

Social determinants of community support for the Klein Karoo National Arts Festival

I. Loots

Hons. B.A

**Dissertation submitted partially for the degree
Magister Artium at North-West University
(Potchefstroom Campus)**

Study leader: Prof. E. Slabbert

**November 2010
Potchefstroom**

ACKNOWLEDGEMENTS

- 📖 **My Heavenly Father, for giving me the strength and courage to complete this thesis. I am truly blessed!!**
- 📖 **Prof. E. Slabbert, my study leader, thank you so much for everything you did for me! Without you, this degree would still have been a dream!**
- 📖 **My dad, mom and brother – thank you so much for your support, emotionally as well as financially! I’m really privileged! I love you!**
- 📖 **Pierre-André, thank you for your encouragement, all your help and continuous motivation! You’re one in a million and I love you!**
- 📖 **The rest of my family and friends who prayed for me and motivated me! You are so special!**
- 📖 **Rod Taylor for the language editing of this study.**
- 📖 **Dr. Suria Ellis, who helped me with my statistics and data analysis! Without her help, this study would not have been possible!**
- 📖 **The Institute for Tourism and Leisure Studies at the North West University (Potchefstroom Campus) for assistance with the results for the empirical survey for 2007.**



SUMMARY

Key terms: social impact, social determinants, community, event/festival, event/festival tourism, festival, ABSA Klein Karoo National Arts Festival.

The primary purpose of this study was to determine the social determinants of arts festivals with reference to the ABSA KKNK. This goal was achieved by firstly analysing the event/festival phenomenon and the role thereof in event/festival tourism. Secondly, a literature study was conducted in order to examine the role of the community in supporting events/festivals. And thirdly, the results of the empirical research were discussed. Lastly, conclusions were drawn from the research and recommendations were made with regard to the social determinants of events/festivals.

Literature indicated that events/festivals are central to daily living as perhaps never before and it can also be said that events/festivals play certain social, economic, cultural and environmental roles. Events/festivals can have various positive impacts on a community, such as job opportunities, economical growth and upliftment of the community. However it can also create various negative impacts such as crime, prostitution and damage to the environment. It is important to increase the number of positive impacts and decrease the number of negative impacts. This may improve the support of the community for the event/festival and improve the sustainability of the event/festival. The support of the community is also influenced by aspects such as community concern, ecocentric attitudes, community attachment.

These social support determinants were measured by means of a questionnaire, as adapted from Gursoy and Kendall (2006) and it was therefore the objective of the questionnaire to analyse the social determinants that that may improve community support. The survey was distributed in the community of Oudtshoorn in 2007 and the determinants, as well as the relationship between the determinants and support for the event/festival, were based on structural equation modeling. A total of 279 questionnaires were completed during the festival.

Respondents were, in general, more positive about the festival than negative. The results of the structural equation modelling suggest that community attachment and benefits and costs perceived are the most important social determinants in gaining local support for the ABSA KKNK. In the case of this study, ecocentric attitudes and issues of community concern did not influence the level of support given to the event/festival.

OPSOMMING

Sleutelwoorde: sosiale impak, sosiale determinante, gemeenskap, gebeurtenis, gebeurtenistoerisme, fees, ABSA Klein Karoo Nasionale Kunstefees.

Die primêre doel van die studie was om die sosiale determinante van kunstefees te bepaal, met spesifieke verwysing na die ABSA KKNK. Die doel is eerstens bereik deur die gebeurtenisfenomeen, sowel as die rol daarvan in gebeurtenistoerisme te ontleed. Tweedens, is 'n literatuurstudie gedoen om die rol van die gemeenskap in die ondersteuning van gebeurtenisse na te vors. Derdens, is die empiriese resultate bepaal en bespreek. Laastens, is gevolgtrekkings en aanbevelings na aanleiding van die navorsing gemaak, met betrekking tot die sosiale determinante van gebeurtenisse.

Literatuur het aangetoon dat gebeurtenisse nou, meer as ooit, 'n sentrale deel van ons daaglikse bestaan geword het. Hierdie gebeurtenisse vervul ook sekere sosiale- ekonomiese-, kulturele- en omgewingsrolle. Sulke gebeurtenisse kan aanleiding gee tot verskeie positiewe impak in 'n gemeenskap, soos onder andere werkseleenthede, ekonomiese groei en die verbetering van die gemeenskap se omstandighede. Dit kan egter ook aanleiding gee tot negatiewe impak soos geweld, prostitusie en skade aan die omgewing. Dit is belangrik om die positiewe impak te verhoog en die negatiewe impak te verminder. Dit kan 'n bydrae lewer tot breër ondersteuning in die gemeenskap en dit kan ook die volhoubaarheid van die fees verbeter. Die ondersteuning van die gemeenskap word egter ook beïnvloed deur aspekte soos die vlak van omgee/bekommernis in die gemeenskap, egosentriese houdings en die verbintenis van die inwoners aan die gemeenskap.

Hierdie sosiale determinante is gemeet deur middel van 'n vraelys na aanleiding van 'n studie gedoen deur Gursoy en Kendall (2006). Dit was dus die doel van die vraelys om die sosiale determinante te analiseer, wat moontlike verbetering in gemeenskapsondersteuning tot gevolg kan hê. Die vraelys is versprei in die gemeenskap van Oudtshoorn in 2007 en die determinante, sowel as die assosiasie tussen die determinante en ondersteuning vir die gebeurtenis, is gebaseer op strukturele vergelykende modellering. 297 (twee honderd sewe en negentig) vraelys is tydens die fees voltooi.

Daar is bevind dat die respondent in die algemeen meer positief oor die fees is, as negatief. Die resultate van die strukturele vergelykende modellering het aangetoon dat verbintenis aan die

gemeenskap, sowel as voordele en kostes waargeneem deur die respondente, die belangrikste sosiale determinante was. In die geval van dié studie het ekosentriese houdings, en die vlak van omgee in die gemeenskap, nie die vlak van ondersteuning vir die fees beïnvloed nie.

TABLE OF CONTENTS

CHAPTER 1: INTRODUCTION AND PROBLEM STATEMENT

1.1	INTRODUCTION	1
1.2	PROBLEM STATEMENT	2
1.3	GOAL AND OBJECTIVES OF THE STUDY	7
1.3.1	Goal	7
1.3.2	Objectives	7
1.4	RESEARCH METHODOLOGY	7
1.4.1	Literature analysis	7
1.4.2	Empirical survey	8
1.4.2.1	Research design and method of collecting data	8
1.4.2.2	Selection of the sampling area	8
1.4.2.3	Participants and sample size	8
1.4.2.4	Development of the questionnaire	9
1.4.2.5	Data analysis	10
1.5	CLARIFICATION OF CONCEPTS	10
1.5.1	Klein Karoo Nasionale Kunstefees (KKNK)	10
1.5.2	Social determinants	11
1.5.3	Community	11
1.5.4	Festival and arts festival	11
1.5.5	Event/Festival tourism	12
1.6	CHAPTER CLASSIFICATION	13

CHAPTER 2: AN ANALYSIS OF THE EVENTS/FESTIVALS PHENOMENON

2.1	INTRODUCTION	14
2.2	GROWTH OF EVENTS/FESTIVALS AS PART OF THE TOURISM INDUSTRY	15
2.3	TYPES OF EVENTS/FESTIVALS	16
2.3.1	Special events/festivals	16
2.3.2	Cultural events/festivals	19
2.3.3	Minor events/festivals (local/community eventss/festivals)	21
2.3.4	Major events/festivals	22
2.3.5	Hallmark events/festivals	22

2.3.6	Mega events/festivals	23
2.4	CHARACTERISTICS OF EVENTS/FESTIVALS	24
2.4.1	Uniqueness	24
2.4.2	Perishability of events/festivals	25
2.4.3	Intangibility	26
2.4.4	Ritual and ceremony	26
2.4.5	Ambience and service	26
2.4.6	Personal contact and interaction	27
2.4.7	Labour intensiveness	27
2.4.8	Fixed timescale	28
2.5	IMPACTS OF EVENTS/FESTIVALS ON HOST COMMUNITIES	28
2.5.1	Social and Cultural	31
2.5.2	Physical and Environmental	33
2.5.2.1	Impacts on the natural environment	33
2.5.2.2	Impacts on the built environment	34
2.5.3	Political	36
2.5.4	Economic	36
2.6	EVENT/FESTIVAL ROLE PLAYERS/STAKEHOLDERS	38
2.6.1	Staff and volunteers	40
2.6.2	Investors and sponsors	40
2.6.3	Local authorities and agencies	41
2.6.4	Festival attendees	41
2.6.5	Guest artists	42
2.6.6	Interested others: media	42
2.6.7	Event/festival organisers	42
2.6.8	The host community	43
2.7	CONCLUSION	43

CHAPTER 3: ANALYSING THE ROLE OF THE COMMUNITY IN SUPPORTING EVENTS/FESTIVALS/ARTS FESTIVALS

3.1	INTRODUCTION	45
3.2	MOTIVATIONS OF THE COMMUNITY TO ATTEND THE EVENT/FESTIVAL	46
3.3	ANALYSING DIFFERENT SOCIAL IMPACT THEORIES	50
3.3.1	The Social Exchange theory	50
3.3.2	Social Impact Assessment	53

3.3.3	Doxey's Irridex	54
3.3.4	Smith's model of cross-cultural contact	55
3.3.5	Butler's model of intercultural perception	56
3.4	COMMUNITY ATTITUDES AND PERCEPTIONS	58
3.5	FACTORS INFLUENCING INTERACTIONS BETWEEN TOURISTS, THE HOST COMMUNITY AND THE ENVIRONMENT	60
3.5.1	Tourist factors	61
3.5.1.1	Number and type of visitors	61
3.5.1.2	Length of stay	62
3.5.1.3	Mass arrivals and departures	62
3.5.1.4	Links to community residents	62
3.5.1.5	Ethnic/racial characteristics	62
3.5.1.6	Economic characteristics	63
3.5.1.7	Activities selected	63
3.5.1.8	Ability to speak local languages/accents	63
3.5.1.9	'Demonstration effect' of tourists	63
3.5.2	Destination factors	63
3.5.2.1	Local economic conditions	63
3.5.2.2	Diversification of the economy	64
3.5.2.3	Degree of involvement in tourism and attitudes of tourism leaders	64
3.5.2.4	Spatial characteristics of tourism development	64
3.5.2.5	Viability of the host culture	64
3.5.2.6	History of stability in the community	65
3.5.2.7	Pace of tourism development	65
3.5.2.8	Fragility of the environment used by tourists	65
3.5.2.9	Public transport options	65
3.6	COMMUNITY PARTICIPATION	66
3.6.1	Problems with the community concerning participation	66
3.6.2	Types of participation	67
3.7	SOCIAL DETERMINANTS OF COMMUNITY SUPPORT FOR TOURISM DEVELOPMENT	70
3.8	CONCLUSION	72
CHAPTER 4: AN ANALYSIS OF THE EMPIRICAL SURVEY OF THE ABSA KKNK		
4.1	INTRODUCTION	74

4.2	RESULTS: DEMOGRAPHIC INFORMATION	74
4.3	RESULTS: OVERALL IMPACT OF THE ABSA KKNK ON THE COMMUNITY	75
4.3.1	Impact on personal quality of life and the community	76
4.3.2	Support for the festival	76
4.4	RESULTS: PARTICIPATION	77
4.4.1	Attendance	77
4.4.2	Reasons for not attending	77
4.4.3	Attendance of previous years	77
4.4.4	Number of times attended	78
4.4.5	Level of participation in the festival	78
4.5	RESULTS: COMMUNITY ATTACHMENT	79
4.5.1	Place of origin	79
4.5.2	Number of years living in Oudtshoorn	79
4.5.3	Perception of Oudtshoorn	80
4.6	RESULTS: COMMUNITY SUPPORT	80
4.6.1	Positive and negative impacts	80
4.6.2	Opinions related to local conditions	82
4.6.3	Community attachment	82
4.6.4	Ecocentric attitude	83
4.7	RESULTS: STRUCTURAL EQUATION MODELLING	83
4.8	CONCLUSION	98

CHAPTER 5: CONCLUSION AND RECOMMENDATIONS

5.1	INTRODUCTION	99
5.2	CONCLUSIONS	100
5.2.1	Conclusions with regards to the analysis of the events/festivals phenomenon	100
5.2.2	Conclusions with regards the analysis of the role of the community in supporting events/festivals	101
5.2.3	Conclusions with regards the survey analysing the perceptions of the community towards the festival	104
5.3	RECOMMENDATIONS	105
5.3.1	Recommendations for the current study	105
5.3.2	Recommendations for the event/festival manager	105
5.3.3	Recommendation for future research	106

5.4	LIMITATIONS OF THE STUDY	106
	REFERENCES	107
	APPENDIX A: ABSA KKNK QUESTIONNAIRE 2007	118

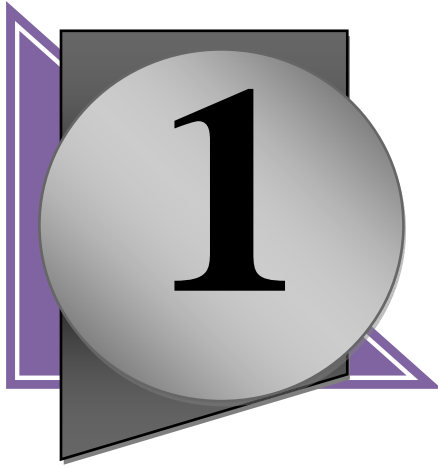
LIST OF FIGURES

Figure 2.1: Event/festival nomological structure	17
Figure 2.2: Characteristics of events/festivals	25
Figure 2.3: The components of the environment	34
Figure 2.4: Stakeholders of events/festivals	40
Figure 3.1: Maslow's hierarchy of needs	47
Figure 3.2: Consumer decision-making process for events/festivals	48
Figure 3.3: The four components of social communities	52
Figure 3.4: Effects of tourists on host communities	56
Figure 3.5: Attitudinal/behavioural attitudes of intercultural perception	58
Figure 4.1: Future continuation	76
Figure 4.2: Attendance at the festival	77
Figure 4.3: Original model for community support	84
Figure 4.4: Model A for community support	88
Figure 4.5: Model B for community support	92

LIST OF TABLES

Table 1.1: Previous studies focused on the host community	6
Table 2.1: A typology of cultural events/festivals	19
Table 2.2: Impacts of events/festivals	30
Table 3.1: Possible motives for attending events/festivals	49
Table 3.2: Doxey's Irridex	54
Table 3.3: Factors influencing interactions between tourists, residents, host community, and environment	61
Table 3.4: Pretty's typology of participation	67
Table 4.1: Demographic information	74
Table 4.2: Impacts on the community	76
Table 4.3: Reasons for not attending	77
Table 4.4: Attendance of previous years	77
Table 4.5: Number of times attended	78
Table 4.6: Level of participation at the festival	78
Table 4.7: Place of origin	79
Table 4.8: Number of years living in Oudtshoorn	79
Table 4.9: Perceptions of Oudtshoorn	80
Table 4.10: Positive and negative impacts	80
Table 4.11: Opinions related to local conditions	82

Table 4.12: Community attachment	82
Table 4.13: Ecocentric attitude	83
Table 4.14: Hypotheses for model A/Maximum likelihood estimates – regression weights	88
Table 4.15: Maximum likelihood estimates – regression weights	89
Table 4.16: Model A: Summary of structural model fit statistics	91
Table 4.17: Hypotheses for model B	92
Table 4.18: Maximum likelihood estimates – regression weights	93
Table 4.19: Model B: Summary of structural model fit statistics	94



Chapter 1

INTRODUCTION AND PROBLEM STATEMENT

1.1 INTRODUCTION

Tourism has become a way of life for millions of people, and a future dream for many more millions (Smith & Brent, 2001:67). It is considered as an activity that cuts across conventional sectors in the economy and has become a panacea for economic development (Chen, 2000:5; Lickorish & Jenkins, 1997:1). It therefore requires inputs of an economic, social, cultural and environmental nature, although the negative impacts occasionally outweigh the positive impacts.

Because events/festivals are one of the fastest growing attractions of the tourism industry in South Africa, and that it is supported by government and expected to grow even further and faster, it is important to gain the support of the community (Garrod & Fyall, 1998:200; Gursoy, Jurovski & Uysal, 2001:79; Sheldon & Abenoja, 2001:435). Chen (2000:5) argues that if the level of residents' loyalty and the support of the residents regarding tourism is high, potential conflicts can be avoided. Planners and businesses have to consider the opinions of the host community for the success and sustainability of the event/festival (Williams & Lawson, 2001:270).

In small communities where the local residents play a significant role, both as host and as participant in the tourism industry, social impacts are considered as important in determining the level of support for events/festivals. These social impacts can be considered as social determinants which influence the community's level of support. A lack of consideration given to the social determinants of an event/festival can result in a dissatisfied local community, which is likely to create negative implications for the success and long-term sustainability of the event/festival (Edwards, Reid & Small, 2005:145).

This study focuses on the local community of Oudtshoorn and the social determinants predicting their support for the festival. The chapter will be organised in the following manner: firstly, certain concepts will be clarified followed by a discussion of the problem statement. The objectives of the study and the research methods applied will then be presented. Lastly, attention will be given to the chapter classification.

1.2 PROBLEM STATEMENT

In recent years, the growth of events/festivals in numbers, diversity and popularity has been enormous (Crompton & McKay, 1997:429; Getz, 1997:22). Numerous communities developed or have been actively developing new events/festivals as leisure and cultural pursuits (such as the ABSA KKNK) for residents, as well as for economic and community development benefits (Getz, 1993:585).

Events/festivals are likely to stimulate both positive and negative impacts in several spheres: economic, tourism/commercial, physical, socio-cultural, psychological, and political (Delamere, 2001:25, Gursoy & Kendall, 2006:608). On a positive note, events/festivals and special events/festivals play a significant role in the lives of communities because they provide important activities and spending outlets for locals and visitors, and enhance the image of local communities (Getz, 1993:587). According to Delamere (2001:26) events/festivals possess the ability to shape the image of a community; therefore the relationship between the festival and its host community bears closer scrutiny. It can now be seen that the success of festivals and special events/festivals is more dependent on the enthusiasm of the local community and event/festival organisers than on unique, natural or built attractions (Getz, 1993:583-600). Many events/festivals are likely to have long-term positive consequences such as economic benefits in the form of tax revenues, job opportunities and additional sources of income. Events/festivals may also have a lasting effect on tourism to the local community, providing opportunities for increased international publicity and recognition. Improvement of quality of life may occur and positive impacts may also be the reason for attracting a lot of attention to the locality (Gursoy & Kendall, 2006:608; Haley, Snaith & Miller, 2005:649).

On a negative note, Saayman (2000:135) mentioned that stereotyping of the host and guest; xenophobia; social pollution; commodification and exploitation of culture and traditional ways of life; threats to traditional family life in host communities; prostitution and conflicts can influence the support of the host community. Gursoy and Kendall (2006:609) stated that price inflation and increases in local taxes to finance the facilities required to host the event/festival may have a negative impact on the host community. Traffic congestion, difficulties in law enforcement,

increased crime, damage to the image of the host community, poor facilities, vandalism, traffic problems, noise and pollution may also be negative impacts (Haley *et al.*, 2005:649).

Since community involvement in planning is a relatively recent phenomenon, it is to be expected that research into the support of local communities for hosting these events/festivals is quite limited (Gursoy & Kendall, 2006:604). Delamere (2001:25) also emphasises the fact that relatively few studies have approached the identification of resident attitudes based upon existing social-psychological models of attitudes, with the view to understanding the underlying values and beliefs upon which the attitudes are based.

With this in mind, various theories have been developed focusing on the impact of tourism development on host communities. Firstly, the social exchange theory posits that residents are likely to support events/festivals as long as they believe the expected benefits of development will exceed the expected costs (Gursoy & Kendall, 2006:608). It is also stated that social exchange theory ideas are implied in research 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.

Secondly Smith's model focuses on cross-cultural contact, which implies that, when the number of tourists is limited, the impact on the community is small (Saayman, 2000:141). In fact, the tourists are hardly noted. With the arrival of masses, there will be an increase in the impact. When the community feels overwhelmed by the tourists, not even the economic benefits can change their attitude toward tourists. This implies that there is a negative attitude towards the tourists and therefore the community is unsuited and uninvolved. Another factor impacting the number of tourists is seasonality (Karplus & Krakover, 2004:241).

Butler's model (Butler 1975 as cited by Saayman, 2007:153) of intercultural perception stated that a community's emerging attitude toward tourism is likely to be more complex, and will be affected by the varying degrees of contact and involvement its residents have with the industry. Butler indicates that the length of stay, racial and economic characteristics, and the number of tourists all need to be taken into consideration, ensure that tourists stay for longer periods and that the involvement level will rise. According to Murphy (1986:125-126), the general public or community is likely to be passive and silent when personal benefit is derived from the tourism industry of where the process has no bearing on them.

Lastly, Doxey (Doxey 1975 as cited by Saayman 2007:152) noted that the existence of local thresholds and the resistance of hosts to further tourism development were based on a fear of

losing community identity. In this perspective, it happens that host societies in tourist destinations pass through stages of euphoria, apathy, irritation, antagonism and loss due to tourism development (Shaw & Williams, 1994:87). In the early stages of development, or at the beginning of the festival, visitors are likely to be greeted with enthusiasm by local residents. As the number of visitors' increases, contact between residents and visitors becomes less personal and more commercialised and visitors are more demanding. This may lead to more negative impacts as previously mentioned.

It is thus clear from these theories that the number of tourists visiting a festival and the length of stay, as well as the racial and economic characteristics have a direct influence on the festival. The number of visitors should be carefully monitored so that the community will still benefit from the visit. Whereas Doxey records the changing reactions of the host community towards development Butler focuses on the industry and its development. It is clear from these theories that various aspects can influence the attitudes of the community towards the festival and these should be carefully monitored.

The success of events/festivals is more dependent on the enthusiasm of the local community and event/festival organisers than on unique natural or built attractions (Getz, 1993:583-600). It is therefore important to enhance the positive impacts and minimise the negative impacts. Gursoy and Kendall (2006:606) affirmed that, for an event/festival to be successful, the understanding and the participation of all stakeholders in the process are crucial. Hence it is important for local governments, policymakers and organisers to appreciate the level of community support the proposed event/festival and to understand the basis of both support and opposition. According to Williams and Lawson (2001:288) tourism must have the support of the host community and the involvement and the support of community groups and other stakeholders are likely to transform the event/festival into a more significant experience for residents and tourists alike. Hosting events/festivals such as the ABSA KKNK requires considerable investment of human, financial, and physical resources from host communities (Gursoy & Kendall, 2006:608; Andriotis, 2006:1083).

Gursoy and Kendall (2006:603) stated that community support for events/festivals is affected directly and/or indirectly by five determinants of support: the level of community concern, ecocentric values, community attachment, perceived benefits, and perceived costs. Determinants such as *potential costs and benefits* influence the stakeholder perceptions of the event/festival. The greater the potential benefits of the event/festival, the more positive the community will be and vice versa. When focusing on the community, it becomes clear that the perceptions of residents regarding impacts are not mutually exclusive. A change in perceptions

of one type of impact is likely to influence the perceptions of other types. This suggests that if people perceive benefits to be more important than costs, the perceptions of benefits are likely to influence the perceptions of costs (Gursoy & Kendall, 2006:610).

According to McCool and Martin (1994:29) *attachment to the community* is another determinant of support and has been found to influence perception of impacts. This can be defined as the extent and pattern of social participation and integration with the community, and sentiment or affect the community. However, previous studies reported mixed results regarding the influence of community attachment. Um and Crompton (1987) as cited by Gursoy & Kendall (2006:610) suggest a negative relationship between community attachment and the perceived impacts. Gursoy and Kendall (2006:610) argue that 'attached' residents are likely to form positive perceptions of the economic and social impacts. It has also been found that community attachment has a significant influence on perceived concerns. It is thus important to know the different reasons for community attachment, because it influences the manner in which support will be given. The community will be more attached to a specific event/festival if there is a positive connotation linked with the event/festival. Researchers have measured community attachment in several ways and in past research have used length of residence as a measure of community attachment (McCool & Martin, 1994:30; Fredline & Faulkner, 2000:764).

Gursoy and Kendall (2006:610) mentioned *community concern* as another determinant of support. These concerns include the environment, schools, crime, recreation, culture, economic development, and roads/transport in the community. These factors have been found to influence perceptions of the potential costs and benefits and their support for venue development.

Ecocentrism as a determinant can be defined as an individual's orientation to sound environmental practices. Studies show that the level of ecocentric attitudes significantly affects host community reaction and their perceptions of impacts. A negative relationship between ecocentric attitudes and perceived impact factors and a non-significant relationship between support and ecocentric values was reported. It has been argued that the positive relationship between ecocentric values and support is most likely attributable to the type of development used to measure support (Gursoy & Kendall, 2006:611; Gursoy, Jurowski & Uysal, 2001:95).

As already indicated in the social exchange theory, 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 (Gursoy & Kendall, 2006:606; Haley *et al.*, 2005:649; Andereck, Valentine, Knopf & Vogt, 2005:1058). Various studies have been done focusing on the analysis of the host community, portrayed in Table 1.1 below.

Table 1.1: Previous studies focused on host community reactions regarding tourism

Residents perceptions of tourism impacts	Allen, Hafer, Long & Perdue, 1994; Ap & Crompton, 1993, 1998; Johnson, Snepenger & Akis, 1994; Jurowski, Uysal & Williams, 1997; Kang, Long & Perdue, 1996; Lankford & Howard, 1994; Liu, Sheldon & Var, 1987; Long, Perdue & Allen, 1990; McCool & Martin, 1994; Pizam, 1978; Stokowski, 1996; Gursoy & Kendall, 2006; Chen, 2001; Viviers, 2009; Adendorff, 2008.
Local residents' support for tourism development	Garrod & Fyall, 1998; Gursoy, Jurowski & Uysal, 2001; Gursoy & Kendall, 2006; Jurowski, Uysal & Williams, 1997; Chen, 2001; Van der Merwe, 2008, Motale, 2008.
Residents' reactions to tourism development	Carmichael, 2000; Ko & Stewart, 2002; Lindberg, Andersson & Dellaert, 2001; Mason & Cheyne, 2000; Teye, Sönmez & Sirakaya, 2002; Uriely, Israeli & Reichel, 2002; Weaver & Lawton, 2001; Williams & Lawson, 2001.

It is clear from Table 1.1 that research on the residents continues to be a topic of considerable interest. Some of these studies assisted the tourism industry in gaining support from the host community as well as ensuring a better quality of life. Most of these studies have been conducted internationally and focused on permanent tourism products and not temporary products such as festivals. South Africa a culturally diverse country and events/festivals being presented in communities with different cultural groups, the importance of this study is highlighted. Support the festival can decrease if all groups are not included and catered for during the festival. The community is needed in the development of the festival and with the general decrease in tickets sales of the ABSA KKNK during the last few years, the support of the community becomes even more important (Erasmus, Slabbert, Saayman, Saayman & Oberholzer, 2010:2,70).

This research can assist festivals in identifying the social determinants that can lead to increased community support. These determinants can be included in the planning and marketing strategy of the festival. Local support and involvement are likely to increase the longevity of positive impacts on the local community. Knowledge of the social determinants affecting host community support can enable planners to assess the level of support. This will avoid large amounts of financial and other resources before community concerns are considered (**Gursoy & Kendall, 2006:617**). Therefore the question remains what are the social determinants of community support?

1.3 GOAL AND OBJECTIVES OF THE STUDY

1.3.1 Goal

To determine the social determinants of community support for the Klein Karoo National Arts Festival

1.3.2 Objectives

Objective 1

To analyse the events/festivals phenomenon in order to understand the events/festivals industry and how it functions.

Objective 2

To analyse the role of the community in arts festivals in order to understand the aspects influencing the attitudes, support levels and perceptions of the community.

Objective 3

To identify community perceptions regarding perceived benefits, perceived costs and community concerns as well as the level of community attachment and ecocentric attitudes that exist.

Objective 4

To draw conclusions and make recommendations regarding the social determinants influencing community support of arts festivals.

1.4 RESEARCH METHODOLOGY

A two-pronged approach is followed: a literature analysis and a survey.

1.4.1 Literature analysis

In the collection, classification and analysis of the literature, emphasis has been placed on event/festival tourism and the role of the community in event/festivals. Databases have been used: library database, South African Periodicals (Repertorium); General, dissertations, multimedia; Social Science Index; ERIC; Humanities index; Science Direct, EBSCO-Host and the Internet. The keywords include: community, community attachment, determinants of

support, social determinants, residents' attitudes/perceptions, perceived impacts, perceived costs, support model, social exchange theory, event/festival.

1.4.2 Empirical survey

The empirical survey is conducted in the following manner:

1.4.2.1 Research design and method of collecting data

Quantitative research was done by applying a phenomenological approach. In this approach, the researcher is interested in the meaning of the participant attributes to his/her support of the festival. The research is therefore descriptive by nature. A survey was conducted at the ABSA KKNK in 2007, during the festival. A structured questionnaire served as the instrument by means of which the data has been collected. According to Slabbert (2004:63 the advantages of a quantitative approach include the following:

- It is suitable for collecting demographic information, for example, gender, age and income.
- It is inexpensive to conduct
- It is relatively easy to tabulate and analyse using statistical programmes.

1.4.2.2 Selection of the sampling area

The population in Oudtshoorn is defined as the permanent local population of the town. According to census 2001 Oudtshoorn district office has a population of 123,262 people (8146 black Africans, 97260 coloured, 120 Indian or Asian and 17735 white (SA Statistics, 2001).

1.4.2.3 Participants and sample size

Probability sampling, namely stratified random sampling, was used for the sample frame. The sampling procedure was based on guidelines set by Krejcie and Morgan (1970:608) for general research activities, which indicated that the recommended sample size (S) for a population (N) of 1000 000 is 384. The selected sample, however, totals 123,262 residents (Statistics SA, 2001). However, Krejcie and Morgan (1970:608) also indicated that as the population increases the sample size increases at a diminishing rate and remains relatively constant at slightly more than 380 cases. It was therefore decided to distribute 500 questionnaires among the strata.

Stratification is based on the residential areas, including Wesbank, South, North and Central. For this sampling method, participants were chosen at regular intervals after a random start (Tustin, Ligthelm, Martins & Van Wyk, 2005:352). Therefore, for this study the starting point was randomly selected after which every second house was selected in the various residential areas. The exact number of houses in each residential area could not be obtained and, according to the Municipality is not available. If the selected respondent did not wish to participate in the survey, either the house to the right or to the left was selected to participate.

