<td>Slightly negative</td>
</tr>
<tr>
<td></td>
<td>No effect</td>
</tr>
<tr>
<td></td>
<td>Slightly positive</td>
</tr>
<tr>
<td></td>
<td>Positive</td>
</tr>
<tr>
<td></td>
<td><strong>Very positive</strong></td>
</tr>
</tbody>
</table>

| Number of Festival attendances | 0 time | 31% |
|                               | 1 time  | 10% |
|                               | 2 times | 12% |
|                               | 3 times | 11% |
|                               | 4 times | 8%  |
|                               | 5 times | 7%  |
|                               | 6 times | 4%  |
|                               | 7 times | 2%  |
|                               | 8 times | 3%  |
|                               | 9 times | 2%  |
|                               | 10+ times | 10% |
|                               | Average | 3.42 |

| Attend the Festival in 2015? | Yes | 75% |
|                            | No  | 25% |

| Work at the festival? | Yes | 12% |
|                       | No  | **88%** |

<p>| Number of days spent at Festival | 1 day | 28% |
|                                 | 2 days | 22% |
|                                 | 3 days | 16% |
|                                 | 4 days | 11% |
|                                 | 5 days | 10% |
|                                 | 6 days | 0%  |
|                                 | 7 days | 2%  |
|                                 | 8 days | 1%  |
|                                 | 9 days | 2%  |
|                                 | 10+ days | 8% |</p>
<table>
<thead>
<tr>
<th>Number of tickets purchased</th>
<th>Average</th>
<th>3.36 days</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 tickets</td>
<td>16%</td>
<td></td>
</tr>
<tr>
<td>1 ticket</td>
<td>14%</td>
<td></td>
</tr>
<tr>
<td><strong>2 tickets</strong></td>
<td><strong>23%</strong></td>
<td></td>
</tr>
<tr>
<td>3 tickets</td>
<td>14%</td>
<td></td>
</tr>
<tr>
<td>4 tickets</td>
<td>16%</td>
<td></td>
</tr>
<tr>
<td>5 tickets</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>6 tickets</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>7 tickets</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td>8 tickets</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td>9 tickets</td>
<td>2%</td>
<td></td>
</tr>
<tr>
<td>10+ tickets</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td>Average</td>
<td>2.92 Tickets</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Number of complimentary tickets received</th>
<th>Average</th>
<th>0.26 Tickets</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 tickets</td>
<td>88%</td>
<td></td>
</tr>
<tr>
<td>1 ticket</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>2 tickets</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>3 tickets</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td>4 tickets</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td>5 tickets</td>
<td>0%</td>
<td></td>
</tr>
<tr>
<td>6 tickets</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td>Average</td>
<td>0.26 Tickets</td>
<td></td>
</tr>
</tbody>
</table>

### 4.2.2 Social impact perception of residents

In order to understand the social impact perceptions of local residents towards the Macufe Festival, a list of possible social impact statements was provided on a 5-point Likert scale where respondents could indicate to what extent they agreed with the statements (where 1 = ‘strongly disagree’, 2 = ‘disagree somewhat’, 3 = ‘agree’, 4 = ‘strongly agree’, and 5 = ‘fully agree’). For the purpose of this study, means and standard deviation were determined to indicate the social impacts of Macufe Festival. The following items were the top ten aspects perceived by the community of Bloemfontein: entertainment opportunities have increased (mean = 3.99, SD = 1.086), excessive drinking and/or use of drugs has increased (mean = 3.94, SD = 1.290), tourists numbers in Bloemfontein have increased (mean = 3.89, SD = 1.150), there is
opportunities for people to have fun (mean = 3.87, SD = 1.170), there are too many people during festival and its overcrowded (mean = 3.81, SD = 1.304), opportunities for local business have increased (mean = 3.78, SD = 1.181), the image of city/town has improved (mean = 3.75, SD = 1.211), traffic congestion in the area has increased (mean = 3.69, SD = 1.252), interactions between locals and visitors have increased (mean = 3.68, SD = 1.214) and lastly opportunities for shopping have increased (mean = 3.67, SD = 1.251). These aspects are listed in Table 4.2 below.

Table 4.2: The social impacts of Macufe Festival

<table>
<thead>
<tr>
<th>Social impacts</th>
<th>N</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employment opportunities in town have increased</td>
<td>389</td>
<td>3.20</td>
<td>1.321</td>
</tr>
<tr>
<td>Entertainment opportunities have increased</td>
<td>384</td>
<td>3.99</td>
<td>1.086</td>
</tr>
<tr>
<td>Opportunities for local business have increased</td>
<td>374</td>
<td>3.78</td>
<td>1.181</td>
</tr>
<tr>
<td>Litter in the area has increased</td>
<td>357</td>
<td>3.66</td>
<td>1.288</td>
</tr>
<tr>
<td>The turnover for the local businesses have increased</td>
<td>362</td>
<td>3.62</td>
<td>1.217</td>
</tr>
<tr>
<td>Crime levels have increased</td>
<td>367</td>
<td>3.52</td>
<td>1.314</td>
</tr>
<tr>
<td>The living standards of local residents have improved</td>
<td>367</td>
<td>2.97</td>
<td>1.339</td>
</tr>
<tr>
<td>Noise levels in the area have increased</td>
<td>371</td>
<td>3.59</td>
<td>1.277</td>
</tr>
<tr>
<td>Prices of goods and services have increased</td>
<td>364</td>
<td>3.59</td>
<td>1.282</td>
</tr>
<tr>
<td>Opportunities for shopping have increased</td>
<td>375</td>
<td>3.67</td>
<td>1.251</td>
</tr>
<tr>
<td>Infrastructure in town have improved</td>
<td>364</td>
<td>3.43</td>
<td>1.347</td>
</tr>
<tr>
<td>Excessive drinking and/or use of drugs has increased</td>
<td>366</td>
<td>3.94</td>
<td>1.290</td>
</tr>
<tr>
<td>The image of city/town has improved</td>
<td>369</td>
<td>3.75</td>
<td>1.211</td>
</tr>
<tr>
<td>The pride of residents have increased</td>
<td>366</td>
<td>3.53</td>
<td>1.315</td>
</tr>
<tr>
<td>The maintenance of public facilities has improved</td>
<td>369</td>
<td>3.27</td>
<td>1.346</td>
</tr>
<tr>
<td>There are too many people during festival and its overcrowded</td>
<td>373</td>
<td>3.81</td>
<td>1.304</td>
</tr>
<tr>
<td>Participation in community activities has improved</td>
<td>329</td>
<td>3.35</td>
<td>1.284</td>
</tr>
<tr>
<td>The local economy is improving</td>
<td>334</td>
<td>3.60</td>
<td>1.216</td>
</tr>
<tr>
<td>Tourists numbers in Bloemfontein have increased</td>
<td>327</td>
<td>389</td>
<td>1.150</td>
</tr>
<tr>
<td>Public transport has improved</td>
<td>331</td>
<td>3.40</td>
<td>1.305</td>
</tr>
<tr>
<td>There is opportunities for people to have fun</td>
<td>330</td>
<td>387</td>
<td>1.170</td>
</tr>
<tr>
<td>Friends come and visit me</td>
<td>325</td>
<td>3.64</td>
<td>1.321</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>---------------------------------------------------------------</td>
<td>-----</td>
<td>---------</td>
<td>---------</td>
</tr>
<tr>
<td>Damage to the environment increased</td>
<td>325</td>
<td>3.49</td>
<td>1.314</td>
</tr>
<tr>
<td>Traffic congestion in the area has increased</td>
<td>323</td>
<td>3.69</td>
<td>1.252</td>
</tr>
<tr>
<td>Public money is well spent</td>
<td>325</td>
<td>3.10</td>
<td>1.440</td>
</tr>
<tr>
<td>The appearance of the area has improved</td>
<td>314</td>
<td>3.24</td>
<td>1.379</td>
</tr>
<tr>
<td>Parking availability in the area has decreased</td>
<td>314</td>
<td>3.39</td>
<td>1.355</td>
</tr>
<tr>
<td>The involvement of the local residents have increased</td>
<td>317</td>
<td>3.43</td>
<td>1.222</td>
</tr>
<tr>
<td>Trading in the area has increased</td>
<td>310</td>
<td>3.47</td>
<td>1.266</td>
</tr>
<tr>
<td>Public funding for community activities has increased</td>
<td>307</td>
<td>3.17</td>
<td>1.370</td>
</tr>
<tr>
<td>The overall cost living has increased</td>
<td>318</td>
<td>3.54</td>
<td>1.237</td>
</tr>
<tr>
<td>Disruptive behaviour has increased</td>
<td>313</td>
<td>3.55</td>
<td>1.315</td>
</tr>
<tr>
<td>Interactions between locals and visitors have increased</td>
<td>320</td>
<td>3.68</td>
<td>1.214</td>
</tr>
</tbody>
</table>

Seeing as there were so many aspects, it was difficult to view them holistically. Therefore a factor analysis was performed to reduce the amount of data into more easily usable factors. Factor analysis is a collection of techniques that is used to determine the number and nature of variables that account for variation among a set of observed measures and a factor is that variable that influences other observed measures and correlates with them only if they have something in common (Brown, 2015:10).

