

**Title of study:** Investigating the social impacts of the Taung Cultural Calabash Festival.

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## DECLARATION

I, ADELAIDE MOSETSANAGAPE MOJAKGOLO, identity number 9605020579089 and student number 26647753, hereby declare that this research submitted to the North-West University, for the degree Master of Arts in Tourism Management, titled: *Investigating the social impacts of the Taung Cultural Calabash Festival*, is my own independent work; and complies with the Code of Academic Integrity, as well as other relevant policies, procedures, rules and regulations of the North-West University; and has not been submitted before to any institution by myself or any other person in fulfilment (or partial fulfilment) of the requirement for the attainment of any qualification.

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ADELAIDE MOSETSANAGAPE MOJAKOGLO

## **ACKNOWLEDGEMENTS**

I would like to thank the God Almighty for the gift of life and all the opportunities He has granted me.

“Rejoice always, pray continually, and give thanks in all circumstances; for this is the God’s will for you in Jesus Christ.” **-1 Thessalonians 5: 16-18**

The following people’s support and motivation will forever be in my heart:

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## **ABSTRACT**

Festivals and events have a long history of acting as tourist attractions and turning places into tourism destinations. Events are an important promoter in tourism, and are an effective contributor to a destination's positive image. Temporary visitors and local communities come together for the duration of the events, which has a major social influence. The Taung Cultural Calabash Festival (TCCF) aims to build a robust commitment by developing the arts and artists of the North West province by stimulating the pride of local people in their diverse cultures and art forms by giving them a performance space.

This study's aim was to investigate the social impacts of an event that takes place in Taung, namely the Taung Cultural Calabash Festival. The underlying assumption for this study was that residents of a specific region are the main contributing factor towards the growth of a successful and sustainable events industry. This allowed the researcher to obtain perceptions and practical outcomes with regard to the social impacts of the Taung Cultural Calabash Festival on communities of Taung. Residents' perceptions about the social impacts of the Cultural Calabash Festival are crucial for identifying strategic events management concerns and add significantly towards tourism growth in Taung.

The population of the study was 14 303 and the sample size of 389 was determined using the Yamane's formula. A non-probability sampling technique known as quota sampling was used in this study and a total of 389 copies of one uniform self-administered questionnaires were distributed and completed by different respondents. Copies of the questionnaire were distributed to five local villages of Taung namely; Chiefs court, Lokaleng, Veertien, Nommerone and Khibitswane because of their proximity (approximately 500 m radius) to the venue where the festival takes place annually. The data obtained was captured in the forms of tables and figures and the key biodata variables were gender, residence, visitation of the festival, marital status, employment status, place of employment, educational level, whether residents had visited TCCF before and the number of times respondents visited the Taung Cultural Calabash Festival. The data collected was analysed in the Statistical Package for Social Sciences (SPSS). Some of the analyses done included descriptive statistics to determine the demographic information of the respondents and a factor analysis which

resulted in three factors, namely community development, community concern, and tourism growth and social disruptions.

The positive social impacts of the Taung Cultural Calabash Festival to the community were identified as follows: providing education and knowledge about tourism in Taung, bringing the province together, allowing residents and tourists to have fun, and escape routine life. The negative social impacts were: an increase in substance abuse, an increase in traffic, increased crime, and disturbing the privacy of locals.

The findings obtained from this study will contribute immensely towards the strategic management of festivals by the Department of Culture, Arts and Traditional Affairs (CATA) and Department of Tourism in the North West. Views from local residents considered that examining the social effects of events on communities is critical; one reason is that local residents can react harshly to the negative impacts caused by the event and no longer value the event. The success of local cultural festival events is impossible without proper support and involvement of locals. Therefore, effective measures to curb the negative impacts of events on communities can increase local support and result in continuous growth in the community. The contribution of this study is that a model was developed that supports the social impacts that the Taung Cultural Calabash Festival should provide and this model can be used to help event organisers to ensure that their festival events do provide positive impacts. Furthermore, an effective strategic management plan for events should be formed and be implemented to gain local community support in order to gain loyalty and exceed the expectations of locals.

**Key words: tourism, festivals, social impacts, host community, local residents, cultural festivals, festival management, theoretical framework, Taung Cultural Calabash Festival.**

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## **CHAPTER 1: INTRODUCTION, BACKGROUND AND PROBLEM STATEMENT**

### **1.1 INTRODUCTION**

The study, particularly of events, is an essential and fascinating area of tourism research inquiry. Events have prospered in modern years, so their importance, as well as an interest in understanding their significance in tourism, has thus increased (Oklobzija, 2015:84). Historical research reveals how festivals and events have a great history of acting as tourist attractions and turning places into tourism destinations. Hence, events are a key motivator in tourism (Getz, 2008:418), and are an effective enhancer of a destination's image (Elie, 2011:7). To a certain extent, event attendees have been clearly understood as either visitors or local residents by researchers adopting both management and social science perspectives (Allen, O'Toole, Harris & McDonnell, 2011). It has been recognised that events rely heavily on local communities, and that their tourism appeal is directly related to how engaging they are for local communities (Oklobzija, 2015:92). As a result, it is critical to recognise that the significance of events lies in their meanings for both local and visiting populations, as well as in their leisure and tourism functions (Quinn, 2009: 28-30).

Morgan and Condliffe (2007:83) explain that festivals are planned gatherings of amusing activities, entertainment, or occasions that have a festive theme and are held publicly to honour a concept, occurrence or fact. According to Webster and McKay (2016:11), events capture identity, in terms of the area, a sense of place, and the unique identities of individuals within a society. The above definitions of the term 'events' explain how broad the term is; in simple terms, they are defined as special programmes that are celebrated by local communities and supported by tourists (those who travel to be part of or support the programme). These programmes can be meant to raise awareness about a particular theme; they may be in the form of a pure intention to have fun and have enjoyable experiences, or they may be a form of a celebration of some sort, which may all aim at stimulating the communities' growth and overall identity (Webster & McKay 2016:11).

Social impact or interaction comes as a result of a main feature of events, with temporary visitors and local communities coming together for the duration of the event (Richards, Brito & Wilks, 2013:2). Events can, therefore, provide a basis for existing social relationships to be strengthened, or a starting point for the formation of new social networks which persist beyond the event (Webster & McKay, 2016:15).

Events can have a social impact, in that results of a social or inter-relational nature may be recognised (Getz, 2008:416). Social effects may include the fostering of relationships between

people, a sense of community, improved intercultural understanding, shifts in attitudes, and the preservation of traditions (Richards *et al.*, 2013: 3-5). On the negative side, festivals and events were reported to have been misrepresenting cultural traditions of local residents by tourists and even residents themselves; this then makes it challenging to accommodate tourists. Other negative effects include traffic congestion, which is usually worse during the tourist seasons (Du Cros & Kong, 2020:934; Slabbert, Du Plessis & Digun-Aweto, 2021), disorderly behaviour caused by drug or alcohol abuse (Deery, O'Mahony & Moors, 2012), and a rise in crime rates (Park & Stokowski, 2009). Previous studies have determined both negative and positive impacts of events and festivals, and they have shown contradictory results for different communities.

Social impact analysis makes it easier for host communities as well as event organisers to know how valuable and necessary an event is, and to judge how the execution of an event has affected the host communities on a broader and more significant scale (Wallstam, Loannides & Pettersson, 2020:123). Events have essential social impacts on local communities. These impacts are based on the social benefits of the event and how those benefits are distributed among the host community. It is important for events to give back to host communities, as it will be a way of strengthening community relationships and a way to stimulate the growth of those communities where events take place (Richard, 2021:5).

The purpose of this study was to examine the social effects of an event that takes place in Taung, namely the Taung Cultural Calabash Festival. There has been extensive research investigating the social impacts of tourism events and festivals, but research has not yet been conducted in the context of a festival of this nature, particularly on the Taung Cultural Calabash. Therefore, this is the gap that the present research attempted to fill, and this observation particularly informed the necessity for this study. The festival aims to create a strong commitment by developing the art and artists of the North West province by stimulating the pride of local people in their diverse cultures and art forms by giving them a performance space (Radio Biz, 2017; North West Office of the Premier, 2016). The first Taung Cultural Calabash Festival occurred in 1994 (North West Office of the Premier, 2016). The festival is distinct and important because unlike numerous events and festivals, the Taung Cultural Calabash festival sets out to search for new talent, and the fact that it has been formed on the basis that equally keep on involving all aspects of an event, from performances to the venue and management style (North West Office of the Premier, 2017).

However, the challenge that local residents put forward about the event is that negotiations with them as community members do not take place. The study aimed to address some of these issues. The other challenge the Festival is facing is the ability of the event to pull a

maximum number of attendees or supporters into the host area during the event. This challenge may arise from the predicted social impacts local residents expect the festival will have on their community, and the extent to which they are involved in the whole planning and implementation of the festival. Community support and involvement are, therefore, vital (North West Office of the Premier, 2016).

Festivals, such as the Taung Cultural Calabash, can therefore directly affect the residents in different ways, and this might encourage or prevent residents from participating. In this case, it is evident that participation by local residents is important, but it is not easily achievable. Consequently, it is essential to determine the social impacts to minimise these negative impacts that hinder community participation. Hence, this study aimed to investigate the social impacts of the Taung Cultural Calabash festival. Chapter 1 covers the following areas: the preliminary literature review which forms part of the background to the study, the problem statement, the goal of the study, objectives, research methods, definitions of keywords, and lastly, the dissertation outline.

## **1.2 BACKGROUND TO THE PROBLEM**

The preliminary literature review discussed various studies that emphasised certain social impacts that events have on local residents. An overview of studies that have investigated the prevailing positive and negative social impacts of events and festivals were provided to highlight the significant benefits of events. The discussion starts with an overview of the theoretical framework.

### **1.2.1 Theoretical framework**

A growing awareness of festivals and events, as well as their positive and negative effects on local residents, has resulted in a growing body of research on the social impacts of festivals and events. Understanding perceptions of the impacts of events on local communities is important in order to ensure an event's overall success (Hiller & Wanner, 2011). To effectively host events, the understanding and involvement of local residents in the process are of high significance over time (Ritchie, Shipway & Cleeve, 2009:154). The theoretical framework gives a detailed exploration of the three theories that support the study, and these are the Equity Theory, Social Exchange Theory and the Doxey's Irritation Index.

The Social Exchange Theory is about an exchange of activity between two or more parties. It could be activities that are tangible (economic outcomes) or intangible (social outcomes); they can be expensive or inexpensive (Emerson, 1976:336). Community members' level of engagement with the tourism industry and tourists has shown some relationship with attitudes.

The second theory that supports this study is the Equity Theory, which focuses on determining whether the delivery of resources between event organisers and local community members is equitable (Adams, 1963:422). There is an equilibrium between the local communities' efforts through participation, their ability to host an event and the welcoming of tourists into their space (the inputs), and how they are appreciated in terms of benefits in the form of standard of living, community pride and identity, and so on, which are the outputs (Nunkoo & Ramkissoon, 2010:44).

Lastly, the Doxey Irredex Model was used in this study to clarify the relationship between the impacts of festival events and local residents' attitudes toward the event (Zaidan & Kovacs, 2017:291). The model suggests that a local community's attitudes toward events may pass through a series of stages – from euphoria, through apathy and irritation to antagonism – as perceived costs exceed the expected benefits (Shobha, 2019:147). During the antagonism stage, the level of antagonism rises, and the local community views the tourists as the cause of all problems. For example, if the festival has led to an increase in crime and alcohol abuse (Shobha, 2019:147). Furthermore, the model indicates that the local community's attitudes are initially favourable but become negative after reaching a threshold (Zaidan & Kovacs, 2017:291). However, if the event is managed well, the community can attract tourists and not display hostile behaviour towards them.

### **1.3 POSITIVE AND NEGATIVE SOCIAL IMPACTS OF DIFFERENT EVENTS AND COMMUNITIES**

When analysing the sustainable social impacts of events, it is stated that a cognizance and understanding of residents' perception associated with different events have practical significance. Hence, event organisers, regional and local tourist boards, and regional government offices attempt to balance the needs of events, art or cultural festivals, the festival attendees, and local residents (Shipway & Jones, 2007:120). Thus, in the perspective of events, impacts consist of a number of positive social benefits, and the undesirable effects that may increase as an outcome of an event that has taken place. The effects may become apparent before the event takes place, during the event, and after the event (Swart & Bob, 2012:4). It would, however, be unrealistic to conclude that tourism events only have positive impacts on host destinations and ignore the negative effects that are caused by hosting such events. Negative social effects of event hosting have been consistently documented and linked (Perez & Bernal, 2017:21). However, depending on the size of the event concerned, the impacts on a destination may vary (Deery & Jago, 2010:16). Large-scale events, as compared to small-scale events, are likely to pose the risk of serious negative impacts on the

host destinations. Building cross-cultural relationships, cherishing community pride, and spreading education are examples of positive social impacts, whereas exploitation of culture, prostitution, host-community conflicts, crime, drugs and the crowding of public facilities are examples of negative social impacts (Swart & Bob, 2012:8).

According to Getz (2013), the positive effects of festivals create a positive image for the host destination, while also expanding the traditional tourism season, and spreading tourism demand more evenly across an area. In addition, positive effects include attracting both foreign and domestic visitors. According to Ma, Ma, Wu and Rotherham (2013), community members' varied opinions of different events are largely influenced by the perceptions of the cost versus the benefits. According to Gursoy, Chi, Ai and Chen (2011) and Ma *et al.* (2013), prior to or during an event, local residents are likely to have high hopes about the benefits that the event will possibly bring to their communities. On the other hand, when the event has occurred, local residents are likely to become more and more troubled about the negative impacts of the event, because they tend to recognise that the benefits that are related to hosting an event might not be as great as they expected them to be (Kaplanidou, Karadakis, Gibson, Thapa, Walker, Geldenhuys & Coetzee, 2013:635). However, if residents' opinions are not investigated, a decrease of support for tourism development, a refusal to work in the tourism industry, and growing hostility towards tourists may occur (Pavlukovi, Armenski & Alcantara-Pilar, 2017:42).

To evade the extent of negative impacts on the local community and enable them to become more lenient, community involvement is essential (Heerden & Saayman, 2018:588; Hattingh, 2014:5). Once local residents participate in an event, their knowledge of the potential costs and benefits linked with events become greater and may potentially result in a decrease in the level of disagreement between residents and event organisers (Dicevska & Simonceska, 2012:282). Community involvement encourages communities to become more aware of event impacts and expand their knowledge on how they can benefit from events. Active association of local residents with the event planning process may result in an enhanced community collaboration (Dicevska & Simonceska, 2012:284).

#### **1.4 BENEFITS OF HOSTING EVENTS**

Events are developing to be amongst the fastest growing tourism attractions, and form an essential part of the daily lives of people (Allen *et al.*, 2011). Events allow people to express themselves freely, they give meaning to areas and enhance them. Festivals provide people with an opportunity to spend time with their families and friends (McCarthy, Ondaatjie, Zakaras

& Brook, 2004; Brown & Associates LLC, 2004). Moreover, events offer tourists a number of experiences; festivals regularly combine local cultures, and events usually evoke feelings that contribute to the upliftment of the community (McCarthy *et al.*, 2004). When discussing the benefits of events, it is important to differentiate between the positive and negative benefits of events. Table 1.1 provides different contributions events have to local communities.

Table 1.1 Positive and negative attributes of events

<b>Effects</b>	<b>(Getz, 2014)</b>	<b>(UNEP, 2002)</b>
Positive	<ul style="list-style-type: none"> <li>• Improved standard of living</li> <li>• Stronger knowledge and appreciation of local culture and heritage</li> </ul>	<ul style="list-style-type: none"> <li>• Strengthening communities</li> <li>• Reevaluation of culture and traditions</li> <li>• Encourage community involvement and pride</li> <li>• Force for peace and unity</li> <li>• Facilities to benefit</li> </ul>
Negative	<ul style="list-style-type: none"> <li>• Tensions among local residents</li> <li>• Traffic congestion</li> <li>• Potential to promote crime</li> <li>• Prostitution</li> </ul>	<ul style="list-style-type: none"> <li>• Commodification</li> <li>• Loss of or staged authenticity</li> <li>• Adaptation to tourist demands</li> <li>• Irritation due to tourist behaviour</li> </ul>

As shown in Table 1.1, on a positive view, events create benefits to communities in various ways. Events encourage community involvement, promote peace and unity, and strengthen communities, and these benefits contribute to the growing support and success of tourism events (Oklobzija, 2015: 88). The active input and participation stimulate successful events during their planning and execution process (Scholtz & Slabbert, 2018:755). Such events strengthen communities, improve their standards of living, and encourage community involvement and pride (Etiosa, 2012:30). There are other benefits which contribute to the success of events. According to Oklobzija (2015:94), social benefits of events to local communities which are regarded as significant are an increased activity associated with the

event, and the strengthening of regional values and traditions. However, in the process of planning an event, event planners need to understand the desired image local residents want for their area (Lor, Kwa & Donaldson, 2019). For instance, does the local community want their area or destination to be regarded as a nature or ecotourism destination, or want to preserve the image of a traditional town? It is of great significance to carefully select the events for the destination, because every event can have positive as well as negative effects on a destination (Frauman & Banks, 2011:130; Scholtz & Slabbert, 2018:745). Moreover, it is also essential to ensure that the social negative impacts are minimised in order for local residents to benefit more from the event. Therefore, it is important that festivals do not turn local cultures and traditions into commodities, and try to reduce residents' traditions to fulfil tourists' expectations. If this happens, the local residents will then follow tourists' demands, resulting in loss of authenticity and, ultimately, hostility arises.

## **1.5 PROBLEM STATEMENT**

Events are showcased in a unique way at a specific time, allowing local community participation, and allowing anticipated benefits by residents (Irshad, 2011:6). According to the North West Office of the Premier (2006), in order to reduce the reliance of the economy on existing enterprises such as mining and agriculture, for instance, it would be crucial that tourism stakeholders realise the importance of establishing and developing new tourism products and other development initiatives, to boost and grow tourism within the province.

Furthermore, to mitigate the economy's reliance on those existing activities, the Department of Tourism identified critical tourism events that could re-direct tourism activities to other tourist attractions that have the potential to increase tourism consumption in the province. In terms of domestic trips and international arrivals, North West Province was identified as one of the three least-visited destinations in South Africa, with the market share of only 5.7% of the total South African tourist arrivals (Statistics South Africa, 2021).

However, as the province is less visited, steps have been taken to try and remedy this. For example, the provincial government launched an all-inclusive cultural festival in the province (North West Office of the Premier, 2014:12). Therefore, the Taung Cultural Calabash Festival came about, which is a three-day event, from 22 to 24 September each year. It was intended to commemorate the arts and culture through dance, drama, music, comedy, poetry, and other cultural activities.