Fieldworkers from the Institute for Tourism and Leisure Studies (North-West University) were trained by the researcher in the completion of the questionnaire. In most cases, the fieldworkers waited for the participant to complete the questionnaire and therefore if there were questions regarding the questionnaire, they were dealt with immediately and in a professional manner. This also assisted in obtaining a higher number of completed questionnaires. Two hundred and seventy nine questionnaires were collected from 2-7 April 2007 and formed part of the final dataset. The final dataset was therefore fairly representative of the total population.

1.4.2.4 Development of the questionnaire

The measuring instrument used was based on two questionnaires. Firstly, the social impact measuring instrument used was originally developed by Fredline, Jago and Deery (2003:29). It was designed using statements from previous event/festival and tourism literature as well as additional information from social capital literature. Slightly different versions of this questionnaire have already been tested by researchers at event/festivals such as the Australian Formula One Grand Prix (2002), the 2002 Melbourne Moomba Festival, the Horsham Arts Festival in 2002, Aardklop (2005-2007) and the Grahamstown National Arts Festival (2005-2007). However, given the nature and structure of the ABSA KKNK, the questionnaire was slightly adapted to serve the needs of this event/festival.

The main dependent variables (perceptions of the residents regarding the impacts of event/festivals) were measured by using a Likert scale. The questionnaire included 45 impact statements. These statements refer to the positive and negative economic, social and environmental impact of the festival, in relation to which respondents were asked to indicate their degree of agreement or disagreement on a 3-point (for some questions) or 4-point (for other questions) Likert scale.

Secondly, support of the festival was based on the questionnaire developed by Gursoy and Kendall (2006:611) and information gathered in the literature study. Social determinants such as ecocentric values, community attachment, perceived benefits, perceived costs and the level of community concern were used as variables to determine the level of community support. Both the dependent and the independent variables were integrated in this study. Data for community support was collected by means of a 5-point Likert scale.

Since these questionnaires have been used with success in previous studies (Fredline & Faulkner, 2002:105; Gursoy & Kendall, 2006:613) an extensive pilot testing phase was not included.

1.4.2.5 Data analysis

The data was coded on EPI and statistically processed on SPSS (Statistical Package for the Social Sciences - Version 15). The descriptive statistics focused on the demographic profile of the community, where frequencies were used to analyse the data. Structural Equation Modelling was used to determine the social determinants and identify their influence on support for the event/festival. Structural Equation Modelling (SEM) is based on multivariate (multi-equation) regression models. According to Ko and Stewart (2002:525) SEM is a technique for simultaneously estimating the relationships between observed and latent variables (the measurement model), and the relationships among latent variables (the structural model).

1.5 CLARIFICATION OF CONCEPTS

The following concepts are used in the course of the study and therefore need clarification.

1.5.1 Klein Karoo Nasionale Kunstefees (KKNK)

The Klein Karoo Nasionale Kunstefees (Afrikaans for Little Karoo National Arts Festival and usually abbreviated as the KKNK (more recently ABSA KKNK due to ABSA being the major sponsor since 2005). The ABSA KKNK is an Afrikaans language arts festival that takes place in the South African town of Oudtshoorn. The first festival was planned for September 1994. However, the Board of Directors realised that this was not a realistic date; thus the first festival was moved to March 1995. The festival includes both theatre and performing arts, and is officially recognised by the South African government as a national arts festival. By number of visitors it is also the largest South African arts festival and, in 2007, 133 856 tickets were sold

but, in 2010, only 85 518 tickets were sold. The ABSA KKNK attracts more than 1 000 artists performing or exhibiting in more than 200 productions and exhibitions over a stretch of eight days (Erasmus, Slabbert, Saayman, Saayman & Oberholzer, 2010:1; Anon, 2010).

1.5.2 Social determinants

According to Wolf (1977:3) socio impacts are 'people impacts'; they are about the effects on the people of host communities due to their direct and indirect associations with tourists. Mathieson and Wall (1982:133) stated that social and cultural impacts of tourism refer to ways in which tourism contributes to changes in value systems, individual behaviour, family relationships, collective life styles, safety levels, moral conduct, creative expressions, traditional ceremonies and community organisations (Fox, 1977:29, Page, Brunt, Busby & Connell, 2001:270). More recently, Keyser (2002:346) defined social impact as changes in the norms and values of society that are more apparent in the short term. These social impacts can be seen as determinants, including the level of community concern, ecocentric values, community attachment, perceived benefits, and perceived costs, which can also influence the community's perceptions and support.

When analysing events/festivals, social impact may refer to changes in community attitudes, environmental changes, cultural changes, structural impacts and community concerns.

1.5.3 Community

Jafari (2000:93) defined a community as a group of people living in the same locality and under the same government. Williams and Lawson (2001:271), on the other hand, stated that a community may be "a group of people who share common goals or opinions." According to Theodori (2005:662) defined community is defined as a place-oriented process of interrelated actions through which members of a local population express a shared sense of identity while engaging in the common concerns of life. According to census 2001 Oudtshoorn district office has a population of 123,262 people (8146 black Africans, 97260 coloured, 120 Indian or Asian and 17735 white) (SA Statistics, 2001).

1.5.4 Festival and arts festival

Smith (1990:128) defined an event/festival as a celebration of a theme or special event/festival for a limited period of time, held annually or less frequently (including one-time only

events/festivals), to which the public is invited. Seven years later Getz (1997:8) provides a shorter useful working definition of a festival, defining it as 'a public, themed celebration'. In 2000, Hughes (2000:89) identified festivals as part of special events/festivals because there is a particular concentration of activities, and those activities are usually taking place over a short period. In most cases, this is taking place over a weekend or, in case of larger festivals, over several weeks. Goldblatt (2002:1), on the other hand, was more specific by describing festivals as a kaleidoscope of planned culture, sport, political and business occasions. Therefore the term 'event' or 'festival' has been used for hundreds of years and has been applied to cover a multitude of events/festivals (Bowdin, McDonnell, Allen & O'Toole, 2001:3).

Further on, Quinn (2005:927) asked the question, 'What is a festival? And goes on by saying "It's something exceptional, something out of the ordinary, something that must create a special atmosphere which stems not only from the quality of the art and the production, but from the countryside, the ambience of a city and the traditions of a region". However an arts festival can be defined as an attempt to promote inclusiveness, accessibility and new forms of interaction between audience, artists and place. The Glossary of Travel defines an arts festival as a large-scale event/festival in which performances, exhibitions and competitions in music, drama, painting and handicrafts take place (<http://www.glossaryoftravel.com/definition/arts-festival.html>). Rolfe (1992, cited by Bowdin, Allen, O'Toole, Harris and McDonnell, 2011:23) indicated that arts festivals share a number of characteristics including intense artistic output and a clear, time-specific programme delivered with a clear purpose and direction.

For the purpose of this study events/festivals are seen as interrelated and the term are used as such.

1.5.5 Event/festival tourism

Getz (1997:16) stated that event/festival tourism refers to the systematic planning, development and marketing of (special) events/festivals as tourist attractions, catalysts for other developments, image builders and animators of attractions and destination areas. He goes on by saying that event/festival tourism is a market segment consisting of those people who travel to attend events/festivals, or who can be motivated to attend events/festivals while away from home. Tassiopoulos (2000:5), on the other hand, defines event/festival tourism as the systematic development, planning, marketing and holding of events/festivals as tourist attractions. Various role players are involved in event/festival tourism, of which the community is one.

1.6 CHAPTER CLASSIFICATION

The dissertation is divided into the following five chapters:

Chapter 1: Introduction and problem statement

Chapter 1 will focus on the problem statement, followed by the research objectives and the method of research. Attention will be given to the appropriate definitions used throughout the study as well as the contribution of this research to the tourism industry and others.

Chapter 2: An analysis of the events/festivals phenomenon

Chapter 2 provides an overview of the growth of event/festivals as part of the tourism industry, types of event/festivals, characteristics of event/festivals, impacts of event/festivals on host communities. Attention is also given to categories of event/festivals, event/festival role players, the five critical stages for event/festivals and reasons for attending event/festivals.

Chapter 3: Analysing the role of the community in event/festivals

Chapter 3 determines the role of the community in event/festivals by contextualising the concept 'community', analyzing determinants and motivations of the community as well as the different theories related to social impact. The attitudes and perceptions of the community as well as factors influencing interactions between tourists, residents, host community and the environment is discussed and, lastly, community participation and support is analysed.

Chapter 4: An analysis of the empirical data

In chapter 4, the empirical data is analysed by reporting the results obtained the questionnaires distributed during the ABSA KKNK 2007. Tables and figures are used to discuss the data and structural equation modelling is used to determine the social determinants and the influence on community support.

Chapter 5: Conclusions and recommendations

In Chapter 5, conclusions and recommendations are made regarding the support of the community towards arts festivals. Attention is also given to future research in this field of study.



CHAPTER 2

An Analysis of the Events/festivals Phenomenon

2.1 INTRODUCTION

Event/festival tourism was a new term back in the 1980s, but it has become firmly established as a major component of special interest tourism and, today, events/festivals are central to our culture as perhaps never before (Getz, 1997:2; Allen, O'Toole, McDonnell & Harris, 2008:5). Increases in leisure time and discretionary spending have led to an increase of public event/festivals, celebrations and entertainment (Allen *et al.*, 2008:5). People need change, and therefore the historic forces for event/festivals have changed. For example, religious reasons for having major festivals have, perhaps, become less important, but carnivals, fairs and festivals in all sorts of places and at various times of year can be seen (Shone & Parry, 2004:2).

According to Getz (1997:1) the world of event/festivals covers a kaleidoscope of planned, cultural, sport, political, and business occasions: from mega event/festivals like the Olympics and world's fairs to community festivals and arts festivals. To uplift the community and destination, events/festivals can be effectively employed as a tourism attraction in the community. It can also be said that events/festivals help meet the many social, economic, cultural, and environmental roles in which most communities and destinations are already involved (Getz, 1997:2). The organisation (of which the community forms part) and the festival have the task to create certain outcomes such as economic and social benefits, with the aim of making a profit (Getz, 1997:14). Events/festivals such as arts festivals can lead to various positive as well as negative impacts and it is therefore important to understand this phenomenon as one would want to optimise the impacts to the benefit of the community. The purpose of this chapter is to analyse the development of events/festivals and determine the various types of event and festivals, characteristics of events/festivals, the impacts of events/festivals on the host communities as well as the reasons for attending events/festivals.

2.2 GROWTH OF EVENTS/FESTIVALS AS PART OF THE TOURISM INDUSTRY

The phenomenon of events/festivals can hardly be described as a new one as the first Olympic Games were held in Ancient Greece in 776 BC and countless religious events/festivals have been held throughout the ages (Tassiopoulos, 2000:2; Jago & Shaw, 1998:21). During the past 15 years, there has also been a remarkable rise in the number of arts events/festivals in cities throughout Europe and elsewhere in countries such as South Africa. Their growth has been such that it is now difficult to accurately determine the number of events/festivals in existence (Quinn, 2005:927). The special appeal of events/festivals stems in part from the limited duration and innate uniqueness of each event/festival, which distinguishes these from permanent institutions and built attractions (Getz, 1997:1; Gursoy *et al.*, 2003:171).

It is clear that, throughout history, events/festivals have been an important feature of people's lives and, in recent years, events/festivals have become one of the fastest growing types of tourism attractions (Tassiopoulos, 2000:4; Crompton & McKay, 1997:429; Gursoy, Kim & Uysal, 2003:172). This was especially visible in terms of the number, diversity, and popularity of festivals and events and it is anticipated that the growth will continue (Tassiopoulos, 2000:19; Getz, 1997:22; Gursoy *et al.*, 2003:171). This growth helps to ensure that a relationship exists between the events/festivals and the tourist demand (Quinn, 2006:288). Although most of the events/festivals are one-time and short-term, they have long-term positive consequences such as ongoing growth, opportunities for international publicity, and recognition of the host community (Kim *et al.*, 2004:88).

Events/festivals have therefore flourished internationally as well as locally and, in South Africa, events/festivals, and more specifically cultural events/festivals, have grown intensively. The Grahamstown National Arts Festival (Grahamstown) is the oldest arts event/festival in South Africa and has been running annually since 1974, excluding the year 1975 due to political upheavals. Another two well-known events/festivals are the ABSA Klein Karoo National Arts Festival (Oudtshoorn), dating back in 1995, and the Aardklop National Arts Festival (Potchefstroom), first hosted in 1998. Other arts festivals include: the Volksblad Arts Festival (Bloemfontein), the Innibos National Arts Festival (Nelspruit) and the Cultivaria Arts Festival (Paarl).

The next section will analyse the various types of events/festivals that have developed in the past few years.

2.3 TYPES OF EVENTS/FESTIVALS

It is essential, when looking at the types of events/festivals, to identify the commonalities. These are: All planned events/festivals have one or more special purposes, and are of limited duration. Each is unique in its blend of management, programme, setting, and visitors (Van Schalkwyk, 2004:12). Because of their uniqueness, there are so many specific types of events/festivals that new ones seem to develop weekly (Getz, 1997:1). Therefore it will never be possible to come up with a universal, standardised definition, nor a classification of which types of events/festivals are exceptional or special. It is clearly a matter of perspective or preference (Getz, 1997:4).

Event/festival can be divided into planned and unplanned events/festivals. Furthermore, planned events/festivals can be subdivided into ordinary and special events/festivals. For the purpose of this study, one of the important sub-categories of events/festivals, special events/festivals, will be used. Special events/festivals may be a good starting point, seeing that special events/festivals can, in turn, be divided into four important sub-categories that will be discussed later. These sub-categories are: major, hallmark, mega and local/community. The following figure, Figure 2.1 (see next page) will demonstrate how events/festivals and, more importantly, special events/festivals can be categorised:

2.3.1 Special events/festivals

According to Getz (1997:4) there are two definitions of special events/festivals: Firstly a special event/festival is a one-time or infrequently occurring event/festival outside the normal programme or activities of the sponsoring or organising body. Secondly, to the customer or guest, a special event/festival is an opportunity for a leisure, social, or cultural experience outside the normal range of choices or beyond everyday experience. On the other hand, Goldblatt (quoted by Getz, 1997:4) argues that special events/festivals are always planned, arouse expectations and motivate by providing a reason for celebration. Therefore a special event/festival is an opportunity for a leisure, social, or cultural experience outside the normal range of choices or beyond everyday experience.

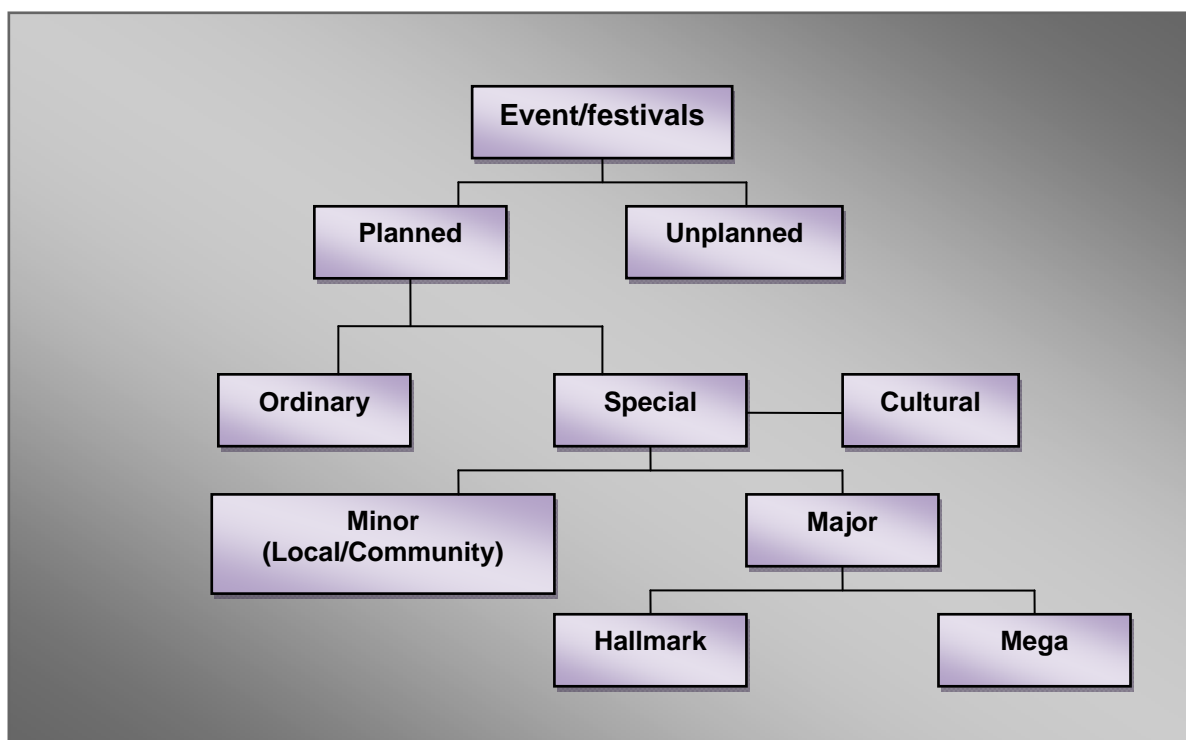


Figure 2.1: Event/Festival nomological structure

Source: Adapted from Jago & Shaw (1998:28) & Tassiopoulous (2000:12)

Jago and Shaw (1998:28) and Tassiopoulous (2000:12) list the most important core attributes of special events/festivals as:

- Being unique or out of the ordinary
- Having a significant economic impact
- Attracting media attention
- Raising awareness of a region or enhancing its image or profile
- Being a one-off or infrequent occurrence
- Being of limited duration
- Offering a social experience
- Attracting tourists or tourism development

Furthermore the term 'special event/festival' describes specific rituals, presentations, performances or celebrations. These events/festivals mark special occasions in order to achieve social and cultural goals and objectives. Special events/festivals can include national days and celebrations, important civic occasions, unique cultural performances, major sporting fixtures, corporate functions, trade promotions and product launches. It seems at times that special events/festivals are everywhere; they have become a growth industry. The field of special

events/festivals is now so vast that it is impossible to provide a definition that includes all varieties and shades of events/festivals (Bowdin *et al.*, 2001:15, Allen *et al.*, 2008:11).

Shone and Parry (2004:3) stated that special events/festivals are that phenomenon arising from those non-routine occasions which have leisure, cultural, personal or organisational objectives set apart from the normal activity of daily life, whose purpose is to enlighten, celebrate, entertain or challenge the experience of a group of people.

According to Getz (1997:4) the following aspects make an event/festival special and these factors create or heighten the quality of 'specialness':

- A multiplicity of goals. Specialness is related to the diversity of goals that events/festivals successfully pursue.
- Festive spirit. Specialness increases with the ability of events/festivals to create a true festive spirit. The mood can encourage joyfulness and pleasure, and this will break the dull daily routine lots of event/festival-goers have to deal with.
- Satisfying basic needs. All the basic human needs, and related leisure and travel motivations, can be satisfied, in part, through events/festivals. Specialness increases as the number of needs and related motives are better satisfied.
- Uniqueness. Events/festivals have the ability to create a 'must-see' 'once-in-a-lifetime' uniqueness to attract visitors. All events/festivals, to some degree, can manage their product and promotions to create the specialness associated with a unique happening.
- Quality. Poor quality will destroy any pretence of being special; high-quality events/festivals will go beyond customer expectations and generate high levels of satisfaction.
- Authenticity. Tourist involvement signifies authentic community celebration.
- Tradition. Visitors are attracted to traditional ceremonies, rooted in the community.
- Flexibility. Events/festivals are adjustable because they can be developed with minimal infrastructure, can be moved in space and time, and adapted to changing markets and organisational needs (Getz, 1997:4).
- Hospitality. The essence of hospitality is to make every event/festival participant feel like an honoured guest. In destinations, the tourist is provided with community hospitality and the resident is proud to be a host.
- Tangibility. The event/festival-participant can experience the 'specialness' of a destination theme, and its ambient resources, through its event/festival. This applies to culture, hospitality, and natural resources.
- Theming. All elements of the event/festival can be themed to maximise festive spirit, authenticity, tradition, interactions, and customer service and this theming adds to the

feeling of specialness. For example, a few years back the Volksblad National Arts Festival's theme was 'bevonk'. This theme was used on the posters, in the programme, and everywhere on the festival grounds so that people would recognise the theme the whole time during the visit. The slogan 'bevonk' was short and striking.

- Symbolism. The use of rituals and symbols together adds to the festive atmosphere and can also give an event/festival special significance above and beyond its immediate purpose and theme.
- Affordability. Event/festival providing affordable leisure, educational, social, and cultural experiences will be special to large segments of the population who do not have the means to pay for alternatives. Free shows during events/festivals are always popular.
- Convenience. Events/festivals can be special opportunities for spontaneous, unplanned leisure and social opportunities. This is of increasing importance in a hectic, work-oriented world, and especially in urban environments. Visitors want to relax while visiting the event/festival.

According to these characteristics, the ABSA KKNK can be described as a special event/festival.

2.3.2 Cultural events/festivals

Cultural events/festivals form part of hallmark events/festivals but, for the purpose of this study, a closer look will be taken at cultural events/festivals, because the ABSA KKNK forms part of cultural events/festivals. To understand the different cultural events/festivals, a closer look should be taken at the type of events/festivals and the characteristics that exist within the specific type.

Table 2.1: A typology of cultural events/festivals

Source: Hall, 1992 (as cited by Slabbert, 2004:28)

EVENT/FESTIVAL TYPE	CHARACTERISTICS
Indigenous	Celebrations that grow from and are part of particular cultures. These events/festivals are directed towards the culture as a whole and are controlled by members of that specific culture.
Evolving indigenous	Similar to indigenous festivals in that they grow from the culture depicted, are mono-cultural, are directed and controlled by members of that culture and appeal primarily to an audience from within that culture. They differ because they consciously attempt to adapt cultural material to outsiders.

Commercialised	The commercial promotion of folk celebrations with the effect that the event/festival moves primarily into popular culture even while retaining support from folk culture.
Non-community mono-cultural	Mono-cultural festivals are organised by individuals from outside the culture presented, having no support base in the cultural group presented, and making no attempt to involve people of the culture as members of the audience.
Multicultural	Festivals representing the cultural materials of many cultures. With few exceptions, audiences tend to be people who are not of the culture presented. Organisers tend to be academics or eclectic fans of the folk arts with control of the event/festival likely to be in the hands of a non-profit institution.
High profile general celebrations of the arts	These address an ambitious agenda and a multitude of aims – to reach the highest standards, to achieve a high media profile, to reach a broad audience, to generate high levels of income.
Festivals that celebrate a particular location	From small communities to large towns, these festivals aim to bring people together to celebrate their local area, often featuring a large number of local groups. Some are organised by voluntary groups and some are organised by local authorities.
Art form festivals	Focused on a specific art form, offering unique opportunities for the audience to see particular kinds of work, and may also address the development of that art form by providing a focus for critical debate, master classes and commissions of new work.
Celebration of work by a community or interest	These festivals highlight work by specific groups of people, for example disabled people, younger people or women.
Calendar	Cultural or religious festivals.
Amateur arts festivals	A large but low-profile sector that involves thousands of people. Many of these are competitive.

Therefore cultural events/festivals are:

- **High profile general celebrations of the arts:** these festivals address an ambitious agenda and a multitude of aims – to reach the highest standards, to achieve high media profile, to reach a variety of audiences, to generate high levels of income.
- **Festivals that celebrate a particular location:** from small towns, like Oudtshoorn, to big cities, these festivals aim to bring people together to celebrate their local area or culture. These festivals can be divided into two groups: those that are run by voluntary groups and those that are run by local authorities. The festivals that are run by voluntary groups tend to be the smaller ones.

- **Arts-form festivals:** these festivals are focused on a specific art form, offering unique opportunities for audiences to see particular kinds of work. They may also address the development of that specific art form or culture by providing classes and commissioning new work.
- **Celebration of work by a community of interest:** these festivals highlight work by specific groups of people, e.g. disabled people, young people or women and often include a large proportion of participatory workshops.
- **Calendar:** a variety of cultural or religious festivals.
- **Amateur arts festivals:** a large but low-profile sector that involves thousands of people. Many of these festivals are competitive.
- **Commercial music festivals:** a hugely popular phenomenon, local authorities also run outdoor pop and rock music festivals which are also attended by large numbers of people (Bowdin *et al.*, 2001:19).

Cultural events/festivals differ, and it is vital to know that each of these examples cater for a different market. It is also important to keep in mind the composition of the specific event/festival and the target market.

2.3.3 Minor events/festivals (local/community events/festivals)

Community events/festivals are smaller scale events/festivals, with a foundation in community characteristics and aspirations (Keyser, 2002:265). Most communities produce a host of events/festivals that are targeted mainly at local audiences and staged primarily for their social, fun and entertainment value. These events/festivals often produce a range of benefits, including engendering pride in the community, strengthening a feeling of belonging and creating a sense of place. They can also help to expose people to new ideas and experiences, encourage participation in sports and arts activities, and encourage tolerance and diversity. For these reasons, local governments often support such events/festivals as part of their community and cultural development strategies (Allen *et al.*, 2008:14). The ABSA KKNK serves as an example of such an event/festival.

Janiskee (1996:404) defined minor events/festivals as: family fun events/festivals that are considered as being 'owned' by a community because they use volunteer services from the host community, employ public venues such as streets, parks and schools, and are produced at the direction of local government agencies or non-government organisations (NGOs) such as service clubs, public safety organisations or business associations. Janiskee also comments

that community events/festivals can become hallmark events/festivals and attract large numbers of visitors to a community. Examples of community events/festivals are the Klerksdorp Airshow and the Ficksburg Cherry Festival.

Furthermore Dimmock and Tiyce (2001:357) stated that community-based events/festivals (also called local events/festivals) originate, as the name suggests, within a sector of the community that has a need or desire to celebrate features of its way of life or history.

2.3.4 Major events/festivals

Major events/festivals are events/festivals that are capable, by their scale and media interest, of attracting significant visitor numbers, media coverage and economic benefits. Melbourne has developed the Australian Open tennis tournament and the Australian Formula One Grand Prix into significant annual major events/festivals, and hosted the Commonwealth Games in 2006 (Allen *et al.*, 2008:14).

On the other hand, Jago and Shaw (1998:29) stated that major events/festivals are a large-scale special event/festival that is high in status or prestige and attracts a large crowd and wide media attention. Such events/festivals often have a tradition and incorporate festivals and other types of events/festivals. They are expensive to stage, attract funds to the region, lead to demand for associated services, and leave behind legacies.

2.3.5 Hallmark events/festivals

According to Getz (1997:5) a hallmark event/festival describes a recurring event/festival that possesses such significance, in terms of tradition, attractiveness, image, or publicity, that the event/festival provides the host venue, community, or destination with a competitive advantage.

Hallmark events/festivals can also be described as major one-time or recurring events/festivals of limited duration, developed primarily to enhance the awareness, appeal and profitability of a tourism destination in the short and/or long term. Such events/festivals rely for their success on uniqueness, status, or timely significance to create interest and attract attention (Ritchie, 1984:2; Keyser, 2002:264). On the other hand, these events/festivals are designed to increase the appeal of a specific tourism destination or region because during the hosting of these events/festivals the host communities become inseparable in the minds of the consumers (Van der Wagen & Carlos, 2005:6).

Allen *et al.* (2008:13) stated the term 'hallmark event/festival' refers to those events/festivals that become so identified with the spirit or ethos of a town, city or region that they become synonymous with the name of the place, and gain widespread recognition and awareness as is the case of the ABSA KKNK held in Oudtshoorn. Time after time, people would talk about Oudtshoorn, and in the same sentence referring to the ABSA KKNK. It can also be described as a recurring event/festival that possesses such significance, in terms of tradition, attractiveness, image, or publicity, that the event/festival provides the host venue, community, or destination with a competitive advantage. Over time, the event/festival and the destination become inseparable (Bowdin *et al.*, 2001:17-18).

Tassiopoulos (2000:13) on the other hand, described Hallmark events/festivals as those events/festivals that mark an important historical anniversary. He goes on by saying the following attributes represent hallmark events/festivals:

- Are large in scale in a relative sense only
- Can be held on an international or national scale
- Are attached to a specific place
- Are tied to a specific place
- Attract funds to the region
- Draw large crowds
- Are of infrequent occurrence
- Incorporate events/festivals or other events/festivals
- Stimulate demand for related services
- Are associated with large costs
- Include prestige and status
- Involve tradition or symbolism;
- Leave behind legacies or result in urban renewal;
- Result in the event/festival and destination becoming synonymous.

2.3.6 Mega events/festivals

According to Getz (1997:6) mega events/festivals, by way of their size or significance, are those that yield extraordinarily high levels of tourism, media coverage, prestige, or economic impact for the host community or destination. Tassiopoulos (2000:14) confirmed that mega events/festivals can attract very large numbers of visitors or have a large cost or psychological effect.

Allen *et al.* (2008:13) defined mega events/festivals as those events/festivals that are so large that they affect whole economies and reverberate in the global media. They include the Olympic Games, the FIFA World Cup and World Fairs, but it is difficult for many other events/festivals to lay claim to belong in this category.

Jago and Shaw (1998:28) identified the qualifying attributes of mega events/festivals as the following:

- They are associated with large costs
- They leave behind legacies or result in urban renewal
- They include tradition or symbolism
- They involve status and prestige, usually a politically approved process
- They stimulate demand for related services
- They incorporate festivals or other services
- They attract large crowds (usually over a million visitors)
- They attract funds to the region
- They are on an international scale
- They are large scale
- They are one-off occurrences
- They have the reputation of being a 'must see' event/festival

The events/festivals industry is therefore characterised by various types of events/festivals and it is important to understand the characteristics of these events/festivals. This will be discussed in the following section.

2.4 CHARACTERISTICS OF EVENTS/FESTIVALS

Each event/festival is exclusive in terms of characteristics because of its uniqueness. However, events/festivals have many other characteristics in common with all types of services and, in particular, with hospitality and leisure services of many kinds (Shone & Parry, 2004:13). Therefore the different factors explaining the characteristics of events/festivals must be understood. Figure 2.2 (next page) summarises the characteristics of events/festivals.

2.4.1 Uniqueness

The key element for all special events/festivals to be successful and sustainable is their uniqueness because each one will be different. Although events/festivals may repeat time after

time, the surroundings, the audience, the choice of location, the timing and many other variables will make the event/festival unique. Looking at frequent events/festivals such as weddings, it must be kept in mind that each wedding is also unique because the choice of location, the invited guests, the timing and the people involved differs (Shone & Parry, 2001:14, Slabbert, 2004:21).