There were 33 items that were used on the scale to measure the positive and negative social impact perceptions of the Macufe Festival on the community of Bloemfontein. The factor analysis was conducted using the SPSS, in which a principal component factor analysis was used to obtain the initial solution (see Table 4.2).
<table>
<thead>
<tr>
<th>FACTORS</th>
<th>Factor 1: Community enhancement</th>
<th>Factor 2: Community degradation</th>
<th>Factor 3: Growth opportunities</th>
<th>Factor 4: Public spending and interaction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mean</td>
<td>3.395</td>
<td>3.637</td>
<td>3.655</td>
<td>3.338</td>
</tr>
<tr>
<td>Cronbach Alpha</td>
<td>.876</td>
<td>.854</td>
<td>.886</td>
<td>.859</td>
</tr>
<tr>
<td>Inter-item correlation</td>
<td>.587</td>
<td>.370</td>
<td>.470</td>
<td>.435</td>
</tr>
<tr>
<td>The pride of residents has increased</td>
<td>.674</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The living standards of local residents have improved</td>
<td>.668</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The maintenance of public facilities has improved</td>
<td>.658</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Infrastructure in town has improved</td>
<td>.538</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The image of the city/town has improved</td>
<td>.520</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Noise levels in the area have increased</td>
<td></td>
<td>.736</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Crime levels have increased</td>
<td></td>
<td>.730</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Excessive drinking and/or drug use has increased</td>
<td></td>
<td>648</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Litter in the area has increased</td>
<td></td>
<td>.627</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Prices of some goods and services have increased</td>
<td></td>
<td>.623</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Disruptive behaviour has increased</td>
<td></td>
<td>.619</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Damage to the environment increased</td>
<td></td>
<td>.612</td>
<td></td>
<td></td>
</tr>
<tr>
<td>There are too many people during festival time and it's overcrowded</td>
<td></td>
<td>.525</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The overall cost of living has increased</td>
<td></td>
<td>.337</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Traffic congestion in the area has increased</td>
<td></td>
<td>.516</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tourist numbers in Bloemfontein have increased</td>
<td></td>
<td></td>
<td>.740</td>
<td></td>
</tr>
<tr>
<td>Entertainment opportunities have increased</td>
<td></td>
<td></td>
<td>.723</td>
<td></td>
</tr>
<tr>
<td>Opportunities for local business have increased</td>
<td></td>
<td></td>
<td>.649</td>
<td></td>
</tr>
<tr>
<td>There are opportunities for people to have</td>
<td></td>
<td></td>
<td></td>
<td>.616</td>
</tr>
</tbody>
</table>
The factor analysis resulted in four factors as seen in Table 4.3. The variables were labelled according to the similar characteristics. They were labelled as community enhancement (Factor 1), community degradation (Factor 2), growth opportunities (Factor 3) and public spending and interaction (Factor 4). The reliability scale (also called Cronbach’s Alpha) was used to determine if the factor analysis was reliable. Factor loading must be above 0.5 to be reliable (Bothma, 2009:72). In this case, the Cronbach’s Alpha values ranged from 0.854 as the lowest to 0.886 as the highest value. These Cronbach’s Alpha values indicated that the variables were highly significant to each other. The inter-item correlation, however, was between 0.370 and 0.587 and when looking at the mean value of the four identified factors, the highest mean value was 3.655 and the lowest was 3.338. The Kaizer-Meyer-Olkin measure of sample adequacy was also used to examine whether the strength of the relationship between
variables was sufficient to proceed with the factor analysis (Bothma, 2009:72). The
Kaizer-Meyer-Olkin measure of sample adequacy was 0.94 and the total variance
explained was 52.9 percent. In the next section, the factors obtained are discussed.

Factor 1: Community enhancement

Community enhancement (Factor 1) had a mean value of 3.395, a Cronbach value of
0.876 and an inter-item correlation of 0.587. Factor 1 comprised the following
statements: the pride of residents has increased; the living standards of local residents
have improved; the maintenance of public facilities has improved; infrastructure in town
has improved, and the image of the city has improved. It is evident to an extent from
Factor 1’s mean value that the community regarded hosting Macufe Festival in their
community area as very crucial as it brought positive impacts that changed their lives for
the better.

Factor 2: Community degradation

Under Community degradation, which is Factor 2, the mean value for this factor was
3.637, the Cronbach’s alpha value was 0.854 and the lowest inter-item correlation of
0.370. It consisted of items such as noise levels in the area have increased; crime
levels have increased; excessive drinking and/or drug use have increased; litter in the
area has increased; prices of some goods and services have increased; disruptive
behaviour has increased; damage to the environment has increased; there are too
many people during festival time and it's overcrowded; the overall cost of living has
increased; and traffic congestion in the area has increased. The respondents’ opinions
indicated that the Macufe Festival, to a considerable extent, also affected the
community negatively. Furthermore, the items support the literature on the social
impacts of festivals which reveals that, when many people visit an area, it can have
negative effects if not managed properly (Jurado, et al., 2013:02).

Factor 3: Growth opportunities

Growth opportunities (Factor 3) has the highest mean value of 3.655, Cronbach alpha of
0.886 and an inter-item correlation of 0.470. Factor 3 included the following statements:
tourist numbers in Bloemfontein have increased; entertainment opportunities have increased; opportunities for local business have increased; there are opportunities for people to have fun; the turnover for local businesses has increased; employment opportunities in town have increased; opportunities for shopping have increased; the local economy is improving; trading in the area has increased; and friends come and visit me. Based on the mean value, it could be stated that, during Macufe Festival, people come from different places of origin to have fun and the more the number of people increases the more businesses around Bloemfontein benefit. This factor, furthermore, indicated that the lives of residents are improved because of tourism growth in the area.

Factor 4: Public spending and interactions

A mean value of 3.338 was measured for Factor 4 which was the lowest mean value for this study, a Cronbach’s alpha of 0.850 and inter-item correlation of 0.435. Factor 4 included the following: public funding for community activities has increased; the involvement of the local residents has increased; parking availability in the area has decreased; the appearance of the area has improved; public transport has improved; public money is well spent; interactions between locals and visitors have increased, and participation in community activities has increased. During Macufe Festival, funds are spent on activities as well as various other aspects in order to attend the Festival. This leads to economic growth in the community. In this factor, it was also shown that there were positive interactions between the locals and the visitors and that the locals were involved to participate in activities. Hence the literature supports that involving the community to participate leads to the success of the event (Slabbert, 2007:155).

The next section describes how respondents’ views differ in accordance with certain aspects as well as how these aspects influence their perceptions.

4.2.3 Aspects that influence social impact perceptions

In this section the aspects that influence social impact perceptions are discussed under the following sub-headings: correlation amongst factors, correlation amongst factors and aspects and a T-test. First, correlation amongst factors is discussed.
4.2.3.1 Correlation amongst factors

Correlation can be described as a single value which describes the extent of the relationship between two variables. If one variable increases or decreases, it means the other variable will also increase or decrease (Research methodology, 2016). In this study, it was examined how the various factors correlated with one another, as well as with the socio-demographic and other information. This might assist in the better understanding of the residents of Bloemfontein by being aware of what aspects influenced their various social impact perceptions.