Furthermore, the North West province, unlike other provinces, has resources such as arts and is known for its rich culture and diversity, which gives it a competitive edge (North West Office of the Premier, 2016). Hence, the festival was seen as a major cultural tourist attraction to

improve the image of the province. The Taung Cultural Calabash Festival's goal was to develop the creativeness and the artists of the North West province, and it was planned to stimulate the pride of people in their indigenous cultures and art forms by giving them a performance space (Radio Biz, 2017; SA Government News Agency, 2016).

The main question that arises from the above statements is whether the event has been able to fulfil the objectives that it intended to achieve. Since local residents are one of the key role players in the tourism or events industry, it is essential to conduct research of this nature to acquire an extensive and extrinsic understanding of the social impacts of the Taung Cultural Calabash Festival on the local residents. Although the Taung Cultural Calabash Festival is one of the biggest festivals in the province and it is supposed to contribute to the community, as stated in its objective, research has not yet been conducted in the context of a festival of this nature, and this present research attempts to fill this gap. This study is timely and significant, as it assists policymakers in determining whether the festival is worth continuing.

Therefore, the outcome of the research contributes to a broader realisation of the significance of the event in the Taung community and its social impact on the local community. This study is intended to add to the literature by investigating the social impacts of the Taung Cultural Calabash. It adds to the existing literature as it focuses on community perceptions of a different festival in a different community in South Africa. It helps scholars as well as tourism marketers and managers to have a better understanding of local communities' views and predictions of events, which leads to improved understanding, planning, and execution of events of this nature. Hence, the study is a crucial step towards the growth and sustainability of event tourism in the region of Taung. The research question that developed from this study was as follows; what are the social impacts that the Taung Cultural Calabash Festival have on residents?

## **1.6 GOAL OF THE STUDY**

### **1.6.1 Goal**

The goal of the study is to investigate the social impacts of the Taung Cultural Calabash Festival.

### **1.6.2 Objectives**

1. Establish positive and negative social impacts of festivals on communities.
2. Investigate what research has been done in the South African context regarding festivals.

3. To identify the social impacts of the Taung Cultural Calabash festival on the community of Taung.
4. To make recommendations to the Department of Culture, Arts and Traditional Affairs (CATA), the Department of Tourism, and residents, on how the festival can benefit the community.

## **1.7 RESEARCH DESIGN**

Generally, studies follow any of the three research designs which are known as; exploratory research design, descriptive research design, and explanatory research design. They are briefly explained as:- an exploratory research design is used to explore those situations in which the intervention being evaluated has no clear, single set of outcomes (Yin, 2003:303). Descriptive research design is used to describe an intervention or phenomenon as well as the real-world context in which it occurred (Yin, 2003:329). Explanatory research design is used to help find and explain the cause of a problem that affects the relationship between variables (Yin, 2003:304). In this study the descriptive research design was used because the study aimed to describe the impacts of a festival which has already been occurring in past years (Vaus, 2001:1). Additionally, descriptive design involves research that aims to collect a wide range of social indicators; as a result, the focus of this study was on describing the social impacts of a festival on host communities (Vaus, 2001:1-2).

## **1.8 METHOD OF RESEARCH**

The section briefly explain the literature study, empirical survey and the ethical considerations.

### **1.8.1 Literature study**

The following keywords guided the literature review, namely; social impacts, local communities, festivals, festival management, impacts of events/festivals on communities, cultural festivals, Social Exchange Theory, and Equity Theory. The literature review aimed to assist in obtaining relevant information which outlined the social impacts of events on residents and the benefits of events. The reviewed literature was from academic articles, books, journals, e-books, PowerPoint, written documents (reports), minutes, records, statistics, and provincial publications. The study focused on the prevailing social impacts the Taung Cultural Calabash Festival had on local residents of Taung.

## **1.8.2 Empirical survey**

### **1.8.2.1 Methods of collecting data**

The study used a quantitative approach. A quantitative approach is the process of assembling numerical data through standardised techniques, then applying numerical methods to determine meaning and comprehension from it (Dawson, 2009:80). Additionally, this approach enables the researcher to achieve objectivity (Bryman & Duncan, 2011:1). The aim of using the quantitative method in this study is to be able to collect numerical data from local residents, then generalise those results to explain the phenomenon (Dawson, 2009:85). In order to conduct statistical analysis, quantitative research necessitates the reduction of phenomena to numerical values (Bryman & Duncan, 2011:110; Baker, Brick, Bates, Battaglia, Couper, Dever, Gile & Tourangeau, 2013:99).

### **1.8.2.2 Quantitative research method**

Veal (2011:232) and Kumar (2014:171) define the quantitative method as a method for collecting and working with numerical data, identifying large-scale trends, and employing statistics to determine causal and correlative relationships between variables.

This study used the quantitative research method because of the advantages identified by Veal (2011:34-35) and Kumar (2014:188):

- Accurate and authentic data can be acquired from participants and therefore, less prejudice by the researcher is involved.
- It involves statistical data and it relies on numerical evidence to make reliable decisions.
- Veal (2011: 232) defines the quantitative method as an approach that intends to collect data, usually about a larger number of cases or themes, as contrasted to restricted data about few subjects, as is typical of qualitative research.

### **1.8.2.3 Sampling method and population**

Sampling is the process of selecting a subset of the population to participate in a study (Uprichard, 2013:9; Baker *et al.*, 2013:61; Bernard, 2002:96; Mansourian, 2008:276; Baxter & Jack, 2008:556). This study employed a non-probability sampling technique known as quota sampling. It can be defined as a method that relies on the non-random selection of a predetermined number or proportion of units, which is called a quota. The researcher first divides the population into mutually exclusive sub-groups and then recruits sample units until the quota is reached (Saunders, Lewis & Thornhill, 2012:90). In other words, this sampling

method involves dividing the sample into sub-groups depending on any relevant characteristics (Saunders *et al*, 2012:94). For instance, in this study the sample size, 389, was divided by the number five, which represents the number of villages included in this study.

This technique was used to collect primary data on specific issues, such as community perceptions of value or significance of an event in the Taung region. The study was conducted in 2021 at Taung, from the 15<sup>th</sup> July to 15<sup>th</sup> September 2021.

The researcher collected the data based on respondents' past experiences with the festival, as the festival did not take place in the year 2020 due to Covid-19. The five villages that participated in this study were; Lokaleng, Nommerone, Chiefs court, Veertien and Khibitswane. The reason for the participation of these villages was because of their proximity (approximately 500 m radius) to the venue where the festival takes place annually (SA Government News Agency, 2016). As a result, variables such as the distance of a tourism activity from the respondent's home were used to determine the level of knowledge regarding the activity, and the attitude local community members have towards the event, hence it was important to investigate their views (Inoue & Havard, 2014:280). Proximity was one major aspect that assisted in collecting rich data. It eliminated unfairness from the selection process and resulted in representative samples (Saunders *et al.*, 2012: 98).

The population included in this research consisted of the five villages that were under the Greater Taung municipality. The size of the population was estimated to be 14 303 (STATS SA, 2011). The sample size was determined using Yamane's (1973) formula, and the number was divided amongst the five communities.

Here is how the sample size was calculated, assuming a 95% confidence level, .5 standard deviation, and a margin of error (confidence interval) of +/- 5% are chosen:

**N** is the population size, **n** is the sample size and **e** the confidence interval.

$$n = \frac{N}{1 + N (e)^2}$$

$$n = \frac{14\,303}{1 + 14\,303 (0.05)^2}$$

$$n = \mathbf{389}$$

#### **1.8.2.4 Survey/ Collection of data**

In this quantitative study, the researcher sought permission from the chief to collect data on specific dates set by the researcher. To achieve this, the researcher personally set an appointment telephonically with the community chief to meet with the researcher to be able to

brief him about the purpose of the study, so that he can approve the researcher to collect data in the five villages. Once the researcher was allowed to collect data, the collection of data was completed by the researcher with the assistance of five research assistants. Approximately two months were used to administer questionnaires, 78 (seventy-eight) at each of the four villages in Taung and 77 (seventy-seven) at one village. Statistics SA has not yet published the population sizes of these various villages, therefore the sample size numbers of 78 (seventy-eight) and 79 (seventy-nine) was determined by taking the total sample size of 389 and dividing it by five, which is the total number of villages involved in this study.

Data collection took place from 10H00 in the morning till 14H00 in the afternoon, to collect as much data as possible, with a one hour break in-between to help the researcher and research assistants to rest, and then resume with energy and drive to complete the process. The research assistants were trained NWU (North-West University) graduates. The research assistants were selected based on the qualities they have, and they went on a one-day training and practice before they started with the survey. These qualities included how research assistants approached the respondents, how they distributed questionnaires, and the ability to assist respondents to answer questions and statements that may be unclear. The training was by done by the researcher to determine whether the research assistants possessed the qualities to complete the study. The researcher and the research assistants were in one village at a time to reach their target for each day. As this study employed quota sampling, the first inclusion criterion is whether the participant is a local resident; secondly, the research assistants asked respondents if they were from the five villages that the study intended to include, and if they were not from one of the five villages, the research team moved to the next potential candidate.

#### **1.8.2.5 Development of measuring Instrument**

Under this quantitative study, this study used a questionnaire which helped collect specific data concerning the views of communities on the impacts of the festival on them as communities. The questionnaire (refer to Annexure----) was structured in line with the literature reviewed. The kind of closed questions that were asked were related to their experience of the social impacts of the festival that takes place every year in their community. The questionnaires were in English and were not translated, because the researcher assumed that the respondents who participated knew and understood English.

The questionnaire's section A included demographic questions such as gender, educational level, age, and residential location (village). The reason for asking such demographic questions was because the study aimed to find out participants' residential location and compare their villages with one another to determine their views regarding the festival. The

reason for obtaining the age and gender was to identify and compare which age group and gender are more aware of the festival's impacts on the host community and whether their education level influences them to be knowledgeable about events that take place in their community.

Section B contained questions that residents were required to answer using a Likert scale. Residents were required to select a variable or a dimension that best matched their responses to the questions. The questions focused on their experience with the event's benefits. The section's statements were based on Maputsoe's work (2016:136).

The questionnaire was developed in accordance with the study's objectives, the primary focus of which was to assess the social impacts of Taung Cultural Calabash festival from the perspective of the host community. The instrument for measuring social impact (questionnaire) was created adapting statements from previous events and tourism literature, or studies conducted by Maputsoe (2016:137) and Slabbert and Viviers (2012:120), as well as additional findings from the literature on social impacts.

#### **1.8.2.6 Data Analysis**

This quantitative study employed the statistical analysis software, Statistical Package for Social Sciences (SPSS version 23). To begin, descriptive statistics on the socio-demographic data in the form of frequency tables were applied to gain a better understanding of who the local residents are. Descriptive statistics are defined as techniques used to sum up, arrange, and make meaning of a set of scores or interpretations (Privitera, 2017:3). Furthermore, for this study, a factor analysis was used as well. Kline (2014) defines factor analysis as a statistical method that can be widely used to simplify complex sets of data by extracting a small set of variables from a large set of variables to create variables that can measure the same thing. The questionnaire items used to assess the social impact of the Taung Cultural Calabash Festival were subjected to factor analysis. The factors that were formulated were: community development, community concerns, and social disruptions.

This software was chosen because it can handle large amounts of data. It is a very powerful tool that can transform complex data into simpler data (Bryman & Duncan, 2011:551). This software was able to deliver the study's results in a clear and understandable manner. One advantage of making use of SPSS is that the researcher was able to import data from other sources such as Excel. As a result, importing an Excel spreadsheet to SPSS for the data analysis is a fairly simple process that requires a few basic steps (Muijs, 2010:74). Thus, numerical data was obtained using the SPSS software.

## 1.9 DEFINING OF CONCEPTS

This section defines some keywords that the study uses often.

**1.9.1 Events tourism** is defined as the systematic organisation, development and promotion of festivals and special events as tourist attractions (Cooper, Fletcher, Fyall, Gilbert & Wanhill, 2008:3; Cook, Yale & Marqua, 2010).

**1.9.2 Festivals** are a sacred time of celebration, marked by special performances (Allen, O`Toole, Harris & McDonnell, 2011:110; Loots, Ellis & Slabbert, 2012: 122; Aleshinloye & Woosnam, 2018: 587).

**1.9.3 Impacts** are defined as strong effects or influences that an action of something has on a situation or an individual (Ntloko & Swart, 2008: 84; Machisa, Muresherwa & Steyn, 2018:2; Getz, 2007:48).

**1.9.4 Social impacts** are defined as the way in which tourism and travel impact changes in the command of the individual esteem framework, behaviour patterns, group structures, way of life, personal satisfaction, family relationships, collective lifestyles, moral behaviour, creative expressions, traditional ceremonies, and community organisation (Cooper *et al.*, 2008: 330; Loots *et al*, 2012:130; Wang, 2015; Wallstam, Loannides & Pettersson, 2020:123).

**1.9.5 Host community** refers to the inhabitants of a destination area (Kruger & Metsi, 2017). It can also refer to a group of people who exist in the same geographical area (Getz, 2007: 142; Ntloko & Swart, 2008: 89).

**1.9.6 Festival management** refers to the creation and development of a sacred or a well-known festival (Slabbert & Saayman, 2011). It includes learning about an area or an idea, selecting and classifying its target audience, formulating the festival concept, and organising the practical features before actually implementing the idea and monitoring the effects of the festival (Weaver & Lawton, 2010: 44; Wallstam, Loannides & Pettersson, 2020: 124).

**1.9.7 Cultural festival** is defined as a festival presenting arts and events primarily to a specific culture, particularly a celebration and promotion of that culture as well as art in a broader public context (Slabbert & Saayman, 2011; Maputsoe, 2016: 2; Yu, Chancellor & Cole, 2011: 59).

## 1.10 PRELIMINARY CHAPTER CLASSIFICATION

Chapter 1 **Introduction**: This was the introduction of the entire study, which involved the introduction, problem statement, aim and objectives, methods of research and definitions of terms. The goal of this chapter was to provide a highlight of what the whole dissertation was based on.

Chapter 2 **Literature review**: This will review literature on the theoretical framework and negative and positive social impacts of events on local residents, focussing on the two theories that support the social impacts that events should provide to local communities, and literature reviewed from previous studies about social impacts on local communities, and show their findings. Benefits of events will focus on the literature reviewed from previous studies about the benefits of events. The literature will reveal the social impacts of festivals held in South Africa.

Chapter 3 **Method of research**: This chapter introduces the quantitative research method. Data will be gathered using a non-probability sampling technique. In this study a semi-structured questionnaire will be used to collect the necessary information.

Chapter 4 **Data analysis** is a representation of results from the quantitative survey that was conducted at the five villages of Taung that are of proximity to where the Taung Cultural Calabash festival is annually.

Chapter 5 **Conclusion and recommendations**. The conclusion will be based on the overall social opinions of local residents about the Taung Cultural Calabash Festival. Recommendations will be addressed to the government and events planners and managers on how they can plan and execute festivals to meet the expectations of the local residents. Lastly, recommendations to the academic world will be made to add to and improve the understanding of social impacts in a festival context, especially in developing countries such as South Africa.

## **CHAPTER 2: SOCIAL IMPACTS OF FESTIVALS AND EVENTS**

### **2.1. INTRODUCTION**

Festivals and events held in communities are becoming more common, and they are growing by the day. Community, culture, and attractions all benefit from events and festivals (Richards *et al.*, 2013:174). The major aims of events and festivals have been to meet the expectations of participants and those who wish to enjoy events, as well as to ensure participants' loyalty to the events by providing them with an experience that exceeds their expectations (Chen, 2011:110). Festivals and events are planned and hosted for a variety of reasons, including enhancing or preserving local culture and history, providing local recreation and leisure opportunities, and enhancing the local tourism industry (Bagiran & Kurgun, 2016). Events highlight the cultural diversity of these locations, attract tourists, create an environment for locals and visitors to come together and share similar experiences, and help to shape the societies' image.

Several studies have discovered that events can have a variety of economic, social, cultural, political, physical, and environmental consequences (Saayman, Kruger & Erasmus, 2012; Yolal, Woo, Cetinel & Uysal, 2012; Baez & Devesa, 2014). All of these effects can be beneficial, or negative, or have a positive impact on one element, such as economics, but a negative impact on another, such as social or cultural. However, an event has a social influence on both locals and visitors (Richards *et al.*, 2013:174). Since events may have an impact on local residents' quality of life, it is an issue that has to be thoroughly investigated (Caiazza & Audretsch, 2015).

In this study, a literature review studied books, research papers, articles, and other relevant information connected to social impacts of tourism and events; additionally a summary, and critical evaluation of that work in relation to the research problem was provided (Fink, 2014). Hence, this chapter begins with outlining the general social impacts of tourism because the study aims to relate the broad information obtained with those of events. Subsequently, factors influencing social impact and the theories related to social impacts will be discussed. Social impacts are presented from the perspective of events, focusing particularly on factors determining the social impact, in addition to the various positive and negative effects of events, benefits of festival events, and social-cultural factors to consider when planning events. As a result, it is critical to examine the effects of cultural events on local inhabitants, particularly in terms of social implications. Social impacts consist of a number of concerns that affect inhabitants' daily and long-term life, and these issues are frequently complicated (Gullion, Hji-

Avgoustis, Fu & Lee, 2015:185). Hence, literature findings will affirm the expected role of festival events in communities. This study's findings will make substantial contributions to theory and practice by improving the understanding of the elements that impact community participation, event support, and residents' general view on the importance and relevance of festival events. This study addresses this research gap by examining local citizens' opinions of a festival's socio-cultural impacts on their subjective comprehension and support of festival events.

## **2.2. SOCIAL IMPACTS OF TOURISM**

Social impacts are the effects of tourism and travel on collective and individual value systems, behaviour patterns, community structures, lifestyle, and quality of life (Balduck, Maes & Buelens, 2011). Furthermore, social impacts are defined as any positive or negative change in people's lives resulting from readily observable tourism operations (Liu, Vogt, Luo, He, Fran & Liu, 2012:7). According to Glasson, Godfrey and Goodey (1995), social effects are human impacts; they are effects on local residents as a result of their direct and indirect interactions with tourists; on the other hand, social effects are linked to changes in societal value systems, as well as individual behaviour. Furthermore, social impacts in destination areas include more immediate changes in quality of life which include local social culture and modifications to the tourist business which, as a result, influence residents' social habits, customs, values, beliefs, and lifestyles in a tourist destination (Aleshinloye & Woosnam, 2018). It considers everything from people's living conditions and quality of life to their happiness and well-being (Garcia, Vazquez & Macias, 2015).

Furthermore, social impacts of events are a collection of social and cultural factors that have an influence on local communities as a result of their interactions with tourists and the tourism industry (Travis, 2011). The human impacts of tourism are the changes in the quality of residents' daily lives at tourist destinations, as well as cultural impacts related to changes in traditional values, norms, and identities that result from tourism (Zhuang, Yao & Li, 2019:3). Tourists participate in a variety of tourism activities in various locations, the majority of which are located inside host communities. Many of these visitors have cultural backgrounds that differ from those of the host communities. As a result, tourism's socio-cultural effects are more likely to occur. Saayman (2013) reinforces the viewpoint that tourism's socio-cultural effects occur at the destination as a result of interactions between hosts and tourists.