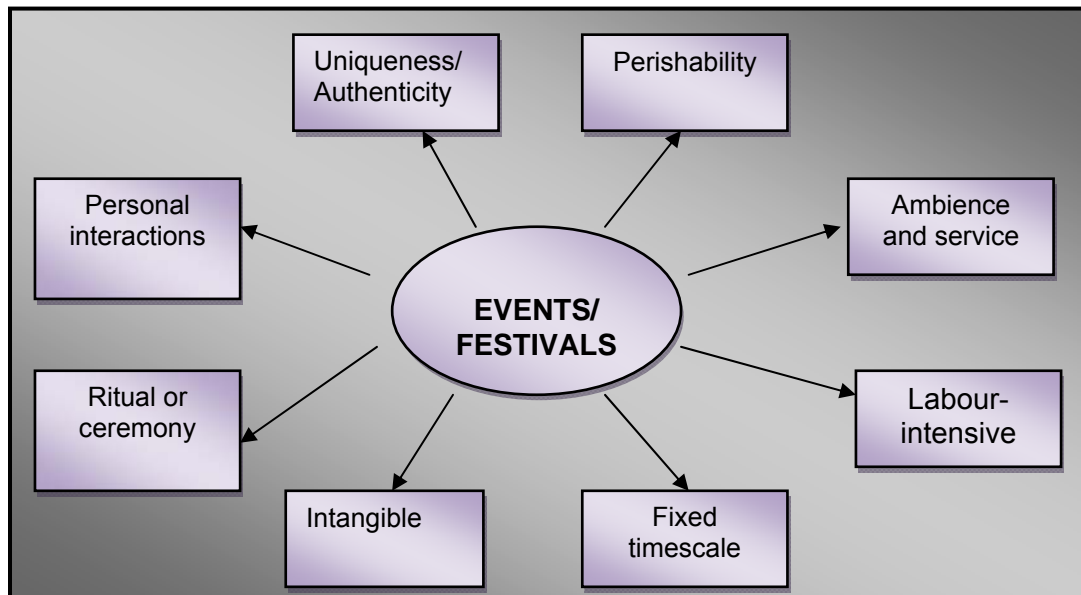


Figure 2.2: Characteristics of events/festivals

Source: Shone & Parry (2004:13)

Getz and Cheyne (2002:148) described uniqueness as a not-usually-available opportunity (out-of-the-ordinary; rarity; something unique; different activities and novelty). The ABSA Klein Karoo National Arts Festival, held in Oudtshoorn annually, is a good example of such an event/festival. The uniqueness of special events/festivals is therefore the key element for success (Shone & Parry, 2004:14).

2.4.2 Perishability of events/festivals

If events/festivals are observed as unique, then the event/festival is tremendously perishable and this means that it cannot be repeated in exactly the same way. Two festivals at the same location, with the same number of people, will not be the same. Even where a reasonable level of standardisation is possible, like arts festivals, each will be different and will be very time dependent. For example, if the ABSA KKNK and Aardklop should be held at the same location at different times, the events/festivals will differ in many ways (Shone & Parry, 2004:15).

2.4.3 Intangibility

Buying a piano means that one is buying something tangible – one can play it, see it, and touch it. Events/festivals, on the other hand, can be described as something more or less intangible because most of the things visitors experience during the event/festival is untouchable, such as listening to performing artists and enjoying different activities. During an event/festival, there might be tangible items such as food or a painting (Shone & Parry, 2004:15; Slabbert, 2004:21). The atmosphere and the opportunity to create a unique experience is important to the event/festival visitor. The visitors help to create this experience (Getz, 1991:49). It is important for event/festival organisers to keep in mind that even the smallest tangible item will help to sustain people's idea of how good an event/festival has been. These tangible items may include programmes, a guest list or postcards (Shone & Parry, 2004:15). This may lead to the intangible becoming more tangible.

2.4.4 Ritual and ceremony

For authors such as Goldblatt, this is the key issue about special events/festivals, the major characteristic that makes them special. In the past, it was very obvious that ritual and ceremony often played an important part. Even though modern events/festivals may not, in any way, rely on old tradition and established ceremony, it is often the case that a town or city, wishing to attract more tourists, might do so by using this historical basis as a historical element during the event/festival (Shone & Parry, 2004:15).

2.4.5 Ambience and service

According to Shone and Parry (2004:16) ambience is one of the most important characteristics in the outcome and success of an event/festival. An event/festival with the right ambience can be a huge success and, in contrast, an event/festival with the wrong ambience can be a huge failure. For the ideal atmosphere to be created during an event/festival, elements such as quality environment, excellent performers, and outstanding food and beverages should be included (Slabbert, 2004:22). It is very important to keep in mind that the presence of these elements does not necessarily guarantee that things will go well all the time. Although all these positive elements may be in place, the event/festival can still be a failure. One of the roles of an events/festivals manager is to try to ensure that the event/festival succeeds by careful attention to detail and by trying to encourage the desired outcome. Nevertheless, people cannot be compelled to enjoy themselves (Shone & Parry, 2004:16).

2.4.6 Personal contact and interaction

In manufacturing operations, customers have no contact with the staff producing the goods, only, perhaps, with the sales team. In event/festival situations, on the other hand, tourists/visitors have frequent contact with the staff of the event/festival, and this can influence the quality or otherwise of the experience. People attending events/festivals are frequently part of the whole process and for an event/festival to be successful. Visitors must help to set the perfect atmosphere. For example, the crowd at an event/festival is not only watching the event/festival but is helping to create the atmosphere by interacting with other visitors, performers and staff and this is part of the whole successful experience. Therefore, in considering how to make an event/festival successful, event/festival managers must be fully aware that this is largely dependent on the actions and reactions of people attending. It is possible to have the same event/festival twice in a row, while one event/festival is totally successful the other event/festival may be a complete failure (Shone & Parry, 2004:16). It is thus clear that one does not always have total control over all the different aspects that may occur during the event/festival (Slabbert, 2004:22).

2.4.7 Labour intensiveness

The more complex and the more unique an event/festival, the more likely it is to be more labour-intensive, both in terms of organisation and of operation. Concentrating on the organisational aspect, there is a need for relatively complicated planning to enable the service delivery to be efficient, or for the event/festival to be successful. High levels of communication between the organiser and the event/festival manager are crucial. Such high levels of communication may take time and effort, even though the event/festival may be repeating a well-known formula, or operating within a common framework. For the event/festival to be an overall success, the staff should be highly skilled in the operational area as well (Shone & Parry, 2004:17).

In most cases, the number of staff will differ according to the type of the event/festival, except for events/festivals that have an element of routine, such as banquets and conferences. In those cases, managers/organisers can forecast staffing needs according to experience and quality of the staff, depending on the number of guests, the types of service, the time required to complete the service and even the layout of the specific venue (Shone & Parry, 2004:17; Slabbert, 2004:22).

2.4.8 Fixed Timescale

Events/festivals run to a fixed timescale, which should be very short, unlike routine activities that can carry on indefinitely. Many special events/festivals are actually composed of a sequence of short bursts of activity, with pauses or breaks in between. Constant ceremony, lasting many hours, might become dull, boring and tiring. Therefore, for the planners of special events/festivals, it is important to hold people's attention and interest during the event/festival. To do so, the issue of timing should be kept in mind so that the event/festival will be striking and successful (Shone & Parry, 2004:18).

The following characteristics of an event/festival are not part of the previous list of characteristics but are also important:

- It is limited in duration – not always continuous. It involves a complete bundle of experiences and celebrations into a limited time frame
- It may differ in size, volume and impact
- The rationale for hosting events/festivals might be different but the main purpose, however, is the celebration or display of a specific theme
- It is open to the public
- It has predetermined opening and closing dates
- It does not normally own permanent structures
- Its programme may consist of several separate activities and all the activities take place in the same local area or region
- They are often managed and produced by voluntary, non-profit groups or involve many volunteers
- Events/festivals do not belong to anyone but they are temporarily enjoyed by many (Dimmock & Tiyce, 2001:356; Getz, 1991:45, Slabbert, 2004:24).

With an understanding of the characteristics of events/festivals, it is necessary to analyse the impacts of these events/festivals on host communities. This will be discussed in the following section.

2.5 IMPACTS OF EVENTS/FESTIVALS ON HOST COMMUNITIES

According to Allen (as cited by Fredline, Raybould, Jago & Deery, 2005:7), in attempting to progress this field of study, it is important to focus on the definition of the 'impacts of

events/festivals'. For the purposes of this study, impacts of tourism are defined as 'the effects or influences of tourism within the region identified as being the destination'.

This definition can then be subdivided into its three components.

- **Economic impacts** – the impact of tourism on the economy, that is, the effect on 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. Thus issues such as employment are within scope of the definition. During an event/festival such as the ABSA KKNK, the economic impacts are important to the community. Therefore it is important that the community benefit from all the economic activities resulting from events/festivals.
- **Social impacts** – the impact of tourism on society, the definition of Mathieson & Wall (Mathieson & Wall, 1982:137) has been adopted here, that is, "changes in quality of life of residents of tourist destinations". It can thus be argued that all impacts have a social dimension.
- **Environmental impacts** – the impact of tourism on the environment, that is the effect on ecology brought about by tourism activities. Many people visit Oudtshoorn during the festival, and that means that the environment has to carry more than the normal number of people and this may cause damage.

Furthermore, it can be said that events/festivals have a range of impacts – both positive and negative – on their host communities and stakeholders (Bowdin *et al.*, 2001:26). It is the task of the event/festival manager to identify and predict these impacts and then manage them to achieve the best balance for all parties so that the overall impact of the event/festival is positive. To get positive response from the community, attention to community wishes and impacts is essential (Getz, 1997:42). These positive impacts of an event/festival on people visiting the event/festival are essential to the success of an event/festival. Getz (2007:300) emphasises this by saying that people who experience the outcomes of events/festivals, feel 'impacted' by the event/festival. It is important to make sure that this impact will have a positive impact on the tourists attending the event/festival.

Fredline and Faulkner (2000:763) stated that not much research has been done on host communities' perceptions and reactions to the impacts of events/festivals, especially in South Africa. However, over the past decades, the impacts of tourism have received increasing attention in discourses and studies on related development. The industry has a tremendous capacity for generating growth in destination areas. On the other hand, its increasing impacts have led to a range of evident and potential problems and of environmental, social, cultural, economic, and political issues in destinations and systems, creating a need for alternative and

more environment- and host-friendly practices in development, planning, and policies (Saarinen, 2006:1121). Although the impacts of the industry are increasingly global, the main focus of research, management, and policy activities has been on local character and its consequences, which is the scale of analysis adopted here (Saarinen, 2006:1122). Events/festivals are increasingly promoted as important contributors to the economic, social and cultural well-being of communities (Slabbert, 2004:46). These different categories can each be divided into positive and negative impacts.

Table 2.2: Impacts of events/festivals

Sources: Bowdin *et al.* (2001:27); Fredline *et al.* (2003:27); Getz (1997:336)

Sphere of Event/festival	Positive impacts	Negative impacts
Social and Cultural	<ul style="list-style-type: none"> • Shared experience • Revitalising traditions • Building local communities' pride • Validation of community groups • Increased community participation • Introducing new and challenging ideas • Expanding cultural perspectives • Improved quality of life for residents • Improved cultural and shopping opportunities for residents • Strengthen regional values and traditions, leading to better understanding of other cultures • Entertainment and social opportunities for local residents • Volunteerism – improved local social support networks • Public behaviour • Resident attitudes 	<ul style="list-style-type: none"> • Local community alienation • Manipulation of local community • Negative community image • Bad behaviour • Substance abuse (drugs & alcohol) • Social dislocation • Loss of amenity • Events/festivals may cause societal problems • Cultural commercialisation • Conflicts between host communities and visitors • Potential for intercultural misunderstanding • May contribute to general social problems such as crime, prostitution and changing moral values • Drinking • Drug use • Violence • Heritage loss • Cultural and behavioural differences
Physical and environmental	<ul style="list-style-type: none"> • Showcasing the environment • Providing models for best practice • Increasing environmental awareness • Improvements in transport and communication • Urban transformation and renewal • Improvements in infrastructure and superstructure • Construction of new facilities and infrastructure – the extend of this benefit depends on the long-term usefulness of these facilities to the community 	<ul style="list-style-type: none"> • Damage to the environment • Pollution • Heritage destruction • Noise disturbance • Traffic congestion • Power gaps • Architectural pollution • Overcrowding • Traffic congestion • Litter • Access restrictions

Political	<ul style="list-style-type: none"> • International prestige • Improved profile • Promotion of investment • Social cohesion • Development of administrative skills • Enhance certain images & ideologies • Career enhancement of specific political figures 	<ul style="list-style-type: none"> • Risk of event/festival failure • Misallocation of funds • Lack of accountability • Propagandising • Loss of community ownership and control • Legitimising of ideology • Loss of local autonomy • Formation of protest groups – ‘rebellion of the hosts’
Economic	<ul style="list-style-type: none"> • Economic benefits • Small community festivals may generate internal surpluses • International and national image of the host community and destination increases • Destination promotion and increased tourist visits • Extended length of stay • Higher yield • Increased tax revenue • Job creation • Creation of direct and indirect employment • Income multiplier • Employment created 	<ul style="list-style-type: none"> • Inflation and tax increases • Increased prices for locals • Opportunity costs • Mismanagement of public funds • Community resistance to tourism • Loss of authenticity • Damage to reputation • Exploitation • Inflated prices • Opportunity costs

Table 2.2 clearly shows that there are many important impacts of events/festivals. To understand these different aspects, each impact will be discussed in more detail.

2.5.1 Social and Cultural

Unlike economic impacts, social impacts of events/festivals can be difficult to measure objectively as many of them cannot be quantified, and they often have a different effect on different members of the community. For this reason, social impacts are frequently examined through investigation of residents’ perceptions of the impacts. It is clear from Table 2.2 that events/festivals play many social and cultural roles, and many explicit benefits have been recognised. Participants were also somewhat more satisfied with community life and all events/festivals have a direct social and cultural impact on their participants, and sometimes on their wider host communities as outlined by Getz (1997:44) This may be as simple as a shared entertainment experience, as is created by a sporting event/festival or concert. Events/festivals have the power to challenge the imagination and to explore possibilities and events/festivals can form the cornerstone of cultural strategies (Bowdin *et al.*, 2001:27-28).

Some events/festivals, such as the ABSA KKNK, serve to strengthen social bonds as well as to spread enjoyment. Many events/festivals are less spontaneous and more carefully planned, but those events/festivals whose progress is frequently planned down to the last detail, such as music festivals, have intense social implications. They have an impact on participants, emotional and intellectual outlook, in terms of pleasure, social interaction, stimulation of the mind and senses – ranging from the consumption of food and drink, to enjoying the atmosphere, participating in activities such as games or dancing, or doing unusual or sometimes outrageous things. Special as well as personal events/festivals, run by the community itself, have the benefit of improving social ties within the community (Shone & Parry, 2004:51). However cultural and behavioural differences between tourists and residents may appear (Fredline *et al.*, 2003:25).

Social impacts can also be seen in a wider context, perhaps as a potential mechanism for strengthening weak community structures in a particular location (Shone & Parry, 2004:51). To accentuate this statement, Van der Wagen (2007:199) stated that by strengthening community structure, community pride grows, and this leads to greater self-confidence and a 'can do' attitude on the part of individuals and the community. The culture of the event/festival can thus transmit to the general community, bringing long-term benefits. Events/festivals have an impact on better social interaction, development in community togetherness, a better understanding of social and cultural identity, thus creating confidence within itself. The vast majority of events/festivals have tremendous positive outcomes: they serve to celebrate and to entertain, to strengthen and improve social bonds, and they increase community involvement (Shone & Parry, 2004:54).

According to Kreag (2006:8) interactions between residents and tourists can have an effect on creative expression by providing new opportunities (positive) or by stifling individuality with new restrictions (negative). Positive impacts, according to Kreag (2006:9), include improvement of quality of life, facilitation of meeting visitors (which counts as an educational experience), positive changes in values and customs, promotion of cultural exchange, improvement of understanding of different communities, preservation of cultural identity of host population, increased demand for historical and cultural exhibits, greater tolerance of social differences and satisfaction of psychological needs.

Negative impacts include excessive drinking, alcoholism, and gambling, increased underage drinking, crime, drugs, prostitution, increased smuggling, language and cultural effects, unwanted lifestyle changes, displacement of residents for tourism development, negative

changes in values and customs, family disruption, exclusion of locals from natural resources, new cliques modifying social structure and natural, political and public relations calamities.

2.5.2 Physical and Environmental

An event/festival is an excellent way to showcase the unique characteristics of the host environments. However, host environments may be extremely delicate and great care should be taken to protect these environments (Bowdin *et al.*, 2001:32). Good communication and consultation with local authorities will often help to prevent any environmental damage. In addition, careful management planning may be required to modify impacts. In the case of the ABSA KKNK, the management should determine and set some guidelines before the event/festival starts to prevent possible environmental damages.

According to Saayman (2009:182) there are some practices that influence components of the physical environment. These practices can be identified as geology, soil, water and diverse influences on the environment. It is also important to know that the environment consists of two major parts: natural and built (human) (Dimmock & Tiyce, 2001:365). To understand the differences, each part should be discussed:

2.5.2.1 Impacts on the natural environment

Community events/festivals can degrade natural environments. Environmental damage can take the form of destruction of soils, plants and animals through trampling, erosion, vandalism, pollution of land and water and destruction of habitat. Further, the degradation of unique heritage areas valuable to the local community and society can occur. If the event/festival is held in a public place, such as a park or town centre, impacts on the environment may be even greater because of the concentrations of people in both time and space.

Apart from the negative impact people can have on natural environments, event/festivals also have a positive outlook which, in turn, creates better practice in environmental standards and guidelines i.e. recycling, waste management and crowd control as well as other considerations such as noise levels, access and parking. Other major issues may include wear and tear on the natural and physical environment, heritage protection issues, and disruption of the local community (Bowdin *et al.*, 2001:32).

2.5.2.2 Impacts on the built environment

A festival can be a catalyst for infrastructure improvements, such as road networks, transport, communication systems and other services in the community. Improved amenities, parks, gardens, playgrounds and seating enhance the visual aesthetics and use value of public places. Conversely, staging events/festivals can result in vandalism and destruction of facilities and public places, and the degradation of scenery, obstructed through signage and buildings. Another negative impact may be traffic congestion (Snepenger, O'Connell & Snepenger, 2001:159). Although it is very difficult to manage this kind of negative factors, the management of an event/festival such as the ABSA KKNK, have to be pro-active in this regard.

According to Swarbrooke (as cited by Mason, 2008:71) the environment consists of five different aspects: natural environment, farmed environment, the built environment, the natural resources and the wildlife. Figure 2.3 indicates the different components of these five aspects.

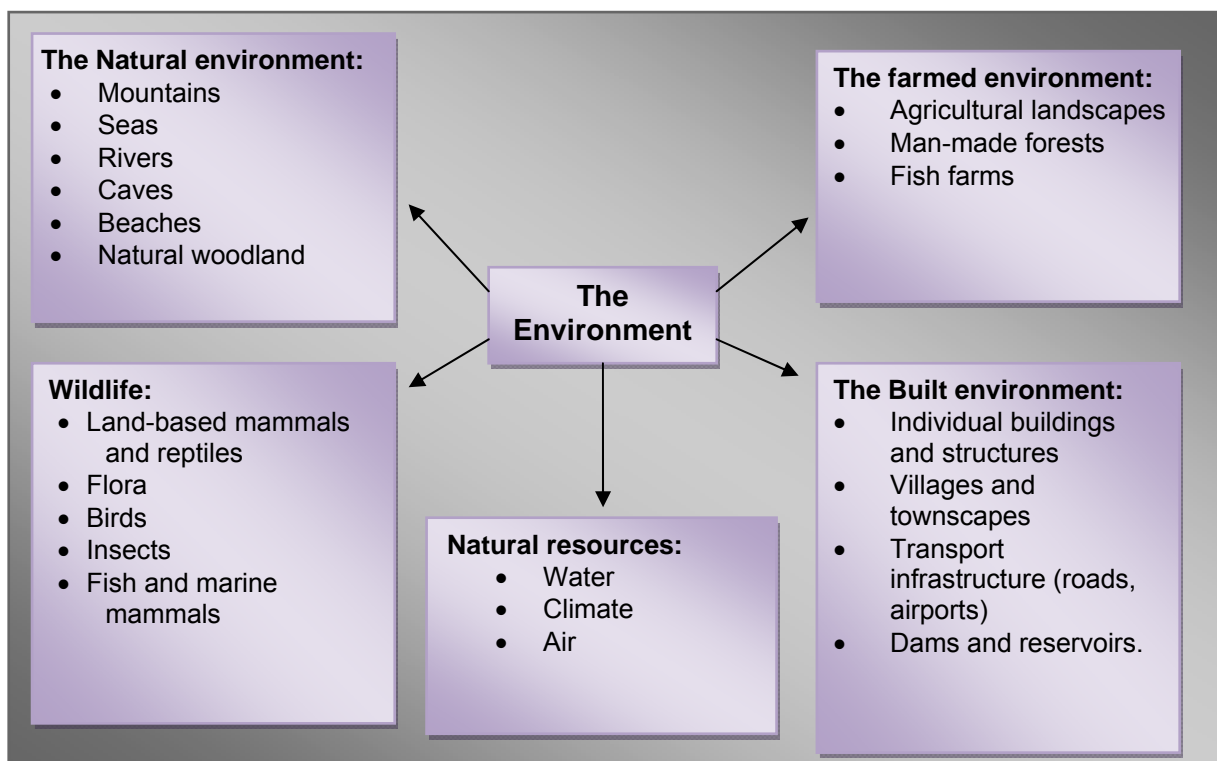


Figure 2.3: The components of the environment

Source: Swarbrooke, 1999 as quoted by Mason (2008:71)

These five components, shown in Figure 2.3, are all interlinked. For example, all people needs natural resources to survive and need the environment to live in. In the case of an event/festival such as the ABSA KKNK, it is important to take note of the impact on the festival on the wildlife,

the use of water, the transport network available and the natural resources. Such a festival should refrain from putting too much pressure on certain resources.

Positive impacts:

- tourism may stimulate measures to protect the environment and/or landscape
- tourism can help to promote the preservation of building and monuments
- tourism may provide financial assistance via, for example, entrance charges to maintain historic buildings
- tourism in an area may generate money to protect the area and may help to establish protected and conservation areas to meet tourist demands
- tourism may help improvement to infrastructure prompted by tourist demand
- cleaning programmes may be introduced to protect the attractiveness of a certain destination or location
- new sources for the supply of resources may be developed
- tourism may help to regenerate and reuse old, disused buildings (Mason, 2008:73; Myburgh & Saayman, 2002:65).

Negative impacts:

- Tourists are likely to drop litter because of the many visitors and residents visiting the festival
- Tourists may cause overcrowding of people as well as traffic, exceeding the carrying capacity of a destination
- Tourism in an area may cause pollution from waste material to air, water and beaches
- Tourism may cause erosion of footpaths
- Tourism may lead to the creation of sight pollution, buildings such as hotels that do not fit in with the vernacular architecture as well as creating infrastructure in sensitive areas
- Tourism may lead to physical damage to the environment
- Damage to the sensitive environment through open air recreation
- Tourism may also cause depletion of local fuel resources (Mason, 2008:73; Myburgh & Saayman, 2002:66).

According to these impacts, it is clear that the environment plays an important role in the tourism industry and that, if it is affected, other forms of tourism are also affected.

2.5.3 Political

Politics and politicians are an important part of events/festivals and it is also said that politics, or political impacts, often influence the management as well as the marketing of an event/festival (Getz, 1997:45; Bowdin *et al.*, 2001:35; Allen *et al.*, 2008:67). Therefore, it is important to do the necessary research beforehand so as to have successful management and marketing strategies in place. In the case of the ABSA KKNK, it is beneficial for the city council and board to work together in hosting the festival.

Governments around the world have realised the ability of events/festivals to raise the profile of politicians and the cities and areas that they govern. These governments have also realised the ability of events/festivals to attract visitors, and thus create economic benefits and jobs (Bowdin *et al.*, 2001:36). On the other hand, it is important to acknowledge that events/festivals have values beyond economic benefits. Social cohesion, confidence and pride can be stimulated by events/festivals. Therein lies the source of their political power and influence, and the reason that events/festivals will always reflect and interact with their political circumstances and environment (Bowdin *et al.*, 2001:37).

Today, it is major events/festivals that tend to attract the attention of politicians (and media). High-profile public events/festivals are attractive as mechanisms for producing social and economic benefits of the type noted earlier, and can focus and stimulate political will to promote and run them (Shone & Parry, 2004:59). It is also important to understand that some types of events/festivals may well have a political element, and the student and practitioner of events/festival management needs to be able to recognise when that political element may or may not be positive.

2.5.4 Economic

A primary concern of an event/festival entrepreneur or host organisation is whether or not an event/festival is within budget and, hopefully, results in a surplus or profit. This is a simple matter of whether the income from sponsorship, merchandise and ticket sales exceeds the costs of conducting and marketing the event/festival.

Governments are increasingly turning to tourism as a growth industry capable of delivering economic benefits and job creation. They are also seen as image makers, creating profile for destinations, positioning them in the market and providing competitive marketing advantage.

One of the most important impacts is the tourism revenue generated by an event/festival. Therefore Saayman and Saayman (2004:629) identified economic impacts/benefits as one of the main goals of an event/festival. In addition to their spending at the event/festival, external visitors are likely to spend money on travel and accommodation, as well as goods and services in the host city or region. Taking a closer look at visitors to the ABSA KKNK, it is clear that most of the visitors spent money travelling to Oudtshoorn, while in Oudtshoorn several visitors make use of the available accommodation, goods and services providing by the locals. This expenditure can have a considerable impact as it circulates through the local economy (Bowdin, Allen, O'Toole, Harris & McDonnell, 2006:50). An economic study of the ABSA KKNK was conducted in 2003 (Van Schalkwyk, 2004:92). The recommendations of the study stated that research measuring social, political, and cultural impacts should be conducted on the ABSA KKNK to find what benefits are gained and what negativities are derived from the festival that cannot be expressed in monetary terms. Events/festivals, in turn, are seen as catalysts for attracting visitors and increasing their average spend and length of stay or repeat visits (Bowdin *et al.*, 2001:38). One of the main aims of a festival is also to enhance the local tourism industry. The economic importance of events/festivals, is further stressed when they mention that: "events/festivals and attractions are the two primary strategies used by tourist destinations to attract visitors" (Strydom, Saayman & Saayman, 2006:88).

According to Shone and Parry (2000:54) the impacts of a major event/festival on a local community, be it a sporting event/festival or a large cultural event/festival such as the ABSA KKNK, can be looked at in terms of a cost-benefit analysis or through economic multiplier analysis. An event/festival itself may not, for example, provide huge direct employment, but the indirect effects on local businesses, local services and local infrastructure and the environment could be extremely significant. The indirect effects of incoming spending of this kind may include the support of activities such as retailing (visitors buying anything from magazines to clothing) and catering (visitors using restaurants, coffee shops and pubs), as well as less obvious visitor support of services such as transport, taxis, printers, technical equipment, local musicians and entertainers, marquee contractors, photographers and many other types of supplies and suppliers.

The following elements are part of the tourism impacts during an event/festival:

- Availability of attractions, places to visit and events/festivals (good examples here may be the Congo Caves and Ostrich farms in the Oudtshoorn district)
- Provision of infrastructure, support services
- Availability of accommodation and hospitality
- Provision of transport, access to and within the area

Taking a broader perspective than just the local community, governments are willing to invest public funds in national tourism marketing organisations for developers of facilities, and the construction of infrastructure, such as roads, because of the perceived economic benefits for tourism. These benefits include employment, national income, investment, and regional development. However, the consequences of the development of tourism are not all beneficial. To reap the economic advantages, the destination may have to bear certain costs (Keyser, 2002:277).

Various event/festival role players can influence these positive and negative impacts of events/festivals and these should be properly managed.

2.6 EVENT/FESTIVAL ROLE PLAYERS (STAKEHOLDERS)

Several role players are involved in making events/festivals successful. They are often referred to as stakeholders. To understand the roles of stakeholders, it is important to look at the definition. According to Getz (1997:15) 'Stakeholders' are those people and groups with a stake in the event/festival and its outcomes, including all groups participating in the event/festival production, sponsors and grant-givers, community representatives, and anyone impacted by the event/festival. Dimmock and Tiyce (2001:370) stated that the successful event/festival manager must be able to identify the range of stakeholders in an event/festival and manage their individual needs, which will sometimes overlap and conflict. As with event/festival impacts, the event/festival will be judged by its success in balancing the competing needs, expectations and interests of a diverse range of stakeholders (Bowdin *et al.*, 2006:98, Allen *et al.*, 2008:129). From a manager's point of view, stakeholders become partners of the event/festival organisers for the event/festival duration, since they share a common goal – a successful event/festival (Dimmock & Tiyce, 2001:370). As with event/festival impacts, the event/festival will be judged by its success in balancing the competing needs, expectations and interests of a diverse range of stakeholders (Bowdin *et al.*, 2006:98; Allen *et al.*, 2008:129).

Stakeholders may include:

- Staff and volunteers
- Investors and sponsors
- Authorities and resource managers
- Festival attendees
- The host community

- Event/festival organisers
- Interested others

As Hall (1992:12) has observed, “the quality of the planning process will be dependent on the objectives which the event/festival is designed to meet, the agreement of stakeholders to the achievement of those objectives, and the broader participation of the host community in planning for the event/festival”. Furthermore, it is important that stakeholders should stay in touch with what is ‘hot and happening’ at an event/festival and therefore all tourism stakeholders will have to gain a thorough understanding of the changing trends in demand and of the use of modern marketing and information technology tools. In essence, the producer has to get closer to the customers, the new ‘streetwise’ tourists, to know their needs and wants (Poon, 2003:139). Only by understanding the tourism market can a producer satisfy the market as well as the tourists’ constantly changing and increasingly sophisticated demands. Page (2003:3) stated that continued growth and expansion in tourism have resulted in a wider selection of tourism products and services. In addition, tourists have also become more knowledgeable and there is a new generation of tourists with completely different expectations (Buhalis, 2001:71).

The reason for the private sector to invest in this industry has increased tourist visits, expenditure and media coverage. These are just some of the reasons that the private sector chooses to invest in this industry which, in turn, is generally beneficial to the community. It also enhances the image of the community (Stokes, 2005:685). In developing and attracting tourism to a community, the goal is to achieve outcomes that best balance benefits and costs for all stakeholders, particularly residents, tourists, and the industry (Haley *et al.*, 2005:652). The development of tourism in a destination presents challenges to central planning agencies, domestic authorities and the local people in the way of striking a balance between ecology and the interests of all stakeholders (Kuvan & Akan, 2005:694).

Stakeholders must be willing partners in the hosting of events/festivals, especially where tourism is a major component (Lankford, 1994:36). Events/festival planning should be based on overall development goals identified by residents so that residents maintain their lifestyle and fulfil their own aspirations. However, the development of real co-operation will require greater communication between stakeholders (especially those with conflicting views) and will need to address the related issues of community health, and respect for traditional values and lifestyles. Examining stakeholder perceptions of impacts, priorities and festival related issues is an important first step in developing a community festival that is both economically viable and

socially acceptable. The sustainability of the festival depends on monitoring and addressing stakeholder needs and concerns.