In this study, correlation between community enhancement and community degradation was significant p=0.000*, with a positive correlation size of rho= .484**. The more the community perceived community enhancement, for instance the living standards of the community and the maintenance of public facilities improving, the more the community degradation was observed with aspects such as crime, littering, noise levels increasing, use of drugs and alcohol and traffic congestions. Again, there was a significant correlation between community enhancement and growth opportunities p=0.000* with a positive correlation of rho=.704** and increased public spending where p=0.000* and correlation size of rho=.712**. The correlation is significant when it is at level p>=0.05. Community degradation correlated significantly with growth opportunities p=0.000* and public spending p=0.000* with rho=.596** for growth opportunities and rho=.509** for public spending. The increase in the number of visitors in the area resulted in crowding and even led to traffic congestions and the crowding could also lead to parking availability being decreased. Finally, public spending correlated with the three other factors. Below in Table 4.4 the spearman’s rho correlation among factors is indicated. A discussion on correlation amongst aspects and factors follows next.
Table 4.4: Spearman’s rho to determine correlations among factors

<table>
<thead>
<tr>
<th></th>
<th>Community enhancement</th>
<th>Community degradation</th>
<th>Growth opportunities</th>
<th>Public spending</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Community enhancement</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Correlation coefficient</td>
<td>.484**</td>
<td>.704**</td>
<td>.712**</td>
<td></td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
<td></td>
</tr>
<tr>
<td><strong>Community degradation</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Correlation coefficient</td>
<td></td>
<td>.596**</td>
<td>.509**</td>
<td></td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.000</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Growth opportunities</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Correlation coefficient</td>
<td></td>
<td></td>
<td>.723**</td>
<td></td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td></td>
<td></td>
<td>.000</td>
<td></td>
</tr>
</tbody>
</table>

*correlation is significant at the 0.05 level (2 detailed)
**correlation is significant at the 0.01 level (2 detailed)

4.2.3.2 Correlation amongst aspects and factors

The second correlation analysis was done to determine correlation among aspects and factors. In Table 4.5 below, age correlates positively with years in Bloemfontein rho=0.342** and the level of education 0.275** at the significant levels of p=0.000 and p=0.000 respectively. The age of the participants with the years they have lived in Bloemfontein determined that the participants were at the age to identify the social impacts of Macufe festival within the number of years they have lived in Bloemfontein. The age also determined the number of times the respondent attended the festival. The older the respondent, the more times he or she attended the festival and the younger he or she was, the less number of times he or she attended the festival. There was a positive correlation between age and community enhancement rho=0.007, community degradation rho=0.000, growth opportunities rho=0.034 and public spending rho=0.052. This was to justify that the respondents were much aware of the impacts brought by the festival in their community. However, age correlates positively with effects on community life rho=0.096 and negatively rho=-0.005 with personal life. This indicated that the respondents were at the age to realise the impact of Macufe Festival on the community and they were also aware that age affected the personal life of individuals negatively.

Years in Bloemfontein correlated with the following: number of attendances, the number of days spent at the festival, tickets bought, complimentary tickets, the level of
education, personal life, effects on community life, community enhancement, community degradation, tourism growth and increased public spending. However, residents who had lived in Bloemfontein for many years justified the fact that they still had many times to attend the festival every time the festival was hosted with a positive correlation of rho= .215** and the number of tickets they bought determined the number of days the respondents intended to spend at the festival which had highest qualification rho=.118*. Hence there was a positive and significant correlation p=0.000** between the number of attendances and the number of tickets bought and a significant correlation between the number of tickets and the number of days at the festival p=0.000**.

The number of attendances had a positive correlation with the number of days spent at the festival rho=.330**, tickets bought rho=.322**, level of education rho.138* and personal life rho .237**, all at the significant level of p=0.000**. This is prominent that the respondents attending the festival bought tickets and spent certain days at the festival. The participants had qualifications. The festival had a positive impact to the community on the personal level. There was also a positive correlation between days spent at the festival with tickets bought rho=535** at the significant level of p=0.000**, and also to personal life rho=.212** and effect on community life rho=.210**, community enhancement rho=.154* and lastly tourism growth rho=.195*. This showed that the more tickets were bought, the more the number of days the respondents spent at the festival which led to an improvement in tourism growth and finally the festival positively affected the life of individuals and the community as whole.

The personal lives of respondents were affected and the personal life correlated with the following aspects and factors: effect on community life rho=.557**, community enhancement rho=.325**, growth opportunities rho=.346** and public spending rho=.293** with significant values of p=0.000**, p=0.000**, p=0.000** and p=0.000** respectively. When the lives of individuals were positively impacted, there were also improvements witnessed within the community by these individuals. They could spend and enjoy themselves and as a result increased the level of tourism in their city. In addition to that, there was also a correlation of effects on community life and other factors such as community enhancement rho=.359**, growth opportunities rho=.408** and public spending rho=.250**. The significant values of effects on community life with factors were p=0.000**, p=0.000** and p=0.000**, respectively. Then 10A correlated
positively with personal lives $\text{rho}=.235^{**}$ and effects on community life $\text{rho}=.302^{**}$. 10A represents the statement in the questionnaire which states that Macufe Festival involves the local community in the festival. In this study, the highest correlation coefficient was between growth opportunities and public spending with $\text{rho}=0.723^{**}$, followed by a correlation between community enhancement and public spending with the coefficient of $\text{rho}=.712$. This clearly emphasises the point that, when the community’s standard of living improves, they can spend money, attend festivals and embrace their lifestyles. However, these changes also bring about various developments within the community and improve the image of the city hence attracting tourists into the city.
Table 4.5: Spearman’s rho to determine correlation amongst aspects and factors