Social impacts of tourism involve the following classifications;

1. Tourists are people who travel to events, spend money, and interact with the local community (Pearce, Filep, & Ross, 2010:35).

2. The host is the community in charge of receiving visitors and familiarizing them with their surroundings (Latip, Rasoolimanesh, Jaafar, Marzuki, & Umar, 2018).
3. The tourist and the host interrelationships. Interaction between tourists and hosts is visible at events, as evidenced by the exchange of diverse cultural experiences and the formation of new ties (Gullion *et al.*, 2015).

The elements that influence the above-mentioned correlations should be noted. The visitor first buys a good or service from the local community, and then the tourist and local community collaborate to exchange the commodity or service, such as during festival season (Motale, 2008: 41). Last but not least, they meet face-to-face with the goal of socialising and exchanging knowledge (Gullion *et al.*, 2015).

In addition to the positive effects the tourist and host interrelationship may bring, there have been detrimental socio-cultural repercussions on local communities, posing a danger to residents' quality of life. Some event studies highlight the social and cultural effects experienced by local inhabitants and host cultures when tourists participate in events that have substantial importance for the place and its people, but little meaning for the tourist. Such incidents are common in developing countries (Davis & Marvin, 2004). A great example of cultural expropriation through events can be found in Venice, where the incompatibilities between celebrating Venetian culture through traditional events and using such events to attract tourists are strongly debated (Davis & Marvin, 2004). Additionally, in the Okavango Delta in Botswana, for instance, the younger generations have embraced Western Safari attire, and use indecent language that was once frowned upon (Mbaiwa, 2004:40). According to Sanchez Canizares, Castillo Canalejo, and Nunez Tabales (2016), residents on the African island of Sao Vicente, Cape Verde, were also sceptical of their support for future tourist development, because they were dissatisfied with the negative consequences of tourism, such as crime, among others.

Consequently, to minimize the negative effects of the local communities, events must foster strong ties between guests and the local community, and must ensure that tourism activities do not harm or disturb the local residents' normal lives. Events' should be organized in such a way that tourism activities bring positive changes, and engage and work effectively with local residents in tourism activities so that there is development in the community and an improvement in residents' lives as well. There are numerous examples of community involvement being a tourism success, and it is evident that teamwork and partnerships provide a strong foundation for creating events that benefit a variety of stakeholders.

### **2.2.1. Positive social impacts of tourism**

Tourism and its associated activities can possibly have a positive social and cultural impact on local communities. These socio-cultural effects on local communities, among others, are as follows: tourism's ability to foster local pride among hosts, the willingness to foster peace and cross-cultural understanding between the visitors, and the hosts, to facilitate better infrastructure for the hosts, and to contribute to the preservation of the hosts' culture and heritage. This section will discuss the positive social effects that tourism has on communities.

### **2.2.2 Strengthen local residents and visitor relationship**

The importance of host communities and their relationship to a tourism business's success cannot be overstated. Yuruk, Akyol and Imsek (2017) state that, of all the aspects that influence travel satisfaction and fulfilment, the way visitors are treated by locals in tourist destinations is important. Additionally, because their attitudes are so essential, most tourists and visitors avoid places where they are not welcomed. Richards *et al.* (2013) state that the level of resident hospitality is a crucial attraction factor for a destination. Considering that they play such an important role in a sustainable tourist system, this analysis of social impacts will concentrate on the favourable effects of tourism on communities and citizens.

### **2.2.3 Tourism fosters local pride**

Tourism can help revive a community's cultural pride (Ivanovic, Khunou, Pawson & Tseane, 2009). When visitors show an interest in and appreciation for the local culture, traditional rites, and beliefs, this occurs (Messer, 2010). As a result, the hosts may be more appreciative of their culture, knowing that it is respected and has the potential to create advantages. Furthermore, according to a study by Jaafar, Ismail and Rasoolimanesh (2015) in Malaysia, as a result of tourism, local communities in chosen locations surrounding Kinabalu National Park developed a sense of pride in both their national and local culture. Tourism also aided the performance of cultural activities in local communities. According to Tichaawa and Moyo (2019), the study discovered that in Zimbabwe, tourism boosted a revival of cultural pride and supported a variety of cultural activities in the community to keep the local culture alive.

### **2.2.4 Tourism promotes peace and cross-cultural understanding**

Tourism encourages people to visit various places of interest and learn more about different cultures (George & Swart, 2015). This interaction has the potential to promote harmony between people of various cultural origins. Sharma, Charak and Kumar (2018) discovered that peace and tourism have a favourable association in Malaysia. The authors also suggested

that the majority of respondents believed that tourism provided an opportunity to learn about different cultures.

### **2.2.5 Improved community infrastructure and facilities**

Tourism can lead to improvements in roads, telecommunications and other infrastructure, the public transport system, and upgraded entertainment facilities and restaurants at the host area in order to meet tourists' needs and to encourage an increase in tourist numbers (Spyriadis, Fletcher & Fyall, 2013). The usage of these facilities is intended for both tourists and local residents because they should benefit from these improved infrastructure and facilities. Ismail, King and Ihalanayake (2011) stated that, in Malaysia, it was revealed that local community members acknowledged the significance of tourism developments in their community. The presence of tourism in their area has resulted in the construction of more recreational facilities and improvement of public infrastructure.

### **2.2.6 Preservation of culture and heritage.**

The revenue generated by tourism-related activities at the destination is frequently utilized to preserve the location's culture and legacy (George & Swart, 2015). This covers the preservation and maintenance of historic structures, cultural sites, and landmarks with cultural and historical significance. Mbaiwa (2004:49) revealed that the growth of tourism in Botswana's Okavango Delta has encouraged the regeneration and preservation of cultural items and practices. The preceding studies, which were conducted in Zimbabwe, Botswana, and Malaysia, show that they were all conducted in developing nations where tourism plays an important role in community development. As a result, tourism was used as a tool to engage the local population while also providing some value to the community. As a result, the communities involved in these studies have gained a better understanding of tourism and its power to effect positive change.

## **2.3 NEGATIVE SOCIAL IMPACTS**

Tourism is defined as a social, cultural, and economic phenomenon in which people travel to countries or places that are not their usual environment for personal or professional reasons (UNWTO, 2008). The following section highlights tourism's detrimental social and cultural impacts on host communities. Negative social effects are relevant to this study since they are tourism issues that affect local communities. The following are some of the negative socio-cultural outcomes associated with tourism: crime that has arisen as a result of visitors; the host's morals have been affected as a result of the presence of tourists; culture has been commodified; and the demonstration effect.

According to Deery, O'Mahony and Moors (2012), despite the fact that tourism growth frequently results in the loss of local communities' culture, and traditions, as well as the degradation of unique traditions and natural resources in many regions, tourism development is sometimes marketed as a strategy for development. However, tourism should contribute to improving local community's quality of life, and it is vital to research residents' perspectives in order to better manage tourism's detrimental effects.

### **2.3.1 Crime**

Due to the presence of tourists at a destination and the fact that they are frequently carrying substantial sums of money and valuables such as cameras, cell phones, and other equipment, tourists are obvious targets for criminal acts such as robbery; on rare occasions, they are unwilling to press charges (Spyriadis *et al.*, 2013). As a result, travellers are especially susceptible when visiting destinations. According to Matakovic and Matakovic (2019), there is less research in the literature on citizens' perceptions toward the impacts of tourism on crime and security. Nonetheless, previous studies and claims in the literature show that the presence of tourism at a destination increases crime rates (Cook, Yale & Marqua, 2010; Deery *et al.*, 2012; Lawton & Weaver, 2010:529).

### **2.3.2 The decline in morality in the community**

The presence of visitors in a community can expose local citizens to various tourist ideals, which can lead to a variety of problems such as prostitution, crime, gambling, drinking, and drug misuse (Ivanovic *et al.*, 2009:298; Jaafar *et al.*, 2015). In a study conducted in Nepal and China, it was discovered that the growth of tourism in the community has fostered undesired activities such as prostitution and absenteeism from school (Nyaupane, Morais & Dowler, 2006).

### **2.3.3 Commodification**

Ivanovic *et al.* (2009:299) claim that the process of commodification is the reduction of culture to an object. From a tourism standpoint, local cultures can be utilised as tourism products to suit tourist demands (George & Swart, 2015). As a result, unless local cultures are traded as goods, tourists may not value them. Local cultures were used as a commodity to service tourism in Chiangkhan, Thailand, when tourism was at its peak (Meekaew & Srisontisuk, 2012). As a result, local cultures have lost their value. Staged authenticity could result from changes in those values or cultural characteristics, for instance, when indigenous local community members wear attire that is only worn for special occasions to welcome an international tourist in their home (Tiberghien & Xie, 2018: 238).

### **2.3.4 The demonstration effect**

The demonstration effect happens when local communities begin to alter and adjust their values and behaviours to match those of visitors (Singla, 2014). According to George and Swart (2015), the demonstration effect commonly affects young people and can lead to conflict between those who want to change and those who want to maintain traditional lifestyles, for instance, changing components of traditional dance to meet the tourist's photography needs. Local communities have acknowledged that tourism has pushed them to follow Western culture in their clothes, behaviour, and food (Bello, Carr, Lovelock & Xu, 2017).

As a result, the beneficial social impacts of tourism should be promoted more so that local citizens can develop a favourable attitude toward tourism. Tourism activities must result in beneficial effects for local communities in order for locals to support and promote tourism. Tourists' beneficial contributions, such as education and unity, might persuade the local population to value tourism. Furthermore, major tourism-related social issues, such as violence and vandalism, make locals feel vulnerable, and encourage an increase in local resentment toward visitors, who then become victims of this negative change. Traditional morals and values may be challenged as a result of these changes in daily life, resulting in a loss of identity. Thus, it is vital to regulate tourism activities such that social concerns are outweighed by social advantages, as this increases local support and, as a result, a welcoming environment.

### **2.4. SOCIAL IMPACTS OF EVENTS/FESTIVALS**

An event is a well-thought-out experience aimed at leaving a lasting impression on people who attend (Yolal, Gursoy, Uysal, Kim & Karacaoglu, 2016). The planning of events includes a meeting, convention, special event, or gala dinner. Events are tourism activities that bring people together to share an experience and achieve a certain goal (Gibson & Connell, 2011). Furthermore, a festival is an event where locals and visitors (re)produce and consume culture; ultimately, a festival necessitates an active cultural processing (Gibson & Connell, 2011). Festivals and events of all kinds have long been a vital element of human culture, and they were intended as public displays, social rituals, and communal celebrations (Sepp, 2014). Events are defined as a one-time or infrequently-occurring event with a limited duration that provide the tourist with leisure and social opportunities outside of their regular routine (Gibson & Connell, 2011). Therefore, such events are frequently staged to promote the profile of places that attract or have the potential to attract tourists.

In addition, events serve as a means of marketing a city or a region as a product by attracting visitors, organizations, and investors (Popescu & Corbos, 2012), as well as connecting people in a social setting to celebrate their own and others' accomplishments. Events are an essential part of human society and one of the greatest significant aspects of tourism (Zaei & Zaei, 2013:12). Events assist destinations to gain confidence and a positive image in the tourism sector by generating media coverage. Events are widely acknowledged as a viable method for local communities to reap a variety of potential social and cultural benefits (Grappi & Montanari, 2011). As a result, individuals and communities are both affected by events, as locals are entertained, and visitors are captivated, both in and out of season.

According to Pavlukovic *et al.* (2017), the most interesting trait about events is that events are different and unique, and that guests must be present to truly appreciate the experience. Based on the tourists' perspective, an event is an opportunity for a leisure, social, or cultural experience that is outside of the ordinary range of options or experiences (Duffy & Mair 2017). Hence, investigating the social effects of events on communities is critical for multiple reasons, including their short-term, high-profile nature, which means their impacts can be significant (Deery & Jago, 2010:11). These effects can be favourable or negative, and they have a significantly bigger potential to interrupt a community's usual existence than normal tourism, even if only for a short period of time. When it comes to the social effects of events on communities, the host communities are the critics, and if they believe the behaviour is unruly, or that there is excessive litter around because of an event, that is their reality (Deery & Jago, 2010:11).

Festivals are a type of event, and these events have social effects that affect the local residents (Sepp, 2014). Human interaction is required for events to take place, and this eventually brings together, for instance, the local population, tourists, and event organisers. Since the occurrence of events has social impacts affecting local communities and visitors, this becomes an important matter that all parties involved in these events must be aware of. It is critical to have a solid comprehension of the general societal impacts that festival events might have on local communities (Kim, Jun, Walker & Drane, 2015). Furthermore, knowing how festivals influence individuals who host festival events allows event planners to arrange events in a way that encourages development, harmony, and a positive atmosphere in the local community, both before and after the event (Duffy & Mair, 2017). Consequently, investigating social impacts may have an additional significant influence on the community.

It has been proposed that socio-cultural influences emerge as a result of the unique relationship between tourists, a local destination, and its community (Sepp, 2014). Festivals and events have the potential to have socio-cultural implications, because they showcase the

entire destination, including the community (Grappi & Montanari, 2011). For instance, residents' lives can be affected by traffic congestion, parking issues, crowding at local stores, and congested local amenities during a festival or event. Therefore, local community's support and attendance are motivated by social events that have a positive impact on communities (Gullion, Hji-Avgoustis, Fu & Lee, 2015). The benefit of social unity or unity is a suitable fit, given that a festival is typically a periodic social event where all members of the community have the opportunity to connect and share a worldview through linguistic, religious, and historical ties. The process of community participation in events is similar to the process of consumer motivation. When there is an expected outcome or benefit, people feel compelled to participate in the event first (Saayman, 2013).

## **2.5 SOCIAL CULTURAL FACTORS WHEN PLANNING EVENTS**

Local residents are integrally involved in tourism events based on local culture and resources since they are part of the attraction. For instance, local residents form part of the authentic side of the event presented to tourists and they can also be event attendees (Frost, 2014:98). Their attitudes and actions, in any function, can have a significant impact on the happiness and overall experience of visitors attending the events, making them critical to the community's tourism success. Therefore, adequate planning of events and ensuring host communities' needs and concerns are taken into consideration is essential for an event to succeed. The following are social factors that event planners can follow to ensure a successful and efficient event (Reverte & Izard, 2011:44):

- The event and social motivation – the event's main goal, local community participation, public (satisfaction), and the presence of local associations or entities in promoting and supporting the event are all factors to consider (Reverte & Izard, 2011: 44). This factor explains that the main aim of events should be community support. Since events are hosted in differing communities, it is critical that residents are not left out when planning the event (Lin & Simmons, 2017). Furthermore, local entities should also be involved because they form part of the local community, and they have information that will definitely make events a success (Matiku, Zuwarimwe & Tshipala, 2021).
- External contacts and leadership – engaging firms or professionals to plan the event, hiring intermediaries to acquire artists or talent for the programme, being a member of an event promotion organization, getting prizes or awards, and having patronage and sponsorship (Reverte & Izard, 2011:44). Having professional and well-equipped people to plan events is crucial because they are knowledgeable about events and they can attract a high number of participants. Professionals know how to find talented local performers and artists to partake in events; additionally, they know how to reward

artists as well as find investors that can grow community events (Gunn & Var, 2020). Therefore, it is important to seek professional and well-skilled people that take crucial success points into consideration when planning an event (Lin & Simmons, 2017).

- Social networks – belonging to a network, public participation in event planning e.g. volunteers, the percentage of local residents at the event, the existence of agreements or formal associations with other similar events in order to take advantage of synergies in event promotion and planning, local governmental participation in event planning, and the occurrence of the event, are all factors to consider (Reverte & Izard, 2011:44). Social networks are important when planning events, because they allow people to interact and exchange information and knowledge (Gunn & Var, 2020). If an event has an approach that will benefit its local communities, for instance, the event will automatically find itself having local residents that support it and volunteers to assist with the event, and therefore create a positive atmosphere (Matiku *et al.*, 2021).

Therefore, it is especially crucial to think about local community's support when planning events with a tourism theme. However, considering that there are many other social aspects involved in event planning, it is also crucial not to conceive of local residents' support in isolation as the only component for success.

## **2.6. POSITIVE AND NEGATIVE SOCIAL IMPACTS OF EVENTS**

Society and culture are intertwined elements that are inseparable (Getz, Andersson & Carlsen, 2010). A society is a community or large assembly of people who share common traditions, activities, and interests. Culture symbolizes a society's customs, common ideas, social positions, and tangible goods that are communicated or passed down from generation to generation (Duffy & Waitt, 2011). In this context, the host community, event managers and other participants in the event industry are concerned about the potential social impacts of events on a community's culture.

Additionally, most people associate events with politics, job creation, and carrying capacity (Getz *et al.*, 2010:23). However, the spectrum of effects is extensive, and they frequently have an impact on regions that are generally associated with events. According to Grappi and Montanari (2011), events are widely regarded as a sustainable technique for gaining a variety of potential economic, social, and cultural benefits for host destinations. This study's main focus is to measure the social impacts. It is crucial to conduct research of this nature to obtain an extensive and extrinsic understanding of the social impacts of the Taung Cultural Calabash Festival on the local residents. This study helps with the understanding of local communities' views and predictions of events, which leads to improved understanding, planning and

execution of events of this nature. Hence, the study is a crucial step towards the growth and sustainability of event tourism in the region of Taung. According to Deery and Jago (2010:17), the following are the positive and negative impacts of events:

**Table 2.1 Social impacts of events on host communities**

Positive impacts	Negative impacts
<ul style="list-style-type: none"> <li>. Increased standard of living through job creation</li> <li>. Increased entertainment opportunities</li> <li>. Opportunity to meet new people</li> <li>. Distraction from routine life</li> <li>. Enhanced community image</li> <li>. Community pride</li> <li>. Preservation of local culture/heritage</li> <li>. Increased skill base or knowledge about tourism</li> </ul>	<ul style="list-style-type: none"> <li>. Unruly and negligent behaviour</li> <li>. Increased crime rate</li> <li>. Excessive drinking</li> <li>. Disruption of normal way of life</li> <li>. Overcrowding</li> </ul>

Moreover, there is a link between some of the negative and positive effects that has substantial consequences for the event's long-term viability. The host community's pride in their location is threatened by negative effects of events, while a successful event can help advertise a host destination and boost local pride (Deery & Jago, 2010:18). For instance, events could also have a beneficial impact on local community identity, enhancing destination identity and pride in the location through this revived shared identity.

### **2.6.1 Positive social impacts of events on communities**

Festivals and events are of massive importance to numerous communities around the globe. They are known to have notable, religious, cultural and traditional importance, and they also play an essential role in community building, improving the community's quality of life and demonstrating, defining, and developing a sense of community, pride, and the soul of the community (Duffy & Mair, 2017:1). Positive social impact includes improving the community's quality of life, and demonstrating and developing a sense of community, pride, and community soul (Jepson & Clarke, 2015). Festivals allow expressions of individuality; they beautify the surroundings and provide people with opportunities to spend time with family and friends. Social benefits encompass the positive effects of social and cultural changes brought by events. Events break the town's regular and constant development rhythm and are often the catalyst of urban regeneration and development (Gursoy *et al.*, 2011).