Figure 2.4 (seen next page) demonstrates the various stakeholders of events/festivals to be discussed in the next section.

2.6.1 Staff and volunteers

Each of the above-mentioned role players is responsible for fulfilling a specific role in the running of the event/festival. However, the ‘heart’ of the festival machine is the team. The team incorporates the staff, collaborators and volunteers. Volunteers provide valuable contributions, thus satisfying demands and providing local support and extra skill to events/festivals (Dimmock & Tiyce, 2001:371). A well-organised and motivated team is, ultimately, what makes a difference in making the festival happen (Klaic, Bacchella, Bollo, Di & Hansen, 2006:46).

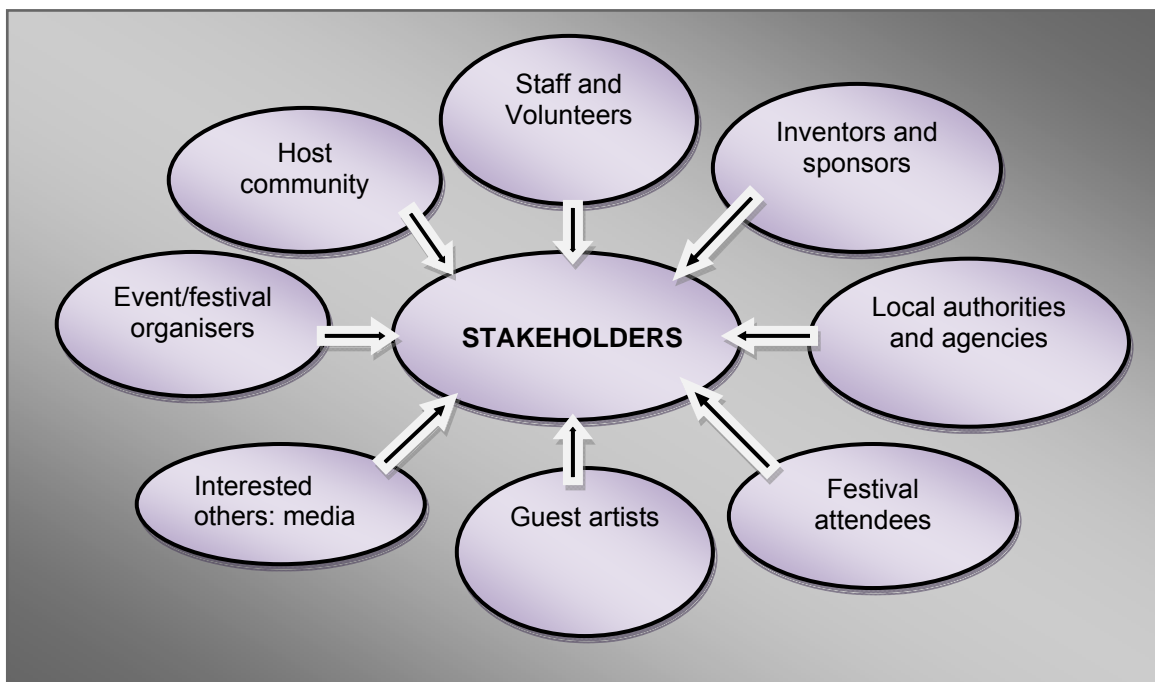


Figure 2.4: Stakeholders of events/festivals
Source: Adapted from Dimmock & Tiyce (2001:372)

2.6.2 Investors and sponsors

A description of the profile of the event/festival in terms of sponsorships is one of the economic effects of an event/festival (Strydom, Saayman & Saayman, 2006:90). Investors and sponsors are vital to any event/festival. Taking a closer look, it can be said that investors and sponsors are the bodies that provide contributions that help to lighten the financial burdens and

constraints which may arise when choosing to host an event/festival. Nowadays, owing to the growth of the event/festival industry, many large companies have moved away from just paying sponsorship to regarding it as an important marketing tool (Allen *et al.*, 2005:92). After all, it involves promoting the company's name in return for a financial contribution from which, no matter what form it takes, the sponsor will benefit (Dimmock & Tiyce, 2001:371). With more than 300 festivals held annually in South Africa, festivals compete fiercely for visitors, artists and sponsors. This has a serious impact on the future profitability and sustainability of festivals in the country (Kruger, Saayman & Ellis, 2010:81).

2.6.3 Local authorities and agencies

The involvement of local authorities in events/festivals emanates from a wide range of players. Bowdin *et al.* (2006:99) have listed these as the government sector, corporate sector and the community sector. Government creates social, cultural, tourism and economic benefits generated by events/festivals. The corporate sector, on the other hand, sponsors events/festivals to promote their services, corporate image and products in the marketplace. The community sector serves a variety of needs and interests that include local sporting events/festivals, club fundraisers and craft shows.

Public authority involvement includes funding of application to patronage to enhance their investment. Once such agencies are on board, they act as a gateway to other public and private authorities who were otherwise difficult to reach (Bowdin *et al.*, 2006:99). The bodies are governed by their own policies and guidelines, which stipulate how resources are to be used to ensure public resources are appropriately accessed, managed and protected (Dimmock & Tiyce, 2001:317).

2.6.4 Festival attendees

With segmentation information, the needs and wants of the event/festival attendees can be specified and provided (Pissoort & Saayman, 2007:256). People who benefit from these events/festivals are spectators. These people can influence the event/festival in a positive or negative manner. The event/festival manager needs to bear this in mind and try to meet the needs of the spectator at all events/festivals (Allen, O'Toole, McDonnell & Harris, 2005:95). As expected, tourists have particular expectations and needs, so through research it's essential to provide insightful and beneficial direction (Dimmock & Tiyce, 2001:372).

2.6.5 Guest artists

Another aspect is the guest artists. They are the paramount reason for the festival because, without them, the event/festival would not exist. It is the job of the event/festival manager to ensure that the artists are properly cared for, including providing appropriate accommodation, meeting technical and logistical requirements, facilitating good communication between the artists and staff, providing effective promotion, and providing interesting and appropriate occasions to meet the tourists. All of these factors are, ultimately, the things that cultivate a good image of the event/festival (Klaic *et al.*, 2006:46-47).

2.6.6 Interested others: media

According to (Kruger, Saayman & Strydom, 2010:108) the most significant type of advertising media for both first-time and repeat visitors is word-of-mouth. Due to the powerful influence of the media on spectators at any given event/festival, event/festival managers need to consider the wants of the spectators. Media groups, also known as stakeholders, should thus be consulted at the most appropriate times (Bowdin *et al.*, 2006:106). To ensure effective media coverage and communication of an event/festival, particular emphasis needs to be placed on the relevance or priority of: television and radio (programmes), press, printed media (flyers, newspaper advertisements, posters and street advertising). Both first-time and repeat visitors make use of these types of media to gain information about the festival, and these marketing media should be used to promote the festival to these visitors (Kruger, Saayman & Ellis, 2010:98). Other media include the internet, websites and special television programmes, focusing especially on advertising the event/festival (Klaic *et al.*, 2006:25,46-47). Financial grounds and other parties involved determine the size of promotional tools used for marketing an event/festival.

2.6.7 Event/festival organisers

The event/festival manager is employed by the host organisation, usually on a contract basis, to manage the event/festival, and the organisers' main priority should be increased ticket sales and maximum length of stay (Kruger, Saayman & Ellis, 2010:98; Kruger, Saayman & Strydom, 2010:108). As a key stakeholder in the event/festival, the manager's goals are often clarified in a written brief listing the event/festival manager's job description (Allen *et al.*, 2005:89). An event/festival manager has to provide a liaison between the spectators and the performers, as

well as between the locals and the tourists. In addition, the event/festival manager needs to attract as many performers as possible to create the 'us' feeling of belonging and the feeling of valuing one's community. This implies that organisers in most cases have only one chance per year to be successful in their marketing activities. (Klaic *et al.*, 2006:8,46-47; Pissoort & Saayman, 2007:256). The hosting and leadership of the event/festival is left entirely to the manager. The success of the event/festival is based on these criteria (c.f. Table 1.1). According to Dimmock and Tiyce (2001:374), to undertake the leadership role means being able to create a vision of the event/festival so that strategies and goals are set to inspire others to follow that vision.

2.6.8 The host community

The host community plays a vital role in heading the event/festival as they provide many of the businesses in the public and hospitality services used by the tourists. In most cases, the staff, the volunteers and most of the resources come from the community (Dimmock & Tiyce, 2001:372). The event/festival manager should have a clear understanding of the trends affecting the community, thus determining the interest of the community to the specific event/festival style and fashion. (Allen *et al.*, 2005:89-90). Tourists want to experience the social aspect that comes from regular contact with the community rather than artistic performance. This aids in improving the quality of communication between the community and the tourists which, in turn, enhances the mutual understanding of social, ethnic, age and cultural groups (Klaic *et al.*, 2006:46-48). The host community will be analysed in the next chapter.

2.7 CONCLUSION

The aim of this chapter was to analyse the event/festival industry. It is clear that there has been tremendous growth in this industry and this has led to positive reactions from all kinds of different industries. It was found that events/festivals consist of six types of events/festivals which include: special events/festivals, cultural events/festivals, minor events/festivals, major events/festivals, hallmark events/festivals and mega events/festivals. Some of the most important characteristics of events/festivals include uniqueness, perishability, ambience and service, labour intensive, fixed timescale, intangibility, ritual or ceremony, personal interactions.

The impacts of events/festivals can be divided into four groups, including social and cultural, physical and environmental, political and economic impacts. Economic impacts seem to be the most important and refer to the creation of job opportunities, income for the community,

destination promotion and increased tourist visits, higher yield, increased tax revenue, creation of direct and indirect employment, income multiplier and creation of employment.

Another section that has been analysed was the categories of events/festivals, which include leisure events/festivals, personal events/festivals, organisational events/festivals and cultural events/festivals. The event/festival role players were also discussed and it was indicated that the community plays an important role in the success of the event/festival. Events/festivals create various impacts and opportunities such as job opportunities and business opportunities for local businesses (for example accommodation establishments in Oudtshoorn during the ABSA KKNK) as well as a positive impact on cultural identity. However, events/festivals can also create negative impacts such as crime, prostitution, pollution and traffic congestion. These will be analysed in the questionnaire.



CHAPTER 3

Analysing the role of the community in supporting arts events/festivals

3.1 INTRODUCTION

Events/festivals and special events/festivals play a significant role in the lives of communities because they provide important activities and spending outlets for locals and visitors. It can also be said that festivals and special events/festivals enhance local communities' image (Gursoy *et al.*, 2003:171). Numerous communities developed or have been actively developing new festivals and events/festivals as leisure and cultural pursuits for residents, as well as for their economic and community development benefits (Getz, 1993:585; Gursoy *et al.*, 2003:171). Looking at an event/festival, such as the ABSA KKNK, it is clear that the community will experience both cultural and economic benefits. To emphasise this Tassiopoulos (2000:9) stated that community development concerns the enhancement of the host population's way of life, economy and environment.

Events/festivals can create linkages between people and groups within communities, and between the community and the world. Research into the socio cultural impact of events/festivals reveals both positive and negative forces. The costs and benefits of events/festivals must therefore be carefully considered, with an emphasis on the host community's perspective (Tassiopoulos, 2000:9). This perspective may be influenced by the attitudes of the residents towards tourism and the event/festival. Some researchers noted that residents who live close to attractions have less positive perceptions of impacts and less favourable attitudes toward tourism. This may also affect residents' support (Jurowski & Gursoy, 2003:299).

Getz (1997:41) stated that, to the extent that events/festivals meet diverse and multiple goals, they are more likely to gain community support, attract grants and sponsorships, and achieve sustainability. The long history of research on communities, urbanisation and community attachment, provides evidence that the sense of belonging felt by the residents of a community

is an important component of residents' quality of life (McCool & Martin, 1994:29) and may influence support for tourism products such as events/festivals. The purpose of this chapter is to analyse the role of the community in supporting events/festivals and identifying possible determinants of support.

3.2 MOTIVATIONS OF THE COMMUNITY TO ATTEND THE EVENT/FESTIVAL

There are three reasons for investing effort into better understanding of the motives of festival visitors such as residents. First, this is a key to designing event/festival offerings. It is a marketing truism that people do not buy products or services, they buy the expectation of benefits that satisfy a need and lead to a certain experience. Since programme elements may be designed to meet different needs, it is important to identify visitors' needs so that a festival's design can be tailored to meet them. Identification of their needs and motives is therefore a prerequisite for effectively developing the elements of a festival and marketing them. If those needs and motives are not understood, then the festival element is likely to be presented in a suboptimal way (Crompton & McKay, 1997:426).

Iso-Ahola (1980:230) defined a motive is an internal factor that arouses, directs, and integrates a person's behaviour. Crompton and McKay (1997:425) stated that a decision to visit a festival is a directed action which is triggered by a desire to meet a need. Although motives are only one of many variables that explain behaviour (others would include learning, cultural conditioning, social influences, and perceptions), motives are the starting point that launches the decision-making process. According to Allen *et al.* (2008:261) motivation is a key, if implicit, component of the human resource management process. It is what commits people to a course of action, enthuses and energises them, and enables them to achieve goals, whether the goals are their own or those of their organisation. This remains an interesting area for research development, since it may offer insight into the motivations and ability of individuals to involve themselves in local issues such as events/festivals and the planning of their communities (Haley *et al.*, 2005:664).

Crompton and McKay (1997:426) stated that enhancement and preservation of intrinsic motivations should be the primary goal of festival managers. If motives are identified, then the practical settings and contexts in a festival can be amended to facilitate their fulfilment. For example, if social interaction is the main motivator among many festival goers, it would be foolish not to design programme elements to facilitate this. Organisers have many reasons for staging festivals, and identifying the benefits sought by visitors provides an answer to the

question “Are the rationales for staging a festival consistent with the benefits that visitors receive from it?” (Mayfield & Crompton, 1995:44).

Almost all, motivational theory rests on the belief that humans have basic needs that motivate behaviour. According to Iso-Ahola (1980:233) probably the best known theory of this type was Maslow’s hierarchy of needs, formulated by Abraham Maslow (1954). Only when a person’s basic needs are met, argued Maslow, can higher order needs be met. So basic physiological and security needs must be met before social needs (Getz, 1997:196). Maslow classified human needs into five categories which in ascending order from the most fundamental, were physiological needs, safety, social, esteem, and self-actualisation needs, and he suggested that the appearance of one need depends on the satisfaction of a more fundamental need. As Iso-Ahola points out, “While the theory is intuitively appealing its basic tenet (hierarchy of needs) remains highly suspect” (Iso-Ahola, 1980:234; Crompton & McKay, 1997:427). Potential visitors are motivated to travel to satisfy various levels of needs, as specified by Maslow and set out in Figure 3.1. A good example may be when a tourist visits a festival to look for a sense of belonging and to interact with others through building relationships. Community members may visit a festival with the main purpose of relaxing or spending time with family and friends. It is important to note that one cannot move to the next level of the hierarchy until the previous level is satisfied to a certain extent.

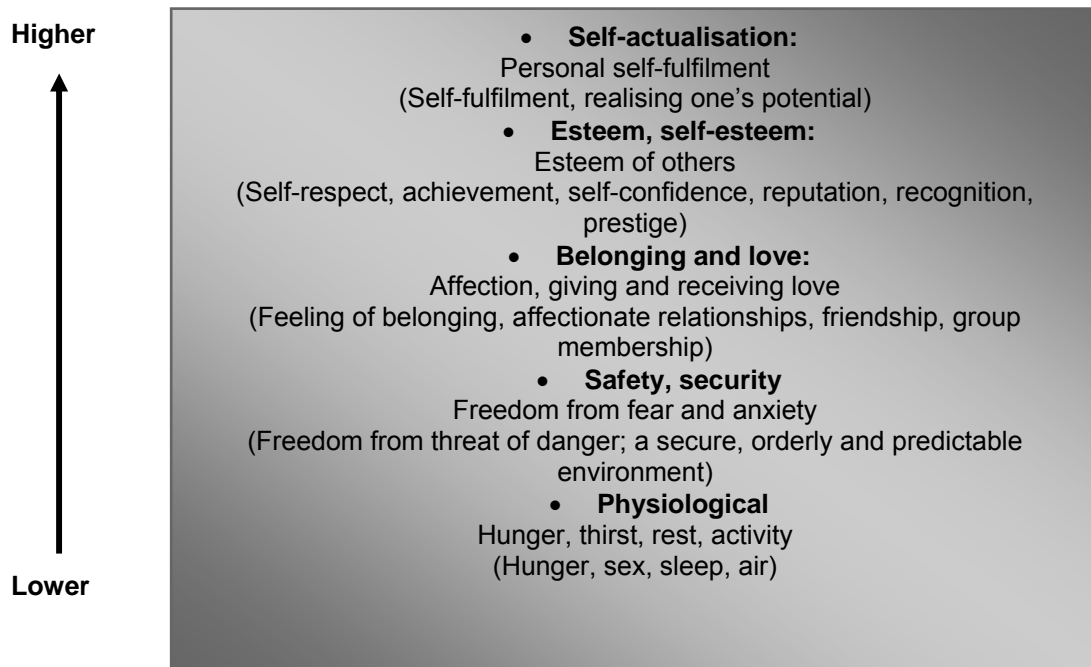


Figure 3.1: Maslow’s hierarchy of needs

Source: Bennett (2000:81)

Analysing the different reasons or motivations for attending events/festivals, it should be kept in mind that needs, motives, and benefits should be seen as functioning in an integrated manner. Getz (1997:273) illustrated the decision-making process for events/festivals by means of a diagram. Figure 3.2 conceptualises the consumer decision-making process for events/festivals. Underlying the desire to travel, pursue a leisure activity, or specifically attend an event/festival are basic human needs that lead to behavioural motivations. People expect that certain activities or experiences will provide the desired benefits to meet their needs and wants but, of course, many choices are available.

Events/festivals can potentially satisfy all levels of the needs hierarchy proposed by Maslow (discussed earlier), though not necessarily all at once and for all residents. The benefits shown in Figure 3.2 can be a starting point for product development and marketing, or for research into visitor and nonvisitor motivations. Note that people will come to events/festivals with a variety of motives and expectations, and there is no guarantee that they all can be satisfied. People do not necessarily expect total satisfaction from all experiences.

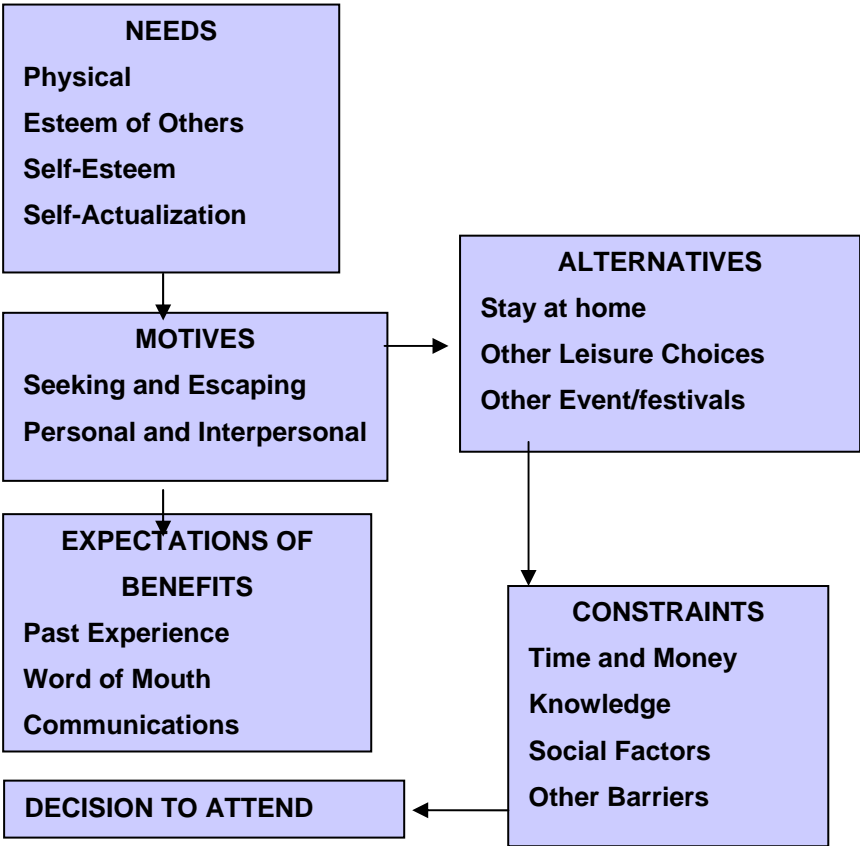


Figure 3.2: Consumer decision-making process for events/festivals
 Source: Getz (1997:273)

Different people have different needs. These may be physical, esteem of others, self-esteem or self-actualisation. One must also keep in mind that motives also differ because of diverse needs, and expectations of benefits. Past experience, word of mouth and communication might be some of the reasons why people are motivated to visit events/festivals. If one does not have the desire to attend a certain event/festival, one may stay at home, practice other leisure choices or attend another event/festival. Some constraints might appear which prevent/festival people from participating in these alternatives, for example, time and money, knowledge, social factors and other barriers.

It can be said that a trip to an event/festival is motivated by both the desire to escape and the desire to seek out new experiences relative to the person’s interpersonal and personal needs. Marketing experts often refer to ‘push and pull’ factors (i.e., motivators to get away from and attractions to move towards), but it is wrong to think of them as acting independently. One possible implication of the seeking-escaping model is that identical event/festival products might succeed or fail in different areas because the environmental factors are not the same – that is, people everywhere will be motivated by a different set of seeking and escaping factors.

An inherent part of the seeking-escaping theory is that of ‘intrinsic’ motivation – that is, an activity or behaviour motivated by one’s own values and needs, not by reference to what others want. Attending an event/festival might be done for reason of personal development (for example to learn something new, or for aesthetic enjoyment), or because family or friends expect it. Often, a combination of internal and external motives will be found. Asking people to explain their motives, however, might encounter a number of problems: dishonesty, recall problems, inability to articulate motives, or the expression of motives in terms of what the respondent thinks is socially acceptable or desired by the interviewer (Getz, 1997:275).

Table 3.1: Possible motives for attending events/festivals

Source: Shone & Parry (2004:27)

<p style="text-align: center;">Examples of Social Motives</p> <ul style="list-style-type: none"> • Social Interaction with others • Creation of community spirit • Status or recognition of achievement • Philanthropy or charitable contributions 	<p style="text-align: center;">Examples of Organisational Motives</p> <ul style="list-style-type: none"> • The need to make sales • The need to have an organisational presence • Status of recognition • Sponsorship or community support
<p style="text-align: center;">Examples of Physiological Motives</p> <ul style="list-style-type: none"> • Relaxation or recognition with others • Sexual enjoyment with others • Exercise or physical challenge 	<p style="text-align: center;">Examples of Personal Motives</p> <ul style="list-style-type: none"> • Seeking new experiences • Learning and education • Creativity and exploration

Examining Table 3.1, it is clear that motives for participation in events/festivals can be physical, social or personal, but might also be organisational, and this should not be overlooked. Participation in events/festivals may be the result of a wide range of potential motives, not just social ones. Personal expectations, tourism, support for other participants in the activity, or the propensity to attend events/festivals as a form of relaxation or entertainment, may be reasons (Shone & Parry, 2004:27).

In attempting to analyse the key drivers in demand for the events/festivals business, one can perhaps conclude that for any given event/festival there is range of motives or determinants and these motives can be said to be both primary and secondary. For example, the primary motive for putting on a dinner party may be to entertain one's friends, but there may be secondary motives such to increase one's status by showing off a new house where the dinner party is to be held (Shone & Parry, 2004:26).

Crompton and McKay (1997:433) stated a few reasons for tourists and residents attending events/festivals:

- Cultural Exploration
- Novelty/Regression
- Recover Equilibrium
- Known-group Socialisation
- External interaction/Socialisation
- Gregariousness

Community members are therefore motivated to attend a certain event/festival and this may also relate to the various social theories to be discussed in the next section. If the residents' needs were met, it may be that they are more likely to support the event/festival. Various theories were developed to predict residents' behaviour concerning support of the event/festival and these will be discussed in the next section.

3.3 ANALYSING DIFFERENT SOCIAL IMPACT THEORIES

According to Motale (2008:31) various theorists have researched the topic of social impact and its relevance to the local community, specifically in the tourism industry. Consequently, many of these theorists have come up with different theories explaining the social impact of tourism. In

this section, the social exchange theory as well as the Social Impact Assessment (SIA), Doxey's Irridex (1976), Smith's model of cross cultural contact (1978) and Butler's model of intercultural perception (1980) will be discussed.

3.3.1 The social exchange theory

Only social exchange tends to engender feelings of personal obligation, gratitude, and trust; pure economic exchange does not. Social exchange refers to the voluntary actions of individuals who are motivated by the returns they are expected to receive and typically do, in fact, receive from others (Blau, 1964:91). It is also important to take note that social exchange can be observed everywhere once one becomes sensitised to the concept, not only in market relations but also in friendship. Neighbours exchange favours; toys; colleagues, assistance, acquaintances, courtesies, politicians, concessions, discussions, ideas and recipes. The basic principles underlying the conception of exchange may be briefly summarised. An individual who supplies rewarding services to another obligates him. To discharge this obligation, the second must furnish benefits to the first in turn (Blau, 1964:88-89). It is also important to know about the term 'tit for tat', this term is used by exchange partners. 'Tit for tat' is a social control mechanism that allows partners to punish and reward each other (Bignoux, 2006:616).

The social exchange theory was originally developed by Homans (1958), and then further developed by Thibaut (1959), Kelley (1959), Blau (1964) and Emerson (1976). They were all sociologists and social psychologists by profession, with the exception of Emerson who was an economist. The social exchange theory was designed to examine interpersonal exchanges that were not considered to be purely economic. As such, the theory analyses people's social behaviour in terms of the exchange of resources (Bignoux, 2006:618). Tiwana and Bush (2001:244) used the next figure to illustrate the four components of social communities.

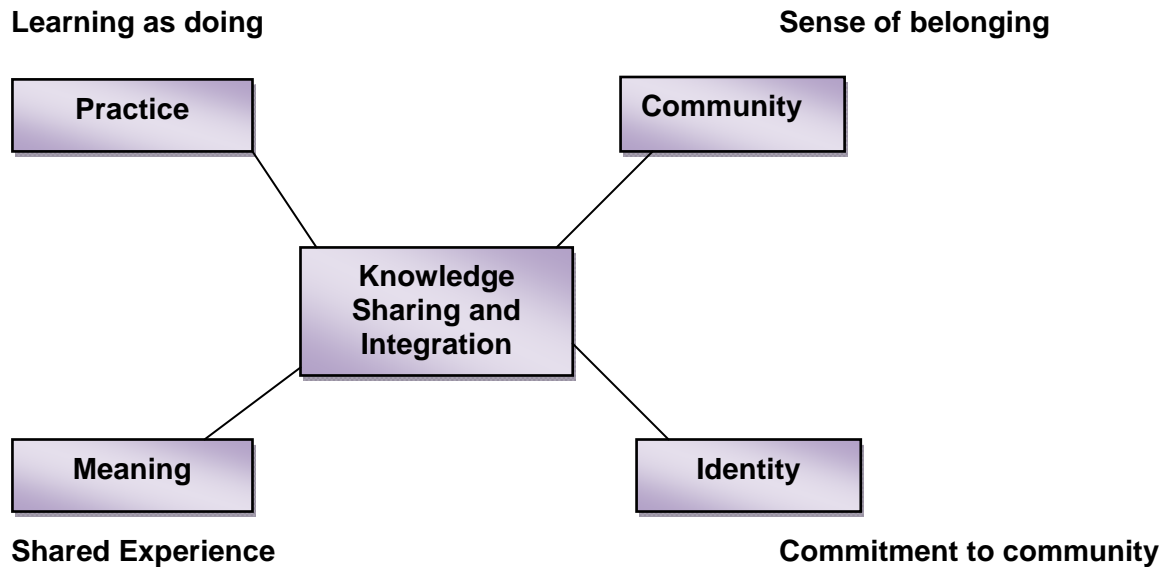


Figure 3.3: The four components of social communities

Source: Tiwana & Bush (2001:244)

Figure 3.3 illustrates the four components of social communities that are of importance. Motale (2008:33) stated that these four factors are involved in the process of knowledge sharing and integration. Firstly, with proper practice, communities learn to do things for themselves and, secondly, this creates a sense of belonging because all the people belong to one society. Thirdly, when community members start sharing ideas and feel comfortable with one another, it shows commitment to the community and brings a sense of identity. Lastly, as the community works towards one goal, it showcases shared experiences and brings about a sense of meaning for the people in the community.

The social exchange theory focuses on the social relations and personal ties among community members that shape the exchange of resources and benefits. Personal ties are the bonds that result from successful, mutually rewarding interactions over time. They are founded upon trust, reciprocation and reward (Bignoux, 2006:618). Before the emergence of social exchange theory, researchers and theorists had concentrated all of their efforts on measuring exchanges that “could be mathematically enumerated” (Jacobs, 1974:46). After the emergence of the social exchange theory, researchers broadened their scope to include factors such as trust, social ties, reciprocity and reward into their exchange equations. According to Bignoux (2006:619), the social exchange theory focuses on the following aspects:

- Social relations and personal ties that shape the exchange of resources
- Examines a combination of economic and non-economic exchanges
- Exchange is voluntary

- Exchange is not contracted explicitly
- Exchange takes place within a social system

The social exchange theory concentrates on the extent to which residents receive something for the imposition the industry places upon them (Haley *et al.*, 2005:650). While a number of theories have been advanced to explain residents' perceptions and attitudes toward tourism development and its impacts, it is the social exchange theory that has become more acceptable as the appropriate framework for developing an understanding of residents' perceptions and attitudes towards tourism. As applied to residents' attitudes toward tourism, the social exchange theory stipulates that residents seek the benefits of tourism in exchange for something estimated to equal the benefits they offer in return, such as resources provided to tourism developers, tour operators, and tourists. Included in the bundle offered by residents are support for appropriate development, host community's hospitality, and tolerance for tourism-caused inconveniences (i.e. queuing for services, pollution, and traffic congestion) (Teye *et al.*, 2002:670). The acceptance and emphasis on local participation and community approach to tourism development implies that local residents are often excluded not only from tourism planning, but from decision making and management of tourism projects as well (Murphy, 1958:120).

This is the most often employed social exchange theory. Its basic tenet is that locals are likely to participate in an exchange if they believe that they will gain benefits without incurring unacceptable costs. If locals perceive that the benefits are greater than the costs, they are inclined to be involved in the exchange and thus endorse future development in their community (Gursoy & Rutherford, 2004:496). This theory also serves as the theoretical framework for this study as applied by Gursoy and Kendall (2006).