<table>
<thead>
<tr>
<th></th>
<th>Age</th>
<th>Years in Bloemfontein</th>
<th>Number of attendance</th>
<th>Days</th>
<th>Tickets buy</th>
<th>Tickets free</th>
<th>Level of education</th>
<th>Personal life</th>
<th>Effects on community life</th>
<th>10a</th>
<th>Community enhancement</th>
<th>Community degradation</th>
<th>Growth opportunities</th>
<th>public spending</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Age</strong></td>
<td><strong>Correlation coefficient</strong></td>
<td><strong>.342</strong>**</td>
<td>.103</td>
<td>.019</td>
<td>.136</td>
<td>.122</td>
<td>.275**</td>
<td>-.005</td>
<td>.096</td>
<td>.003</td>
<td>.007</td>
<td>.000</td>
<td>.034</td>
<td>.052</td>
</tr>
<tr>
<td><strong>Sig. (2-tailed)</strong></td>
<td>.000</td>
<td>.113</td>
<td>.796</td>
<td>.070</td>
<td>.554</td>
<td>.000</td>
<td>.931</td>
<td>.076</td>
<td>.956</td>
<td>.893</td>
<td>.998</td>
<td>.528</td>
<td>363</td>
<td></td>
</tr>
<tr>
<td><strong>Years in Bloemfontein</strong></td>
<td><strong>Correlation coefficient</strong></td>
<td><strong>.215</strong>**</td>
<td>-.007</td>
<td>.186*</td>
<td>-.028</td>
<td>.118*</td>
<td>.031</td>
<td>.066</td>
<td>-.070</td>
<td>-.051</td>
<td>-.034</td>
<td>-.006</td>
<td>-.030</td>
<td></td>
</tr>
<tr>
<td><strong>Sig. (2-tailed)</strong></td>
<td>.001</td>
<td>.930</td>
<td>.014</td>
<td>.892</td>
<td>.042</td>
<td>.575</td>
<td>.232</td>
<td>.236</td>
<td>.356</td>
<td>.533</td>
<td>.906</td>
<td>.610</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Number attendance</strong></td>
<td><strong>Correlation coefficient</strong></td>
<td><strong>.330</strong>**</td>
<td>.322**</td>
<td>.135</td>
<td>.138*</td>
<td>.237**</td>
<td>.053</td>
<td>.051</td>
<td>.070</td>
<td>-.024</td>
<td>.103</td>
<td>.079</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Sig. (2-tailed)</strong></td>
<td>.000</td>
<td>.000</td>
<td>.529</td>
<td>.043</td>
<td>.000</td>
<td>.412</td>
<td>.430</td>
<td>.267</td>
<td>.699</td>
<td>.101</td>
<td>.222</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Number of days spent at the festival</strong></td>
<td><strong>Correlation coefficient</strong></td>
<td><strong>.535</strong>**</td>
<td>.391</td>
<td>.104</td>
<td>.212**</td>
<td>.210</td>
<td>.140</td>
<td>.154*</td>
<td>.074</td>
<td>.195*</td>
<td>.081</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Sig. (2-tailed)</strong></td>
<td>.000</td>
<td>.059</td>
<td>.168</td>
<td>.003</td>
<td>.003</td>
<td>.052</td>
<td>.028</td>
<td>.289</td>
<td>.005</td>
<td>.262</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Tickets buy</strong></td>
<td><strong>Correlation coefficient</strong></td>
<td><strong>-.044</strong></td>
<td>.174*</td>
<td>.165*</td>
<td>.113</td>
<td>131</td>
<td>.120</td>
<td>.015</td>
<td>.173*</td>
<td>.200*</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Sig. (2-tailed)</strong></td>
<td>.848</td>
<td>.025</td>
<td>.026</td>
<td>.132</td>
<td>.089</td>
<td>.103</td>
<td>.841</td>
<td>.018</td>
<td>.007</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Tickets free</strong></td>
<td><strong>Correlation coefficient</strong></td>
<td><strong>-.142</strong></td>
<td>.326</td>
<td>.081</td>
<td>.092</td>
<td>-.082</td>
<td>.036</td>
<td>.144</td>
<td>-.221</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Sig. (2-tailed)</strong></td>
<td>.527</td>
<td>.120</td>
<td>.713</td>
<td>.683</td>
<td>.685</td>
<td>.860</td>
<td>.473</td>
<td>.310</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Level of education</strong></td>
<td><strong>Correlation coefficient</strong></td>
<td><strong>.027</strong></td>
<td>.100</td>
<td>.115</td>
<td>.092</td>
<td>-.009</td>
<td>.078</td>
<td>.113</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Sig. (2-tailed)</strong></td>
<td>.625</td>
<td>.075</td>
<td>.053</td>
<td>.101</td>
<td>.871</td>
<td>.157</td>
<td>.054</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Personal life</strong></td>
<td><strong>Correlation coefficient</strong></td>
<td><strong>.557</strong>**</td>
<td>.235**</td>
<td>.325**</td>
<td>.059</td>
<td>.346**</td>
<td>.293**</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Sig. (2-tailed)</strong></td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
<td>.261</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Effects on community life</strong></td>
<td><strong>Correlation coefficient</strong></td>
<td><strong>.302</strong>**</td>
<td>.356**</td>
<td>.095</td>
<td>.408**</td>
<td>.250**</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Sig. (2-tailed)</strong></td>
<td>.000</td>
<td>.000</td>
<td>.073</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
4.2.3.3 T-test

A T-test was also performed to measure correlations between questions with only two possible answers and factors. The following aspects were used: gender, attended the festival in 2015 and worked at the festival in 2015 whereby the respondents could only respond with a ‘Yes’ or ‘No’ (coded 1 or 2). The T-test was also done on marital status where people who were married or not were investigated. None of the correlations were significant, therefore they are not reported.

4.2.4 Influence of language in social impact perception

A one-way analysis of variance (ANOVA) was employed in this study. The purpose of an ANOVA is to test whether there is a statistically significant difference in population means of more than two groups (Engelbrecht, 2015:22). It was done to see how the perception of the social impacts of tourism differed when compared with certain aspects, in this case, language. Language, however, was used to differentiate between the community that took part in the survey, namely English, Sesotho and other languages. It is evident that a small effect existed between community enhancement and other languages (d=0.03). The effect size between community enhancement and Sesotho-speaking people and the effect size between English speaking individuals and community enhancement was equal (d=0.29). Effect size refers to the practical differences amongst groups. Sesotho speaking people perceived a higher level of community enhancement (M=3.5) than those who spoke English (M=3.2) or other languages (M=3.2)
The Sesotho speaking people and other languages also had a small effect on community degradation (d=0.16), and there was no effect by English speaking people (d=0.00). Sesotho speaking people (M=3.7) were more aware of community degradation, then English speaking people followed and lastly other languages (M=3.6). Small effect sizes were also found between growth opportunities and other languages (d=0.27) and a medium effect between Sesotho speaking people and tourism growth (d=0.47). Again, Sesotho speaking people were the ones who perceived the highest level of growth opportunities within their community (M=3.8) followed by those who spoke other languages (M=3.6) and lastly English speaking people (M=3.3).

There was a small effect size between Sesotho speaking (d=0.16) and English speaking people (d=0.15), pertaining to their views of public spending, with mean values of (M=3.4) and (M=3.3) respectively. It is clear that Sesotho speaking people had more effect on different factors even though the effect size occurred to be small (d<0.2) on three factors; community enhancement, community degradation and public spending but they had a large effect size on growth opportunities with an effect size of (d>0.5). This meant that there was a clear difference in how English and Sesotho-speaking people viewed growth opportunities with Sesotho speaking respondents perceiving more growth than English. Below in Table 4.6, ANOVA is clearly described.

<table>
<thead>
<tr>
<th>Factors</th>
<th>English (1)</th>
<th>Sesotho (2)</th>
<th>Other (3)</th>
<th>F-ratio</th>
<th>Sig. level</th>
<th>Effect size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community enhancement</td>
<td>3.2&lt;sup&gt;a&lt;/sup&gt;</td>
<td>3.5&lt;sup&gt;b&lt;/sup&gt;</td>
<td>3.2&lt;sup&gt;a&lt;/sup&gt;</td>
<td>3.880</td>
<td>0.022*</td>
<td>0.29*</td>
</tr>
<tr>
<td>Community degradation</td>
<td>3.6&lt;sup&gt;a&lt;/sup&gt;</td>
<td>3.7&lt;sup&gt;b&lt;/sup&gt;</td>
<td>3.6&lt;sup&gt;a&lt;/sup&gt;</td>
<td>1.120</td>
<td>0.328</td>
<td>0.16*</td>
</tr>
<tr>
<td>Growth opportunities</td>
<td>3.3&lt;sup&gt;a&lt;/sup&gt;</td>
<td>3.8&lt;sup&gt;b&lt;/sup&gt;</td>
<td>3.6&lt;sup&gt;ab&lt;/sup&gt;</td>
<td>5.097</td>
<td>0.007*</td>
<td>0.47**</td>
</tr>
<tr>
<td>public spending</td>
<td>3.3&lt;sup&gt;a&lt;/sup&gt;</td>
<td>3.4&lt;sup&gt;b&lt;/sup&gt;</td>
<td>3.1&lt;sup&gt;c&lt;/sup&gt;</td>
<td>3.395</td>
<td>0.035*</td>
<td>0.16*</td>
</tr>
</tbody>
</table>

Significant difference: p ≤ 0.05
*Effect sizes: small effect, d = 0.2
**Effect sizes: medium effect, d = 0.5
ANOVA works hand in hand with Turkey's post hoc test. However, Turkey's post hoc takes ANOVA further by showing how aspects that influence the factors group together. Most factors that have similar answers have one grouping (Dehmer et al., 2004:496). However, growth opportunities factors have two groupings where English and other languages fall into group one while Sesotho and other languages fall into group two. Other languages fall into both groups as they have been answered similar to English and Sesotho.

4.3 CONCLUSION

The aim of this chapter was to analyse data collected from Macufe Festival to observe the social impacts that were generated to the community by this festival. Various forms of statistical analysis were performed, firstly descriptive statistics. The descriptive statistics analysis was done, and demographics were analysed and discussed in table form. The study intended to find the impacts of this festival. Consequently, the results revealed that Macufe Festival had positively affected the personal lives of individuals in the community as well the community as a whole. This was emphasised by indicating that the residents' small businesses earned profits during the time of the festival. However, most of the people from the community did not manage to benefit from Macufe festival in 2015 as they did not have an opportunity to work at the festival. The second analysis that was performed was principal component analysis which was composed of the following social impacts factors; community enhancement (Factor 1), community degradation (Factor 2), growth opportunities (Factor 3) and public spending (Factor 4). Growth opportunities was the one with the highest mean of 3.655. The third analysis was correlation analysis which was computed through spearman’s rho, T-test and ANOVA and the results implied that Sesotho speaking people perceived the social impacts that result from the event differently from English and other language speaking people. Sesotho speaking people were the ones who perceived the highest level of growth opportunities within their community (M=3.8) followed by those who spoke other languages (M=3.6) and lastly English speaking people (M=3.3). They also perceived a higher level of community enhancement (M=3.5) than those who spoke English (M=3.2) or other languages (M=3.2). This, however, stresses the point that Macufe Festival is mainly supported by Sesotho speaking people.
CHAPTER 5: CONCLUSIONS AND RECOMMENDATIONS

5.1 INTRODUCTION

The purpose of this chapter is to discuss the conclusions and recommendations made in this study.