The following are several social benefits that events can have on local communities:

#### **2.6.1.1 Bringing individuals from different communities together**

Every event's success depends on the involvement and engagement of locals, so a well-organized event, can definitely bring the local community together, and provide a venue and a focal point for activities, but generally much more (Getz *et al.*, 2010). Whatever the nature of the event or the reason for holding it, it can aid in raising local awareness. A community event literally helps to raise community spirit by serving as a launching ground for involvement or change, similar to how a corporate event attempts to create a team (Van Winkle, Woosnam & Mohammed, 2013).

#### **2.6.1.2 Enhance cultural exchange**

Festivals boost cultural exchange and understanding among and between residents and visitors (Fernandes, 2013). Events strengthen bonds and understanding between the hosts and guests, as tourists are exposed to the host culture. Additionally, showcasing residents' culture to tourists strengthens bonds with the community, increasing identity pride, support and cohesion. Furthermore, the interactive nature of social events additionally strengthens the relationships between the promotion of culture and the growth of social capital (Attanasi, Casoria, Centorrino & Urso, 2013). As Arcodia and Whitford (2006) argue, awareness of the community's resources increases and an increasing expertise builds social unions among those who were formerly disadvantaged, and generally strengthens a stronger relationship among community organisations when planning a festival. Thus, festivals form solid ties within a community and further reinforce social and cultural identity (Lee, Manthiou, Jeong, Tang & Chiang, 2015; Tresidder, 2015).

#### **2.6.1.3 Community pride and cohesiveness**

Among other positive social impacts of events, such as providing entertainment and leisure opportunities, festivals similarly provide a particular occasion for local residents to show their commitment to their community, and to tourism activities held within the community (Lee *et al.*, 2015; Tresidder, 2015). Events also provide opportunities for community revitalization and cohesiveness (Ferdinand & Williams, 2013). According to Del Barrio, Devesa, and Herrero (2012), festivals more than any other cultural phenomenon, act as a catalyst for current societies to achieve the threefold goal of attracting and increasing visitors' expenditures, developing a new developed image, and acting as a driving force behind cultural creativity and social cohesion.

#### **2.6.1.4 Provide distinct opportunities for cultural and educational development**

Baez and Devesa (2014) contend that festivals serve as an educational and training platform for residents, as well as opportunities for residents and visitors to exchange ideas. Festival events act as an educational platform for residents. According to Getz (2015), festivals act as educational events with the aim of stimulating a creative and rich culture among the communities. Hence, it is imperative to investigate the festivals and specifically the music festivals, as cultural and educational events. Manolika, Baltzis and Tsigilis (2015) report that education and learning are the greatest important motivation for cultural consumption, followed by socialization, family togetherness, escape, and novelty. According to Lee, Arcodia and Lee (2012), cognitive benefits, such as learning new things and gaining knowledge, are the second most motivating factor for attending cultural festivals, after transformational benefits. The preceding discussion clearly demonstrates that festivals provide a variety of cultural and educational benefits and opportunities to both local residents and visitors, and that these benefits and opportunities are likely to have a positive significant impact on both the residents' and visitors' subjective well-being.

#### **2.6.1.5 Community pride and unitedness**

Events improve a sense of unitedness within the community, community pride, and spirit within host destinations, thus improving the quality of life of residents. Social benefits include creating community pride, promoting social interaction, facilitating sharing of ideas, and creating social identity and welfare, according to Connell (2014:608), Dinovic (2010:17), Sperstad and Cecil (2011:314), Wan (2011:130), and Ramgulam, Raghunandan-Mohammed and Raghunandan (2012:69). Events also build civic pride (Huang & Zhang, 2012). Inoue and Havard (2014) state that the positive effects of the perceived social impact on residents include community pride and social responsibility. Mao and Huang (2016) found that events had three benefits: city image, community pride enhancement, and community social development. Additionally, for Connell (2014:608), events intensify the feeling of belonging among local residents, exposing individuals to new ideas and experiences, creating a sense of place, promoting tolerance and diversity as well as offering experiences of self-fulfilment, gratitude and understanding.

#### **2.6.1.6 Improved community well-being**

Well-planned and delivered events change the quality of life and well-being of the residents (Kaplanidou, Karadakis, Gibson, Thapa, Walker, Geldenhuys & Coetzee, 2013). Inoue and Havard (2014) and Sharma (2020) state that the positive effects of the perceived social impact

on local attendees include community excitement, enhancement of community attachment, event excitement, and enhance their quality of life, and encourage community involvement.

#### **2.6.1.7 Promotion and preservation of local culture**

Caiazza and Audretsch (2015) found that events lead to a growing interaction between locals from different cultures, and a community's interest in events provides an incentive for local attractions and traditions, which are all influenced by event festivals. Cope, Flaherty, Young, and Brown (2015) contend that events have had an important positive effect on residents' community satisfaction. Xu, Barbieri, Anderson, Leung and Rozier-Rich (2016) found that residents had positive social impacts from the events, such as an increased variety of cultural activities and a sense of community identity. Bowdin, Allen, O'Toole, Harris and McDonnell (2012:18-29), Bladen, Kennell, Abson and Wilde. (2018:336), and Lew, Hall and Williams (2014:380) indicate that events strengthen community culture, tradition and values, as well as celebrating differences or similarities among individuals. Therefore, the benefits of events in terms of educational and cultural understanding have also been widely recognized (Lee, Arcodia & Lee, 2012). Yeoman, Robertson, McMahon-Beattie, Backer and Smith (2012:17) add that events placate the needs of special interest groups and conserve local and natural heritage.

#### **2.6.1.8 Destination recognition**

Alves, Cerro and Maria (2010:23) explain that events create an intensified awareness of a destination; also events encourage repeat visits after the event has concluded and help to establish a brand for the destination community. Events create linkages between the destination's attractions, local communities and the rest of the globe (Getz & Page, 2016:593; Mxunyelwa & Tshetu, 2018:6). Ramgulam *et al.* (2012:69), Yeoman *et al.* (2012:33) and Getz (2015:2) report that events are hosted to help improve the image of the host community.

#### **2.6.1.9 Community development**

Dinovic (2010:17), Sperstad and Cecil (2011:314), Wan (2011:130), Fenich (2012:13), Ramgulam *et al.* (2012:69), Yeoman *et al.* (2012:33) and Getz (2015:2) report that events are hosted to help improve the image of the host community, promote urban renewal, and develop alternative tourism opportunities as well as sustainable development. Tassiopoulos (2011:15) notes that many countries have documented the benefits of hosting events and are using events as a strategic development tool.

According to Yoon *et al.* (2010:7) and Hernandez-Mogollon *et al.* (2014:84), the benefits that events bring to the destination are significant. Hence, Saayman, Marais and Krugell (2010:1102), Saayman *et al.* (2012:151) and Marais, Du Plessis and Saayman (2017:3), contend that the number and variety of events have increased rapidly. Considering all of these advantages, it is not surprising that destinations all over the world host events, including developing countries like South Africa (Marais *et al.*, 2017:3; Metsi, 2017:1). Consequently, it is also important to ensure that the negative effects are minimised in order to benefit more from the event.

Despite the positive impacts on the quality of life, festivals also negatively impact communities, for instance, by traffic jams and crowding, increased cost of living and crime, and property damage (Atci, Unur & Gursoy, 2016). Festivals can have negative impacts on the physical and natural environment, causing pollution and destroying or causing deterioration of natural, cultural, or historical resources. Festivals can also have a negative impact on the social and cultural aspects of the host communities, interfering with traditional morals and values and resulting in loss of identity in the community (Leenders, Go & Bhansing, 2015).

### **2.6.2 Negative social impacts of events on communities**

Social effects of events reveal the detrimental aspects of social and cultural changes caused by events (Caiazza & Audretsch, 2015). Gursoy *et al.* (2011) found that the negative social effects include the system disturbing the citizens, excessive physical use of resources and community facilities, and the undesirable impacts on the local members. Caiazza & Audretsch (2015) found social costs such as apathy, unrest, hostility, and lack of consideration for the local community. Inconvenience and congestion are generally perceived as the greatest concerns for local residents. Traffic congestion, limited parking, and crowding in community areas have a negative impact on local residents (Caiazza & Audretsch, 2015). Negative effects such as littering and noise pollution, and criminal activities such as vandalism, theft, and property damage may also affect local residents. Additionally, Ohmann, Jones and Wilkes (2006) examined negative social impacts such as increased criminal activities, particularly related to alcohol offences, prostitution and the displacement of local residents, and found that fewer respondents perceived prostitution and the displacement of local residents. Events also increased crime and traffic congestion, caused pollution, and depreciated the cultural identity (Gursoy *et al.*, 2011). Caiazza and Audretsch (2015) found that events cause crime, vandalism, and cultural clash. Mao and Huang (2016) found that events had three negative social impacts: community social pressure, disorder and congestion, and environmental and cultural problems.

## **2.7. MAIN SOCIAL FUNDAMENTALS IMPACTED BY EVENTS**

The following are aspects that are mainly impacted by events and they are important in the success of events hosted in our communities.

### **2.7.1. Culture**

Simeon and Buonincontri (2011) define a cultural event as an event that involves tourists experiencing and having contact with a host population and its cultural expressions, experiencing the uniqueness of culture, heritage and the characters of its place and people. According to Attanasi *et al.* (2013:3), cultural events entail maintaining and celebrating the history, language, territory, traditional elements of identity, and common culture and religion, which link these events to issues of authenticity and identity construction. Apart from this, Laing (2018) states that cultural events allow attendees to express various aspects of an individual's culture. Furthermore, according to Tassiopoulos (2011:10), the most common forms of cultural events are festivals, parades, carnivals, pageants, religious rites and rituals, and heritage commemorations.

While culture has an impact on all people, there is a belief in American psychology that culture has a greater impact on members of certain groups (Causadias, Joseph, Vitriol & Atkin, 2018). According to Causadias (2018), authenticity is increasingly influenced by business activities under capitalism, where it occurs in a direct connection to the commoditisation of culture and the reification of social identities. As a result, this is in purposive support of Adams' Equity Theory, which asserts a direct association between benefits associated with cultural commoditization and the reification of social identities.

### **2.7.2 Community**

The local community is an important role player in the planning and sustainability of events, thus it is important to discuss it in this next section. Community is most often understood as being those people, usually of a specific locale (be that real or virtual), who share a set of values and social relations characterised by personal connections (Duffy & Mair, 2017:3). Community can be defined as a group of individuals who share a set of beliefs and social interactions based on personal connections, usually from a specific location (real or virtual).

Working with the community is a form of social work known as community organisation, and it entails the procedure of establishing and sustaining a progressive and more efficient relation between community resources and community welfare needs. Festivals, according to Mxunyelwa and Tshetu (2018), play an important role in the lives of the host community. Local

and regional festivals benefit the home market by keeping it active. Local governments and the tourism industry as a whole are increasingly valuing festivals. This is especially true in rural locations, where accessible revenue sources are more limited than in urban ones. Festivals can thus provide a holistic approach to building thriving communities.

Festival events are rich in meaning and provide a 'culture' from which the local community and tourists can learn, because festivals play a major part in uplifting an area and the local community. Cultural events are attractive to host communities because they aid in developing pride and identity for the community (Attanasi *et al.*, 2013:3). Although the community and tourists come from diverse socio-cultural backgrounds, with different beliefs and perceptions, during festival time, views change somewhat. According to Mxunyelwa and Tshetu (2018), festivals grant local communities an opportunity to develop and share culture. This creates a sense of value, and changes beliefs held by individuals in the local community; the same applies for tourists. Tourists can see and experience how local communities celebrate their culture and how this affects community development. Furthermore, where there is contact between people, change is inevitable, whether good or not. It has been found that some visitors are interested in interacting with the community, whereas for others the local community is just part of the scenery (Scholtz & Slabbert, 2017). Thus, it is important to define the local community or host community. The community a tourist is visiting is often termed the host community (Scholtz & Slabbert, 2017). Since the local residents of the host community share their facilities and services with the tourists, they become hosts to tourists. As the hosts of events, there is much interaction between the local community and tourists. Tourists look to the local community to guide them throughout their stay and acquaint them with their surroundings.

### **2.7.3. Festival management**

Etiosa (2012:4) states that event management refers to the planning, management, marketing and design of an event, within time, cost and performance requirements. This includes festivals and other celebrations such as entertainment, recreational, political and state events, scientific events, sport, art, and corporate events, as well as private events (Dane, Borgers, Kaya & Feng, 2020:14). Furthermore, event management tries to understand the event experiences and how to manage them (Etiosa, 2012:4). Maputsoe (2016:60) describes event management as the organisation and coordination of the activities needed to achieve event objectives. In essence, event management involves the practical aspects of preparing for and staging events (Tassiopoulos, 2010:63; Maguire, 2017:29).

Event managers employ around twenty skill sets, which include planning, designing, organising, coordinating, leading, marketing and promotion, as well as budgeting and control (financial management) (Page & Connell, 2014:642; Tassiopoulos, 2011:395; Yeoman *et al.*, 2012:54; Shone & Parry, 2013:101; Quinn, 2013:82). Furthermore, according to Page and Connell (2014:642), Tassiopoulos (2011:395), Yeoman *et al.* (2012:54), Shone and Parry (2013:101), and Quinn (2013:82), events management entails human resource management, project management, procuring resources and support, logistics, risk management, managing, staging and evaluation of the event, as well as communicating with the local organisations that are involved.

Furthermore, as the pinnacle of revamping or rather facilitating the natural course of the stages of authenticity's impact on the social paradigm, the festival's management needs to be addressed to monitor and preserve these impacts. Festivals are generally viewed by those who plan them and the host communities as social or cultural celebrations, and as with many event-related studies, only observation from either event managers or from participants are collected. Then, such opinions are then used as a basis for recommending satisfactory event management and promotions (Agbabiaka, Omoike & Omisore, 2017: 382). Researchers may only be in a state to address festival management concerns accurately and effectively, and be able to come up with solutions when the complete scenario has been described by all relevant parties, with particular reference to delivering a memorable experience that involves the community and event attendees (Richards, 2014). Some event planners may view festivals as entertaining occasions that should be managed on a somewhat informal or unprofessional basis (Getz, 2015), while other planners may resist the trend toward professionalism because they fear that community involvement and control may be reduced if a business-like approach develops. There may also be a concern that the event will become a tourist trap in which authenticity diminishes or disappears, and problems of overcrowding and commercialism take over.

Consequently, event managers should stipulate the principles that must be imbedded in all decisions regarding every element, phase, and process of an event to ensure these decisions ensure successful and sustainable results. It is crucial for event managers to comprehend and grasp the social aspect of events organisation as well as develop the essential leadership skills and attitudes needed for themselves and the staff that they manage (Tassiopoulos, 2010:63; Nigam, 2012:5; Wahab, Shahibi, Ali, Baker & Amrin, 2014:497). The above studies relate because they discuss the importance of event managers understanding the effectiveness of organising events and the social effects events have on the communities, and in addition, the importance of applying adequate skills and a positive approach among event

managers and their team in order for events to have positive effects on the people. Hence, all the above aspects are critical for the event to achieve the event goals and success.

## **2.8. THEORETICAL FRAMEWORK**

Benefits and costs of events for local residents have influenced an increasing body of research on the social impacts of festivals and events. It is crucial to understand perceptions of local residents to measure the overall success of an event (Hiller & Wanner, 2011). According to Hiller and Wanner (2011), carefully understanding perceptions and participation of local residents with regards to events will determine the effectiveness of planning and managing of events. The theoretical framework underpinning a social impact study determines what perspective is taken, the data required to meet the demands of this perspective, and the method of analysis employed to understand the data. This study was based on three theories: Social Exchange theory, Equity theory and the Doxey's Irritation Index (Deery & Jago, 2010). The theoretical framework gives a detailed exploration of these three theories that support the study.

### **2.8.1 Social Exchange Theory**

This research is based on the Social Exchange Theory developed by Emerson in 1976. This theory is defined as voluntary engagements that are driven by anticipated returns. Groups or individuals will engage in voluntary engagements if there is value of that which is being exchanged, its perceived costs do not surpass benefits, and that the engagement will be rewarding. The theory is about an exchange of activity between two or more parties. It could be activities that are tangible (economic outcomes) or intangible (social outcomes); they can be expensive or inexpensive (Emerson, 1976:336). Community members' level of engagement with the tourism industry and tourists has shown some relationship with attitudes. Variables such as the distance of a tourism centre from the respondent's home, involvement in making decisions, level of knowledge about the industry, and level of contact with tourists have all been examined as predictor variables (Cook, Cheshire, Rice & Nakagawa, 2013:61; Easterling, 2004:54).

Studies have shown that residents who are more engaged with tourism are motivated towards it. Furthermore, individuals who are more knowledgeable about tourism likely recognise what the benefits, as well as the positive social impacts, can do to uplift a community (Coulson, MacLaren, McKenzie, & O'Gorman, 2014:139). Therefore, community members may perceive the tourism industry in a more positive light when they tend to benefit from it in terms of

community pride, unity, and shared common experiences (Vanclay, Esteves, Aucamp & Franks, 2015).

From an event perspective, social exchange theory proposes that peoples' attitudes toward an event are influenced by their evaluation of predicted outcomes in the community. Residents must support and promote the event, then ultimately some community members will reap the benefits, while others may be negatively impacted (Helena *et al*, 2010:26). Social exchange theory explains that people weigh an exchange based on the costs and benefits gained as a result of that exchange. Individuals who perceive benefits from an exchange are likely to evaluate it positively and those who identify negative impacts are likely to evaluate it negatively. Thus, residents perceiving themselves as benefiting from an event are likely to view it positively, while those who are not benefitting view an event negatively (Coyle-Shapiro & Conway, 2004:33).

One of the basic principles of the theory is that relationships evolve over time into trusting, loyal, and mutual commitments. To do so, parties must abide by certain rules of an exchange. Rules of exchange form a normative definition of the situation that forms among or is adopted by the participants in an exchange relation (Emerson, 1976:351). According to Ward and Berno (2011:1560), "Social exchange refers to voluntary actions of individuals that are motivated by the returns they are expected to bring, and typically do bring, from others." They contend that social exchange involves the principle that one person does another a favour, and while there is a general expectation of some future return, its exact or specific nature is definitely not stipulated in advance (Ward & Berno, 2011:1556).

This study investigates beyond the expectations which the local residents have regarding hosting the festival event. The study dwells more on the views of individual local residents regarding the social impacts that the event have on them, and an emphasis on the importance of the event in their area.