3.3.2 Social Impact Assessment

Social Impact Assessment (SIA) is a technocratic, expert-driven process that aims to identify the social impacts that are anticipated in the implementation of either a project or policies. It has been found that, although intended for community interest, this model of SIA has rarely been used in engaging the community. Consequently, awareness of the limitations regarding the traditionalist view of SIA has been growing in SA and, as a result, in 2003, during the development of the International Principles of Social Impact Assessment, an altered definition of SIA was born by moving away from the old technocratic definition to a more democratic and constructive understanding (Vanclay, 2006:2; Motale, 2008:34).

Social Impact Assessment includes the processes of analysing, monitoring and managing the intended and unintended social consequences, both positive and negative, of planned interventions (policies, programmes, plans, projects) and any social change processes invoked by those interventions. Its primary purpose is to bring about a more sustainable and equitable biophysical and human environment (Vanclay, 2006:10).

3.3.3 Doxey’s Irridex

Doxey (1975) first introduced the irritation-index or ‘irridex’ to assess host-guest interactions and relationships (Irandu, 2004:147). According to Shaw and Williams (1994:87), the model represents the changing attitudes of the host community to tourism, in terms of a linear sequence of increasing irritations as the number of tourists grows. According to Andriotis (2006:1081) host communities go through the stages of euphoria, apathy, irritation and antagonism, as tourism development takes place. Progression through this process is determined by the compatibility of both the host community and tourists, and is related to culture, economic status, race or nationality, as well as the number of tourists (Saayman, 2000:142; Saveriades, 2000:149). The model has been modified by Page *et al.* (2001:284) as discussed after the table.

Table 3.2: Doxey’s Irridex
Source: Motale (2008:35)

Stage of Euphoria	<ul style="list-style-type: none"> • Initial phase of development • Visitors and investors welcome • Little planning or control
Stage of Apathy	<ul style="list-style-type: none"> • Visitors taken for granted • Host and guest contact formalised • Commercialisation prominent • Planning concerned with marketing
Stage of Annoyance	<ul style="list-style-type: none"> • Saturation points approached • Residents have misgivings • Policy to increase infrastructure rather than limit growth
Stage of Antagonism	<ul style="list-style-type: none"> • Irritation openly expressed • Visitors seen as cause of all problems

	<ul style="list-style-type: none"> • Deteriorating reputation
--	---

Table 3.2 displays the stages of tourist irritation that exist from the local community’s perspective. It is based on four stages of response which increase through time in sequence (Irandu, 2004:147). The initial stage – euphoria – arises at the outset of tourism and describes the scenario where a small number of travellers arrive in a location. There is little tourist infrastructure so visitors use local accommodation and services. Hence there is a high degree of informal contact between host and guest and high economic activity. Tourists are welcomed and the host population feels euphoric (Kwon & Vogt, 2010:431).

As time progresses and tourism development begins, the host population may start to take tourism for granted (apathy). This may reflect an increasingly formal type of contact between host and guest as more services are developed, foreign investors begin to take control of the industry and local people begin to get used to servile roles. The local communities’ main focus becomes profit.

The annoyance stage generally reflects the stage when a destination reaches saturation point, where tourism has become a dominant force in the environment, and adaptations are necessary to cope with the numbers of tourists. The residents may also feel their community is being changed around them and the costs of accommodating the industry are beginning to exceed perceived benefits (Murphy, 1986:124–125). The final stage of the Irridex – antagonism – is an extreme point where the host population blames tourism for all the negative aspects of life in the area. It is said that tourists destroyed all that is good within the community (Page *et al.*, 2001:284, Kwon & Vogt, 2010:431).

3.3.4 Smith’s model of cross-cultural contact

Smith’s model (1978), as quoted by Pearce (1994:114-117), characterises the development of tourism in terms of the different types of tourists that exist. These are categorised into seven groups to determine the expanding community impact (See Figure 3.4).

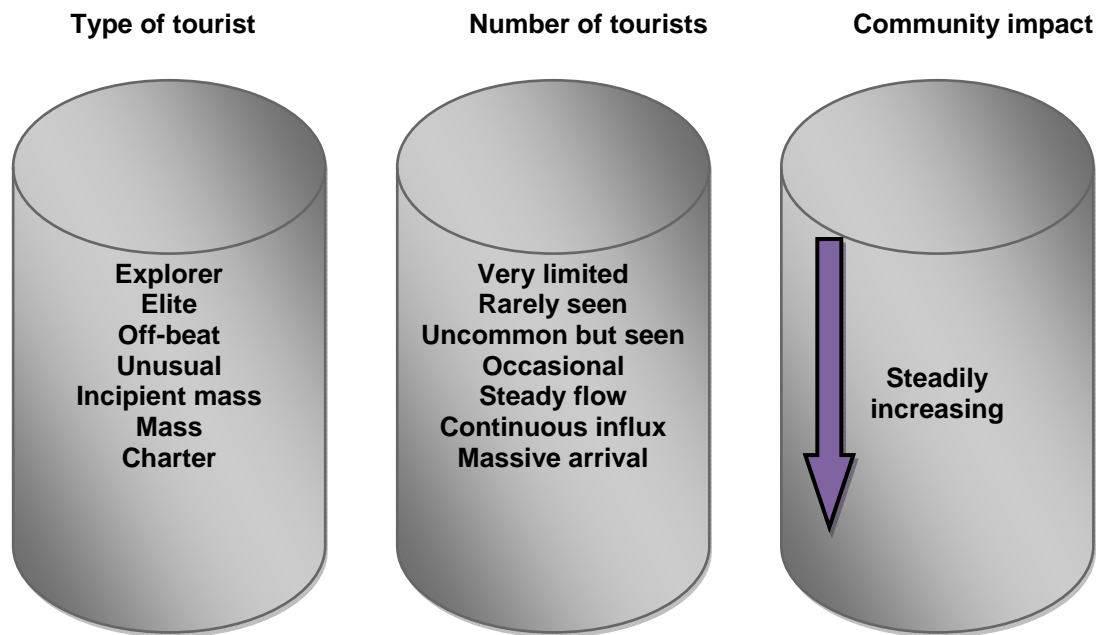


Figure 3.4: Effects of tourists on host communities

Source: Saayman (2000:142)

According to Saayman (2000:141), the more that tourists visit a community, the greater the impact. However, when the number of tourists is limited, the impact on the host community is small – in fact, the tourists are hardly noticed. With the arrival of masses, there will be an increase in the impact. One of the factors impacting the numbers of tourists is seasonality. Seasonality is defined as the tendency of tourist flows to become concentrated into relatively short periods of the year (Karplus & Krakover, 2004:241). Seasonality is a well-known but untreated element of tourism. It can happen during peak seasons when people travel to the coasts and overcrowd the space, that the community feels so overwhelmed by the large number of tourists that not even the economic benefits can change their attitudes towards the tourists (Saayman, 2000:142).

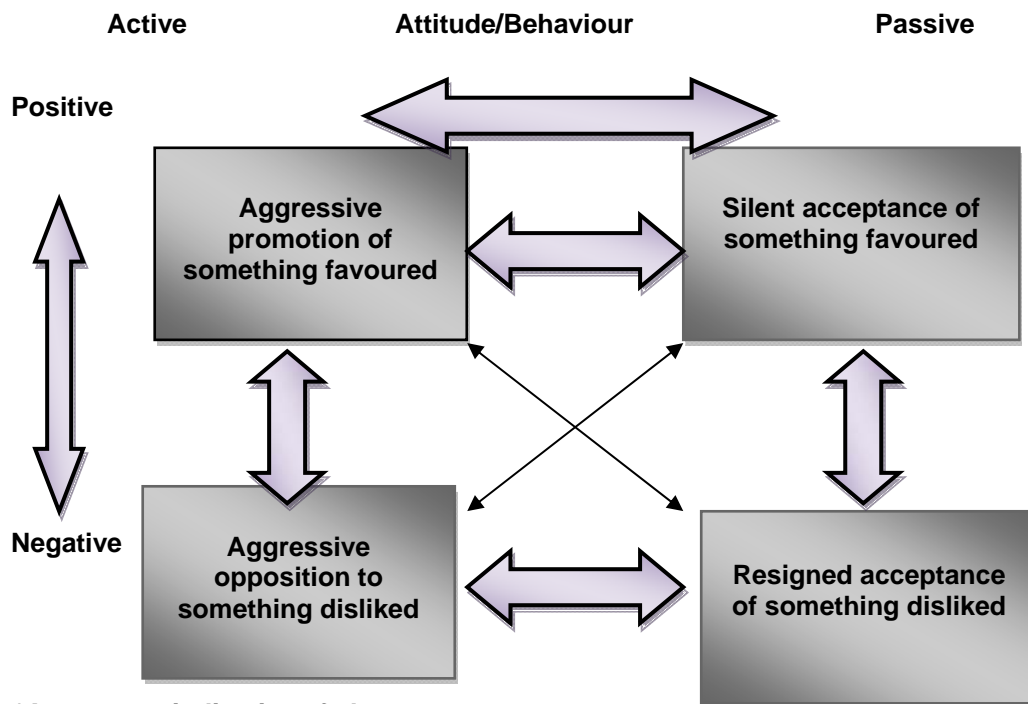
3.3.5 Butler’s model of intercultural perception

According to Saayman (2000:144) a community’s emerging attitude towards tourism is likely to be more complex, and will be affected by the varying degrees of contact and involvement of its residents with the industry. Two groups of factors have been identified that can influence visitor-resident or, in case of this study, tourist-community relationships. First, the characteristics of visitors will have a bearing that extends beyond the physical impact of their increasing numbers. Butler indicates that the tourists’ length of stay and their racial and economic characteristics need to be considered as well as their number. Secondly, a destination’s characteristics will help determine its ability to absorb the growing number of visitors. Typical characteristics

include level of economic development, the spatial distribution of its tourist activity in relation to its other economic activities, the strength of its local culture, and political attitude. These characteristics will shape how well a destination can mould and manage its tourist product and visitors (Saayman, 2000:144).

In addition to visitor and destination characteristics, Butler considers resident reactions will be more complex than those envisioned by Doxey. Butler contends that the attitudes and behaviour of residents, in turn, may be expressed via active or passive behaviour. Therefore, there is a possibility that different reactions may occur (Karplus & Krakover, 2004:237). With this model, the combinations of attitudes and reactions to tourism become more understandable (see Figure 3.5). According to Murphy (1986:125–126) the general public or community is likely to be passive and silent because they derive some personal benefit from the industry, because it has no direct bearing on their lives, or because they see no way of reversing the process. Furthermore, it is also important to know that those businessmen who are involved with tourism are likely to be favourable and aggressive in their support, through Chamber of Commerce activities and personal promotion.

Butler's model's focus and attention is not directly on impacts. Instead, the model is concerned with more general issues of the evolution of tourist areas such as marketing, organisation, ownership of tourist services and attractions. These models made a valuable contribution in understanding community behaviour and for the purpose of this study the social exchange theory will be used. Attitudes of residents and the community support for tourism should still be kept in mind as a part of the larger process (Saayman, 2000:145, Karplus & Krakover, 2004:236).



**Arrows are indicative of change*

Figure 3.5: Attitudinal/behavioural attitudes of intercultural perception

Source: Murphy (1986:125)

3.4 COMMUNITY ATTITUDES AND PERCEPTIONS

Residents' reactions have been studied extensively in the literature. The results of such studies suggest that a host community is influenced by the perceived impact of tourism in three basic categories of benefits and costs: economic, environmental, and social (Gursoy *et al.*, 2001:80). Very few studies, however, concentrated on examining resident attitudes of areas that are in the beginning of a 'destination lifecycle' (Sirakaya *et al.*, 2002:57). Understanding local reaction and the factors that influence these attitudes is essential for achieving the goal of favourable support for the development of events/festivals. Most analyses of tourism-related development (inclusive of festivals) have found that attitudes are a function of various perceived tourism-related benefits and costs. Relatively few studies, however, have approached the identification of resident attitudes based upon existing socio-psychological models of attitude, understanding the underlying values and beliefs that the attitudes are based upon (Delamere, 2001:25).

Resident attitudes remain important for three reasons. Firstly, assessing residents' perceptions and attitudes toward tourism and tourists is crucial for the development of a successful tourism sector. Over the years, experience has taught that without the co-operation, support, and participation of residents, it is hard to establish a sustainable tourism industry. Secondly, resident attitudes vary during various stages of community development. Doxey's Irridex (1975)

and Butler's destination life cycle model (1980) suggest a change in resident attitudes and involvement in tourism over time. Thirdly, residents' attitudes toward tourism vary in space. Depending on the locality of communities, residents exhibit varying forms of attitudes (Sirakaya *et al.*, 2002:57).

To date, the majority of tourism studies on residents' attitudes have been conducted in industrialised countries such as the United States, Canada, Australia, and several European countries. Such studies in developing countries, particularly those in Africa, are scarce, if not nonexistent. It is, therefore, appropriate to examine an aspect of residents' attitudes to tourism development in a developing African country, where tourism is at its inception stage (Sirakaya *et al.*, 2002:57).

Visitor interest and satisfaction in the community is a source of local pride and will also influence the attitudes and perceptions of the local community. Seeing visitor interest makes local residents more appreciative of local resources that are often taken for granted. Perceptions are influenced by the concern locals have for their community, their emotional attachment to it, the degree to which they are environmentally sensitive, and the extent to which they use the same resource base that tourists use (Gursoy & Rutherford, 2004:497).

In recent decades, as previously mentioned, substantial work has been conducted examining residents' perceptions of the impacts of tourism and, to a lesser extent, events/festivals. However, not all tourism is equal; tourism is a nebulous concept that manifests its impact differently across communities. Therefore, more information is required about the differential effects of alternative types of tourism on local hosts (Fredline *et al.*, 2003:23).

A study carried out in Ghana (Sirakaya *et al.*, 2002:679) shows that it is not simply the existence of an exchange that is important, but it is its nature and value that influences attitudes and perceptions, and that beneficial outcomes will create positive attitudes toward tourism. Hence, traditional social exchange theory would hold that, if people are employed in tourism, they would be expected to hold a positive attitude towards the industry. However, if the employment experience was negative, then this would shape their attitude and result in a negative attitude towards the industry as a whole (Haley *et al.*, 2005:650). As applied to residents' attitudes, the social exchange theory stipulates that they seek benefits in exchange for something estimated as equal to the benefits they offer in return, such as resources provided to tourism developers, tour operators, and tourists. What residents offer additionally in this exchange includes their support for appropriate development, being hospitable, and tolerating inconveniences created by tourism such as pollution, traffic congestion and queuing for services (Teye *et al.*, 2002:670).

It is, however, important to keep in mind that different members of the community have different value systems, which underpin the ways in which the members interpret phenomena in the world around them. It is therefore logical to assume that, within a community, many different attitudes would exist regarding the relative merits of hosting an event/festival (Fredline & Faulkner, 2002:105).

Information about the consequences and impacts of tourism from host perspectives is therefore an important factor that needs to be considered in planning. Irrespective of how tourism is introduced and developed in a community, residents are important players who can influence the success or failure of the local industry. They may contribute to the wellbeing of the community through their participation. On the other hand, residents may be instrumental in discouraging the industry by opposing it or exhibiting hostile behaviour toward tourists. Heightened tension and community divisiveness can occur as a result of tourism development, pitting tourism supporters against non-supporters. Also, tension between residents and tourists can occur. People will often feel stressed over the new, increasingly hectic community and personal pace of life (Kreag, 2006:12). In developing and attracting tourism to a community, the goal is to achieve outcomes that best balance benefits and costs for all stakeholders, particularly residents, tourists, and the industry (Haley *et al.*, 2005:652).

To handle these kinds of situation, research into perceptions and attitudes can help planners. If different profiles of groups within a particular community are known, development strategies can be selected that minimise any potential negative effects and maximise the overall population's support for such alternatives, while allowing identification of those groups most likely to disagree with these strategies (Pérez & Nadal, 2005:928).

Thus, it is clear that a positive environment will influence the communities' attitudes and perceptions positively. In the following section, factors influencing the interaction between tourists, residents, host community and environment will be discussed.

3.5 FACTORS INFLUENCING INTERACTIONS BETWEEN TOURISTS, THE HOST COMMUNITY AND THE ENVIRONMENT

According to Kreag (2006:13) it is important to identify the sources of impacts and the ways that they influence interactions between tourists and residents, the host community, and the environment. Researchers generally divide these impact sources into two groups: tourist factors and destination factors, which will be outlined in Table 3.3.

Table 3.3: Factors influencing interactions between tourists, the host community, and environment

Source: Kreag (2006:13)

Factors influencing interactions between tourists, residents, host community, and environment	
Tourists factors	Destination factors
Number and type of visitors	Local economic condition
Length of stay	Diversification of the economy
Mass arrivals and departures	Degree of involvement in tourism and attitudes of tourism leaders
Links to community residents	Spatial characteristics of tourism development
Ethnic/racial characteristics	Viability of the host culture
Economic characteristics	History of stability in the community
Activities selected	Pace of tourism development
Ability to speak local language/accents	Fragility of the environment used by tourists
'Demonstration effect' of tourist	Public transportation options

3.5.1 Tourist factors

The foregoing section analyse the factors that might influence interactions between the various role-players in tourism.

3.5.1.1 Number and type of visitors

- Numbers: the traditional view is that low numbers of visitors, particularly independent travellers, result in a low impact, and therefore a high tourist volume results in a high impact. In other words, those who integrate with local services and people have less impact than those who rely on externally provided mass tourism facilities. It is also true that a high visitor rate might result in negative community attitudes (Page *et al.*, 2001:277). If the numbers are, however, well managed and the impact, therefore, lessened on the community, one can overcome this problem (Slabbert, 2004:54).
- Demographics: family status, age, education and profession influence the actions and activities of tourists and their local visibility.
- Transport: private vehicle or rental car, bus, train, air, or passenger ship dictates tourists' movements, influences whether choices are pre-selected, and affects the ease of reaching attractions and services.

3.5.1.2 Length of stay

- Short (2-5 day) stays in a community maximise per-day economic impact for regional driving destinations. For example, tourist spending is maximised, but the pace can be hectic.
- Tourists who stay longer have a wider range of needs and may spread the direct economic impact more broadly in the community. These needs may include aspects such as accommodation, food and beverages and entertainment.
- Annual events/festivals, such as the ABSA KKNK, can create a large economic impact in a short time.

3.5.1.3 Mass arrivals and departures

- How and when people arrive (opening of festival) and depart influences traffic congestion and the availability of attractions and services to tourists and the community.
- Transport options and availability may limit the choice of attractions and services (Kreag, 2006:14).

3.5.1.4 Links to community residents

- The economic impact is reduced when staying with friends and relatives. This may cause a problem because the primary purpose of tourism as an industry is economic growth and/or diversification of the local economy (Page *et al.*, 2001:277).
- Improved communication may lead to a better understanding of community values.
- Potential is created for repeat visits.

3.5.1.5 Ethnic/racial characteristics

When the tourist population differs greatly in ethnic or racial origin or economic status from the local population, more consideration should be given to residents' concerns to reduce the potential for resentment, social conflict, and crime. Interaction between host and guest could dilute or destroy traditional cultures. This reflects the literature which considers tourism primarily as a threat to culture and people (Page *et al.*, 2001:277).

3.5.1.6 Economic characteristics

- Influences spending choices.
- Higher income may give tourists greater access to the environment and may have a higher negative impact on the environment.

3.5.1.7 Activities selected

- Educational, cultural, and historical tourism often has lower social and environmental impacts.
- Recreational activities may have a greater impact on the environment.
- Entertainment activities may conflict with the social values of local residents (Kreag, 2006:15).

3.5.1.8 Ability to speak local language/accents

This ability to speak a local language leads to more meaningful connections with local people and culture. The local community aspires to achieve the status of the visitor (Page *et al.*, 2001:281).

3.5.1.9 'Demonstration effect' of tourists

- Local residents copying the behaviour of tourists can add new dimensions to local culture but sometimes the behaviour is not appropriate to local values (Kreag, 2006:15).
- The 'demonstration effect' may be advantageous or disadvantageous (Page *et al.*, 2001:278).
- Locals copying negative behaviour of tourists (excessive drinking, inappropriate dress, casual sex) create social problems.

3.5.2 Destination Factors

3.5.2.1 Local economic conditions

According to Kreag (2006:15) towns with strong economies can look for tourism that complements other community goals such as preservation of historic buildings, creation of

recreational amenities, and expansion of food/lodging options. Many residents are concerned about their personal economic impacts, i.e., how much extra income and how many jobs they will receive from the money spent by visitors (Kim *et al.*, 2004:94).

3.5.2.2 Diversification of the economy

Economic diversity helps reduce the influence of negative impacts on the host community. If tourism business is down, other economic activities may offset the impact and vice versa.

3.5.2.3 Degree of involvement in tourism and attitudes of tourism leaders

Local involvement helps align tourism with the attitudes of the rest of the community. Local ownership and management of tourism businesses keep profits from leaving the community. In most cases, if tourism businesses are co-operative in responding to residents' concerns, the industry will have strong local support.

3.5.2.4 Spatial characteristics of tourism development

- Separation of active tourist areas from residential areas reduces conflict
- Shared commercial areas. A mix of resident-oriented and tourist-oriented businesses adds to the vibrancy of the retail area. Domination of tourist-oriented businesses pushes locals elsewhere and may cause resentment
- Shared cultural or recreational amenities (shows, museums, art) can be more successful with tourism
- Tourist strips can clog streets and may restrict residents' access to public resources (Kreag, 2006:16).

3.5.2.5 Viability of the host culture

- A strong and active local culture combats tourism's tendency to change a community
- Active programs to educate tourists in local cultural practices, and the preservation and development thereof is important and it help reduce conflicts (Kim *et al.*, 2004:93)
- Pride in culture influences tourists to honor local customs and adhere to cultural restrictions

3.5.2.6 History of stability in the community

- Strong local economies give leaders more options in influencing tourism development to suit the community.
- Strong community leaders and active planning can place tourism more appropriately within the community's geography and can support suitable tourism projects while resisting inappropriate ones.

3.5.2.7 Pace of tourism development

Some destinations have witnessed rapid growth which has been relatively uncontrolled. Rapid development can strain a community's infrastructure and lead to serious resident dissatisfaction. Negative environmental impacts are also more likely, therefore local communities need to adapt gradually to the needs and benefits of change and tourists (Page *et al.*, 2001:277).

3.5.2.8 Fragility of the environment used by tourists

Many of the most sought-after environments for tourism are also the most fragile. Extra effort to plan the appropriate access and use of fragile environments helps to ensure their long-term viability and continued attractiveness for tourism.

3.5.2.9 Public transport options

- Availability of local public transport (bus, trolley, cab, shuttle, train) and alternative transport corridors (bicycle, pedestrian) can reduce auto congestion.
- Poor access can make facilities inaccessible for motor coach or public transit (Kreag, 2006:16).

It is therefore clear that tourist factors are those that attract tourists to the destination and include elements such as demographic characteristics and social differences. Destination factors are those that are part of the destination itself, such as travel linkage and circulation, local acceptance of tourism, and local vitality and leadership.

3.6 COMMUNITY PARTICIPATION

Several researchers have investigated potential links between the impacts and attitudes toward tourism by comparing residents across levels of participation in recreation, attachment to the community or length of residence, knowledge about the industry, proximity to its business zone, or contact with tourists, socio demographic characteristics, political and demographic position in society, type and form of tourism, and economic benefits derived from the industry (Gursoy *et al.*, 2001:80).

Myburgh and Saayman (2002:98-101) stated that community tourism projects such as events/festivals can be successful if the following are visible:

- The local community should be respected in terms of local culture, heritage and traditions
- The development of any tourism attraction has to create local employment opportunities
- The possibility of free or low admission fees for residents should be considered
- Make the community part of the business side of the operation
- The specific tourism development can also provide training for local residents
- The development of a tourism destination must give the local community a business opportunity as well as the opportunity to develop certain skills
- The tourist attraction must generate income for the local community
- The local community can assist in establishing the tourist attractions
- If the community is involved in the tourism development, they will develop a positive attitude towards tourism and will support and conserve it
- The income that is generated from the tourist attraction must be reinvested in the local community
- Volunteerism is an important aspect in the involvement of the community
- The community must be part of the development and planning process

3.6.1 Problems with the community concerning participation

To work with the community is a difficult process. There are seven impediments to local participation in tourism planning which are as follows:

- The community has difficulty in understanding complex and technical planning issues
- The community does not necessarily understand how the planning process operates or how decisions are made

- The problem of getting and maintaining representation of all views in the decision-making process
- Apathy amongst some, if not a majority, of citizens
- The increased cost in relation to staff time and money
- The fact that decision making takes much longer as a result of community participation
- The overall efficiency (particularly in terms of time/money and smooth running) of the decision-making process is adversely affected (Mason, 2003:120).

3.6.2 Types of participation

The principle of local participation may be easy to promote; the practices are more complex, and clearly participation may be implemented in a number of different ways. Pretty (as cited by Mason, 2003:119) has identified and described different types of participation, as shown in Table 3.3. Pretty's typology of participation is helpful in developing an understanding of the factors that affect the development of tourism schemes in local communities.

The seven types of participation are manipulative participation, passive participation, and participation by consultation, participation for material incentives, functional participation, interactive participation and self-mobilisation. For the local community, involvement in the decision-making process is a feature of only the interactive participation and self-mobilisation types, while in the functional participation type, most of the major decisions have been made before they are taken to the local community. The only forms of local participation that are likely to break the existing patterns of power and unequal development are those that originate from within the local communities themselves (Slabbert, 2004:132).

Table 3.4: Pretty's typology of participation

Source: Mason (2003:119)

TYOLOGY	CHARACTERISTICS OF EACH TYPE
Manipulative participation	Participation is simply a pretence: 'peoples' representatives on official boards, but they are unelected and have no power
Passive participation	People participate by being told what has been decided or has already happened. Information being shared belongs only to external professionals
Participation by consultation	People participate by being consulted or by answering questions. Process does not concede any share in decision-making, and professionals are under no obligation to take people's views on board
Participation for material incentives	People participate in return for food, cash or other material incentives. Local people have no stake in prolonging technologies or practices when the

	incentives end.
Functional participation	Participation seen by external agencies as a means to achieve their goals, especially reduced costs. People participate by forming groups to meet predetermined objectives.
Interactive participation	People participate in joint analysis, development of action plans and formation or strengthening of local groups or institutions. Learning methodologies used to seek multiple perspectives and groups determine how available resources are used.
Self-mobilisation	People participate by taking initiatives independently of external institutions to change systems. They develop contacts with external institutions for the resources and technical advice they need, but retain control over resource use.

Communities receive various benefits from tourism that should lead to an improved quality of life for residents. However, it is essential that community residents be involved in decision making on planning, developing and managing tourism and receive equitable benefits from this sector. Community participation can be encouraged in various ways (Saayman, 2009:74).

It is vital to involve the local community in decision making and in the implementation of, in the case in this study, the festival plan. The economic benefits for the local communities must be correctly implemented – financial patronising is not a long-term solution. It is vital to devise a system whereby the community benefits financially, thereby restoring the pride of the community in their natural heritage by sharing the substantial benefits of tourism with them. This can be implemented in a number of ways:

- Paying a percentage of entrance revenues to local communities
- Establishing community reserves or a fund
- Forming joint management committees with the local communities, conservation authorities and private operators
- Empowering communities as tourist guides and managers
- Empowering countries to make and sell their own arts and crafts (Saayman, 2009:74).

In many cases, festivals provide an annual opportunity for local clubs and societies to fundraise, which is crucial to their survival and this can also encourage their participation. Communities are not always heterogeneous, and festivals can provide the stimulation for healthy disagreement and debate about their priorities and identity. In many very real ways, therefore, these festivals help to create and strengthen a sense of community and belonging. For this and related

reasons, they are often supported by local governments and other government agencies concerned with maintaining and supporting healthy communities (Allen *et al.*, 2005:51).

From the perspective of community members, their requirements and expectations of community events/festivals are often very simple and direct. They want to participate and be entertained – to have a social and enriching experience beyond their everyday reality. They may want to participate as a family, so that they can enjoy the experience together and so that children are provided a special treat at an affordable cost. They may want to showcase their creative talents in the case of arts or cultural festivals, or to enjoy friendly competition in the case of sporting events/festivals. In some cases they may want the satisfaction and achievement of being involved as organisers (Allen *et al.*, 2005:51).

For the event/festival organisers, keeping the host community informed and on side becomes a vital task in the event/festival planning process. Not only is it important to keep the community engaged with the event/festival, but if the community becomes disaffected, then this attitude is likely to affect the experience and enjoyment of visitors to the event/festival (Allen *et al.*, 2005:53). The event/festival organisers therefore need to develop strategies to involve the host community in the planning of the event/festival, to maintain good community relations, and to monitor the community's perceptions of and attitudes to the event/festival. This may improve their support for the event/festival and lead to a more sustainable event/festival. Lankford and Howard (as cited by Waitt, 2003:194) state that the participation of the local communities in the planning process is often used as a mechanism for implementing social justice through combining host, resident and tourism development objectives. It is crucial that the participation level towards an event/festival is positive and therefore everything should be done by the organisers to get the community's complete attention and support.

Involving local communities in managing tourism is one of the precepts of sustainable tourism development. For tourism to thrive in an area, it needs support from the area's residents. Another reason is that local people often have knowledge of the home environment that can help in planning tourism development. The overall aim of community involvement is to reduce the conflict between tourism and the residents. Methods of community involvement are varied but may include consultation with the host community about tourism plans and proposals or allowing some input to policies (Page *et al.*, 2002:287).

Traditionally, one would say that if people are employed in tourism it is more likely to create a positive attitude towards the industry. However, a negative attitude towards the industry will be shaped if the working experience was depressing (Haley *et al.*, 2005:651). Through the

participation in planning, development and operation of attractions, residents can contribute to the welfare of the community (Fredline & Faulkner, 2000:766; Haley *et al.*, 2005:651).

If residents have a sense of involvement in the planning policies and trust in the event/festival organisers, there will, more likely, be a positive perception. Participation in the planning process is often advocated as a device for implementing social justice through integrating host residents and tourism development objectives (Waite, 2003:196).

Local residents' support for tourism development is critical because successful operation and sustainability depend heavily on their goodwill. Therefore, it is not very surprising that research on residents' reactions continues to be a topic of considerable interest (Jurowski & Gursoy, 2003:296).