The aim of the study was to measure the social impacts perception of the Macufe Festival from the residents' perspective, and this was achieved through the completion of the following objectives:

- To analyse the social impacts of tourism by discussing the concepts, theories and measurements of social impact.
- To do an analysis of events with festivals as focus as well as the social impacts that festivals generate.
- To interpret the results of the empirical research and identify the social impacts of Macufe Festival as perceived by the community.
- To draw conclusions from the empirical findings of the study and to make recommendations on the basis of this study.

These objectives were formulated in Chapter 1 and addressed in the following chapters:

Chapter 2 explained how sociology developed, its structure as well as the elements of sociology. It was also in this chapter where the relation of sociology to tourism was discussed and where the social impacts of tourism were explored and briefly elaborated from both a positive and negative perspective. Various social impact theories were reviewed, and the social impact measuring scales were discussed.

Chapter 3 provided an analysis of festivals as a type of event by looking at the relationship between tourism and events as well as the history of events. The structure of events was discussed, followed by the types and forms of events respectively. The social impacts of festivals, as well as event operation role players,
were examined. The importance and role of the host community in festivals and events were analysed with regard to their attitudes toward festivals, perception towards festivals or events and their participation and engagement in festivals or events. Moreover, different trends emerging in the events industry were examined.

Chapter 4 reported the social impacts of Macufe Festival observed after the research was done in Bloemfontein. The data collected was interpreted, and various analyses such as descriptive analysis, factor analysis and correlation analyses were applied. The purpose of this chapter (Chapter 5) is to draw conclusions according to the study, make recommendations with regard to the survey and for further research. The limitations and contributions of the study are highlighted.

5.2 CONCLUSIONS

5.2.1 Conclusions regarding sociology and communities

- The term ‘Sociology’ was first coined early in the 19th century by French philosopher, Auguste Comte to respond to various challenges that were emerging at that time by pioneering to study the social structure of a community to see how people interacted and behaved themselves (c.f. 2.2).
- Comte firmly believed that understanding the society and their behaviour was the best strategy to bring positive changes to the society (c.f. 2.2).
- Although the term sociology was first used by the French social philosopher August Comte, the discipline was more firmly established by theorists such as Karl Marx, Emile Durkheim and Max Weber (c.f. 2.2).
- Marx, on the other hand, believed that, for people to bring about improvements in their society, they should make an effort and act to make that happen (c.f. 2.2.1).
- Durkeheim believed that individuals were exclusively the products of their social environment and that society shaped people in every possible way (c.f. 2.2.2).
- Weber emphasised that people’s beliefs and values built up the society and the way different societies lived differed in how they thought about the world. (c.f. 2.2.3).
- The elements such as culture, norms, social groups and social interactions, race, family and community are very crucial in tourism and sociology (c.f. 2.4).
- Culture refers to the social heritage of people from one generation to another (c.f. 2.4.1).
- Norms are set rules for the community to follow and adhere to them (c.f. 2.4.2).
- Values are a culture’s standard for discerning what is good and just in society, and they often suggest how people should behave, but they do not accurately reflect how people behave (c.f. 2.4.3).
- The family is considered the most important aspect as far as reproduction and socialisation are concerned (c.f. 2.4.4).
- A social group refers to all those people who are close to someone and could have an impact on one’s life (c.f. 2.4.5).
- Working with the community is regarded as the method of social service called community organisation which involves the process of creating and maintaining the progressive and more effective adjustment between community resources and community welfare needs. (c.f. 2.4.6).
- It is however specified that the racial characteristics of the community members can have a major influence on the local perceptions regarding impacts and support for the development of tourism (c.f. 2.4.7).
- The social impact of tourism is explained as the way in which tourism contributes to everything and everyone in the community (c.f. 2.6).
- Tourism can impact the community positively or negatively which can have an influence on how they feel or act towards tourism (c.f. 2.6).
- It is important to understand these impacts to minimise the negative impacts and maximise the positive impacts (c.f. 2.6).
- Some of the positive social impacts include strengthening the local economy, building cross-cultural relationships, fostering community pride, an increase in the standard of living and expansion of literacy and education (c.f. 2.6.1.1).
- Tourism also causes negative impacts such as people losing respect for their culture and tradition; there is an increase in crime, no parking available for the visitors and the community, displacement of residents, noise and littering, drug and alcohol abuse (c.f. 2.6.1.2).
5.2.1.1 Conclusion regarding Social impact theories and models

- Various theories and models are used to help us understand the social impacts (c.f. 2.7)
- There is the Doxey’s Irridex model which examines residents’ level of irritation towards visitors in order to understand the degree of impact (c.f. 2.7.1).
- Another model used was Butler’s model which had different stages and these stages differed in accordance with the types of the visitors coming to a destination, the availability of infrastructure and most importantly the marketing and advertising strategies that were being used (c.f. 2.7.2).
- Social exchange theory reveals that the community only participates or support the events when they believe that there is something they are going to get in return (c.f. 2.7.3).
- Social disruption theory deals with issues that are growing from the community perspective and are spread through the whole community and as a result, have harmful consequences that affect individuals and social groups (c.f. 2.7.4).
- Carrying capacity theory refers to the maximum number of people that may visit a tourist destination at the same time without causing destruction of the physical, economic or socio-cultural environment (c.f. 2.7.5).
- There are also scales that are used to measure the social impacts, namely the social impact assessment scale which focuses on identifying the social consequences that may result from tourism activities like festivals or events (c.f. 2.8.1). The second scale is the social impact perception scale which deals with measuring residents’ perceptions of the social impacts that may arise during the time the festivals are hosted in a community (c.f. 2.8.2). Finally, there is tourism impact attitude scale which is used to measure the locals’ attitudes towards the tourism development within their areas (c.f. 2.8.3). Festival social impact scale is only used to measure the impacts that are caused by festivals to the communities.

5.2.2 Conclusions with regard to analysis of festivals or events

- Events are defined as temporary occurrences which can either be planned or unplanned that occur for a period of time (c.f. 3.3.1).
The types of events include mega-events, hallmark events and local or community events (c.f. 3.3.2).

Mega events are the largest events in terms of both their size and significance and can affect more than just a community or country and often receive worldwide media coverage and attention (c.f. 3.3.2.1). Hallmark events are those events that are set to meet certain goals that can be beneficial to tourism and the community (c.f. 3.3.2.2), while community events are events that are hosted when the community has a need to celebrate and for that reason are regularly hosted (c.f. 3.3.2.3).

Another means of classifying events is according to form or content, for instance, festivals, sports events, business events, cultural, historical, educational, religious, private, political and corporate events (c.f. 3.3.3).

Festivals are also capable of bringing about the social impacts to the community which can be positive or negative in nature (c.f. 3.3.4).

The impacts of festival events can be classified into social, economic and environmental impacts. Environmental impacts include general environmental awareness and protection; economic impacts include job creation, income generation and support for small businesses and social impacts are enhancing or preserving local culture and history as well as skill development (c.f. 3.3.4).

For events to be successful, there are role players responsible for monitoring and overlooking all aspects (c.f. 3.3.5).

### 5.2.2.1 Conclusion regarding Festival role-players

The role of the organisers is to make sure there are peace and healthy relationships between all the stakeholders so that everything would run accordingly during planning and execution (c.f. 3.3.5.1).

It is the government’s responsibility to ensure that the infrastructure required is well maintained and meets the standards (c.f. 3.3.5.2).