### **2.8.2 Equity theory**

The study is also supported by the Equity Theory, which was created by Adams in the 1960s. Equity Theory can be utilised to explain variance (opposition or support) in host attitudes toward tourism development (Blau, 1964:85). This means that residents' attitudes tend to follow a fundamental equity equation, i.e. costs vs benefits (Adams, 1963:422). Residents view tourism development as equitable only when they perceive a balance of positive and negative consequences, or when the positive aspects outweigh the negative (Lovegrove & Fairley, 2017:16). The key component or principle of the Equity Theory is fairness in terms of what residents benefit from the event compared to what they contribute to making an event

a success within their community (Neal & Gursoy, 2008:54). Event organisers should see that they maintain a standard of fairness in terms of the distribution of social benefits and host communities' benefit; for instance, the event should instil a sense of pride and unity among community members (Neal & Gursoy, 2008:62).

The theory focuses on determining whether the delivery of resources between event organisers and local community members is equitable (Adams, 1963:422). There is an equilibrium between the local communities' efforts through participation, their ability to host an event and the welcoming of tourists into their space (the inputs), and how they are appreciated in terms of benefits in the form of standard of living, community pride and identity, and so on, which are the outputs (Nunkoo & Ramkissoon, 2010:44). As a result, the essence of this theory is to comprehend how residents benefit from events and what motivates them as well as encourages them to be more involved in making the event a success, and even ensure the future occurrence of the event in the host community (Burrai, Font & Cochrane, 2015:454).

Although the model has been widely applied to financial contexts (e.g. residents benefiting from tourism), other research studies focused on the social benefits of events. This study sought to find out if residents' perceptions tend to follow a fundamental equity equation (costs *versus* benefits), i.e. whether residents view tourism development as equitable only when they perceive a balance of positive and negative consequences or when the positive aspects outweighed the negative.

### **2.8.3 Doxey's Irridex Model**

The irritation-index, often known as the "Irridex," was first developed by Doxey (1975) to evaluate host-guest interactions and relationships. This study was supported by Doxey's model and it is based on knowledge about how locals feel about tourists, including how their attitudes toward them have changed over time, and how tourism events have developed throughout a destination's life cycle (Doxey, 1975:198). It was basically a four-step chronology that went like this: euphoria, apathy, annoyance and antagonism. Therefore, the host community's and tourists' compatibility, which is influenced by social and cultural factors for instance as well as the volume of visitors, determines how far along this process will go (Doxey, 1975).

This model is supported by the research findings of Fan, Liu and Qiu (2019:147), which indicates that local communities' attitudes are initially positive but turn negative after reaching a certain threshold. According to the Irridex model, local communities' views toward tourism events will shift over time in a predictable one-way sequence, meaning the view starts off

positive and ends up negative, with attitudes sliding from one end to the other as time passes (Doxey, 1975). It implies that locals' opinions and reactions to tourism events are homogeneous (Fan, Zhang & Jenkins, 2017:111). According to the Irridex, all residents feel the same way at all times, traveling in one direction down the scale towards negativity. Table 2.2 shows the level of irritation local community members may have towards festival events.

**Table 2.2: Doxey's Irridex model**

<b>LEVEL OF IRRITATION</b>	<b>DESTINATION RESPONSES TO TOURISTS</b>
1. Euphoria	Associated with the initial phase of the development of the destination. Sense of excitement and anticipation. Informal contacts with tourists
2. Apathy	More formal contacts with tourists, begin to be seen as a source of income and investment
3. Annoyance	Residents begin to show misgivings about the tourism industry, due to increasing numbers and external investment and infrastructure
4. Antagonism	Irritations are expressed verbally and physically Politeness gives way to antagonism Tourists seen as the cause of the problem

*(Source: Doxey's Irridex Index, 1975)*

Events have established themselves as a significant growth industry in the North West province, serving as a catalyst for social development in terms of community pride and community solidarity. The interaction between the Taung Cultural Calabash Festival and the host community is a crucial component that should be thoroughly analyzed for the future development of tourism events in the Taung region. According to Doxey's Irridex model, Taung is also experiencing stages of irritation among locals as a result of increased visitor activity, and this perception can be channelled in a positive way with the correct actions (Fan, 2020:18). The four stages are described below with reference to cultural tourism events.

In the first stage, the local community may experience euphoria (a happy emotion) at the prospect of the festival event in the area (Kilic & Secilmis, 2022: 342). According to the index, this level is related with the initial growth of a destination as a tourist destination, therefore there is a sense of excitement and expectation, especially if additional developments and

benefits in the region are planned (Doxey, 1975). Locals have little or informal contact with tourists at this time, and most of it may be hypothetical at this point as well (Doxey,1975).

Apathy is the second stage of Doxey's Irritation Index. This is a very neutral emotion that falls on the positive side, and more formal contact with tourists begins to develop when the event takes place in their community (Doxey, 1975). Local residents will start to view these visitors as a source of investment and that they could benefit from them being in their area (Fan, 2020:16).

Part three of the Irridex is annoyance, which is known as a rather negative feeling. Annoyance will most likely be small at first but will grow into greater sensations as time passes (Doxey, 1975). Residents will begin to notice the negative effects of the festival event in their area, such as crowding, unpleasant tourist behaviour, and excessive traffic in tourist or local amenities rather than those that residents require, and so on (Fan, 2020:18).

Antagonism is the final stage of Doxey's Irritation Index. When things are at their worst, inhabitants express their annoyance in a variety of ways, throwing courtesy out the window and giving way to animosity. Tourists are blamed for any difficulties that arise in a given location (Doxey, 1975). The importance of this study was determined by investigating local residents' perceptions on the social impacts to determine the importance of this festival event (Fan, 2020:18). The views highlight which social role the event plays in the development of the community and its residents and, furthermore, whether the effort and inputs of those of the local residents that make this festival a success are equal to the benefit of hosting a festival event in the community (Doxey, 1975).

## 2.9. SOUTH AFRICAN STUDIES

Previous studies based on the social impacts of events in a Southern African context were reviewed and these studies are listed in Table 2.3. The aim of this investigation into previous studies was to determine what studies had already been done and to discover Southern African studies that have emphasised the social impacts of events.

**Table 2.3 Social effects (impacts) of events on local residents**

Year Published	Author(s)	Title	Article's primary focus	Findings
2021	Slabbert, Du Plessis,	Impacts of tourism in predicting residents' opinions and	The focus of this paper was to discover the role of tourism impacts in	The study revealed that residents would have a more positive outlook

	& Digun-Aweto.	interest in tourism activities.	anticipating the views and interest of residents on tourism activities.	when the event directly benefits them and when the industry starts contributing to the overall improvement of the standard of living of residents.
2018	Scholtz & Slabbert,	A remodelled approach to measuring the social impact of tourism in a developing country	The study's focus was on a theoretical framework that could be utilised to assist event implementers to predict perceptions of social benefits of the tourism activities in communities.	This study developed a modified approach that could be used prior to an event so that both tangible and intangible social impacts of tourism events could be implemented in the community. In order to determine how latent variables influence one another, the researchers made use of structural equation modelling. This framework is used to measure the social impacts of tourism to understand and predict these in a developing country such as South Africa.
2017	Scholtz & Slabbert.	Tourism is not just about the Money: A Comparison of Three South African Communities	The focus of this research study was to determine the significance of tangible and intangible social impacts of tourism on selected communities in	The findings revealed that in some instances, tangible social impacts are regarded as less important than intangible impacts. For instance, negative

			a developing country like South Africa.	tangible social impacts include an increase in undesirable activities such as crime, vandalism, and prostitution. Lastly, intangible social impacts include the strengthening of local culture and traditions by revealing the communities' importance, thus fostering community pride
2012	Loots, Ellis & Slabbert.	Factors predicting community support: the case of a South African arts festival.	The aim of this research was to determine the factors that predict community support in the case of a South African arts festival.	The findings revealed that identifying factors that influence community support can help the festival planners to plan and market festivals because the community's support and involvement have the power to determine the continuation of the festival in the long run.
2008	Motale	The social impact of arts festivals: a case of the ABSA Klein Karoo National Arts Festival.	The focus of this study was on the perceived social impacts the event had on the host community.	The study revealed that the overall impact of the festival on the community was believed to be that the 2006 festival impacted positively on the lives of the community

				compared to the one held in 2007. These factors included an increase in the number of tourists to the area and opportunities to meet new people.
2016	Maputsoe	The social impacts of the Mangaung African Cultural Festival: A community perspective	The key objective of this study was to investigate the social impacts of the festival, based on the Bloemfontein's community perspective.	The findings of this study revealed that there were factors which included community enhancement, community degradation, and tourism growth that the festival brought, and these factors will help sustain the festival as it will help event organisers to maintain the community's vital support for this festival.
2018	Carse, Venske & Steyn.	Critical factors influencing visitor attendance at a literary arts festival in Stellenbosch.	This paper seeks to identify the factors that motivate festival visitors to attend the Stellenbosch University Word Festival (SUWF).	Factors such as basic festival attributes (e.g. value for money, venue spacing), the internal festival experience, (e.g. variety in the programme) give SUWF a competitive advantage over other arts festivals in South Africa and globally, and encourage the

				development of similar festivals.
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In summary, the above studies in Table 2.3 show the importance of festivals in ensuring that events bring growth in the community. Furthermore, there are a number of festivals hosted annually in South Africa. These festivals differ extensively in terms of their time frames and the different themes they cover. Despite the number and scale of these festivals, the understanding of these events is limited, hence there is a need for future evaluation of festival events to understand how they contribute socially to the hosting communities. There are many studies that have been done about the social impacts of events in South Africa and globally; however, there is no particular study that has been conducted on the Taung Cultural Calabash Festival. It becomes apparent that festivals that are hosted in communities cannot solely rely on the perceptions of those who plan and manage these events, but should rather examine the views of local residents to have an actual clear understanding of their expectations and desires about such an event and the impacts they pose on the social paradigm.

Consequently, this current study intends to add to the literature by investigating the social impacts of the Taung Cultural Calabash. This study adds to the existing literature as it focuses on views of a different community and a different festival in South Africa. This study particularly aims to have unique academic and applied implications in the continued study of events in North West province, and particularly Taung. The data and statistical analysis reported in this study serve as valuable information for future endeavours concerning events tourism and community support in Taung. The identification of several event attributes that significantly impact resident perception of events and festivals, and what social impacts affect how residents perceive event tourism investments is important information that can be utilized by future researchers, tourism planners, and local government officials in North West province. In addition, this study can be utilized to better understand the expectations of residents and how tourism impacts their lives. If event tourism planners better understand ways to gain resident support for such cultural events, then they can maximize social and cultural tourism gains for the area.

## **2.10. CHAPTER SUMMARY**

In this chapter, literature on social impacts, Equity theory, Social Exchange theory and Social Impact theory were elaborated to understand the social impacts on a society due to tourism, on a theoretical basis. The study also elaborated on positive and negative impacts of different events and communities, and the benefits of hosting events.

The aim of this chapter was to present the general concept of social impacts of tourism, covering the negative and positive social impacts of tourism, then narrowing it down to the different social impacts of events. Additionally, the benefits of hosting events, factors considered when planning an event, main social fundamentals impacted by festival events and the two theories that support social impacts were presented. Social impact is a well-developed phenomenon that consists specifically of the effects of tourism and how they affect people who participate in tourism. It is evident that social impacts can have both positive and negative consequences on local communities, and therefore, in this study, emphasis is placed on both, and the benefits of events were discussed. To improve the understanding of the concept of social impacts from a tourism perspective, focus was placed on festival events. Ultimately, the chapter showed that events play a significant role in society.

Social impact was defined as the changes in the norms and values of society that are more apparent in the short-term. When tourists travel to a specific destination, visible impacts are noticed. In short, events promote community peace and pride, as well as educational and cultural experiences. However, as with any process, there is a downside. Events can trigger, for example, crime, and promote commodification. In summation, a detailed presentation of negative and social impacts of events on local communities was done, as well as theories that are in support of the concept of social impacts.

However, the studies above collectively show that a variety of social impacts may influence community participation and involvement. The identified social impacts and benefits are both supported and contradicted in the various studies, while the influence of some are inconclusive. It is furthermore clear that the initial social impacts and tourist behaviour, as well the festival event under investigation influence the community involvement and overall satisfaction. This emphasises the need for more research in this specific instance. According to the researcher's knowledge, no study has to date investigated the social impacts of the Taung Cultural Calabash Festival. This research will thus fill the gap in the current literature and provide information on the social impacts and community perceptions of the Taung Cultural Calabash Festival.

## **CHAPTER 3: RESEARCH METHODOLOGY**

### **3.1 INTRODUCTION**

The aim of this chapter is to discuss the method of research that was applied in the study, and this section outlines the method of research the study has undertaken.

Pandey and Pandey (2021:18) state that research is systematic; it increases knowledge and it is the procedure of analysing and examining relevant information on a particular topic. Pandey and Pandey (2021:18) add that the procedures researchers use to explain, describe and predict phenomena are called research methodology. According to Igwenagu (2016:4-5), methodology is the theoretical and systematic analysis of the methods applied to a study. Research methodology provides the opportunity for a comprehensive study and understanding of the problem, and teaches the ability to read and think critically as well as evaluate and use the research results with rational confidence (Igwenagu, 2016:5; Mukherjee, 2019; Patel & Patel, 2019:49).

In essence, research methodology is the science of studying how the research is to be applied and is the systematic way to solve a problem (Patel & Patel, 2019:50; Pandey & Pandey, 2021:18), as well as understanding the logic behind the methods used (Patel & Patel, 2019:49). Ishak and Alias (2005:2) argue that methodology does not provide solutions, therefore it is not the same as a method. Patel and Patel (2019:51) and Igwenagu (2016:4-7) explain that research methodology is the strategy that outlines how a study is to be conducted, and identifies the method or set of methods that can be applied to a specific study. Igwenagu (2016:5) adds that research methodology describes and analyses methods, provides clarity on limitations of resources and expands the limits of knowledge. Bairagi and Munot (2019) further explain that research methodology focuses on a research process and the tools and procedures used such as survey methods, analysis of existing secondary data and content analysis, to name but a few. Research methodology allows for the provision of tools to perform the research, creates a critical and scientific attitude towards disciplined thinking of observations, and enriches the research process (Igwenagu, 2016:5).

Therefore, this chapter discusses the research methods and design used in the compilation of this study, followed by the empirical study and survey. This study aims to investigate the social impacts of the Taung Cultural Calabash Festival and this will be achieved by examining community members' perceptions on the social impacts of the festival.

## **3.2 RESEARCH METHODOLOGY**

According to Igwenagu (2016:4-7), research methodology is the strategy that outlines how a study is to be conducted and identifies the method or set of methods that can be applied to a specific study. Igwenagu (2016:5) adds that research methodology describes and analyses methods, provides clarity on limitations of resources, and expands the limits of knowledge. Bairagi and Munot (2019) further explain that research methods focus on the research process and the tools and procedures used, such as survey methods, analysis of existing secondary data, and content analysis, to name but a few. In this study, the section on the method of research will be explaining briefly the literature study, empirical survey, and the ethical considerations.

In order to gather knowledge, data can be collected in two ways; by means of primary or secondary data collection (Ruggiano & Perry, 2019:90). Primary research is the first-hand accounts of a researcher who was involved in the actual study and is material that is closely related to the research topic (Sileyew, 2019:67), while secondary research is the analysis and interpretation of primary research (Sileyew, 2019:68). Hence, in this study, primary research was conducted by means of an empirical study, and secondary research by means of a literature study.

### **3.2.1 Literature study**

In order for the researcher to gain literature for this research study by means of secondary research, numerous information searches were conducted to collect relevant information. Therefore, the first objective aimed to establish the negative and positive impacts of festivals on communities and the literature achieved this objective. The second objective aimed to investigate what research has been done in the South African context regarding festivals, and this was achieved by means of a literature review. The following keywords guided the literature review, namely; social impacts, local communities, festivals, festival management, impacts on events/festivals on communities, cultural festivals, Social Exchange Theory, Equity Theory and Doxey Irridex Model. The literature review aims to assist in obtaining relevant information which outlines the social impacts of events on residents and the benefits of events. North-West University's library books and various journal articles were utilised to acquire an in-depth understanding about social impact issues that affect local residents. Information searches were conducted mainly through library catalogues and indexes, as well as the Internet. Scientific databases that were used to obtain the most recent, relevant publications and information in this study were Google Scholar, African Journals, Boloka, NWU Institutional Repository (NWU-IR), EBSCOhost, Emerald, and JSTOR. Data was analysed using the SPSS

23 software package. The respondents' profiles were determined using descriptive statistics. The same method was applied for measuring the means and standard deviations of each item used in the questionnaire. Internal consistency of the 24 items used and the reliability of the data was determined using Cronbach's alpha ( $\alpha = 0.827$ ). Furthermore, factor analysis was performed to determine the social impact factors in order to determine the prevailing social impacts of the Taung Cultural Calabash Festival. The study focused on the prevailing social impacts that the Taung Cultural Calabash festival has on local residents of Taung.

### **3.2.2 Empirical survey**

According to Kumar (2018), empirical research is defined as "any conclusions drawn based upon hard evidence gathered from information collected from real-life experiences or observations." Empirical surveys provide various advantages and the three most important benefits involve generalisation of results, high representativeness of the entire population, and the low cost of the research technique when compared to other alternatives. On the other side, the reliability of survey data is very dependent on the survey structure and the accuracy of answers provided by the respondents (Queiros, Faria & Almeida, 2017:381). Thus, this research was empirical because the researcher went to the field (five communities in Taung) and collected the data that helped the researcher to gather useful and relevant data that assisted in completing the research, hence it is accurate to state that the whole process of the research was realistic and reliable. The information was gathered by use of questionnaires and thus it is adequate and reliable because the data was gathered in a quantitative method using self-administered questionnaires. Survey research uses a questionnaire design to measure characteristics of the population with statistical precision (Saris & Galhofer, 2014:11). Survey research enabled the researcher to make comparisons between groups; for instance, by using the demographics of the participants to make comparisons regarding their views. Moreover, it starts from a generalisation from a sample, which can be one instance, to the entire population, with a degree of certainty. The following sub-section highlights the method selected for the empirical analysis and includes the research design, data collection and sampling as well as the questionnaire and the data analysis. The third objective which aimed at identifying the social impacts of the Taung Cultural Calabash festival on the community of Taung was achieved in this chapter.

## **3.3 RESEARCH DESIGN**

Research designs are tactics that are used to address the research problems to collect and analyse the data (Armstrong & Kotler, 2013:134). There are three types of research designs, namely: exploratory design, descriptive design, and explanatory design, and studies follow

any of the three research designs (Veal, 2011:5). The three types of research designs are briefly explained as follows: an exploratory research design is used to explore those situations in which the intervention being evaluated has no clear, single set of outcomes (Yin, 2003:303). Descriptive research design is used to describe an intervention or phenomenon and the real-life context in which it occurred (Yin, 2003:329). Additionally, it describes opinions, attitudes and behaviours, and finds out how the whole population feels about a certain issue. Lastly, explanatory research design is used to help find and explain the cause of a problem that affects the relationship between variables (Yin, 2003:304). Explanatory design is exclusively appropriate when testing theories and hypotheses; for example, when researchers want to explain something like whether there is a relationship between guests attending a festival event and their preferences and attitudes towards attending the event.