3.7 SOCIAL DETERMINANTS OF COMMUNITY SUPPORT FOR TOURISM DEVELOPMENT

The importance of local community support has been widely recognised and thus has been a growing area of research (Gursoy & Rutherford, 2004:495). Tourism scholars have long realised the importance of gaining the community support for the development of a successful tourism industry, (Sirakaya *et al.*, 2002:57) while literature contains many variables that have been shown to influence residents' perceptions and attitudes toward support for tourism development projects. They include type and extent of host-guest (resident-visitor) interaction, importance of the industry to the community, extent of individuals' reliance on the tourism industry, and the overall level of tourism development in the community (Sirakaya *et al.*, 2002:58). Furthermore, grant-givers, facilitating agencies, and elected officials in the host community want to know that their support is creating successful, popular events/festivals that generate positive impacts. They will increasingly demand evaluation research and reports to justify their involvement and support (Getz, 1997:15).

Understanding the background of support by local residents towards tourism development is crucial for local governments, policymakers, and businesses, because the success and sustainability of any development depends on the active support of the local populations (Gursoy & Rutherford, 2004:495; Williams & Lawson, 2001:270; Gursoy & Kendall, 2006:604). It is also true that tourism creates a demand for local arts, increases pride and cultural identity, cohesion, and exchange of ideas, and increases knowledge about the culture of the area. It also creates opportunities for cultural exchange and revitalisation of local traditions, increases quality

of life, and improves the image of the community (Gursoy & Rutherford, 2004:499). These authors said that it is clear that the support of the local community towards the festival may expand if these things are in place.

Since community involvement in planning is a relatively recent phenomenon, it is to be expected that research into locals' support for hosting these events/festivals is quite limited. In contrast, research into local residents' support for these occasions generally is abundant. Indeed, its importance has been widely recognised by planners and businesses that have to take the views of the host community into account for the success and sustainability of their investments (Williams & Lawson, 2001:270; Gursoy & Kendall, 2006:604).

For an event/festival to be successful, the understanding and participation of all community members in the process is crucial. Therefore, it is important for local governments, policymakers, and organisers to appreciate the level of community support for the proposed event/festival, and to understand the basis of both support and opposition. It is also important to remember that the involvement and support of community groups is likely to transform the affair into a more significant urban experience for residents and guests alike (Gursoy & Kendall, 2006:606). These authors stated that ecocentric values, community attachment, perceived benefits (discussed in chapter 2), perceived costs (discussed in chapter 2) and the level of community concern influence the level of community support.

Ecocentrism can be defined as an individual's orientation to sound environmental practices. Studies show that the level of ecocentric attitudes significantly affects host community reaction and their perceptions of impacts. They argued that the positive relationship between ecocentric values and support is most likely attributable to the type of development used to measure support. It is also true that ecocentric attitudes, as well as community attachment, influence the perceptions of nonhost community residents, and that antecedents and perceptions directly and/or indirectly influenced their support. They found that some antecedents not only had an indirect effect on support through their effect on the perceptions of the opportunities and concerns, but also had a direct effect on support.

Attachment to the community is one determinant of support and has been found to influence perception of impacts. It was found that native residents are more positive about tourism than newcomers to the community. On the other hand, nonhost community attachment had no significant impact on perceived opportunities and support. (Gursoy & Kendall, 2006:610). However, they did find community attachment had a significant influence on perceived concerns. While looking at perceived benefits, evidence was found to support the direct positive

relationship between perceived benefits and support. This finding is consistent with previous studies and social exchange theory that suggest that perceived benefits positively affect the level of host community support for hosting a mega event/festival. Furthermore, community concern over both potential benefits and costs encourage planners to increase community involvement levels in the process.

Support is influenced by stakeholder perceptions of the potential costs and benefits, and therefore this latter, in turn, are influenced by community concern, their emotional attachment to the community, and their ecocentric attitude or degree of environmental sensitivity (Delamere, 2001:26) It is crucial to know that there is a direct relationship between community concern and the perceived costs, and between community concern and the perceived benefits. This suggests that people who are highly concerned with community issues are likely to see mega events/festivals as generating long-term profound impacts on their communities, both positive and negative, as indicated by several researchers (Gursoy & Kendall, 2006:616)

It is clear that ecocentric values, community attachment, perceived benefits (discussed in chapter 2), perceived costs (discussed in chapter 2) and the level of community concern influence the level of community support and these will be tested in the empirical analysis.

3.8 CONCLUSION

Without support, no event/festival can be successful. Therefore the aim of this chapter was to analyse the role of the community in supporting events/festivals/arts festivals. Thus the motivations were discussed and it became clear that there are five important stages, according to Maslow, that are crucial when it comes to people's needs: self-actualisation, esteem/self-esteem, belonging and love, safety/security and physiological needs. Furthermore, other possible motives for attending events/festivals were social motives, organisational motives, physiological motives and personal motives. There are five different theories that play a role in analysing community attitudes which include the social exchange theory, the social impact assessment, Doxey's Irridex, Smith's model of cross-cultural contact and Butler's model of intercultural perception. The social exchange theory serves as the theoretical framework for the study as applied by Gursoy and Kendall (2006).

In analysing community attitudes and perceptions, it became clear that there are several positive impacts which encourage positive community attitudes towards tourism and events/festivals. On the other hand, there are also negative impacts that affect the community's

attitudes towards tourism and events/festivals. It is very important to note that there are several factors that influence interaction between tourists, residents, host community and the environment which include tourist factors and destination factors. Tourist factors may include such factors as number and type of visitors, length of stay, links to community residents and economic characteristics. Destination factors may include local economic condition, diversification of the economy, viability of the host culture, pace of tourism development and public transport options.

Community participation is a very important aspect when it comes to community support. Pretty stated the different types of participation: manipulative participation, passive participation, participation by consultation, participation for material incentives and functional participation. Factors affecting residents' support for tourism development, and the understanding of the background of support by local residents towards tourism development, is crucial for local governments, policymakers, and businesses, because the success and sustainability of any development depends on active support of the local population.

It is clear from chapter 3 that the support of residents is influenced by aspects such as benefits perceived, costs of the event/festival, community attachment, concern for local conditions and attitudes towards the environment. These will be tested by means of an empirical analysis in chapter 4.



CHAPTER 4

An Analysis of the Empirical data of the ABSA KKNK

4.1 INTRODUCTION

It is important to determine the social determinants of community support for festivals as these may influence the sustainability of the festival and refer to aspects such as perceived costs and benefits, community attachment, ecocentric attitudes and community concern. This form part of the social impact analysis of events which is focused on the attitudes, motivations and perceptions of the community towards tourism and, in this case, the ABSA KKNK held in Oudtshoorn. The questionnaire, as developed by Gursoy and Kendall (2006) as well as Fredline *et al.* (2003), was adapted for this study conducted in 2007. The purpose of the questionnaire was to gather demographic information regarding age, gender, occupation and education level, as well as the overall impact of the ABSA KKNK, residents' participation, community attachment and, lastly, community support. Two hundred and seven/festivaly nine respondents took part in the survey.

The purpose of this chapter is to reflect on the results from the questionnaire. This is done, firstly, by indicating and explaining the results of the survey by means of figures and tables. Secondly, the descriptive analysis will be followed by the structural equation modelling.

4.2 RESULTS: DEMOGRAPHIC INFORMATION

Table 4.1 provides a summary of the demographic profile of respondents that took part in the study. Emphasis is placed on age, gender, occupation and education level.

Table 4.1: Demographic information

Age	29 – 35 years of age	4%
	36 – 45 years of age	13%

	46 – 55 years of age	20%
	56 – 66 years of age	27%
	67 – 75 years of age	20%
	76 – 85 years of age	12%
	86 – 89 years of age	4%
Gender	Female	54%
	Male	46%
Occupation	Professional	26%
	Manager	8%
	Administrative	6%
	Technical	3%
	Sales personnel	2%
	Farmer, Forester	1%
	Mining	1%
	Civil Servant	9%
	Self-employed	0%
	Non-profit worker	13%
	Pensioner	6%
	Home duties	7%
	Unemployed	17%
	Other (please specify)	1%
Education level	No school	2%
	Matric	31%
	Diploma, Degree	45%
	Post Graduate	6%
	Professional	7%
	Other (specify)	9%

Table 4.1 shows that the age group with the highest percentage was the group between 56 and 66 years of age. The average age of the respondents who took part in the survey was 60 years. During the survey, it was found that 54% of the respondents were female and 46% were male. Looking at the various occupations of the respondents who took part in the survey, it is clear that 26% of the respondents were professionals. It was also found that 45% of the respondents had a diploma/degree, 31% had matric while only 6% had a postgraduate qualification.

4.3 RESULTS: OVERALL IMPACT OF THE ABSA KKNK ON THE COMMUNITY

Table 4.2 shows the impact of the ABSA KKNK on the personal quality of life of the local community as well as the effect that the ABSA KKNK had on the community.

4.3.1 Impact on personal quality of life and the community

Table 4.2: Impacts on the community

The way the KKNK affect one's personal quality of life						
Very Negatively		No Effect			Very Positively	
-3	-2	-1	0	1	2	3
5%	3%	3%	34%	11%	24%	20%
The way the KKNK affect the Oudtshoorn community as a whole						
Very Negatively		No Effect			Very Positively	
-3	-2	-1	0	1	2	3
5%	4%	4%	10%	12%	28%	37%

According to Table 4.2, 48% of the respondents felt the festival has absolutely no effect on the personal quality of their everyday lives. The festival contributed very positively to the personal quality of life of the local community for 44% of the respondents. Furthermore, 26% of the respondents felt the festival has absolutely no effect on the community as a whole and 65% of the respondents' reactions were very positive regarding Oudtshoorn's community as a whole.

4.3.2 Support for the festival

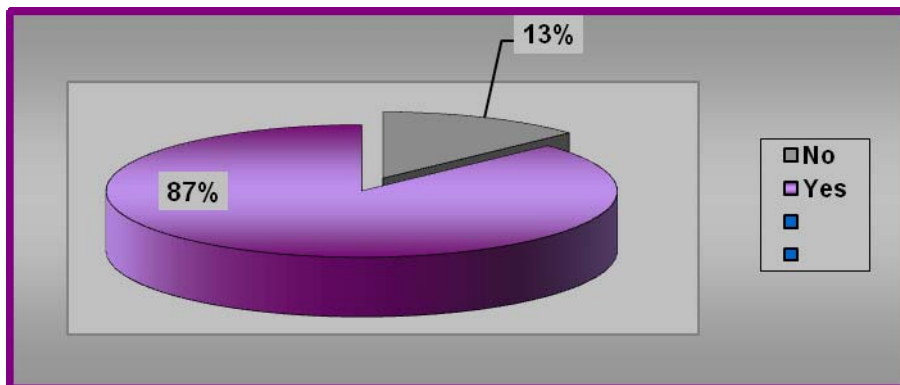


Figure 4.1: Future continuation

From Figure 4.1, it is clear that 87% of the respondents are in favour of the continuation of the ABSA KKNK. The opposite statement was made by only 13% of the respondents.

4.4 RESULTS: PARTICIPATION

This section of the questionnaire focused on the participation levels of the respondents.

4.4.1 Attendance

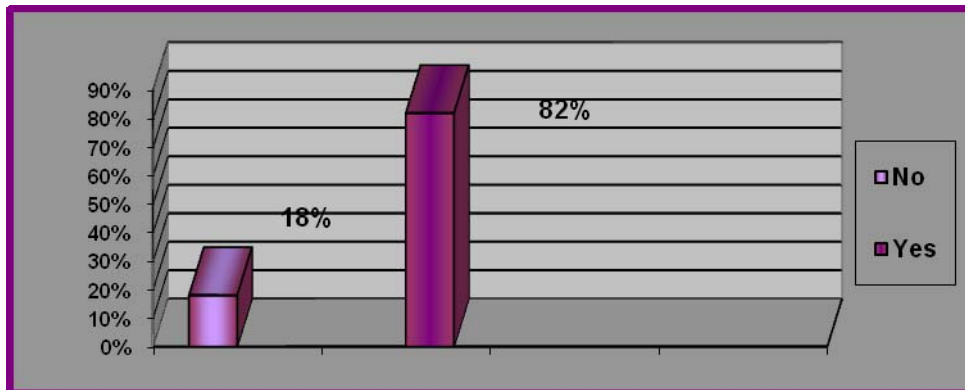


Figure 4.2: Attendance at the festival

Figure 4.2 shows that 82% of the respondents attended the festival and 18% did not attend the festival. It is thus clear that a high percentage of the respondents did attend the festival.

4.4.2 Reasons for not attending

Table 4.3 indicated the reasons for not attending the festival and it was clear that from the 18% that did not attend the festival 48% have visited the festival before but are no longer interested. Twenty-eight percent did not have the time to attend and 15% indicated other reasons, which were not stated.

Table 4.3: Reasons for not attending

Reasons for not attending	
Did not have time	28%
Have been before, does not interest me	48%
Did not want to	9%
Other reasons	15%

4.4.3 Attendance of previous years

Table 4.4: Attendance of previous years

Attendance of previous years	
No	5%

Yes	95%
-----	-----

Table 4.4 indicates that 95% of the respondents had attended the ABSA KKNK in previous years. Only 5% had not attended the previous festivals. It can therefore be said that respondents are positive towards the ABSA KKNK.

4.4.4 Number of times attended

Table 4.5: Number of times attended

Number of times attended	Percentage
1 – 2 times	10%
3 – 4 times	13%
5 – 6 times	8%
7 – 8 times	7%
9 – 10 times	14%
11 – 12 times	13%
13 times	35%

Table 4.5 shows the number of times respondents visited the ABSA KKNK since its inception. Thirty-five percent of the respondents have visited the festival 13 times which indicates the level of loyalty towards the festival.

4.4.5 Level of participation at the festival

According to Table 4.6, **43%** of the respondents are interested in the ABSA KKNK and attend some aspects of the event/festival, 33% of the respondents indicated that they are avid fans who try to attend every year, while 16% were not interested in the ABSA KKNK, but sometimes attend because of family and friends. The remaining 5% stated that they had no interest in the KKNK.

Table 4.6: Level of participation in the festival

Level of participation in the festival	
I am an avid fan of the ABSA KKNK and try to attend every year	33%
I am interested in the ABSA KKNK and attend some aspects of the event/festival when I can	43%
I am not interested in the ABSA KKNK, but I sometimes attend it because family/friends are interested	16%
I have absolutely no interest in the ABSA KKNK and do not wish to attend it	8%

4.5 RESULTS: COMMUNITY ATTACHMENT

The following section focuses on questions pertaining to community attachment which was measured by place of origin, number of years living in Oudtshoorn, and perceptions of Oudtshoorn.

4.5.1 Place of origin

It is clear from Table 4.7 that 44% of the respondents were born in Oudtshoorn, 29% were born elsewhere in the Western Cape, 25% elsewhere in South Africa and 2% in another country.

Table 4.7: Place of origin

Place of origin	
Oudtshoorn	44%
Elsewhere in Western Cape	29%
Elsewhere in South Africa	25%
In another country	2%

4.5.2 Number of years living in Oudtshoorn

According to Table 4.8, 20% of the respondents were not born in Oudtshoorn, but had lived in this town between 11 and 15 years. Furthermore, 19% lived in Oudtshoorn between 16 and 20 years.

Table 4.8: Number of years living in Oudtshoorn

Number of years living in Oudtshoorn	
1 – 5 years	14%
6 – 10 years	11%
11 – 15 years	20%
16 – 20 years	18%
21 – 25 years	11%
26 – 30 years	13%
31 – 35 years	5%
36 – 40 years	5%
41 – 45 years	1%
46 – 78 years	2%

4.5.3 Perceptions of Oudtshoorn

Table 4.9: Perceptions of Oudtshoorn

Statement	
I love it, I can't think of anywhere else I would rather live	53%
I enjoy living in Oudtshoorn, but can think of other places I would equally enjoy	37%
I only live here because circumstances demand it and would prefer to live somewhere else	10%

Table 4.9 made it clear that **53%** of the respondents love living in Oudtshoorn and cannot think of anywhere else they would rather live, while 37% of the respondents enjoy living in Oudtshoorn, but felt that there are other places they would equally enjoy. The remaining 10% indicated that they only live there because circumstances demand it and they would prefer to live somewhere else.

4.6 RESULTS: COMMUNITY SUPPORT

In the last section of the survey, respondents were asked to indicate their opinions on certain matters concerning the community as well as the impact of the ABSA KKNK on the local community. The community's perceptions are critical because of the role that they play in the sustainability of the event/festival. This section has been divided into four sections. Section 1 focuses on the positive and negative impacts of the event/festival. Section 2 focuses on opinions related to local conditions such as crime, recreation, culture, roads & transport, schools, economic development and the environment. Section 3 focuses specifically on community attachment, while Section 4 focuses on the ecocentric attitudes.

4.6.1 Positive and negative impacts

Table 4.10: Positive and negative impacts

The KKNK is likely to...	Strongly oppose	Oppose	Neutral	Support	Strongly support
create more jobs for the community	6%	2%	10%	42%	40%
conserve natural resources	5%	10%	30%	33%	22%
attract more investment to the local community	5%	2%	18%	49%	26%
provide more business for local people and small businesses	2%	5%	12%	50%	31%
result in an unpleasantly overcrowded town and other nearby places	5%	18%	43%	25%	9%
create additional tax revenue for local governments	7%	10%	35%	35%	13%

encourage development of a variety of cultural activities by locals	3%	5%	18%	50%	24%
lead to an increase in the prices of goods and services	21%	27%	21%	24%	7%
result in more cultural exchange between tourists and residents	4%	7%	21%	50%	18%
create a positive impact on the cultural identity of the community	5%	5%	24%	48%	18%
lead to local residents suffering from living in Oudtshoorn	14%	24%	33%	20%	9%
meeting people from other places	2%	4%	15%	54%	25%
a better understanding of the community and its culture	4%	6%	26%	46%	18%
an increase in the crime rate	31%	18%	21%	22%	8%
provide more recreational opportunities for local residents	3%	5%	25%	47%	20%
result in the restoration of historical buildings	6%	6%	24%	43%	21%
lead to traffic problems	17%	20%	26%	24%	13%
lead to more vandalism in the community	22%	26%	27%	18%	7%
preserve the local culture	5%	2%	28%	44%	21%
lead to roads and public facilities being well maintained	7%	7%	20%	41%	25%
lead to prostitution in the community	39%	15%	27%	12%	7%
lead to changes in the traditional culture	9%	14%	41%	24%	12%
lead to the construction of accommodation and other tourist facilities that can destroy the natural environment	15%	22%	35%	20%	8%
lead to noise and pollution	24%	23%	27%	19%	7%
put more pressure on local services such as roads and police	12%	16%	30%	31%	11%
high spending tourists who are likely to negatively affect the way of living	15%	21%	39%	18%	7%

On a positive note, the community feels that the ABSA KKNK:

- Leads to more meetings between people (54%)
- Encourages the development of various cultural activities (50%)
- Results in more cultural exchange between tourists and residents (50%)
- Provides more business for local people (50%)
- Attracts more investment (49%)
- Creates a positive impact on the cultural identity of the community (48%)
- Leads to a better understanding of the community and their culture (46%)
- Provides recreation opportunities for residents (47%)

- Leads to the restoration of historical buildings (46%)
- Creates more jobs for the community (42%)

Respondents did not feel that the festival had a significant negative impact on the community of Oudtshoorn.

The community members were neutral regarding the following statements:

- Results in an unpleasantly overcrowded town and other places (43%)
- Leads to local residents suffering from living in Oudtshoorn (33%)
- Leads to changes in the traditional culture (41%)
- High spending tourists who are likely to negatively affect the way of living (39%)

4.6.2 Opinions related to local conditions

Table 4.11: Opinions related to local conditions

Concern regarding the following local conditions	Not at all concerned	Little concerned	Neutral	Fairly concerned	Very much concerned
Crime	6%	12%	5%	18%	59%
Recreation	11%	14%	25%	29%	21%
Culture	18%	13%	18%	28%	23%
Roads and transport	8%	10%	12%	25%	45%
Schools	15%	8%	16%	24%	37%
Economic development	16%	8%	14%	26%	36%
Environment	14%	11%	17%	24%	34%

Table 4.11 shows the concerns of the respondents regarding conditions related to the local community. It is clear that 59% were very much concerned about the crime rate; 45% were very much concerned about the roads and transport; 37% were very much concerned about the schools; 35% about the economic development of the area and 34% about the environment. Respondents were fairly concerned about recreation opportunities (29%) and culture (28%).

4.6.3 Community attachment

Table 4.12: Community attachment

Community attachment variables	Not at all	Little	Neutral	Fairly	Very much
At home feeling in this community	3%	4%	7%	27%	59%

Interest in knowing what is going on in the community	3%	8%	4%	19%	66%
How sorry would you be if you had to move away from this community	6%	5%	7%	20%	62%

According to Table 4.12, 66% of the respondents were very much interested in knowing what is going on in the community, followed by 62% that would be sorry to move away and 59% that feel at home in Oudtshoorn. One can safely say that the respondents are well attached to the community and do care what is happening in the community.

4.6.4 Ecocentric attitude

Table 4.13: Ecocentric attitude

Ecocentric attitude	Agree	Disagree	Do not know
Where humans interfere with nature it leads to problems	84%	7%	9%
The balance in nature is strong enough to cope with the impacts of development	33%	51%	16%
If things continue on their present course, we will soon experience ecological problems	60%	19%	21%

Table 4.13 shows that 84% of the respondents agree with the statement that when humans interfere with nature it often leads to problems. Fifty-one percent disagree that the balance in nature is strong enough to cope with the impacts of development, while 60% agree with the statement that if things continue on their present course ecological problems will soon be experienced. It is clear that the community do care for the environment.

4.7 RESULTS: STRUCTURAL EQUATION MODELLING

Structural equation modelling gives an indication of the causal relationships among latent variables. It also describes the causal effects and the variance that are unexplained. It is often diagrammed for better understanding. This is also a form of path analysis and the resulting figure is a path diagram (Cooper & Emory, 1995:532). According to Foster, Barkus and Yavorsky (2006:14) structural equation modelling is able to deal with multiple independent and dependent variables of categorical or continuous data. The goal of structural equation modelling is to select a model that best accounts for the data.

Figure 4.3 presents the model as suggested by Gursoy and Kendall (2006:607) in their study of a mega event/festival - the 2002 Winter Olympics. The model demonstrates how factors affect

the perceptions of the costs and benefits and show how variables interact, as well as clarifying their direct and/or indirect causal effects on a host community's attitudes and support. The latent variables include: Community concern, community attachment, ecocentric attitude, perceived benefits and perceived costs. Each latent variable comprises a set of observed variables. This model is to be tested for the ABSA KKNK to verify the social determinants for a different type of event/festival.

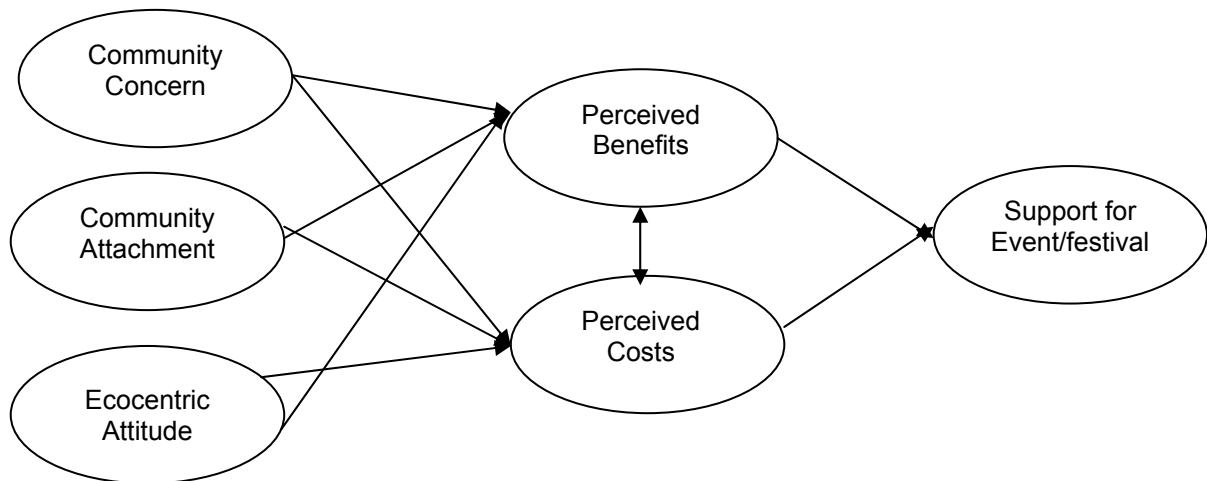


Figure 4.3: Original model for community support

Source: Gursoy & Kendall (2006:607)

The determinants were measuring according to the following aspects:

Items measuring community concern:

- Crime
- Recreation
- Culture
- Roads and transport
- Schools
- Economic development
- Environment

Items measuring ecocentric attitudes:

- When humans interfere with nature it often leads to problems
- The balance in nature is strong enough to cope with the impacts of development
- If things continue on their present course, we will soon experience ecological problems

Items measuring community attachment:

- How much do you feel at home in this community?
- What interest do you have in knowing what goes on in the community?
- Assume that you have been living in this community for a while. Suppose that for some reasons you had to move away, how sorry would you be?

Items measuring perceived benefits and costs:

- create more jobs for the community
- conservation of natural resources
- attract more investment to the local community
- provide more business for local people and small businesses
- result in an unpleasantly overcrowded town and other places
- create additional tax revenue for local governments
- encourage development of a variety of cultural activities by locals
- lead to an increase in the prices of goods and services
- result in more cultural exchange between tourists and residents
- create a positive impact on the cultural identity of the community
- lead to local residents suffering from living in Oudtshoorn
- meeting people from other places
- a better understanding of the community and their culture
- increase in the crime rate
- provide more recreational opportunities for local residents
- the restoration of historical buildings
- traffic problems
- lead to more vandalism in the community
- preservation of the local culture
- roads and public facilities to be well maintained
- lead to prostitution in the community
- lead to changes in the traditional culture
- lead to construction of accommodation and other tourist facilities that can destroy the natural environment
- lead to noise and pollution
- put more pressure on local service such as roads and police
- high spending tourists likely to negatively affecting the way of living

This model clearly shows that perceptions of costs and benefits (negative and positive impacts) influence support for the event/festival and or development. Costs and benefits are, however, influenced by residents' community concern, their emotional attachment to the community and their ecocentric attitude (degree of environmental sensitivity). This model is based on the social exchange theory (discussed in chapter 3) and includes the findings and perspectives of previous studies. The social exchange theory implies that individuals are likely to participate in an exchange if the perceived benefits are more than the costs.

Structural equation modelling (SEM) was adopted with the aim of testing the model developed for a mega event/festival on residents' perceptions of the impacts of the ABSA KKNK (classified as a major event/festival) and how these perceptions affect their support. This enables the evaluation of how well the current data supports it as is the case in this study. The following steps were implemented:

Step 1: Defining the individual components

It is important to identify the different components to be used in this model. Literature was analysed and, based on the type of model and the application of the model, it was decided to test the model of Gursoy and Kendall (2006). The theoretical base for this model is the social exchange theory and is drawn from a combination of theoretical, practical and methodological considerations. Gursoy and Kendall (2006) collected data from residents of Salt Lake City during the 2002 Winter Olympics. These researchers identified community concern, community attachment, and ecocentric attitude as influencing the perceived benefits and perceived costs of the event/festival and this influences the support of the community for the event/festival. Community concern refers to issues such as crime, culture, roads and transport, schools, economic development and the environment. Community attachment measures the level of interest of the community and this is done by analysing their feelings towards the community. Ecocentric attitude measures concern for the environment.

Step 2: Developing and specifying measurement model

Observed variables (items) were assigned to latent constructs as can be seen in the questionnaire (See appendix A). All the items of each of the social determinants for community support were included in SEM.

Step 3: Designing a study to predict empirical results

In step 3, research design and model estimation are important. In this step, four issues are discussed: the type of data analysed (covariance or correlations), sample size, model estimation and the computer software used in the current study.

- Type of data

It is important to make decisions about the type of data that will be analysed (covariance or correlation data). Researchers should consider the choice of correlation or covariance based on interpretative and statistical issues. This structural equation modelling was based on covariance data.

- Sample size

Hair, Black, Babin, Anderson and Tatham (2006:740) indicated that SEM requires a relatively large sample size to maintain the accuracy of estimates and to ensure representativeness. Hair *et al* (2006:742) proposed the following guidelines for the influence of sample size when using SEM:

- SEM models containing five or fewer constructs, each with more than three items (observed variables) and with high item communalities (6 or higher) can be adequately estimated with sample sizes as small as 100-150.
- If any communality is modest (0.45-0.55) or the model contains constructs with fewer than three items, then the required sample size is more in the order of 200.
- When the number of factors is larger than six, some of which use fewer than three measured items as indicators, and multiple low communalities are present, sample size requirements may exceed 500.

In the current study, the conceptual model contains five components where each construct was measured by more than three items. The sample size is 262 with 39 variables. Although sample size should be based on a set of factors, a larger sample generally produces more stable solutions that are more likely to be replicable (Hair *et al.*, 2006:737). The method used for examining the relationships between latent variables was inspection of the standardised coefficients for the regression paths (Tabachnick & Fidell, 2001:673).

Step 4: Development of model A

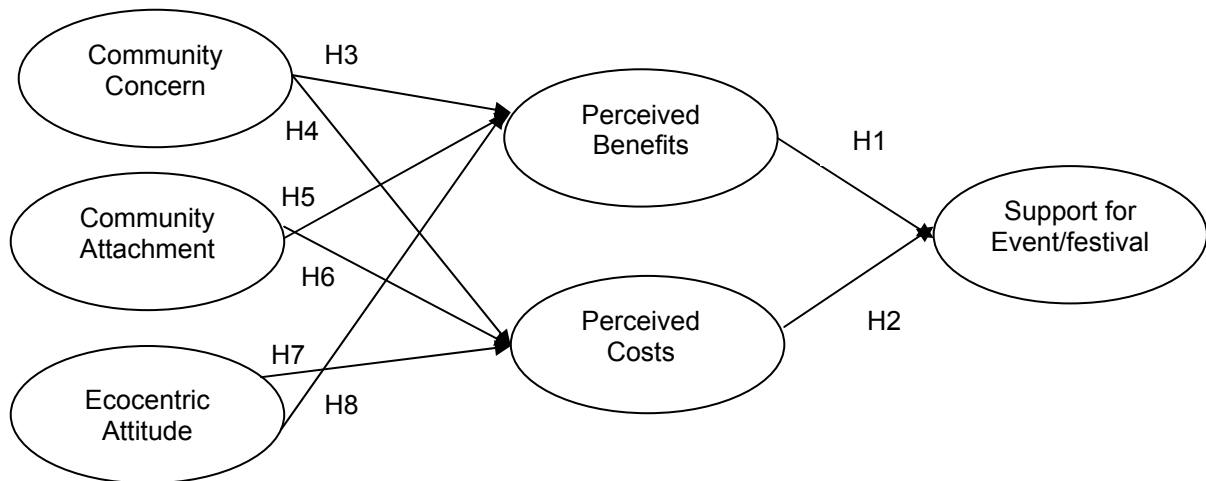


Figure 4.4: Model A for community support

Source: Gursoy & Kendall (2006:607)

Table 4.14: Hypotheses for model A

H1	There is a direct positive relationship between the perceived benefits and the support for hosting a major arts festival
H2	There is a direct negative relationship between the perceived costs and the support for hosting a major arts festival
H3	There is a direct relationship between community concern and the perceived benefits
H4	There is a direct relationship between community concern and perceived costs
H5	There is a direct relationship between community attachment and the perceived benefits
H6	There is a direct relationship between community attachment and perceived costs
H7	There is a direct relationship between the ecocentric attitudes of locals and the perceived costs
H8	There is a direct relationship between the ecocentric attitudes of locals and the perceived benefits

A variety of estimation methods have been used in SEM to indicate how closely the correlation or covariance matrix implied by a particular set of trial values conforms to the observed data, and thus to guide attempts to find best-fitting models. After the model is specified, it is important to choose how the model will be estimated. The following methods support almost all SEM programs:

- Ordinary Least Squares (OLS)
- Asymptotically Distribution Free (ADF)
- Generalised Least Squares (GLS)
- Weighted least Squares (WLS)
- Maximum Likelihood Estimates (MLE)
- Robust Maximum Likelihood (RML)

Maximum Likelihood (ML) estimation was used to estimate the models. ML is regarded as considerably more robust than other estimation methods such as generalised least squares or weighted least squares (Olsson, Foss, Troye & Howell, 2000:557). ML was also chosen due to the problem of missing data. The method used for examining the relationships between latent variables was inspection of the standardised coefficients for the regression paths.