The role of sponsorships is to provide the event companies with goods and services and even assist with funds. In return, the events companies help market their brands (c.f. 3.3.5.3).
• Tourists (or visitors) are the main asset of the events. Their presence, as well as their number, mark the success of the event, and they could attend the festival just to view or to participate (c.f. 3.3.5.4).

• Businesses like restaurants and accommodation establishments are very crucial in providing the necessary services to tourists during the time of events in different destinations (c.f. 3.3.5.5).

• Media is a powerful and influential aspect of the event industry as it helps communicate important information with other stakeholders (c.f. 3.3.5.6).

• It is prominent to understand and involve communities in events planning because they are one of key stakeholders (c.f. 3.3.5.7).

• Understanding residents' attitude (c.f. 3.4.1) and residents' perception (c.f. 3.4.2) regarding tourism developments is essential for policy makers, tourism developers and planners to consider before hosting an event.

• Host community attitudes towards events can be influenced by various factors that include their general belief as a community, number of years one has been living in a region or how much they depend on the money they earn because of tourism (c.f. 3.4.1).

• The same thing can apply to how they perceive the impacts of festivals. If they are staying very close to where the event is held, they are likely to be exposed to a variety of impacts. Even people who are working with or within the tourism industry will highly support the event because of the direct benefits they are gaining (c.f. 3.4.2).

• Community involvement should start from the planning process to the last stage of putting everything into action. This is to ensure that the perceived needs of the community are met. Failure to do so will result in friction between event organisers and the community (c.f. 3.4.3). Some of the major trends in the events industry are as follows:
  o Special purpose event venue
  o Social media and social networking
  o Strategic event growth
  o Continued growth of festivals and events
  o Sponsorships
  o Legal issues
The experience economy and co-creation of experience
- Sustainability of events

5.2.3 Conclusion with regard to the empirical research

This section contains the results of the survey conducted at the Macufe Festival in Bloemfontein (c.f. 4.2).

5.2.3.1 Conclusion regarding socio-demographic information

Table 5.1 summarises the socio-demographic results.

Table 5.1: Empirical research results (c.f. 4.2.1)

<table>
<thead>
<tr>
<th>Socio-demographic profile</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average age</td>
<td>30.64 years</td>
</tr>
<tr>
<td>Gender</td>
<td>Male (50%), Female (50%)</td>
</tr>
<tr>
<td>Home language</td>
<td>Sesotho (60%)</td>
</tr>
<tr>
<td>Average years as resident of Bloemfontein</td>
<td>17.47 years</td>
</tr>
<tr>
<td>Residential area that respondent stayed in</td>
<td>Bloemanda (12%)</td>
</tr>
<tr>
<td>Occupation</td>
<td>Student (23%)</td>
</tr>
<tr>
<td>Marital status</td>
<td>Single (51%)</td>
</tr>
<tr>
<td>Level of education</td>
<td>Matric (44%)</td>
</tr>
<tr>
<td>Impact of Macufe on respondents’ personal life</td>
<td>Very positive (34%)</td>
</tr>
<tr>
<td>Impact of Macufe on the community as a whole</td>
<td>Very positive (41%)</td>
</tr>
<tr>
<td>Average of Festival attendances</td>
<td>3.42</td>
</tr>
<tr>
<td>Attend the Festival in 2015?</td>
<td>Yes (75%)</td>
</tr>
<tr>
<td>Work at the festival?</td>
<td>No (88%)</td>
</tr>
<tr>
<td>Average days spent at Festival</td>
<td>3.36 days</td>
</tr>
<tr>
<td>Average of tickets purchased</td>
<td>2.92 tickets</td>
</tr>
<tr>
<td>Average of complimentary tickets received</td>
<td>0.26 tickets</td>
</tr>
</tbody>
</table>

As shown in Table 5.1, the largest group of the respondents were between the ages of 21 and 30 years (45%) and slightly more than half of the respondents who participated in the survey were single (51%). An equal number of male and female
respondents participated in this survey (50%, each). Comparing to other studies, Wang (2015) on the other hand conducted research on the social impacts of festivals and found different results where the respondents were mainly female (64%), between 40 and 59 years old and most of them married (79%). Musingusi’s (2011) research found that the largest group of respondents were female at 52%. The biggest group of respondents had a matric certificate (44%) as their highest level of education. Slabbert et al. (2013) identified the same result in their study, where the largest group of respondents for KKNK (37%) and Aardklop (39%) had matric certificates, but different results were found by Motale’s (2009) study for surveys conducted in 2006 and 2007, where respondents had a diploma/degree as their highest qualification in 2006 (46%) and 2007 (47%). The respondents indicated that Macufe Festival had a very positive impact on their personal quality of life (34%), while they perceived an even greater impact on the quality of life of the community (41%). The same findings were revealed by Scholtz (2014) where the respondents showed that tourism affected their personal life positively (33%) as well as the whole community (46%). Scholtz and Slabbert (2016) explained that tourism had a very positive impact on the quality of life of three communities and had a positive impact on the personal quality of life in one community, but had no personal effect on the other two communities (c.f. 4.2.1).

Sesotho was the most prominent language (60%) spoken by respondents, and the largest group of respondents had been living in Bloemfontein for 1 to 10 years (37%), in Bloemanda (12%). Saayman and Rossouw (2010) found that the dominating language spoken by respondents in their study was English, while according to Kruger and Saayman’s study (2012), it was Afrikaans. Kim et al. (2015) and Slabbert et al. (2013) have found similar results that respondents who had participated in surveys they had conducted, had been living in the area for 1 to 10 years. Moreover, the average number of times that respondents attended the festival was 3.42 times. In their research, Kruger and Saayman (2012) and Kruger et al. (2014) also found that respondents had attended an average of three times. Most respondents in this study (75%) however assured that they would be attending the festival in 2015. Most respondents were not hired to work at the festival (88%). The average number of tickets purchased was 2.92, and most of the respondents got one
complimentary ticket. The average of complimentary tickets was 0.26. Egesi and Kara (2014) stated that 92% of the respondents from their study bought two to three tickets and there were no complimentary tickets. The residents, however, spent 3.36 days on average at the festival. According to Kruger and Saayman’s (2012) study, most respondents spent two days at the festival (c.f. 4.2.1)

5.2.3.2 Conclusion regarding social impact perceptions

Community enhancement (Factor 1) (c.f. 4.2.2)

This factor had the mean value of 3.395 and consisted of the following items: the pride of residents increased; the living standards of local residents improved; the maintenance of public facilities improved; infrastructure in town improved, and the image of the city improved. The following authors in their studies revealed the same findings, that tourism or festivals brought about community improvements in the host areas: Fourie (2009); Small (2005); Brida et al. (2011); Kim et al. (2015); Haley, Smith & Miller (2005); and Dinaburgskaya & Ekner (2010).

Community degradation (Factor 2) (c.f. 4.2.2)

This factor was constructed from the following items: noise levels in the area increased; crime levels increased; excessive drinking and/or drug use increased; litter in the area increased; prices of some goods and services increased; disruptive behaviour increased; damage to the environment increased; there were too many people during festival time and it was overcrowded; the overall cost of living increased; and traffic congestion in the area increased. It had the mean value of 3.637. To support that festivals brought about negative impacts to the communities, the same results were found in the studies of the following researchers: Scholtz (2014); Slabbert, Viviers & Erasmus (2013); Haley, Snaith & Miller (2005); Mohammadi et al. (2015) and Small (2005).
Growth opportunities (Factor 3) (c.f. 4.2.2)

The mean value for this factor was 3.655 and was composed of the following statements: tourist numbers in Bloemfontein increased; entertainment opportunities increased; opportunities for local business increased; there were opportunities for people to have fun; the turnover for local businesses increased; employment opportunities in town increased; opportunities for shopping increased; the local economy was improving; trading in the area increased, and friends come and visit residents. Thus, it is true that festivals play a significant role in bringing about growth in tourism and businesses and in short by increasing the local economy. However, this is supported by other studies that have been done on the social impacts of events or festivals which have revealed the same results: Chen (2011); Slabbert & Viviers (2011); Tsaur (2015); Havlikova (2015); and Mohammadi et al. (2015).