In this study the descriptive research design was used, because the study aimed to investigate views of residents and describe the impacts of the Taung Cultural Calabash Festival which has already been occurring in the past years in Taung (Vaus, 2001:1). According to Bloomfield and Fisher (2019:27), descriptive design usually consists of one or more formal research questions. The advantage of the descriptive design is its flexibility, as the research can be used to obtain different kinds of information in various situations; for instance, this study aimed at obtaining information from the community regarding their perceptions on the festival. Subsequently, descriptive design involves research that aims to collect a wide range of social indicators; hence, this study focused on describing the social impacts of a festival on host communities (Vaus, 2001:1-2). However, the disadvantages of descriptive research design is that descriptive studies are not suitable for determining cause and effect relationships, and they mainly depend on the responses of people (Akhtar,2016).

### **3.4 POPULATION OF THE STUDY**

This study's population of 14 107 was made up of the local residents (StatsSA, 2011). The five villages that participated in this study were; Lokaleng, Nommerone, Chiefs court, Veertien and Khibitswane. The reason for the participation of these villages was because of their proximity (approximately 500 m radius) to the venue where the festival takes place annually (SA Government News Agency, 2016). Thus, variables such as the distance of a tourism activity from the respondent's home determined the level of knowledge regarding the activity and attitudes local community members have towards the event, hence it was important to investigate their views (Inoue & Havard, 2014:280).

## **3.5 SAMPLING**

### **3.5.1 Sampling method**

This study used quota sampling, a non-probability sampling approach. It is a method that is based on the non-random selection of a predetermined number or proportion of units, which is known as a quota. The researcher divides the population into exclusive groupings before recruiting sample units until the quota is reached (Saunders, Lewis & Thornhill, 2012:90). Therefore, in this study, quota sampling was based on dividing the population into mutually exclusive sub-groups and then recruiting sample units until the quota was reached. In this research, 389 questionnaires were distributed between the five villages in the research survey. Three hundred and eighty-nine (389) useable questionnaires were returned, yielding a response rate of 100%.

### **3.5.2 Sample size**

Krejcie and Morgan (1970:608) recommend a sample size (S) of 389 for general research activities, for a population (N) of 1,000,000. In order to select the sample in the survey phase, the quota sampling method was used so that the responses reflected a higher percentage of residents from villages closest to the festival area (Iliyasu & Etikan, 2021:25). In order to measure the local residents' perceptions of the social impacts of the Taung Cultural Calabash Festival, the study was conducted with 389 local residents face-to-face from the 15<sup>th</sup> July to 15<sup>th</sup> September 2021. The self-administered questionnaires were distributed to residents in the streets chosen according to the residents' ability to understand English. After a comprehensive assessment, three hundred and eighty-nine questionnaires were coded and analysed.

## **3.6 DATA COLLECTION**

### **3.6.1 Data Collection Methods**

The study used a quantitative approach. A quantitative approach is the process of assembling numerical data through standardised techniques, then applying numerical methods to determine meaning and understanding from the data (Dawson, 2009:80). Additionally, the researcher ensured that the questions were not biased, therefore this approach enabled the researcher to achieve objectivity (Bryman & Duncan, 2011:1). The aim of using the quantitative method in this study was to collect numerical data from local residents, then generalise those results to explain the overall perceptions of local communities regarding the festival (Dawson, 2009:85). Thus, quantitative research necessitates the data to be reduced

into numerical values so that statistical analysis can be carried out (Bryman & Duncan, 2011:110; Baker, Brick, Bates, Battaglia, Couper, Dever, Gile & Tourangeau, 2013:99).

According to Goertzen (2017), the following are four key characteristics of quantitative research:

- The method works with numbers to measure information
- The data gathered can be measured and quantified
- The findings can be evaluated using statistical analysis
- It represents multifaceted problems through variables

This study used the quantitative research method because of the advantages identified by Veal (2011:34-35) and Kumar (2014:188): The research method provides accurate and rich data that was obtained from participants, and for that reason, less prejudice by the researcher was involved. Additionally, as numerical data were obtained the study depended on numerical evidence to come up with decisions which were reliable. A structured questionnaire served as the instrument for collecting the data, and the data was used to compile graphs and tables to profile the festival's social impacts. The data collected from the survey could also illustrate differing residents' views on the social impacts of the cultural festival.

### **3.6.2 Data collection instruments**

Under this quantitative study, this study used a self-administered questionnaire that helped collect specific data concerning the views of communities on the impacts of the festival on them as communities. Respondents completed self-administered questionnaires themselves, which were distributed by the researcher and research assistants. The questionnaires enabled the researcher to produce detailed information from respondents who were accessible. The questionnaire was structured in line with the literature reviewed. The kind of closed questions that were asked related to their experience of the social impacts of the festival that takes place every year in their community. The questionnaire was only in English, and it was not translated, because the researcher asked respondents who participated if they knew and understood English. The questionnaire had both closed- and open-ended questions.

The questionnaire used in the survey had two sections (see Appendix A). Section A measured the socio-demographic information of the respondents (age, employment status, annual income, community in which they reside, gender, marital status, educational level, whether they have visited the Taung Cultural Calabash, and if so, how many times). Section B measured the communities' views regarding the social impacts the Taung Cultural Calabash had on them. This section measured 22 items on a five-point Likert scale of agreement (1 = totally disagree; 2 = disagree; 3 = undecided; 4 = agree, and 5 = totally agree). Section B also

measured information on the importance of the event according to respondents, e.g. how they rated the overall importance festival in the enhancement of Taung, how important is the Taung Cultural Calabash festival for tourism in Taung, and whether they are in favour of the future continuation of the Taung Cultural Calabash and their motivation, as well as a comment or suggestion

### **3.6.3 Data Collection Procedures**

In this quantitative study, the researcher obtained permission from the community chief to collect data on specific dates set by the researcher. The researcher achieved this, as an appointment was set telephonically with the community chief to meet the researcher. The researcher briefed the chief about the purpose of the study and the community chief gave approval to collect data in the five villages. Additionally, the collection of data was done by the researcher with the help of five research assistants.

Approximately three months (from July 2021 to September 2021) was used to administer 389 questionnaires, of which 78 (seventy-eight) represented each of four villages in Taung, and the one village got 77 questionnaires. Statistics SA has not yet published the population sizes of these differing villages, therefore the sample size of 78 (seventy-eight) was determined by taking the total sample size of 389, which was obtained using Yamane's formula and dividing it by five, which is the total number of the villages involved in this study. Collection took place from 10H00 in the morning till 14H00 in the afternoon to collect as much data as possible, with a one-hour break in-between to help the researcher and research assistants to rest and resume with energy and drive to complete the process. The research assistants were trained NWU (North-West University) graduates. The research assistants were selected based on the qualities they had, and they completed a one-day training and practice before they started with the survey. These qualities included how the research assistants approached the respondents, how they distributed questionnaires, and the ability to assist respondents to answer questions and statements that were unclear. The training was done by the researcher to determine whether the research assistants possessed qualities to complete the study. The researcher and the research assistants were in one village at a time to reach their target of every village in a period of 2 months. As this study employed quota sampling, the inclusion criterion was whether the participants were local residents.

### **3.7 RELIABILITY AND VALIDITY**

Spencer and Sargeant (2022:10) recommend important steps to adhere to in the design and validation of a questionnaire. Thus, this study applied the suggested steps as detailed below:

**Content validity:** The questionnaire measured residents' views regarding the social impacts the Taung Cultural Calabash have on them as a community. These views have previously been tested at a variety of festivals, especially arts festivals, in South Africa (see Motale, 2008). To date, various studies have also investigated the views of communities regarding differing socio-cultural impacts of cultural or art festivals (see Maputsoe, 2016:137; Slabbert & Viviers, 2012:120). Many of the social impact items that were included in Section B of the questionnaire were adapted from the above-mentioned studies for this study.

Thus, Section B fulfilled the criteria for content validity, as the variables listed in the section were based on previous studies, as described in the previous literature review chapter. An in-depth literature analysis was done to identify the social impacts the Taung Cultural Calabash could have on its communities. Further, the literature analysis produced statements that assisted in identifying the social impacts that the Taung Cultural Calabash had on the community of Taung.

**Validity:** The Scientific Committee at the North-West University advised on the formulation of the statements, and the number of question statements to include on the questionnaire. Additionally, a factor analysis was performed on the statements measured in Section B, to determine the degree to which the statements would measure what they were supposed to be measuring.

### **3.8 DATA ANALYSIS, PRESENTATION AND DISCUSSION OF RESULTS**

The data received was captured in Microsoft Excel and analysed by using SPSS Version 23 (2016). The analysis was done in three stages: a descriptive analysis to profile the respondents and profile of the Taung Cultural Calabash Festival, and then the variables identified as social impacts and subsequently, factor analyses on social impacts. Descriptive statistics was used on the socio-demographic data in the form of frequency tables to obtain a better understanding of who the local residents are. Descriptive statistics are defined as techniques used to summarise, arrange and make sense of a set of scores or interpretations (Privitera, 2017:3). Furthermore, for this study, a factor analysis was used as well. According to Kline (2014), factor analysis is a statistical technique commonly used to simplify multifaceted sets of data by getting a small set of variables from a large set of variables in order to formulate variables that can measure the same thing.

Factor analysis was performed on the items from the questionnaire that were used to measure the social impacts of Taung Cultural Calabash Festival. The factor analysis is a multivariate technique for determining if the correlation between a collection of observed variables is due to their association with one or more latent variables in the data (Pallant, 2007:179). Factor

analysis is a broad scientific method for analysing data that is commonly used to detect connections between variables (Kline, 2014:3). These variables are presumed to be either shared by two or more variables or unique to each variable. For instance, if a factor contains a large number of variables, factor analysis can be used to reduce the number of variables (Garcia-Santillan, Moreno-Garcia, Carlos-Castro, Zamudio-Abdala & Garduno-Trejo, 2012:8). Factor analysis is thus used to group variables with comparable features (Shrestha, 2021:5). A p-value estimates the probability of obtaining the reported results if the null hypothesis is true, and the stronger the statistical significance of the observed difference, the lower the p-value (Shrestha, 2021:5). A p-value of 0.05 or less is commonly regarded as statistically significant (Shrestha, 2021:5). The KMO measure of sampling adequacy is a test that determines whether or not factor analysis should be used on the data set (Garcia-Santillan *et al*, 2012:8). The null hypothesis that the variables in the population correlation matrix are uncorrelated is tested using Bartlett's Test of Sphericity (Shrestha, 2021:5).

In this study, a factor analysis was used to determine various positive and negative social impacts and the benefits that events, particularly festivals, have on communities. This SPSS software was used because it can handle significant quantities of data. It is a very influential tool that turns complicated data into more simple data (Bryman & Duncan, 2011:551). The SPSS software was able to deliver results obtained from the study clearly and understandably.

### **3.9 ETHICAL CONSIDERATIONS**

#### **3.9.1 Confidentiality and Anonymity**

In research, confidentiality and anonymity are vital concepts. Confidentiality can be explained as not disclosing information provided by an individual respondent with others and presenting findings in ways that ensures individuals cannot be identified (Graham, Grewal & Lewis, 2007:283). Furthermore, only a research team can identify participant responses. Researchers must make every effort to ensure that no one outside of the study connects respondents with their responses (Wiles, Charles, Crow & Heath, 2006:289). Confidentiality was essential in this study when applied to key informants, because these were respondents that have special knowledge, and they needed to be protected from those outside the study. Hence their responses should not be misused, or their identities wrongfully disclosed (Graham *et al.*, 2007:300). The following was how this study practised the issue of confidentiality; for example, instead of recording or typing identifying information such as their names and addresses the researcher used numbers for identifying respondents.

Anonymity refers to the practice of not collecting participants' identifying information such as their names, addresses, email addresses, etc., and the investigation cannot link respondents'

responses with their identities (Heath & Charles, 2008:418; Wiles et al., 2006:289). In this study, anonymity was observed for respondents who were completing the questionnaires. Hence, no personally identifying information was collected in the study to avoid misusing or wrongfully disclosing respondents' identities.

### **3.9.2 Ethical clearance**

The NWU's ethical committee granted ethical approval before the collection of data. Permission letters were obtained from the chiefs of the five villages that participated in this study. Consent information attached to the questionnaire was shared with participants for their voluntary involvement in this study, and their role was thoroughly explained before the signing of the consent letters. The researcher guaranteed participants that they would not be harmed socially, physically or psychologically during, as well as after, the completion of the research. Confidentiality and privacy based on the feedback of all participants was practised and the results obtained from the study were not fictional or forged.

Covid-19 safety measures were applied, and selected measures that were considered included social distancing, as it is the key way to reduce the spread of the virus. The researcher and fieldworkers practiced keeping at 1-metre distance when local residents completed the questionnaires. Face masks were worn at all times during the survey. Additionally, the researcher and the research assistants watched out for symptoms of the coronavirus, and lastly hand sanitisers were used to minimise the possible spread of the coronavirus during the exchange of questionnaires. All measures that were practised ensured the smooth and adequate process of data collection.

## **3.10 CHAPTER SUMMARY**

This chapter discussed methods that this study followed in order for the researcher to achieve the aim of the study. A descriptive research design was used in this study, and it is defined as a design that aims to investigate the attitudes and opinions of participants about real life issues that affect them. Literature from various databases was reviewed, and the development of a questionnaire was implemented. A sample size of 389 was calculated using the Yamane's method. Consequently, the procedure for data collection was clearly elaborated; with the help of research assistants, the researcher was able to reach the sample size. SPSS was used to obtain numerical data and analyse the data by importing data from other sources, such as Excel (Muijs, 2010:74).

## **CHAPTER 4: RESEARCH RESULTS AND INTERPRETATION**

### **4.1 INTRODUCTION**

The aim of this chapter is to present the results that were obtained from the survey. This is done by showing and explaining the results of the questionnaire by means of figures and tables. In chapter four, the tool used to analyse the data was the SPSS (Statistical Package for Social Sciences) tool, a software that is comprehensive for analysing data (Kelle, 2006:299). The data was gathered by means of questionnaires, then the raw data was captured in Microsoft Excel, and thereafter the software tool (SPSS Version 23 [2016]) was able to analyse and then convert data to the statistics that are referred to as the findings for this research.

The analysis was done in three stages: firstly, a descriptive statistics analysis was conducted for the demographic variables; secondly, a social impacts analysis of the Taung Cultural Calabash festival was done, and thirdly, factor analysis. The factor analysis was done in this study because it is one of the strongest approaches to establishing construct validity; it is also used to simplify data and ultimately reduce unnecessary items.

Section 4.2 discusses reliability and validity section, 4.3 demonstrates the demographic analysis, section 4.4 examines the descriptive statistics and lastly, section 4.5 conveys the factor analysis results.

### **4.2 RELIABILITY AND VALIDITY TESTING**

The reliability of a questionnaire is concerned with the consistency, stability, and dependability of the scores (McMillan, 2007). Thus, because of this, the internal consistency was tested using Cronbach's alpha for each competency, in SPSS. If the alpha value is higher than 0.9, the internal consistency is excellent. However, if it is at least higher than 0.6, the internal consistency is acceptable (Blunch, 2008). Excellent internal consistency means that the survey items tend to work together. In other words, a participant who answers a survey item positively is more likely to answer other items in the survey positively (Blunch, 2008). In this study, Table 4.1 shows that the alpha value is 0.6. According to Pallant (2011), any value of Cronbach's alpha greater than 0.6 is deemed excellent dependability, and an acceptable index

**Table 4.1: Reliability Analysis**

<b>Reliability Statistics</b>	
Cronbach's Alpha	N of Items
0.603	24

In this study, the Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy test and Bartlett's Test of Sphericity were implemented to determine construct validity and to confirm that the data collected for factor analysis were appropriate, as shown in Table 4.2. KMO values near 1.0 are excellent, whereas values below 0.5 are considered unacceptable. Most experts now believe that a KMO of at least 0.80 is sufficient to begin factor analysis (Gorsush, 2013). The data in this study is suitable for factor analysis since the KMO is 0.881.

When the correlation matrix is an identity matrix, this indicates that the variables are unrelated, making factor analysis difficult. As shown in Table 4.2, a significant statistical test (typically less than 0.05) reveals that the correlation matrix is not an identity matrix.

**Table 4.2: KMO and Bartlett's Test**

<b>KMO and Bartlett's Test</b>		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.881
Bartlett's Test of Sphericity	Approx. Chi-Square	3586.049
	Df	276
	Sig.	.000

### **4.3 DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS**

This section discusses the demographic variables namely, gender, residence, visitation of the festival, marital status, employment status, place of employment, and educational level.

#### **4.3.1 Gender Profile of Respondents**

Figure 4.1 displays the gender profile of the respondents. Regarding the gender of the respondents at all the five communities in proximity to where the Taung Cultural Calabash is annually hosted, fifty five percent (55%) were male, and most of the rest (43%) were female. The higher percentage of male respondents relates with the discoveries of Saayman and Saayman (2015), as well as those of Van Havere,

Vanderplasschen, Lammertyn, Broekaert and Bellis (2011), where there were more male local respondents.

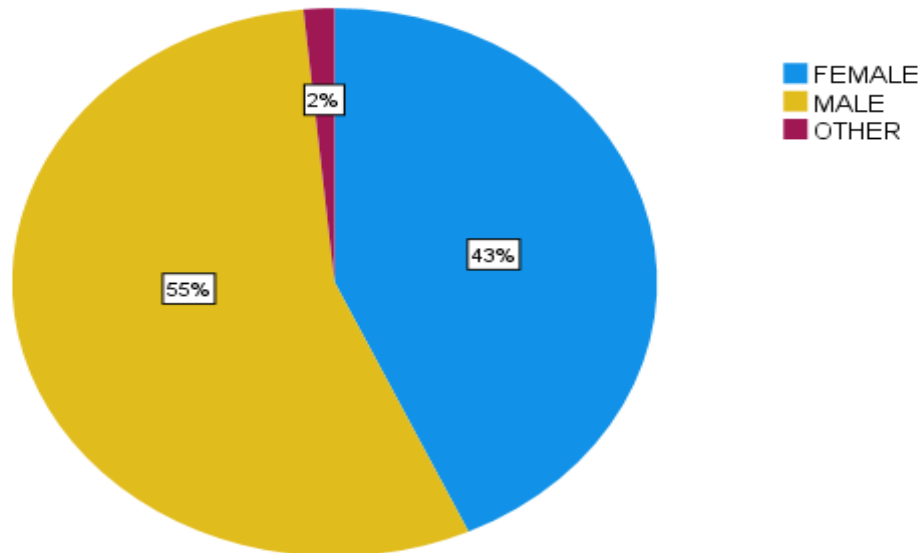


Figure 4.1: Gender Profile

### 4.3.2 Age Profile of Respondents

Table 4.3 and Figure 4.2 display the age profile of the respondents. From the results, the youngest respondent was 18 years and the oldest respondent was 60 years old. The average age was 30, which means that respondents were on average 30 years old. The respondents in the age group 26 to 28 years being the largest group relates with the results by Van Havere *et al.* (2011), where the majority of respondents were between the ages 18 and 23 years. Figure 4.2 shows that there were some outliers in the data. The local community members that are regarded as youth, were rated as those that mostly attend festivals and are attracted by the festival itself; therefore, they were labelled loyal festival hosts (Li, Huang & Cai, 2009:589).