Table 4.15: Maximum likelihood estimates – regression weights

		Standardised regression weights	Estimate	P label
H1	Support ← Benefits	.546	1.072	.018
H2	Support ← Costs	.132	.670	.244
H3	Benefits ← Concern	-.134	-1.161	.070
H4	Costs ← Concern	-.049	- 0.23	.519
H5	Benefits ← Attachment	.310	.273	.003
H6	Costs ← Attachment	.122	.042	.208
H7	Costs ← Ecocentric Attitude	.141	.078	.182
H8	Benefits ← Ecocentric attitudes	-.002	-.003	.983
f27	Community concern variable	.401	1.000	
f28	Community concern variable	.624	1.522	*** <0.001
f29	Community concern variable	.679	1.868	*** <0.001
f30	Community concern variable	.542	1.360	*** <0.001
f31	Community concern variable	.790	2.220	*** <0.001
f32	Community concern variable	.840	2.386	*** <0.001
f33	Community concern variable	.861	2.376	*** <0.001
f34	Community attachment variable	.709	1.000	
f35	Community attachment variable	.530	.812	*** <0.001
f36	Community attachment variable	.348	.587	*** <0.001
f37	Ecocentric attitude variable	.715	1.000	
f38	Ecocentric attitude variable	.372	.585	.004
f39	Ecocentric attitude variable	.456	.851	.003
f1	Benefits	.590	1.000	
f2	Benefits	.600	1.061	*** <0.001
f3	Benefits	.609	.968	*** <0.001
f4	Benefits	.690	1.028	*** <0.001
f7	Benefits	.683	1.034	*** <0.001
f9	Benefits	.694	1.088	*** <0.001
f10	Benefits	.789	1.265	*** <0.001

f12	Benefits	.717	1.019	***<0.001
f13	Benefits	.782	1.208	***<0.001
f15	Benefits	.646	.982	***<0.001
f16	Benefits	.620	1.058	***<0.001
f19	Benefits	.705	1.106	***<0.001
f20	Benefits	.547	1.001	***<0.001
f5	Costs	.241	1.000	
f6	Costs	.236	1.054	.012
f8	Costs	.497	2.589	.001
f11	Costs	.508	2.480	.001
f14	Costs	.744	4.189	***<0.001
f17	Costs	.663	3.560	***<0.001
f18	Costs	.718	3.658	***<0.001
f21	Costs	.668	3.628	***<0.001
f22	Costs	.472	2.154	.001
f23	Costs	.545	2.639	***<0.001
f24	Costs	.796	4.109	***<0.001
f25	Costs	.565	2.812	***<0.001
f26	Costs	.503	2.356	.001
c4	Support	.291	1.000	
KKNK	Support	-.658	-.184	0.17

From Table 4.15, it is clear that the path coefficients of the individual items were statistically significant and that that only H5 and H1 path coefficients were statistically significant for the hypotheses tested. Even though hypotheses 3 and 4 are not statistically significant, it indicates a negative relationship between community concern and perceived benefits as well as perceived costs. This implies that the more community members are concerned about the environment, the less positive they are about the benefits or the costs generated by the event/festival, which indicates that concerned community members do not associate with benefits or costs of the event/festival. Hypothesis 8 was not statistically significant but also indicated a negative relationship indicating residents with high ecocentric values perceived fewer benefits from the event/festival. This implies that residents who are concerned about the environment do not realise the benefits the event/festival holds for the community.

The measures of fit can include a combination of criteria. For each measure of fit, a decision as to what represents a good enough fit between the model and the data must reflect other contextual factors such as sample size (very large samples make the Chi-square test overly sensitive), ratio of indicators to factors, and the overall complexity of the model.

These include: the chi-square-square test, the Normed Fit Index (NFI), the Relative Fit Index (RFI), the Incremental Index of Fit (IFI), the Tucker-Lewis Index (TLI), the Comparative Fit Index (CFI), the Expected Cross-Validation Index (ECVI), the Relative Noncentrality Index (RNI) and the Root Mean Square Error of Approximation (RMSEA).

In assessing the goodness of fit, the rule of thumb is 0 (no fit) to 1 (perfect fit). Therefore the value close to .90 reflects a good fit (Foster *et al.*, 2006:109). NFI and CFI values greater than 0.90 are considered indicators of a good fit of the model to the data. To assess the fit of the current model, it is suggested that multiple fit indices should be used to assess a model's goodness of fit.

Chi-Square is a fundamental measure of fit used in the calculation of many other fit measures. Conceptually it is a function of the sample size and the difference between the observed covariance matrix and the model covariance matrix. A Chi-square statistic is computed to test the null hypothesis that the model fits the data well (Chi-Square/df). This is dependent on sample size. Therefore Chi-square/df is also measured to test model fit and should be <2. Root mean square error of approximation (RMSEA) is a measure of fit that could be expected if the model were estimated from the entire population, not just the samples drawn for estimation. The indicator that a reasonable goodness of fit has been found is when the value is less than 0.05 (Foster *et al.*, 2006:109). The comparative fit index (CFI) also ranges from 0 to 1 with values above 0.9 considered to indicate a good fit. In examining baseline comparisons, the CFI depends in large part on the average size of the correlations in the data. If the average correlation between variables is not high, then the CFI will not be very high. Conceptually, it is a function of the sample size and the difference between the observed covariance matrix and the model covariance matrix.

Table 4.16: Model A: Summary of structural model fit statistics

MEASUREMENTS	INDEX
Chi-square	1382.039
DF	768
Chi-square/DF	1.8
p-value	p<.000
CFI	.821
RMSEA [90% CI for RMSEA]	.055 [0.051; 0.060]

The hypothesised model was tested and reasonable support was found for the hypothesised model, χ^2 (chi-square) = 1382.039 (n= 262, df = 768, p<.000), comparative fit index (CFI) = .821; root mean square error of approximation (RMSEA) = .055. According to Table 4.15, the fit indices of the model suggest that it was acceptable.

Specifying the structural model involves assigning relationships between one construct and another based on the proposed theoretical model. Based on the research done by Gursoy and Kendall (2006) the structural relationships shown in Figure 4.3 were tested. The structural relationships are shown in Table 4.13 and reflected in the complete path diagram indicating specified hypothesised structural relationships and complete measurement specification. Two of the nine hypothesised paths were statistically significant at the .05 probability level. Seven of the hypotheses were rejected. However, in an effort to improve the current model, Model B was tested and an additional hypothesis was added.

Development of model B

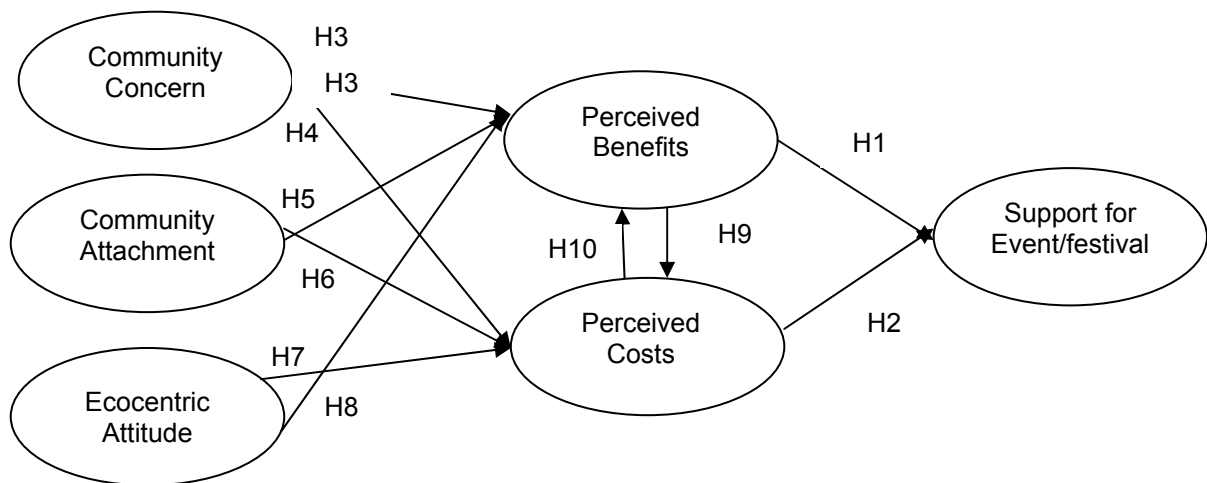


Figure 4.5: Model B for community support

Source: Gursoy & Kendall (2006:607)

Table 4.17: Hypotheses for model B

H1	There is a direct positive relationship between the perceived benefits and the support for hosting mega events/festivals
H2	There is a direct negative relationship between the perceived costs and the support for hosting mega events/festivals
H3	There is a direct relationship between community concern and the perceived benefits
H4	There is a direct relationship between community concern and perceived costs
H5	There is a direct relationship between community attachment and the perceived benefits

H6	There is a direct relationship between community attachment and perceived costs
H7	There is a direct relationship between the ecocentric attitudes of locals and the perceived costs
H8	There is a direct relationship between the ecocentric attitudes of locals and the perceived benefits
H9	There is a direct positive relationship between the perceived benefits and perceived costs
H10	There is a direct negative relationship between the perceived costs and perceived benefits.

Table 4.18: Maximum likelihood estimates – regression weights

		Standardised regression weights	Estimate	P label
H1	Support ← Benefits	.539	1.293	.022
H2	Support ← Costs	.142	.422	.204
H3	Benefits ← Concern	-.228	-.222	.148
H4	Costs ← Concern	.296	.233	.124
H5	Benefits ← Attachment	.625	.468	.005
H6	Costs ← Attachment	-.727	-.441	.010
H7	Costs ← Ecocentric Attitude	.120	.111	.608
H8	Benefits ← Ecocentric attitudes	.259	.298	.204
H9	Benefits ← Costs	-1.877	-2.320	***<0.001
H10	Costs ← Benefits	2.398	1.940	***<0.001
f27	Community concern variable	.401	1.000	
f28	Community concern variable	.624	1.521	***<0.001
f29	Community concern variable	.679	1.866	***<0.001
f30	Community concern variable	.542	1.359	***<0.001
f31	Community concern variable	.790	2.218	***<0.001
f32	Community concern variable	.840	2.383	***<0.001
f33	Community concern variable	.861	2.374	***<0.001
f34	Community attachment variable	.676	1.000	
f35	Community attachment variable	.543	.872	***<0.001
f36	Community attachment variable	.351	.621	***<0.001
f37	Ecocentric attitude variable	.716	1.000	
f38	Ecocentric attitude variable	.374	.588	.004
f39	Ecocentric attitude variable	.454	.847	.003
f1	Benefits	.503	1.000	
f2	Benefits	.590	1.277	***<0.001
f3	Benefits	.597	1.161	***<0.001
f4	Benefits	.677	1.232	***<0.001
f7	Benefits	.671	1.242	***<0.001
f9	Benefits	.687	1.316	***<0.001
f10	Benefits	.783	1.528	***<0.001

f12	Benefits	.712	1.235	***<0.001
f13	Benefits	.777	1.462	***<0.001
f15	Benefits	.639	1.188	***<0.001
f16	Benefits	.613	1.279	***<0.001
f19	Benefits	.699	1.338	***<0.001
f20	Benefits	.539	1.209	***<0.001
f5	Costs	.386	1.000	
f6	Costs	.252	.666	***<0.001
f8	Costs	.506	1.571	***<0.001
f11	Costs	.523	1.521	***<0.001
f14	Costs	.752	2.546	***<0.001
f17	Costs	.675	2.173	***<0.001
f18	Costs	.729	2.230	***<0.001
f21	Costs	.678	2.205	***<0.001
f22	Costs	.484	1.314	***<0.001
f23	Costs	.557	1.611	***<0.001
f24	Costs	.803	2.499	***<0.001
f25	Costs	.577	1.713	***<0.001
f26	Costs	.517	1.444	***<0.001
c4	Support	.289	1.000	
KKNK	Support	-.654	-.184	0.21

From Table 4.17, it is clear that the path coefficients of individual items were statistically significant as for Model A. When analysing the path coefficients for the hypotheses, it is clear that the path coefficients for H5, H6, H1, H9 en H10 were statistically significant. As for model A, hypothesis 3 is not statistically significant but indicates a negative relationship between community concern and perceived benefits. This implies that concerned community members do not realise the benefits generated by the event/festival. Hypothesis 6 was statistically significant, but also indicates a negative relationship between community attachment and costs. This implies that community members who are attached to the community do not realise the costs generated by the event/festival. As for the relationship between costs and benefits, a negative relationship was found implying that costs generated by the event/festival do not influence the benefits generated by the event/festival.

Table 4.19: Model B: Summary of structural model fit statistics

MEASUREMENTS	INDEX
Chi-square	1395.2
DF	768

Chi-square/DF	1.817
p-value	p<.000
CFI	.817
RMSEA [90% CI for RMSEA]	.056 [0.051; 0.060]

Model B was tested and reasonable support was found for the hypothesised model, χ^2 (chi-square) = 1395.2 (n= 262, *df* = 768, p<.000), comparative fit index (CFI) = .817; root mean square error of approximation (RMSEA) = .056. According to Table 4.18 the fit indices of the model suggest that it was acceptable.

Specifying the structural model involves assigning relationships between one construct and another based on the proposed theoretical model. Based on the research done by Gursoy and Kendall (2006) the structural relationships shown in Figure 4.4 were tested. The structural relationships are shown in Table 4.16 and reflected in the complete path diagram indicating specified hypothesised structural relationships and complete measurement specification. Five of the ten hypothesised paths were statistically significant at the .05 probability level. Five of the hypotheses were rejected.

Hypotheses supported:

H1 was confirmed at the 5% significance level, thereby supporting the hypothesised relationship between perceived benefits and support for the event/festival. This is supported by the standardised path coefficient of .539 (p= .022). Therefore community members who perceive benefits flowing from the event/festival definitely support the event/festival. This is consistent with previous findings and the social exchange theory that suggests the perceived benefits positively affect the level of host community support (Gursoy & Kendall, 2006; Deccio & Baloglu, 2002). It is therefore important for events/festivals such as the ABSA KKNK to ensure that the community receives benefits from the event/festival. Such benefits can include employment opportunities, opportunities to sell goods and food, perform at the event/festival, and so on.

H5 was confirmed at the 5% significance level, thereby supporting the hypothesised relationship between community attachment and perceived benefits. This is supported by the standardised path coefficient of .625 (p= .005). This is consistent with previous studies done by Gursoy and Kendall (2006) as well as Deccio and Baloglu (2002). Residents who are attached to a community realise that the event/festival is creating benefits for the host community. Residents who have been living in Oudtshoorn for several years therefore see the ABSA KKNK as an opportunity for development and improvement of the current status and image of the town. The

social theory also suggests that perceived benefits create positive attitudes towards the event/festival.

H6 was also not supported at $p\text{-value} \leq .010$ significance level, the relationship between Community attachment and perceived costs. This is also supported by the standardised path coefficient of $-.727$ ($p = .010$). Consequently, Hypothesis H6, a negative relationship between community attachment and perceived costs was supported. This suggests that people who are attached to the community are likely to realise the perceived costs of the event/festival. This supports the findings of Deccio and Baloglu (2002) who suggest the level of community attachment is likely to have a significant effect on the evaluation of the costs. However Gursoy and Kendall (2006) did not find a significant relationship between community attachment and perceived costs. Since the festival is a recurring event/festival on an annual basis, residents may be concerned with the costs

H9 was confirmed at the 5% significance level, thereby supporting the hypothesised relationship between costs and benefits. This is supported by the standardised path coefficient of -1.877 ($p < .0001$). The relationship between perceived costs and benefits is negative indicating that if the costs of the event/festival increase it will have a negative influence on the perceived benefits. It is important that this situation does not appear as it can have a negative influence on the sustainability of the event/festival.

H10 was confirmed at the 5% significance level, thereby supporting the negative hypothesised relationship between benefits and costs. This is supported by the standardised path coefficient of 2.398 ($p < .0001$). This was also found by Gursoy and Kendall (2006) who stated that benefits may be more important to residents than costs. For a small town such as Oudtshoorn, the event/festival creates opportunities that would not have materialised if the event/festival was not hosted annually.

Hypotheses not supported:

H2 was not supported at $p\text{-value} \leq .204$ significance level, the negative relationship between Perceived Costs and support for the event/festival. This is also supported by a low standardised path coefficient of $.142$ ($p = .204$). Therefore community members who are aware of the costs created by the event/festival do not necessarily not support the event/festival. This supports previous findings that suggested that perceived cost negatively relates to support (Keogh, 1990). Deccio and Baloglu (2002) as well as Gursoy and Kendall (2006) also reported an

insignificant relationship between perceived costs and support. The community of Oudtshoorn may therefore ignore the negative impacts.

H3 was not supported at $p\text{-value} \leq .148$ significance level, the relationship between community concern and perceived benefits. This is also supported by a low standardised path coefficient of $-.228$ ($p = .148$). Therefore members who are concerned about community issues do not realise the benefits flowing from the event/festival. Therefore concerned members may be so concerned that they do not see the benefits of hosting the event/festival. This contradicts the findings of Gursoy and Kendall (2006) indicating that there is a significant relationship between community concern and perceived benefits.

H4 was also not supported at $p\text{-value} \leq .124$ significance level, the relationship between Community Concern and Cost. This is also supported by a low standardised path coefficient of $.296$ ($p = .124$). This suggests that people who are highly concerned with community issues does not realise the costs of the event/festival. This contradicts the findings of Gursoy and Kendall (2006) who found a significant relationship between community concern and cost. Again, the length of the event/festival may influence this finding as well as the fact that the festival did contribute towards development of infrastructure in Oudtshoorn and various other structural improvements.

H7 was not supported at $p\text{-value} \leq 0.608$ significance level, the relationship between Ecocentric attitude and perceived costs. This is also supported by a low standardised path coefficient of $-.120$ ($p = .608$). This suggests that people who have strong ecocentric values are less likely to realise the costs of the event/festival. This contradicts the findings of Gursoy and Kendall (2006) who found a significant relationship between Ecocentric attitude and perceived costs. It may be that the length of the festival (8 days) does not concern the community as they know the event/festival will only last for a few days. They therefore approve the hosting on the short-term basis.

H8 was also not supported at $p\text{-value} \leq .204$ significance level, the relationship between Ecocentric Attitude and Benefits. This is also supported by a low standardised path coefficient of $.259$ ($p = .204$). This indicates that high ecocentric values are not associated with high perceptions of benefits. This also contradicts the findings of Gursoy and Kendall (2006) indicating that high ecocentric values are associated with high perceptions of benefits.

It can therefore be concluded that Community Attachment is a definite social determinant in predicting support for an event/festival such as the ABSA KKNK as well as the benefits and

costs perceived by the community members. It was also found that if the benefits received are considered as adequate by the community they may overlook the costs involved in hosting the event/festival. These results differ significantly from the results indicated by Gursoy and Kendall (2006) which may be related to the type of event/festival, cultural influences, duration of the event/festival and even the magnitude of the event/festival.

4.8 CONCLUSION

The aim of this chapter was to analyse the data from the survey conducted in 2007. The data presented and analysed gives a clear indication of the social determinants of the ABSA KKNK regarding the community of Oudtshoorn and indicates differences and similarities with other studies. The respondents were mostly between the ages of 56 and 66, female, in a professional occupation and hold a diploma or a degree.

The respondents are, in general, very positive about the festival and seem to be loyal. This is, however, an aspect that can be improved by festival management. It was found that respondents are more positive about the influence of the festival on the community than the influence on their personal lives. Respondents are also fairly attached to Oudtshoorn and enjoy living in this community. This definitely has an influence on their attitudes towards the festival. It has been found that respondents are in favour of the continuation of the festival and support the festival in general. These respondents are also concerned about the environment and general aspects related to the community such as recreation opportunities. A large number of respondents attended the festival and those that did not attend were not interested as they have been to the festival before.

Respondents were, in general, more positive about the festival than negative. Structural modelling was used to test the model of Gursoy and Kendall (2006) and a second model was developed by adding one hypothesis. This approach enabled precise modelling and can influence future decisions and marketing efforts of festival management. The results suggest that community attachment and benefits and costs perceived are the most important social determinants in gaining local support for the ABSA KKNK. In the case of this study, ecocentric attitudes and issues of community concern did not influence the level of support given to the event/festival.

The following chapter, Chapter 5, discusses the conclusions drawn from the study and the resulting recommendations.



CHAPTER 5

Conclusions & Recommendations

5.1 INTRODUCTION

The purpose of this study was to determine the social determinants of community support for the ABSA KKNK. To achieve this aim, the following secondary objectives were formulated:

- ❖ Analysing the social determinants and the role therefore in the event/festival phenomenon. This was discussed in Chapter 2 with a thorough discussion of the following aspects:
 - Growth of events/festivals as part of the tourism industry
 - Types of events/festivals
 - Characteristics of events/festivals
 - Impacts of events/festivals on host communities
 - Categories of events/festivals
 - Event/festival role players/Stakeholders
- ❖ Analysing the role of the community in supporting events/festivals/arts festivals. This was achieved in Chapter 3, focusing on the following aspects:
 - Determinants and motivations of the community
 - Analysing different theories
 - Community attitudes and perceptions
 - Community participation
 - Factors affecting residents' support for tourism development

The fourth objective was to conduct a survey to determine the perceptions of the community's support for the ABSA KKNK. Chapter 4 therefore focuses on the empirical survey of the study by placing emphasis on the following:

- Demographic information

- Overall impact of the ABSA KKNK
- Participation in the festival
- Community attachment
- Community support

From the research, various conclusions can be drawn concerning the research objectives. The aim of this chapter is to state the conclusions of the study and to make recommendations with regard to this study and future research.

The following conclusions have been drawn, based on the information obtained.

5.2 CONCLUSIONS

Conclusions can be drawn from the research with regard to:

- ❖ The Event/festival phenomenon
- ❖ The role of the community in events/festivals
- ❖ The survey focusing on the perceptions of the community towards the event/festival

The above-mentioned are concluded in the following section.

5.2.1 Conclusions with regards to the analysis of the event/festival phenomenon

Based on the literature study, the following conclusions can be drawn regarding research:

- ❖ Event/festival tourism was a new term back in the 1980s, but it has become firmly established as a major component of special interest tourism and, today, events/festivals play a very important role in the tourism industry. The number of events/festivals has grown fast and is still growing (cf. 2.1).
- ❖ The number, diversity, and popularity of events/festivals and special events/festivals have grown rapidly over the past several decades and will probably develop further as they create various opportunities for communities and destinations (cf. 2.2).
- ❖ Events/festivals are one of the most exciting and fastest growing forms of leisure, business and tourism-related phenomena and play an important role in people's lives (cf. 2.2).
- ❖ Events/festivals have various impacts including social, economic, cultural, and environmental impacts and these influence communities and destinations in positive and negative ways (cf. 2.1).

- ❖ It is very important to maximise the positive impacts and minimise the negative impacts so that the community can benefit (cf. 2.1).
- ❖ Six types of events/festivals can be identified, including special events/festivals, cultural events/festivals, minor (local and community) events/festivals, major events/festivals, hallmark events/festivals and mega events/festivals (cf. 2.3). The ABSA KKNK is considered a special event/festival.
- ❖ This event/festival can also be considered as a cultural event/festival which can be further categorised as indigenous, evolving indigenous, commercialised, non-community mono-cultural, multicultural, high profile general celebrations the arts, festivals that celebrate a particular location, art form festivals, celebration of work by community or interest, calendar and amateur arts festivals (cf. 2.3.2.1).
- ❖ The characteristics of events/festivals are very specific and serve to understand this non-permanent tourism product. These characteristics have implications for the management and marketing of events/festivals. Some of the most important characteristics of events/festivals include uniqueness, perishability, ambience and service, labour intensive, fixed timescale, intangibility, ritual or ceremony and personal interactions (cf. 2.4).
- ❖ Some of the impacts that may occur within the event/festival phenomenon are social and cultural, physical and environmental, political and tourism, and economic. Economic impacts are probably the most important impact but the other impacts should also be considered and planned for. (cf. 2.5).
- ❖ Several role players/stakeholders are usually involved for an event/festival to be successful. Each stakeholder has its own responsibility before and during the event/festival and it is also important to fulfil the competing needs, expectations and interests of different stakeholders. Stakeholders may include: staff and volunteers, investors and sponsors, authorities and resource managers, festival attendees, the host community, event/festival organisers and interested others (cf. 2.6).
- ❖ The host community is seen as one of the most important stakeholders and it is imperative to have their support for the event/festival.

5.2.2 Conclusions with regards to the analysis of the role of the community in supporting events/festivals

- ❖ Festivals and special events/festivals play a significant role in the lives of communities because they provide important activities and spending outlets for locals and visitors. It can also be said that events/festivals and special events/festivals enhance the image of the local community (cf. 3.1).

- ❖ Events/festivals can create linkages between people and groups within communities, and between the community and the world. Research on the socio cultural impact of events/festivals reveals both positive and negative forces, the costs and benefits of events/festivals must therefore be carefully considered, with an emphasis on the host community's perspective (cf. 3.1).
- ❖ There are certain determinants and motivations that are crucial in meeting the communities' different needs, therefore certain programme elements should be designed to satisfy these needs. Motives are the starting point that launches the decision process (cf. 3.2).
- ❖ Almost all motivational theory rests on the belief that humans have basic needs that motivate behaviour. Abraham Maslow formulated such a theory – better known as Maslow's Hierarchy of Needs, and this theory includes the following levels: self-actualisation, esteem/self-esteem, belonging and love, safety/security and physiological needs (cf. 3.2).
- ❖ Other possible motives for attending events/festivals may include social, organisational and personal motives (cf. 3.2).
- ❖ Other reasons for tourists and residents to attend events/festivals may be cultural exploration, novelty/regression, recover equilibrium, known-group socialisation, external interaction/socialisation and gregariousness (cf. 3.2).
- ❖ Various theories have been developed to determine the role of events/festivals and tourism developments in the lives of residents. For the purpose of this study, the social exchange theory is used as the theoretical framework. This theory analyses people's social behaviour in terms of their exchange of resources. To achieve this, the social exchange theory focuses on the social relations as well as personal ties among community members that shape the exchange of resources and benefits (cf. 3.3.1).
- ❖ Social Impact Assessment theory is the second theory and is characterised as a technocratic, expert-driven process that aims to identify the social impacts anticipated in the implementation of either a project or policies (cf. 3.3.2).
- ❖ Doxey (1975) developed the irritation-index or "Irridex". This was done to assess host-guest interactions and relationships and represents the changing attitudes of the host community to tourism in terms of a linear sequence of increasing irritations as the number of tourists grows. The host communities go through the stages of euphoria, apathy, irritation and antagonism, as tourism development takes place (cf. 3.3.3).
- ❖ Smith's model characterises the development of tourism in terms of the different types of tourists that exist. The more tourists who visit a community, the greater the impact will be (cf. 3.3.4).

- ❖ Lastly, Butler's model indicates that a community's emerging attitude towards tourism is likely to be more complex, and will be affected by the varying degrees of contact and involvement its residents have with the industry (cf. 3.3.5).
- ❖ Residents' reactions and attitudes have been studied extensively in the literature. The results of such studies suggest that a host community is influenced by the perceived impact of tourism in three basic categories of benefits and costs: economic, environmental and social (cf. 3.4).
- ❖ Very few studies, however, concentrated on examining residents' attitudes to areas that are in the beginning of a 'destination life cycle' (cf. 3.4).
- ❖ Community attitudes can be both positive and negative. There are some factors that will influence the community positively, such as higher pride in the community, greater appreciation of local resources and more facilities to the local community. On the negative side, such factors such as higher community divisiveness and increasingly hectic community and personal life may occur (cf. 3.4).
- ❖ It is important to identify the sources of impacts and the ways they influence interactions between tourists and residents, the host community, and the environment. Researchers generally divide these impact sources into two groups: tourist factors and destination factors. Tourist factors include the number and type of visitors, length of stay, links to community residents and economic characteristics. Destination factors include local economic condition, diversification of the economy, viability of the host culture, pace of tourism development and public transportation options (cf. 3.5).
- ❖ Several researchers have investigated potential links between the impacts and attitudes toward tourism by comparing residents across levels of participation in recreation, attachment to the community or length of residence, knowledge about the industry, proximity to its business zone, or contact with tourists, socio demographic characteristics, political and demographic position in society, type and form of tourism, and economic benefits derived from the industry. All these influence the community's participation levels (cf. 3.6).
- ❖ Several levels of participant exit: manipulative participation, passive participation, participation by consultation, participation for material incentives, functional participation, interactive participation and self-mobilisation (cf. 3.6).
- ❖ Involving local communities in managing tourism is one of the precepts of sustainable tourism development. Therefore, for tourism to thrive in an area, it needs support from the area's residents (cf. 3.6).
- ❖ The literature indicates many variables that influence residents' perceptions and attitudes toward support for tourism development and events/festivals. They include type and extent of host-guest (resident-visitor) interaction, importance of the industry to the

community, extent of individuals' reliance on the tourism industry, and the overall level of tourism development in the community. It can be said that, for an event/festival to be successful, the understanding and participation of all community members in the process is crucial, this will lead to support toward the proposed event/festival (cf. 3.7).