Public spending and interactions (Factor 4) (c.f. 4.2.2)

Public spending and interactions had the lowest mean value of 3.338. Factor 4 included the following: public funding for community activities increased; the involvement of the local residents increased; parking availability in the area decreased; the appearance of the area improved; public transport improved; public money was well spent; interactions between locals visitors increased, and participation in community activities increased. Like in this study, many researchers have revealed the same findings that, during the time that festivals are held, there is a lot of spending involved by the visitors as well as the community. Involving the community in decision making, creates a good relationship and enhances interaction between visitors and locals (Motale, 2008; Slabbert et al., 2013; Choi & Sirakaya, 2005; Tichaawa, 2015; Bagiran & Kurgun, 2016; Dinaburgskaya & Ekner, 2010, Small et al., 2005).

5.2.3.3 Conclusion regarding aspects that influence social impact perceptions

Spearman’s rho was used to identify that there was a significant correlation between the factors (community enhancement, community degradation, tourism growth and increased public spending and interaction). The highest positive correlation size of
rho=.712** was between community enhancement and increased public spending and interaction. The higher correlation between factors indicates that the factors can influence each other. For instance, between community enhancement and increased public spending and interaction, it is clear that, when there are improvements within a destination, the destination can attract tourists and investors. A T-test was also performed to measure correlations between questions with only two possible answers and factors where aspects such as gender, attending the festival in 2015 and working at the festival in 2015 were used. ANOVA was also used to identify how people perceived the social impacts of Macufe Festival with regard to their home languages. The effect sizes helped to determine the difference. For this study, Sesotho speaking people perceived a higher level of community enhancement (M=3.5). They were aware of community degradation (M=3.7) and were the ones who perceived the highest level of tourism growth within their community (M=3.8) compared to English and other languages. Pertaining to their views of increased public spending, they had mean values of (M=3.4). Again, in this study the respondents believed that the community had improved because of the festival, while according to Fourie’s study (2009), the respondents felt like the improvements within the community had decreased because of the festival.

Next, the recommendations, as well as the contributions of this study, are discussed.

5.3 RECOMMENDATIONS

5.3.1 Recommendations regarding the social impacts of Macufe Festival

- Festivals generate various social impacts within communities which can either be positive or negative in nature. In this study, the perceived positive and negative social impacts averaged at three out of a possible five on the Likert scale, which shows that there is still room for improvement. It is recommended that event organisers should stay up to date with current community social impacts, plan properly and manage towards maximising positive social impacts on the Likert scale to grow to five and minimising negative impacts to one.
- The Macufe Festival social impacts perceived by the community in Bloemfontein were as follows:
5.3.1.1 Recommendation regarding tourism growth

- Tourism in Bloemfontein is viewed as growing and the economy enhanced because of Macufe. Businesses are earning profits as a lot of people (visitors as well as residents) spend a lot of money to entertain themselves and have fun at the festival. The organisers should work together with the community businesses and strategise on how the festival can stop economic leakages by using local suppliers, community resources and offering appropriate skills to deliver excellent services instead of importing goods and services to meet the needs of the visitors. This will help ensure that funds generated by the festival remain within the community.

5.3.1.2 Recommendation regarding community degradation

- Community degradation is perceived in Bloemfontein to an extent, as a result of the festival. If left unchecked, the community degradation perceptions can worsen, which can create an antagonistic community. Therefore, it is recommended that festival planners and organisers pay close attention to such aspects by actively educating the youth on how negative drugs are. Also, to hinder an increase in crime levels, extra security measures should be put in places such as higher police visibility and controlled access, to name but a few. Organisers should use venues that are as big as possible and that are in open areas with more parking to reduce the traffic and decrease the odds of conflict between visitors and residents.

5.3.1.3 Recommendation regarding community enhancement

- The community has perceived improvements within Bloemfontein that have been brought by Macufe Festival. The festival has played a significant role in improving their standards of living and changing the image of the destination, to mention a few. This shows that the community is pleased with the festival due to the benefits they obtain from hosting the festival. It is the organisers’ responsibility to ensure that they maximise these positive impacts. They can foster community pride and change the image of the area through giving back to the community by
improving the infrastructure or public facilities. Organisers must aid the community through means of community funding programs which will help enhance their standard of living, and more attention should be given to children in schools for them to acquire better education. Furthermore, the festival can help residents with skills development which will empower them to start their own businesses for example.

5.3.1.4 Recommendation regarding increased public spending and interaction

- The community has witnessed the increased number of tourists in their region as well as locals being able to interact with tourists. It is revealed however that community participation has increased and this shows that the festival increases the level of education of the community as they can learn new things or more about other cultures through their participation and interaction with the tourists. The organisers must encourage positive relationships between the tourists and the locals by involving the locals in their decision making on how the festival will operate so that the locals are aware of the decisions taken and can realise if the solutions made affect their concerns as a community. The organisers can achieve that by inviting locals to work as part of their board members. For the festival to be successful, the event organisers require the community’s support. Therefore, it is the organisers’ responsibility to be aware of the community’s attitudes and perceptions towards Macufe so that they can develop strategies that will instil in the community’s mind a positive way of perceiving festivals. Organisers can instil such positive perceptions by involving the community to participate in the festival by giving them a chance to work as security guards, cleaners, assist on building tents and stages, hire community transportation and include those with talents in their programs and allow them to showcase their work of art at the arts and crafts market. Festival organisers can also adjust their program to accommodate or involve other cultures so that those other cultures also become more aware of the festival and what it does for the community. In that case, they might perceive the community enhancement and other impacts. The increased public spending positively affects the community enhancement, so for the public to spend a lot at the festivals, organisers and business owners
should price their goods and services at an appropriate and competitive price that will allow everyone to afford it.

5.3.2 Recommendations regarding future studies

- The same research on the social impacts of the festival can be done again to see if the festival has improved after the last research or will still reveal the same findings.
- The study indicates that the festival is supported mostly by Sesotho speaking people. More studies can be conducted to identify what can be done for the festival to cater for other population groups or to improve the diversity of the festival.

Similar research can be conducted to compare Macufe Festival to other cultural festivals in SA to analyse and understand the social impacts that the different types of festivals can generate.

5.4 LIMITATIONS OF THE STUDY

- When repeating this study in the future, a more comprehensive sampling of the community of Bloemfontein is suggested. The community perceptions of the community members who are not experiencing the festival so intensively as the community members in and around the festival should also be included. This is the first study that was done on the social impact of the Macufe festival and for this reason it was very difficult to determine if the social impact of the festival is currently improving or not.

5.5 CONTRIBUTIONS OF THE STUDY

- The festival organisers can now be made aware of the positive and negative social impacts of the festival to the community of Bloemfontein because of this study. This will greatly help them in the planning and management of the Macufe festival for following years so that they know how to maximise the positive and minimise the negative impacts.
A questionnaire was developed specifically for the Macufe Festival and used to measure the social impacts of the Macufe Festival on the community.

This was the first study of its sort to be done on the Macufe Festival. After this study, people will now be informed of the social impacts of the Macufe Festival on the community and many researchers might be inspired to do other researches of a different kind on the Macufe Festival. This study will encourage other researchers to develop an interest in this festival.

Macufe Festival is one of the biggest arts and cultural festivals in South Africa which has black people as most its attendance. This indicates that the disposable income of black people is improving or the festival is more appealing to them than other market segment and they show all that by being able to support and attend festivals in their region.

5.6 CONCLUSION

The purpose of this study was to measure the social impacts of Macufe Festival on the community of Bloemfontein. This was achieved through an analysis of the social impacts of tourism by discussing the concepts, theories and measurements of social impact, the analysis of events with festivals as focus as well as the social impacts that festivals generate and lastly by interpreting the results of the empirical research and identifying the social impacts of Macufe Festival as perceived by the community.

Many researchers have indicated that there are various impacts brought by festivals to the communities, namely social, economic and environmental impacts. This study mainly focused on the social impacts. Various other studies also emphasised the importance of community involvement. A questionnaire was developed and 33 items were used to measure the positive and negative social impact perceptions of the Macufe Festival on the community on the five point Likert scale where questions ranged from (1= strongly disagree; 2= disagree somewhat; 3= agree; 4= strongly agree; 5= fully agree). The survey was conducted at Bloemfontein and data collected was captured and analysed. Further analysis included descriptive statistics, factor analysis and correlation analysis.