Table 4.3: Descriptive Analysis - Age

N	Minimum	Maximum	Mean	Std. Deviation
389	18	60	30.27	9.340

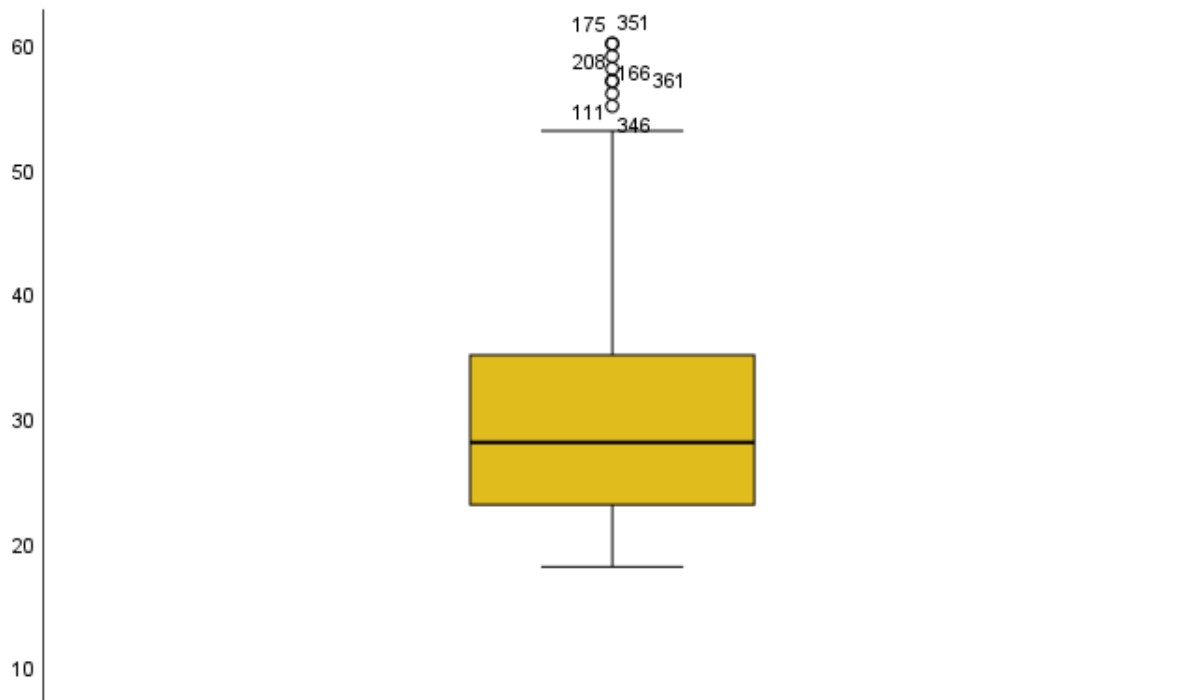


Figure 4.2: Age of Respondents+

### 4.3.3 Residence Profile of Respondents

Table 4.4 display the residence profile of respondents. Figure 4.3 indicates that 21% (n=80) of the respondents were from Nommerone, while 20% (n=79) were from each of the four villages namely; Lokaleng, Khibitshwane, Chiefscourt and Veertien. The importance of the residence profile of respondents in this study is to find out the number of residents that reside proximate to where the festival is held.

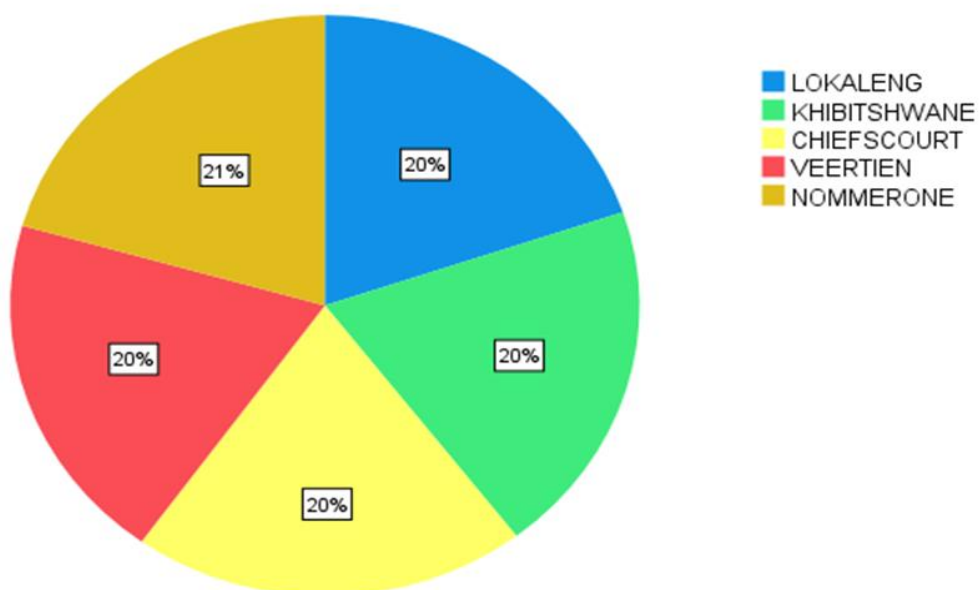


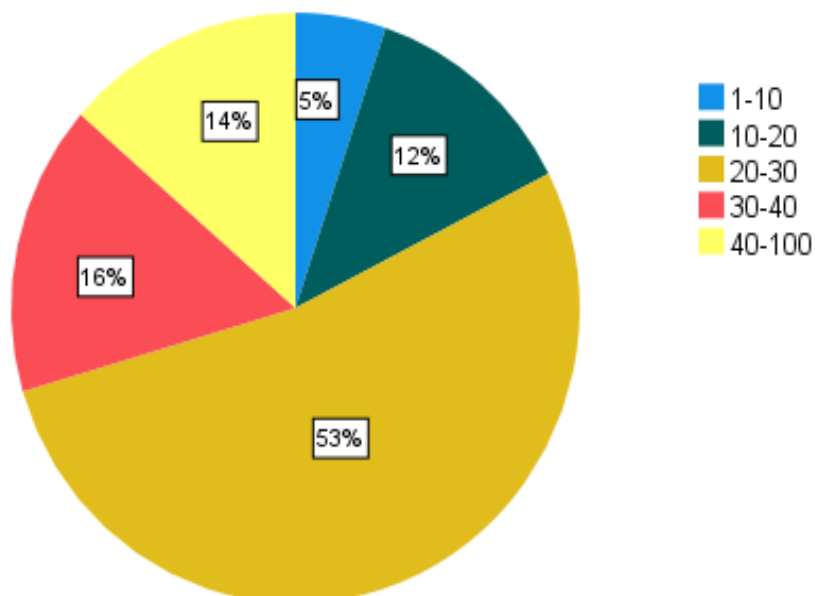
Figure 4.3: Village of Respondents

**Table 4.4: Village of Respondent**

	Frequency	Percent	Valid Percent	Cumulative Percent
Lokaleng	78	19.8	19.8	19.8
Khibitshwane	78	19.8	19.8	39.6
Chiefscourt	78	19.8	18.3	59.9
Veertien	78	19.8	19.5	79.4
Nommerone	77	20.8	20.6	100.0
Total	389	100.0	100.0	

#### 4.3.4 Years Spent Living in Respondents Village

Figure 4.4 displays the number of years respondents lived in their respective villages. A high percentage (53%) of respondents have lived between 20 to 30 years in their villages, followed by a lower percentage (16%) of respondents who have lived between 30 to 40 years in their village. Respondents who have lived between 40 to 100 years was 14% (n=54) followed by 12% (n= 47) of the respondents who indicated that they have lived between 10 to 20 years in their communities. Only 5% (n=19) of the respondents have lived between 1 to 10 years in their villages (see Figure 4.4). By identifying the number of years respondents spent living in their five respective villages, it is hoped to find out whether respondents are aware of and knowledgeable about the festival event, and if so, for how long. Furthermore, this shows that there is a practical portion of potential support for tourism improvement in Taung. Local community members who lived longer in the villages were aware of the festival and knew more about the festival, and this influenced their level of support to tourism developments in their communities (Thrane & Farstad, 2011:49).



**Figure 4.4: Years spent in village**

### 4.3.5 Profile of Respondents by Marital Status

Figure 4.5 displays the marital status of the respondents. According to figure 4.5 the majority of respondents, 70% (n=272) were single, followed by 27% (n=105) of the respondents who were married. Two percent (n=8) of the respondents were divorced and only 1% (n=4) of the respondents were widowed. It is important to state that among those respondents who say they are single, it is likely to find respondents who are married. Additionally, this result could suggest to festival organisers that hosts' wants and likings in terms of events could be different from one group to the other. For instance, married respondents may want events that have fun children's activities compared to single respondents who have a preference for something else. Saayman and Krugell (2009:160) revealed that this demographic variable (marital status), made a significant contribution to community members supporting festivals. Married locals approved of the festivals having a significant role in developing communities and improving community pride.

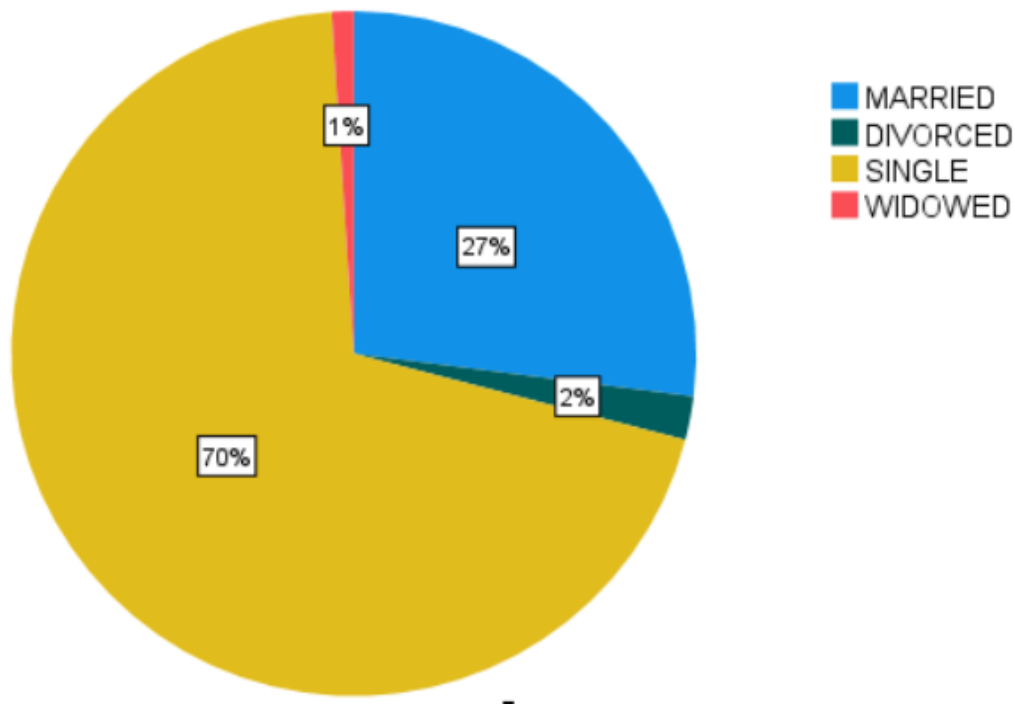


Figure 4.5: Marital Status

### 4.3.6 Profile of Employment Status of Respondents

Figure 4.6 displays the employment status of respondents. Figure 4.6 illustrates that fifty-four percent (54%) of respondents were unemployed, and forty-six percent (46%) percent were employed. This demonstrates that most of the respondents were unemployed. In this study, the high percentage of respondents who are unemployed may propose that this segment does

not have any financial means available to participate in and support tourism events in Taung (Refer to Figure 4.6).

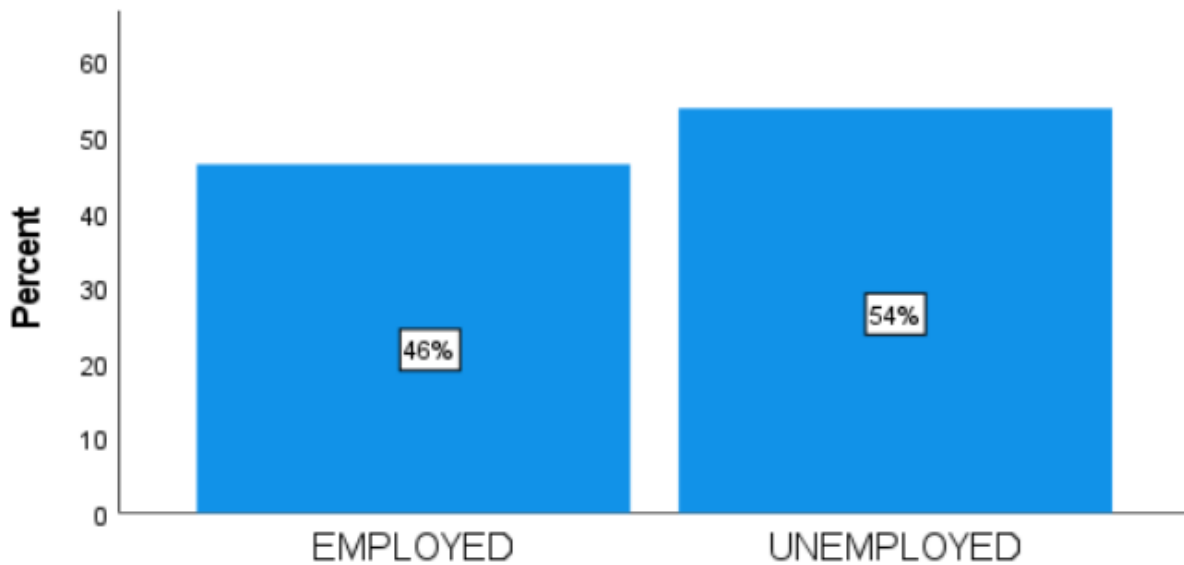
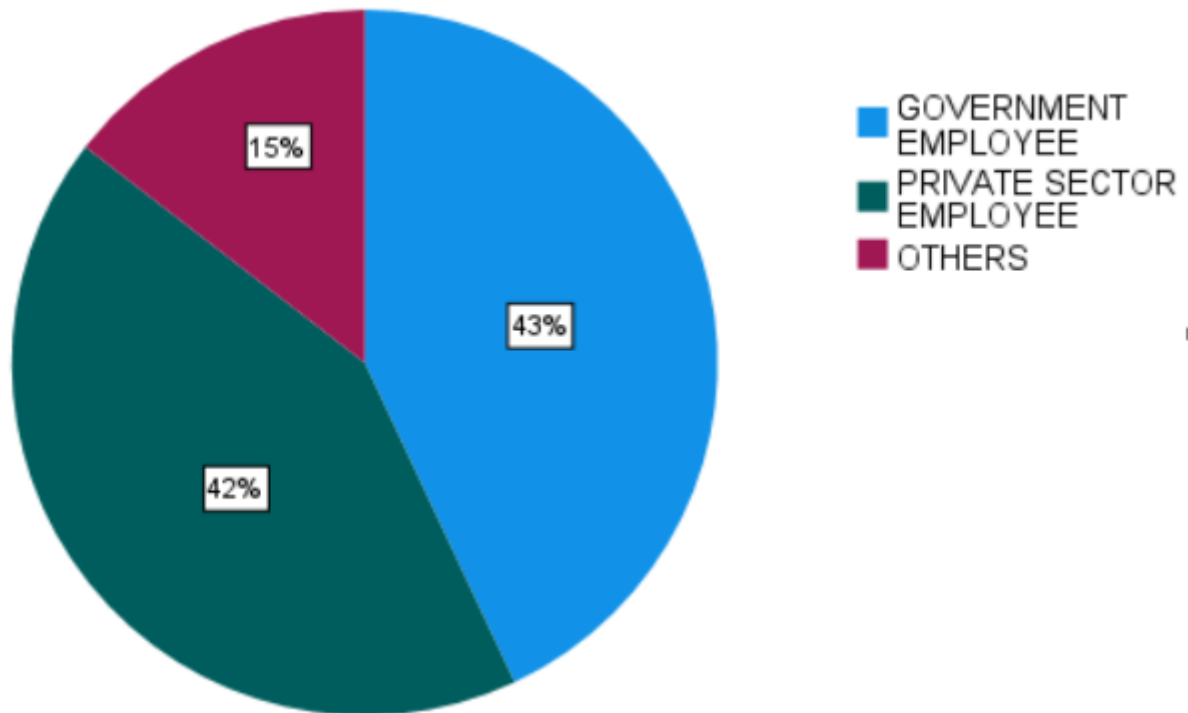


Figure 4.6: Employment Status

#### 4.3.7 Sector of Employment

Figure 4.7 displays the sector where respondents were employed. According to figure 4.7, 43% (n=167) of the respondents simply stated that they were employed in the government sector, while 42% (n=163) were employed in the private sector and 15% (n=58) worked elsewhere.



**Figure 4.7: Sector of Employment**

#### **4.3.8 Education Level of Respondents**

Figure 4.8 displays the educational level of respondents. Figure 4.8 shows that 39% (n=151) of the respondents had a matric certificate, 31% (n= 120) had a diploma, while 21% (n=82) had a degree/honours' qualification. Additionally, 3% (n=12) of the respondents had a postgraduate qualification while only 1% (n=4) did not have any formal qualification and lastly, 5% (n=20) fell into the 'other category'. This study investigated whether the level of education of respondents influences their attendance or support. However, these results reveal that most of the respondents have limited knowledge of the significance of supporting tourism events and its overall social impact on Taung (Serra, Correia & Rodrigues, 2015:493).