- ❖ Support for events/festivals is influenced by factors such as perceived benefits, perceived costs, concern for local conditions and environmental attitudes.

5.2.3 Conclusions with regards to the survey analysing the perceptions and support of the community towards the festival

- ❖ Regarding the demographic profile of respondents, they were between the ages of 56 and 66, mostly female, and in a professional occupation holding a diploma or a degree. (cf. 4.2).
- ❖ Residents felt that the event/festival does not have a major impact on their personal quality of life. However, they perceive the festival as contributing to the quality of life of the community as a whole (cf. 4.3.1).
- ❖ Residents are very loyal to the Festival and attend the festival whenever they can (cf. 4.3.2).
- ❖ 82% of the respondents attended the festival and 18% did not attend the festival. It is thus clear that a high percentage of the respondents did attend the festival (cf. 4.4.1).
- ❖ Several reasons were indicated for not attending the event/festival, of which most respondents stated they have visited the festival before and it no longer interests them (cf. 4.4.2).
- ❖ Most of the respondents have attended the festival in previous years (cf. 4.4.3).
- ❖ A large percentage of respondents have attended the event/festival since its inception (cf. 4.4.3).
- ❖ Residents seem to be fairly attached to Oudtshoorn and have stayed in the community for many years (cf. 4.5). These respondents also enjoy staying in Oudtshoorn.
- ❖ Regarding positive impacts, the community feels that the event/festival leads to more meetings between people, it encourages the development of various cultural activities, results in more cultural exchange between tourists and residents, provides more business for local people and attracts more investment.
- ❖ Respondents did not feel that the event/festival had a significant negative impact on the community of Oudtshoorn.
- ❖ Community members were neutral regarding the following statements: that Oudtshoorn becomes an unpleasantly overcrowded town due to the event/festival; that the

event/festival leads to local residents suffering from living in Oudtshoorn and that the festival leads to changes in the traditional culture (cg. 4.6.1)

- ❖ Community members are interested in what goes on in the community and they do not want to move away from Oudtshoorn. Thus it is clear that the overall attitude towards Oudtshoorn is positive (cf. 4.6.3).
- ❖ The residents are concerned about the environment and show fairly strong ecocentric attitudes (cf. 4.6.4).
- ❖ The model tested in this study has demonstrated how every factor affects the perceptions of the costs and benefits and identifies the interactions among the variables.
- ❖ It was found that the support of the local community is important as they are part of a significant experience offered to visitors.
- ❖ Community attachment and benefits perceived were identified as the most important social determinants in gaining local support for the ABSA KKNK.
- ❖ In the case of this study, ecocentric attitudes and issues of community concern as social determinants did not influence the level of support given to events/festivals.

5.3 RECOMMENDATIONS

5.3.1 Recommendations for the current study:

- ❖ That the ABSA KKNK keeps on involving the community members in event/festival decision-making processes as this may improve support for the event/festival.
- ❖ That loyalty programmes are marketed more aggressively to encourage community members to visit the festival.
- ❖ That the ABSA KKNK considers community attachment as a determinant of community support and manages this in a sensitive manner.
- ❖ That the community members should gain more from the festival (employment opportunities, part of productions, part of organising committee and so on) as those that received benefits were more positive towards the event/festival.
- ❖ More media exposure is needed in the community to emphasise the importance of the event/festival for the community of Oudtshoorn.

5.3.2 Recommendations for the festival manager:

- ❖ The event/festival manager should inform the community of Oudtshoorn regarding the benefits of the ABSA KKNK through various media such as newspapers and community forums. This will increase the level of support.

- ❖ The community responded positively as regards to the hypothesised model and therefore the event/festival manager could use this concerning support. The manager should involve people of the local community in several sections of the ABSA KKNK.
- ❖ A negative relationship was found between community attachment and costs and therefore the manager of the event/festival should try to change this by trying to set possible benefits while being involved during the whole process.
- ❖ A positive relationship was found between perceived benefits and support for the event/festival, so in this case, the manager of the event/festival should treasure this. When people are receiving benefits due to the ABSA KKNK, the chance is bigger that they will continuously support the event/festival.
- ❖ A positive relationship was found between community attachment and perceived benefits, and therefore the manager of the event/festival should cherish this. A community member will feel more attached to the event/festival while receiving perceived benefits.

5.3.3 Recommendations for future research:

- ❖ That this model be tested at other South African arts festivals to determine whether social determinants are festival-specific or general.
- ❖ That future research focus on the inclusion of more possible determinants and the model re-tested.

5.4 LIMITATIONS OF THE STUDY

The following limitations exist for this study:

- The study was conducted in the coloured and white communities and inclusion of the black communities are important.
- The survey was conducted during the festival and in some cases residents have different opinions after the completion of the event/festival.

REFERENCES

- ADENDORFF, E. 2008. The social impact of the Klein Karoo National Arts Festival in Oudtshoorn. Potchefstroom: North-West University. (Dissertation - MA.) 111 p.
- ALLEN, J., O'TOOLE, W., McDONNELL, I. & HARRIS, R. 2005. Festivals and special event management. 3rd ed. Brisbane: Wiley. 534 p.
- ALLEN, J., O'TOOLE, W., McDONNELL, I. & HARRIS, R. 2008. Festival and special event management. 4th ed. Brisbane: Wiley. 673 p.
- ALLEN, L.R., HAFER, H.R., LONG, P.T. & PERDUE, R.R. 1994. Rural residents' attitudes toward recreation and tourism development. *Journal of travel research*, 31(4):27-33.
- ANDERECK, K.L., VALENTINE, K.M., KNOPF, R.C. & VOGT, C.A. 2005. Residents' perceptions of community tourism impacts. *Annals of tourism research*, 32(4):1056-1076.
- ANDRIOTIS, K. 2006. Hosts, guests and politics: coastal resorts morphological change. *Annals of tourism research*, 33(4):1079-1098.
- ANON. 2010. KKNK. <http://www.absakknk.co.za/index> Date of access: 3 November 2010.
- AP, J. & CROMPTON, J.L. 1993. Residents' strategies for responding to tourism impacts. *Journal of travel research*, 31(3):47-50.
- AP, J. & CROMPTON, J.L. 1998. Developing and testing a tourism impact scale. *Journal of travel research*, 37(2):130-138.
- BENNETT, J.A. 2000. Managing tourism services. 2nd ed. Pretoria: Van Schaik.
- BIGNOUX, S. 2006. Short-term strategic alliances: a social exchange perspective. *Management decision*, 33(5):615-627.
- BLAU, P. 1964. Exchange and power in social life. New York: Wiley. 352 p.
- BOWDIN, G., ALLEN, J., O'TOOLE, W., HARRIS, R. & McDONNELL, I. 2006. Events management. 2nd ed. Amsterdam: Butterworth-Heinemann. 378 p.

- BOWDIN, G., McDONNELL, I., ALLEN, J. & O'TOOLE, W. 2001. Events management: hospitality, leisure and tourism. Oxford: Butterworth-Heinemann. 321 p.
- BUHALIS, D. 2001. The tourism phenomenon: the new tourist and consumer. (In Wabad, S. & Cooper, C., eds. Tourism in the age of globalisation. London: Routledge. p. 69-96.)
- CARMICHAEL, B. 2000. A matrix model for resident attitudes and behaviors in a rapidly changing tourist area. *Tourism management*, 21(6):601-611.
- CHEN, J.S. 2000. An investigation of urban residents' loyalty to tourism. *Journal of hospitality & tourism research*, 24(1):5-19.
- CHEN, J.S. 2001. Assessing and visualizing tourism impacts from urban residents' perspectives. *Journal of hospitality & tourism research*, 25(3):235-250.
- COOPER, D.R. & EMORY, C.W. 1995. Business research methods. 5th ed. Chicago: Irwin. 681 p.
- CROMPTON, J. & MCKAY, S. 1997. Motives of visitors attending festival events. *Annals of tourism research*, 24(2):425-439.
- DELAMERE, T. 2001. Development of a scale to measure resident attitudes toward the social impacts of community festivals, part 2: Verification of the scale. *Event management*, 7(1):25-38.
- DECCIIO, C. & BALOGLU, S. 2002. Nonhost community resident reactions to the 2002 Winter Olympics: the spillover impacts. *Journal of travel research*, 41(1):46-56.
- DIMMOCK, K.I. & TIYCE, M. 2001. Festivals and events: celebrating special interest tourism. (In Douglas, N., Douglas, N. & Derret, R., eds. Special interest tourism. Brisbane: Wiley. p. 355-385.)
- EDWARDS, D., REID, S. & SMALL, K. 2005. Methodological considerations in pretesting social impact questionnaires: reporting on the use of focus groups. (In Allen, J., ed. The impacts of events. Event Management Research Conference organized by Australian Centre for Event Management, University of Technology Sydney. p. 144-157.)

ERASMUS, J., SLABBERT, E., SAAYMAN, M., SAAYMAN, A. & OBERHOLZER, S. 2010. The socio-economic impact of visitors to KKNK. Potchefstroom: North-West University. 74 p.

FOSTER, J., BARKUS, E. & YAVORSKY, C. 2006. Understanding and using advanced statistics. London: SAGE Publications. 178 p.

FOX, M. 1977. The social impact of tourism: a challenge to researchers and planners. (In Finney, B.R. & Watson, A., eds. A new kind of sugar: tourism in the Pacific. Santa Cruz: Center for South Pacific Studies, University of California. p. 27-48.)

FREDLINE, E. & FAULKNER, B. 2000. Host community reactions: a cluster analysis. *Annals of tourism research*, 27(3):763-784.

FREDLINE, E. & FAULKNER, B. 2002. Residents' reactions to the staging of major motorsport events within their communities: a cluster analysis. *Event management*, 7(2):103-114.

FREDLINE, L., JAGO, L. & DEERY, M. 2003. The development of a generic scale to measure the social impacts of events. *Event management*, 8(1):23-37.

FREDLINE, L., RAYBOULD, M., JAGO, L. & DEERY, M. 2005. Triple bottom line event evaluation: a proposed framework for holistic event evaluation. (In Allen, J., ed. The impacts of events. Event Management Research Conference organized by Australian Centre for Event Management, University of Technology Sydney. p. 2-5.)

GARROD, B. & FYALL, A. 1998. Beyond the rhetoric of sustainable tourism? *Tourism management*, 19(3):199-212.

GETZ, D. 1991. Festivals, special events, and tourism. New York: Van Nostrand Reinhold. 374 p.

GETZ, D. 1993. Planning for tourism business districts. *Annals of tourism research*, 20(3):583-600.

GETZ, D. 1997. Event management and event tourism. New York: Cognizant Communications Corporation. 386 p.

- GETZ, D. 2007. *Event studies*. Oxford: Butterworth-Heinemann. 442 p.
- GETZ, D. & CHEYNE, J. 2002. Special event motives and behaviour. (*In* Ryan, C., ed. *Tourism experience*. 2nd ed. London: Continuum. p. 137-155.)
- GOLDBLATT, J.J. 2002. Special event: best practices in modern event management. (*In* Raj, R., ed. *The impact of festivals on cultural tourism*. The 2nd DeHaan Tourism Management Conference, Developing Tourism. Nottingham.)
- GURSOY, D., JUROWSKI, C. & UYSAL, M. 2001. Residents attitudes: a structural modeling approach. *Annals of tourism research*, 29(1):79-105.
- GURSOY, D. & KENDALL, K.W. 2006. Hosting mega events: modeling locals' support. *Annals of tourism research*, 33(3):603-623.
- GURSOY, D., KIM, K. & UYSAL, M. 2003. Perceived impact of festivals and special events by organisers: an extension and validation. *Tourism management*, 25(1):171-181.
- GURSOY, D. & RUTHERFORD, D.G. 2004. Host attitudes toward tourism: an improved structural model. *Annals of tourism research*, 31(3):495-516.
- HAIR, J., BLACK, W., BABIN, B., ANDERSON, R. & TATHAM, R. 2006. *Multivariate data analysis*. 6th ed. Upper Saddle River, N.J.: Pearson Prentice Hall. 899 p.
- HALEY, A.J., SNAITH, T. & MILLER, G. 2005. The social impacts of tourism: a case study of Bath UK. *Annals of tourism research*, 22(3):647-668.
- HALL, C.M. 1992. *Hallmark tourist events: impacts, management, and planning*. London: Wiley. 215 p.
- HUGHES, H. 2000. *Arts, entertainment and tourism*. Oxford: Butterworth-Heinemann. 245 p.
- IRANDU, E.M. 2004. The role of tourism in the conservation of cultural heritage in Kenya. *Asia pacific journal of tourism research*, 9(2):133-150.
- ISO-AHOLA, S.E. 1980. *The social psychology of leisure and recreation*. Dubuque, Ia.: Brown. 436 p.

- JACOBS, D. 1974. Dependency and vulnerability: an exchange approach to the control of organisations. *Administrative science quarterly*, 19(1):45-59.
- JAFARI, J. 2000. Encyclopedia of tourism. London: Routledge. 683 p.
- JAGO, L.K. & SHAW, R.N. 1998. Special events: a conceptual and definitional framework. *Festival management & event tourism*, 5(1/2):21-33.
- JANISKEE, R. 1996. Historic houses and special events. *Annals of tourism research*, 23(2):398-414.
- JOHNSON, J.D., SNEPENGER, D.J. & AKIS, S. 1994. Residents' perception of tourism development. *Annals of tourism research*, 12(3):629-642.
- JUROWSKI, C. & GURSOY, D. 2003. Distance effects on residents' attitudes toward tourism. *Annals of tourism research*, 31(2):296-312.
- JUROWSKI, C., UYSAL, M. & WILLIAMS, R.D. 1997. A theoretical analysis of host community resident reactions to tourism. *Journal of travel research*, 36(2):3-11.
- KANG, Y.S., LONG, T.L. & PERDUE, R.R. 1996. Resident attitudes toward legal gambling. *Annals of tourism research*, 23(1):71-85.
- KARPLUS, Y. & KRAKOVER, S. 2004. Stochastic multivariable approach to modeling tourism area life cycles. *Tourism and hospitality research*, 5(3):235-253.
- KELLOWAY, E.K. 1998. Using LISREL for structural equation modeling: a researcher's guide. Thousand Oaks, Calif.: SAGE Publications. 147 p.
- KEOGH, B. 1990. Resident and recreationists' perceptions and attitudes with respect to tourism development. *Journal of applied recreation research*, 15(2):71-83.
- KEYSER, H. 2002. Tourism development. Oxford: Oxford University Press. 419 p.
- KIM, H.J., GURSOY, D. & LEE, S.B. 2004. The impact of the 2002 World Cup on South Korea: comparisons of pre-and post games. *Tourism management*, 27(1):86-96.

- KLAIC, D., BACCHELLA, U., BOLLO, A., DI, S. & HANSEN, K. 2006. Festivals: challenges of growth, distinction, support base and internalisation. Tartu: Heade Mõtete linn. 56 p.
- KO, D.W. & STEWART, W.P. 2002. A structural equation model of residents' attitudes for tourism development. *Tourism management*, 23(5):521-530.
- KREAG, G. 2006. The impacts of tourism. University of Minnesota. <http://www.seagrant.umn.edu>. Date of access: 10 May 2006.
- KRUGER, M. SAAYMAN, M. & ELLIS, S.M. 2010. Does loyalty pay? First-time versus repeat visitors at a national arts festival. *Southern african business review*, 14(1):79-104.
- KRUGER, M. SAAYMAN, M. & STRYDOM, A. 2010. First-time versus repeat visitors: the Volksblad Arts Festival. *Acta academia*, 42(4):91-121.
- KUVAN, Y. & AKAN, P. 2005. Residents' attitudes toward general and forest-related impacts of tourism: the case of Belek Antalya. *Tourism management*, 26(5):691-706.
- KWON, J.J. & VOGT, C.A. 2010. Identifying the role of cognitive, affective, and behavioral components in understanding residents' attitudes toward place marketing. *Journal of travel research*, 49(4):423-435.
- LANKFORD, S.V. 1994. Attitudes and perceptions toward tourism and rural regional development. *Journal of travel research*, 33(4):35-43.
- LANKFORD, S.V. & HOWARD, D. 1994. Development of a tourism impact attitude scale. *Annals of tourism research*, 21(1):121-139.
- LICKORISH, L.J. & JENKINS, C.L. 1997. An introduction to tourism. Oxford: Butterworth-Heinemann. 244 p.
- LIGHT, D. 1996. Characteristics of the audience for 'events' at a heritage site. *Tourism management*, 17(3):183-190.
- LINDBERG, K., ANDERSSON, T. & DELLAERT, B. 2001. Tourism development: assessing social gains and losses. *Annals of tourism research*, 28(4):1010-1030.

- LIU, J.C., SHELDON, P. & VAR, T. 1987. Resident perceptions of the environmental impact of tourism. *Annals of tourism research*, 14(1):17-37.
- LONG, P.T., PERDUE, R.R. & ALLEN, L. 1990. Rural resident tourism perceptions and attitudes by community level of tourism. *Journal of travel research*, 28(3):3-9.
- MASON, P. 2003. *Tourism impacts, planning and management*. Oxford: Butterworth-Heinemann. 195 p.
- MASON, P. 2008. *Tourism impacts, planning and management*. 2nd ed. Oxford: Butterworth-Heinemann. 289 p.
- MASON, P. & CHEYNE, J. 2000. Resident attitudes to proposed tourism development. *Annals of tourism research*, 27(2):391-411.
- MATHIESON, A. & WALL, G. 1982. *Tourism: economic, physical and social impacts*. New York: Longman. 208 p.
- MAYFIELD, T.L. & CROMPTON, J.L. 1995. Development of an instrument for identifying community reasons for staging a festival. *Journal of travel research*, 33(3):37-44.
- McCOOL, S.F. & MARTIN, S.T. 1994. Community attachment and attitudes toward tourism development. *Journal of travel research*, 32(3):29-34.
- MIHALIK, B. & CUMMINGS, P. 1995. Host perceptions of the 1996 Atlanta Olympics: support, benefits and liabilities. (*In Travel and Tourism Research Association 26th Annual Proceedings*. p. 397-400.)
- MOTALE, M.D.B. 2008. *The social impact of arts festivals: a case study of the ABSA Klein Karoo National Arts Festival*. Potchefstroom: North-West University. (Dissertation - MA.) 140 p.
- MUNSTERS, W. 2010. The cultural destination experience audit applied to the touristic historic city. (*In Richards, G. & Munsters, W., eds. Cultural tourism research methods*. Oxfordshire: Cabi. p. 57-60.)
- MURPHY, P.E. 1985. *Tourism: a community approach*. New York: Methuen. 274 p.

- MURPHY, P.E. 1986. *Tourism: a community approach*. New York: Methuen. 126 p.
- MYBURGH, E. & SAAYMAN, M. 2002. *Ecotourism in action: practical guidelines and principles*. Potchefstroom: Institute of Tourism and Leisure Studies. 298 p.
- OLSSON, U.H., FOSS, T., TROYE, S.V. & HOWELL, R.D. 2000. The performance of ML, GLS, and WLS estimation in structural equation modeling under conditions of misspecification and nonnormality. *Structural equation modeling*, 7(4):557-595.
- PAGE, S.J. 2003. *Tourism management: managing for change*. Oxford: Butterworth-Heinemann. 381 p.
- PAGE, S.J., BRUNT, P., BUSBY, G. & CONNELL, J. 2001. *Tourism: a modern synthesis*. London: Thomson. 475 p.
- PEARCE, P.L. 1994. Tourist-resident impacts: examples, explanations and emerging solutions. (In Theobald, W., ed. *Global tourism: the next decade*. Oxford: Butterworth. p. 103-129.)
- PÉREZ, E.A. & NADAL, J.R. 2005. Host community perceptions: a cluster analysis. *Annals of tourism research*, 32(4):925-941.
- PISSOORT, V. & SAAYMAN, M. 2007. Market segmentation of visitors at three selected arts festivals in South Africa. *Acta commercij*, 7:255-268.
- PIZAM, A. 1978. Tourism's impacts: the social costs to the destination community as perceived by its residents. *Journal of travel research*, 16(4):8-12.
- POON, A. 2003. Competitive strategies for a 'new tourism'. (In Cooper, C., ed. *Classic reviews in tourism*. Clevedon: Channel View Publications. p. 130-142.)
- QUINN, B. 2005. Arts festivals and the city. *Urban studies*, 42(5/6):927-943.
- QUINN, B. 2006. Problematizing 'festival tourism': arts festivals and sustainable development in Ireland. *Journal of sustainable tourism*, 14(3):288-306.

- RITCHIE, J.R.B. 1984. Assessing the impact of hallmark events: conceptual and research issues. *Journal of travel research*, 23(1):2-11.
- SAARINEN, J. 2006. Traditions of sustainability in tourism studies. *Annals of tourism research*, 33(4):1121-1140.
- SAAYMAN, M. 2000. En route with tourism. Potchefstroom: Institute for Tourism and Leisure Studies. 330 p.
- SAAYMAN, M. 2009. Ecotourism getting back to basics. Potchefstroom: Platinum Press. 383 p.
- SAAYMAN, M. & SAAYMAN, A. 2004. Economic impact of cultural events. *South African journal of economic and management sciences*, 7(4):629-633.
- SAVERIADES, A. 2000. Establishing the social tourism carrying capacity for the tourist resorts of the east coast of the Republic of Cyprus. *Tourism management*, 21(1):147-156.
- SHAW, G. & WILLIAMS, A.M. 1994. Critical issues in tourism: a geographical perspective. Cambridge, Mass: Blackwell. 280 p.
- SHELDON, P. & ABENOJA, T. 2001. Resident attitudes in a mature destination: the case of Waikiki. *Tourism management*, 22(5):435-443.
- SHONE, A. & PARRY, B. 2004. Successful event management. London: Thomson. 246 p.
- SIRAKAYA, E., TEYE, V. & SÖNMEZ, S. 2002. Understanding residents' support for tourism development in the central region of Ghanda. *Journal of travel research*, 41(3):57-67.
- SLABBERT, E. 2004. An integrated tourism model for cultural events. Potchefstroom: North-West University. (Potchefstroom Campus.) (Thesis - PhD.) 220 p.
- SMITH, L.J. 1990. Dictionary of concepts in recreation and leisure studies. Westport: Greenwood Press. 384 p.
- SMITH, V.L. & BRENT, M. 2001. Hosts and guests revisited: tourism issues of the 21st century. New York: Cognizant Communication Corporation. 300 p.

- SNEPENGER, D., O'CONNELL, R. & SNEPENGER, M. 2001. The embrace-withdraw continuum scale: operationalizing residents' responses toward tourism development. *Journal of travel research*, 40(1):155-161.
- STATISTICS SA. 2001. Census 2001. [Online]. Available at: <<http://www.statssa.gov.za/census01/html/C2001Interactive.asp>> Accessed: 05/04/2011.
- STOKES, R. 2005. Network-based strategy making for events tourism. *European journal of marketing*, 40(5/6):682-695.
- STOKOWSKI, P.A. 1996. Crime patterns and gaming development in rural Colorado. *Journal of travel research*, 24(3):63-69.
- STRYDOM, A.J. SAAYMAN, A. & SAAYMAN, M. 2006. The economic impact of the Volksblad Arts Festival. *Acta commercii*, 6:87-98.
- SWART, K. & BOB, U. 2005. Measuring the social impacts of events: residents' perceptions to the North Sea Jazz Festival. Cape Town: IIPT Africa Conference.
- TABACHNICK, B.G. & FIDELL, L.S. 2001. Using multivariate statistics. 4th ed. Needham Heights, Mass: Allyn & Bacon. 966 p.
- TASSIOPOULOS, D. 2000. Event management: a professional and development approach. Cape Town: Juta Education. 494 p.
- TEYE, V., SÖNMEZ, S.F. & SIRAKAYA, E. 2002. Residents' attitudes toward tourism development. *Annals of tourism research*, 29(3):668-688.
- THEODORI, G.L. 2005. Community and community development in resource-based areas: operational definitions rooted in an interactional perspective. *Society and natural resources*, 18(7):661-669.
- TIWANA, A. & BUSH, A. 2001. A social exchange architecture for distributed web communities. *Journal of knowledge management*, 5(3):244.
- TUSTIN, D.H., LIGTHELM, A.A., MARTINS, J.H. & VAN WYK, H.J. 2005. Marketing research in practice. Pretoria: University of South Africa. 749 p.

- URIELY, N., ISRAELI, A. & REICHEL, A. 2002. Heritage proximity and resident attitudes toward tourism development. *Annals of tourism research*, 29(3):859-861.
- VIVIERS, P. 2009. Measuring community perceptions: An instrument for sustaining festivals. Potchefstroom: North-West University. (Potchefstroom Campus.) (Thesis - PhD.) 111 p.
- VAN DER MERWE, L.H. 2008. The socio-economic impact of the Klein Karoo National Arts Festival. Potchefstroom: North-West University. (Dissertation - MA.) 144 p.
- VAN DER WAGEN, L. 2007. Human resource management for events: managing the event workforce. Oxford: Butterworth-Heinemann. 255 p.
- VAN DER WAGEN, L. & CARLOS, B. 2005. Event management for tourism, cultural, business and sporting events. 2nd ed. French's Forest: Pearson Education Australia. 510 p.
- VAN SCHALKWYK, C. 2004. The economic impact of the Klein Karoo National Arts Festival in Oudtshoorn. Potchefstroom: North-West University. (Potchefstroom Campus.) (Dissertation - MCom.) 100 p.
- VANCLAY, F. 2006. Principles for social impact assessment: a critical comparison between the International and US document. *Environmental impact assessment*, 26(1):3-14.
- WAITT, G. 2003. Social impacts of the Sydney Olympics. *Annals of tourism research*, 30(1):194-215.
- WEAVER, D.B. & LAWTON, L.J. 2001. Resident perceptions in the urban-rural fringe. *Annals of tourism research*, 28(2):439-458.
- WILLIAMS, J. & LAWSON, R. 2001. Community issues and resident opinions of tourism. *Annals of tourism research*, 28(2):269-290.
- WOLF, C.P. 1977. Social impact assessment: the state of the art updated. *Social impact assessment*, 20:3-22.

APPENDIX A: ABSA KKNK QUESTIONNAIRE 2007

SECTION A: DEMOGRAPHIC INFORMATION

A1. In what year were you born?

19_____

A2. What is your gender?

Female	1
Male	2

A3. Occupation? Please mark only one box.

Professional	1
Manager	2
Administrative	3
Technical	4
Sales personnel	5
Farmer, Forester	6
Mining	7
Civil service worker	8
Self-employed	9
Non-profit worker	10
Pensioner	11
Home duties	12
Unempolyed	13
Other (Please specify)	14

A4. What is the highest education level you have completed? Please mark only one box.

No school	1
Matric	2
Diploma, Degree	3
Post Graduate	4
Professional	5
Other (Specify)	6

SECTION B: OVERALL IMPACT OF KKNK

B1. What is the first word that comes to mind when you think of KKNK? (One word only please)

B2. Overall, how does KKNK affect your personal quality of life?

(please indicate your response by circling the appropriate number on the scale below)

Very Negatively			No Effect			Very Positively
-3	-2	-1	0	1	2	3

B3. Overall, how does KKNK affect the Oudtshoorn community as a whole?

Very Negatively			No Effect			Very Positively
-3	-2	-1	0	1	2	3

B4. What do you think are the most positive aspects of KKNK?

B5. What do you think are the most negative aspects of KKNK?

B6. Are you in favour of the future continuation of KKNK?

No	1
Yes	2

SECTION C: PARTICIPATION

C1. Did you attend KKNK this year?

No	1
Yes	2

C2. Why did you not attend this year? (please select main reason only)

Didn't have time ⇒ Go to C4	1
Have been before, doesn't interest me ⇒ Go to C4	2
Didn't want to ⇒ Go to C4	3
Other (please state) _ ⇒ Go to C4	4

C3. Have you attended KKNK in previous years?

No	1
Yes	2

C4. Approximately how many times in total have you ever attended KKNK?

Times

C5. Which of the following statements best summarises your level of interest in the KKNK?

Please mark only one box.

I am an avid fan of KKNK and try to attend every year	1
I am interested in the KKNK and attend some aspects of the event when I can	2
I am not interested in the KKNK, but I sometimes attend it because family/friends are interested	3
I have absolutely no interest in the KKNK and do not wish to attend it	4

SECTION D: COMMUNITY ATTACHMENT

D1. Where were you born?

Oudtshoorn ⇒ go to D3	1
Elsewhere in Western Cape ⇒ go to D2	2
Elsewhere in South Africa ⇒ go to D2	3
In another country ⇒ go to D2	4

D2. If not in Oudtshoorn, approximately how long have you lived here? _____ years

D3. Which of the following statements best describes how you feel about living in Oudtshoorn?

I love it, I can't think of anywhere else I would rather live	1
I enjoy living in Oudtshoorn but can think of other places I would equally enjoy	2
I only live here because circumstances demand it and would prefer to live somewhere else	3

SECTION E: COMMUNITY SUPPORT

THE KKNK IS LIKELY TO ...	STRONGLY OPPOSE	OPPOSE	NEUTRAL	SUPPORT	STRONGLY SUPPORT
create more jobs for the community					
conservation of natural resources					
attract more investement to the local community					
provide more business for local people and small businesses					
result in an unpleasantly overcrowded town and other places					
create additional tax revenue for local governments					
encourage development of a variety of cultural activities by locals					
lead to an increase in the prices of goods and services					
result in more cultural exchange between tourists and residents					
create a positive impact on the cultural identity of the community					
lead to local residents suffering from living in Oudtshoorn					
meeting people from other places					
a better understanding of the community and their culture					
increase in the crime rate					
provide more recreational opportunities for local residents					
the restoration of historical buildings					
traffic problems					
lead to more vandalism in the community					
preservation of the local culture					
roads and public facilities to be well maintained					
lead to prostitution in the community					
lead to changes in the traditional culture					
lead to construction of accommodation and other tourist facilities that can destroy the natural environment					
lead to noise and pollution					
put more pressure on local service such as roads and police					
high spending tourists likely to negatively affecting the way of living					

HOW CONCERNED ARE YOU ABOUT LOCAL CONDITIONS RELATED TO:	NOT AT ALL	LITTLE	NEUTRAL	FAIRLY	VERY MUCH
Crime					
Recreation					
Culture					
Roads and transport					
Schools					
Economic development					
Environment					
COMMUNITY ATTACHMENT	NOT AT ALL	LITTLE	NEUTRAL	FAIRLY	VERY MUCH
How much do you feel at home in this community?					
What interest do you have in knowing what goes on in the community?					
Assume that you have been living in this community for a while. Suppose that for some reasons you had to move away, how sorry would you be?					
ECOCENTRIC ATTITUED			AGREE	DISAGREE	DO NOT KNOW

When humans interfere with nature it often leads to problems			
The balance in nature is strong enough to cope with the impacts of development			
If things continue on their present course, we will soon experience ecological problems			