The factor analysis resulted in four factors, namely community enhancement, community degradation, tourism growth and increased public spending and
interactions. These factors are the impacts on the community that are brought by the festival and this shows that the goal of the study has been achieved. Tourism growth was perceived by the community with the highest M=3.655. ANOVA shows that the most people who experienced the social impacts of Macufe Festival are the Sesotho speaking people. It is however significant that the organisers involve the community in the planning processes of the festivals. Researchers should also conduct similar research to compare the impacts of Macufe Festival to other arts festivals in South Africa. The findings of this study will contribute to the sustainability of the Macufe Festival as it will provide festival organisers with an idea of what to do to retain the community’s vital support for this festival.
LIST OF REFERENCES


Department of Arts and Culture see DAC.


Dumont, E., Lask, T., Sutherland, M. & Tweed, S. 2007. Identifying key indicators to measure the impacts of cultural tourism strategies upon Urban Quality of Life. Pro-active management of the Impact of cultural tourism upon urban resources and economies: sixth framework program. Picture.


Ismail, S. 2015. Stakeholders’ perceptions of the impacts of an outdoor and wine festival in the Breede valley of the Western Cape Province. Cape Town: Cape Peninsula University of Technology. (Dissertation - MTech.)


Mauerhofer, V. 2010. Social capital, capacity and carrying capacity: exploring the basics of socially sustainable economic degrowth. (In Oral five minutes poster presentation at the ‘2nd International Conference on Degrowth and Social Equity’, University of Barcelona, Barcelona, Spain, 26th-29th March.)


Musinguzi, D. 2011. The impacts of tourism on local communities: developing and operationalising a comprehensive monitoring framework. Hong Kong: Hong Kong Polytechnic University. (Dissertation - MCom.)


NPTEL. Humanities and Social Sciences. s.a. Introduction to Sociology http://www.nptel.ac.in/courses/109103023/download/Lecture%201.pdf Date of access: 20 Feb. 2015.

Nsabimana, E. 2010. The extent of community involvement in tourism development and conservation activities in eastern Rwanda. Cape Town: Cape Peninsula University of Technology. (Dissertation - MTech.)


Portes, A.  2008. Migration and social change: some conceptual reflections. Princeton University. (Keynote address to the Conference on “Theorizing Key Migration Debates”.) (CMD working paper, 08-04.)


Statistics South Africa see StatsSA.


United Nation Environment Program see UNEP


Van der Wagen L. 2005. Introduction for tourism, cultural, business and sporting events. 2nd ed. Sydney: Pearson Education


World Travel and Tourism Council see WTTC


# Section A: Socio-demographic information

1. **Year of birth**: 19

2. **Gender?**
   - M: 1
   - F: 2

3. **Home language?**
   - English: 1
   - Sesotho: 2
   - Other (Specify): 3

4. For how many years have you been living in Bloemfontein? **Years**

4.1 **In what residential area of Bloemfontein do you stay?**

5. **What is your occupation?**

6. **Marital status?**

7. **What is your highest level of qualification?**
   - No school: 1
   - Matric/Grade 12: 2
   - Diploma or degree: 3
   - Post-graduate qualification: 4
   - Professional qualification: 5
   - Other: Please specify below: 6

# Section B: Macufe and its influence on the community

8. **Overall, how does Macufe Festival affect your personal quality of life?**

   - Very negative
   - No effect
   - Very positive

8.1 -3 -2 -1 0 1 2 3

8.2 **Overall, how does Macufe Festival affect your community as a whole?**

   - Very negative
   - No effect
   - Very positive

8.3 In your opinion, in what way does the community of Bloemfontein benefit from the Macufe Festival, if there are any benefits?

9. Please indicate to what extent you agree with the following statements, pertaining to the social impacts of the Macufe Festival on the community of Bloemfontein.

<table>
<thead>
<tr>
<th>Because of the Macufe Festival</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Employment opportunities in town have increased</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>2. Entertainment opportunities have increased</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>3. Opportunities for local business have increased</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>4. Litter in the area has increased</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>5. The turnover for local businesses has increased</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>6. Crime levels have increased</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>7. The living standards of local residents have improved</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>8. Noise levels in the area have increased</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>9. Prices of some goods and services have increased</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>10. Opportunities for shopping have increased</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>11. Infrastructure in town has improved</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>12. Excessive drinking and/or drug use has increased</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>13. The image of the city/town has improved</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>14. The pride of residents have increased</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>15. The maintenance of public facilities has improved</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>16. There are too many people during festival time and it's overcrowded</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>
10. Please evaluate the cooperation between Macufe and the community.

<table>
<thead>
<tr>
<th>Fully agree</th>
<th>Strongly agree</th>
<th>Agree</th>
<th>Disagree somewhat</th>
<th>Strongly disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Macufe Festival involves the local community in the festival</td>
<td>1 2 3 4 5</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b. The community can provide input regarding planning and management of festival</td>
<td>1 2 3 4 5</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>c. Macufe creates opportunities for the community to attend the festival</td>
<td>1 2 3 4 5</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>d. Macufe makes shows and productions accessible to the community</td>
<td>1 2 3 4 5</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>e. The community is made aware of the festival</td>
<td>1 2 3 4 5</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Section C: Macufe Festival interactions and perceptions

11. Which of the following statements best summarises your level of interest in the festival?

<table>
<thead>
<tr>
<th>Statement</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. I am an avid fan of these types of festivals and try to attend as many as possible</td>
<td>1</td>
</tr>
<tr>
<td>b. I am interested in these types of festivals and attend when I can</td>
<td>2</td>
</tr>
<tr>
<td>c. I am not interested in these types of festivals, but I sometimes attend it because family/friends are interested</td>
<td>3</td>
</tr>
<tr>
<td>d. I have no interest in these types of festivals and do not wish to attend it</td>
<td>4</td>
</tr>
</tbody>
</table>

12. Including 2015, how many times have you attended Macufe Festival?

Please only answer questions 12.2 to 12.6 if you answered 'yes' in 12.1

12.1 Are you attending Macufe Festival in 2015?

Yes 1    No 2

12.2 Do you work at the Festival this year?

Yes 1    No 2

12.3 How many days do you spend at the Festival in 2015?

12.4 How many tickets did you buy for shows?

12.5 How many show tickets did you receive for free?

12.6 Which of the following did you, or are you planning to support/attend?
12.7. Please evaluate the festival according to the following statements.

<table>
<thead>
<tr>
<th>Statement</th>
<th>Fully agree</th>
<th>Strongly agree</th>
<th>Agree</th>
<th>Disagree somewhat</th>
<th>Strongly disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Ticket prices are reasonable</td>
<td>1 2 3 4 5</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b. Adequate entertainment for all ages</td>
<td>1 2 3 4 5</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>c. Parking is well organised</td>
<td>1 2 3 4 5</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>d. The layout of the festival area is easy to understand</td>
<td>1 2 3 4 5</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>e. The entrance fee to the festival area is affordable</td>
<td>1 2 3 4 5</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

13. Please list your favourite two artists:

________________________________________________________________________

14. Do you have any recommendations on how to improve the festival as well as the social impacts it generates?

________________________________________________________________________

________________________________________________________________________

THANK YOU FOR YOUR TIME AND COOPERATION

Research done by TREES (Tourism Research in Economic Environ & Society), North-West University, Potchefstroom Campus. ©Copyright 2015
DECLARATION

I, C Vorster (ID: 710924 0034 084), Language editor and Translator, and member of the South African Translators’ Institute (SATI member number 1003172), herewith declare that I did the language editing of the mini-dissertation of ms LS Maputsoe (Student nr 26609258) from the North-West University.

Title of the mini-dissertation: The social impacts of the Mangaung African Cultural Festival: A community perspective

C Vorster  Date

2 Dec. 2016
Ms LM Matputso
NWU (Potchefstroom Campus)
POTCHEFSTROOM

CHECKING OF BIBLIOGRAPHY

Hereby I declare that I have checked the technical correctness of the Masters Bibliography of Ms LM Matputso according to the prescribed format of the Senate of the North-West University.

Yours sincerely

Prof CJH LESSING