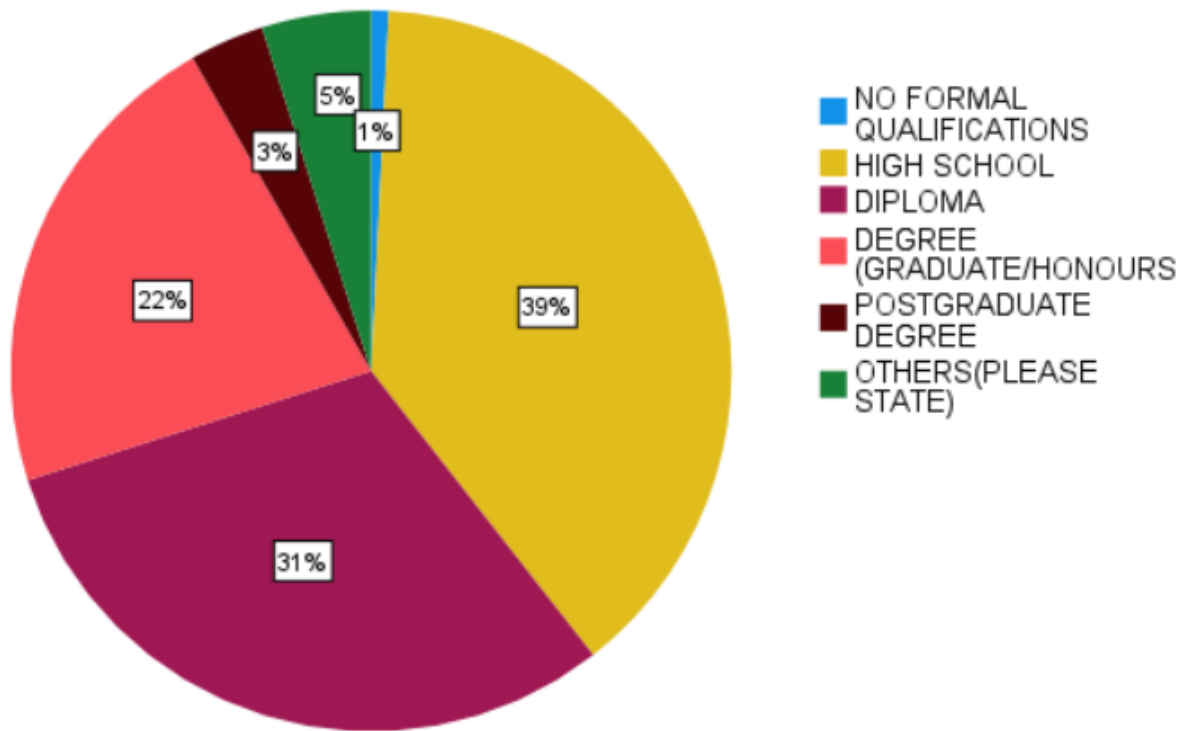
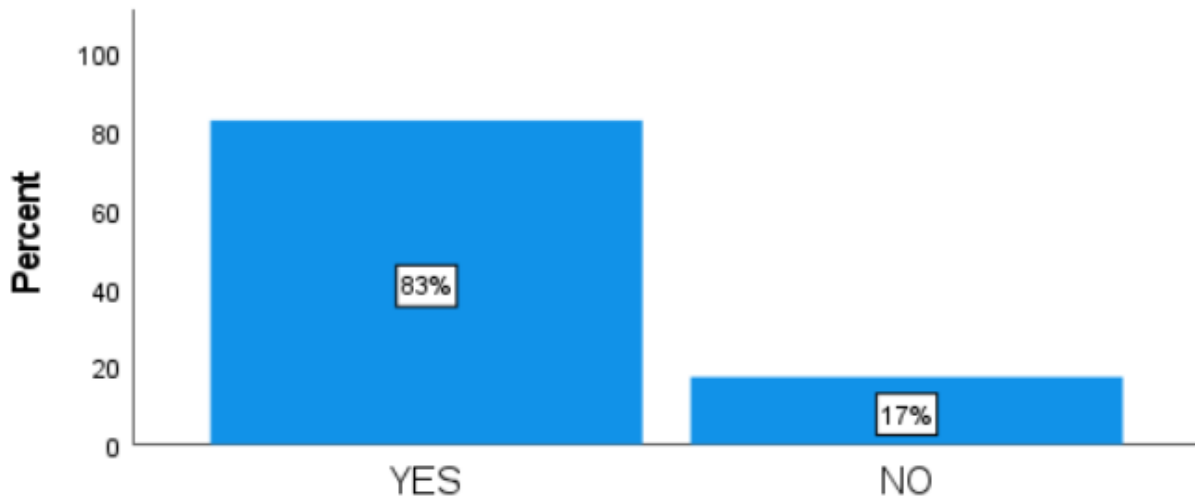


Figure 4.8: Educational Level of respondents

#### 4.4 PROFILE OF THE TAUNG CULTURAL CALABASH FESTIVAL

##### 4.4.1 Proportion of Respondents who visited TCCF before

Figure 4.9 displays the percentage of respondents who have visited the Festival before. According to Figure 4.9, 83% (n=323) of the respondents had attended the festival before, while 17% (n=66) had never attended the festival. It is important to note that the number of respondents who attended the festival was high, which indicates that there is a continuous interest in attending the festival among the community members, and there is a fair knowledge of the respondents about the festival.



**Figure 4.9: Proportion of Respondents who visited TCCF**

#### **4.4.2 Number of Times Respondents Visited Taung Cultural Calabash Festival**

Figure 4.10 displays the number of times respondents visited the festival event. According to Figure 4.10, 31% (n=121) of respondents have visited the festival once, which is the highest number of respondents. A significant percentage, 25% (n= 97) of the residents specified that they have attended the festival twice before, while 18% (n=70) indicated that they have attended the festival 3 times and 14% (n=55) had already attended it 4 times. The lowest percentage is 5% (n=19), which amounted to 5 times. Lastly, 7% (n=27) of the respondents had visited the festival more than 5 times. This shows that the majority of respondents have visited the Taung Cultural Calabash festival once. Overall, this shows that there is a significant number of respondents who have attended the festival event. The results as shown in Figure 4.10 also show that people are aware of the event and have experienced the event. Therefore, their views are quite important for this study. These results on the attendance of the Taung Cultural Calabash Festival relate to the research by Kruger and Saayman (2013) at the Cape Town International Jazz Festival, which revealed that respondents attended the festival more than 3 times. This shows that attendees of festivals have visited the festivals before and at least three times, and this indicates that people do support festivals. However, for the residents who did not attend the festival, it may happen that they left town for the weekend or they had no desire to attend the festival.

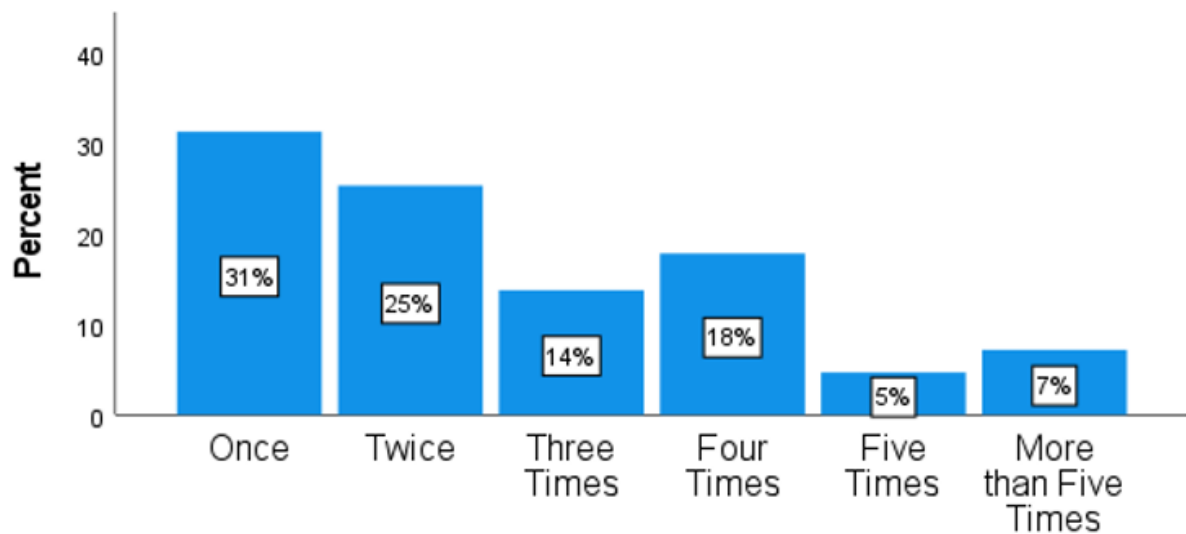


Figure 4.10: Number of Times Respondents Visited TCCF

#### 4.5 DATA ANALYSIS, DATA PRESENTATION AND DISCUSSION OF FINDINGS

Table 4.5 displays the descriptive statistics of the social impact variables. Table 4.5 displays the number of observations (N), the minimum, the maximum, the mean and the standard deviation. Mean scores below 3 indicate that respondents disagree with the statement and mean scores greater than 3 indicate agreement. The majority of mean scores are above 3, indicating a general agreement among respondents about the impact of TCCF.

Table 4.5: Social Impacts of the Taung Cultural Calabash Festival - Descriptive Statistics

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
<b>Positive social Impacts</b>					
TCCF BRINGS PROVINCE TOGETHER	389	1	5	3,62	1,146
STRENGTHENS RELATIONSHIP OF LOCALS AND VISITORS	389	1	5	3,50	1,044
HELPS TO ESCAPE ROUTINE LIFE	389	1	5	3,77	0,951
UNITING COMMUNITY	389	1	5	3,44	0,955
IMPROVE FACILITIES OF COMM.	389	1	5	2,62	1,231
ALLOWS COMM. TO HAVE FUN	389	1	5	4,00	0,831
DEVELOPS COMMUNITY	389	1	5	2,84	1,125
HELP LOCAL ARTISTS SHOWCASE THEIR TALENTS	389	1	5	3,70	0,936
FAIRNESS IN GIVING ARTISTS OPPORTUNITY TO PERFORM	389	1	5	3,28	0,978
ROLE IN EDUCATION AND KNOWLEDGE ABOUT TOURISM	389	1	5	3,37	1,126
OPPORTUNITY TO ENJOY WITH FRIENDS AND FAMILY	389	1	5	3,84	0,807

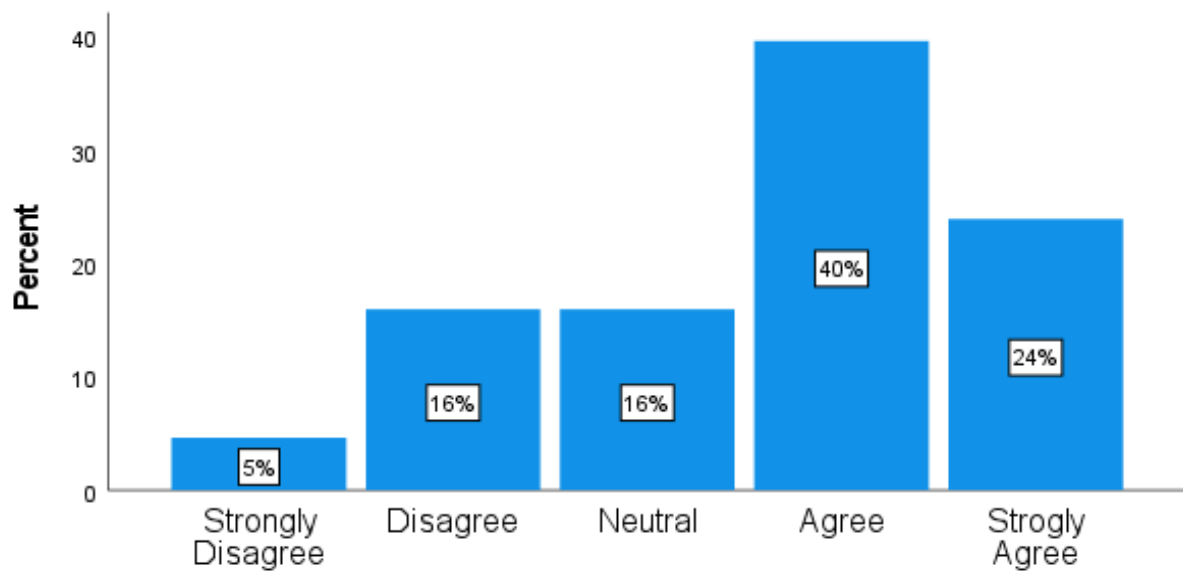
SHOW HOW UNIQUE THE COMMUNITY IS	389	1	5	3,38	0,984
<b>Negative social impacts</b>					
CREATES DISTURBING NOISE	389	1	5	2,87	1,020
OVERCROWDED COMMUNITY & FACILITIES	389	1	5	3,48	0,943
INCREASE SUBSTANCE ABUSE	389	1	5	3,57	1,209
INCREASE CRIME	389	1	5	2,89	1,012
DISTURB PRIVACY OF LOCALS	389	1	5	2,75	0,935
INCREASE IN TRAFFIC	389	1	5	3,80	0,936
THEME FITS POORLY	389	1	5	3,21	0,950
CAUSES DISRUPTION TO LOCAL RESIDENTS	389	1	5	3,01	0,914
Valid N (list wise)	389				

#### 4.6 PERCEPTIONS OF SOCIAL IMPACTS OF THE TAUNG CULTURAL CALABASH FESTIVAL

This section discusses the perceptions of the respondents regarding the Social Impacts of TCCF.

- **Taung Cultural Calabash Festival Brings the North West Province Together**

Figure 4.11 shows that more than half of respondents, 64% (n=249) agree that TCC brings the province together. This shows that there is a significant number of people who agree that the TCC brings the province together; for instance, allowing people from different districts of the North West province to share similar passions and improving general happiness, and therefore it has a positive impact on the community. Twenty-one percent (n=82) of respondents disagree that the festival brings the province together. It is only 16% (n=62) of the respondents who were neutral about the issue.



**Figure 4.3.11: TCC Brings the North West Province Together**

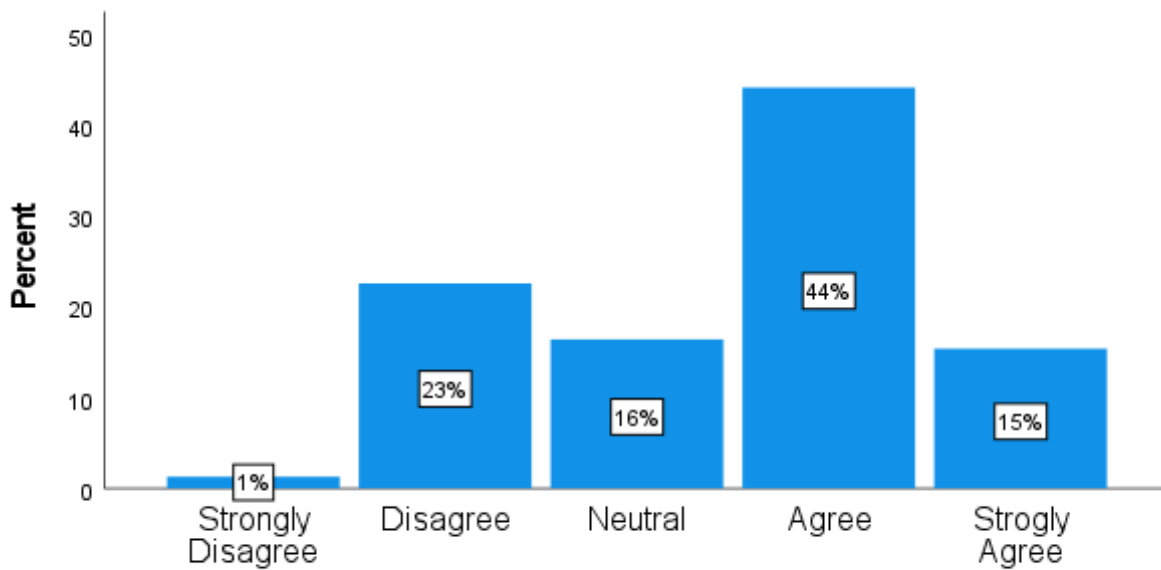
Table 4.6 represents the views according to the gender of the total respondents (N=389) on whether the festival brings the province together. The results reflect that there was a large agreement by males in terms of the festival bringing the province together to celebrate local heritage, at 37% (n=145). A positive percentage of female respondents also agreed and were certain about this impact, at 24% (n=97). A small number of male respondents disagreed with the notion that the festival brings the province together, at 10% (n=39), followed by 11% (n= 41) of female respondents who disagreed. A small percentage, 15% (n=61) of both male and female respondents were neutral, and this shows that respondents were in-between about the festival bringing the province together. This high percentage of respondents agreeing that the festival bringing the province together shows that, if event organisers of the Taung Cultural Calabash continue to unite the North West province and promote unity, this province can eventually be amongst the most-visited provinces in the country.

**Table 4.6: Gender perceptions on Taung Cultural Calabash Festival bringing the province together.**

		STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE	TOTAL
Gender	FEMALE	8	33	30	59	38	168
	MALE	10	29	31	92	53	215
	OTHER	0	0	1	3	2	6
Total		18	62	62	154	93	389

- **Strengthening the Relationships of Locals**

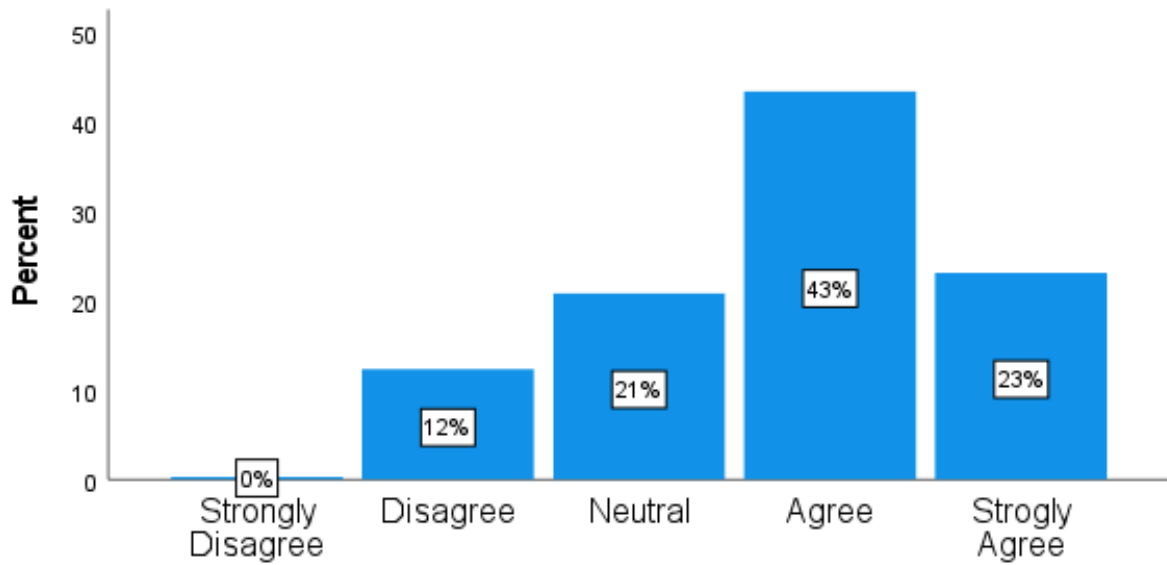
Figure 4.12 shows that more than half of the respondents (59%) agree that TCCF has a positive impact on the community as it strengthens the relationships of locals. Twenty-four percent disagreed that the festival strengthens the relationships of locals, and only sixteen percent of respondents were neutral. These results, as shown in Figure 4.13, are in line with the results of the research by Chiciudean, Harun, Muresan, Arion and Chiciudean (2021:3), that indicated that the organisation of festival events improves communities' communication and participation through relationships and social interactions.



**Figure 4.12: Strengthens Relationships of locals**

- **Helps to Escape Routine Life**

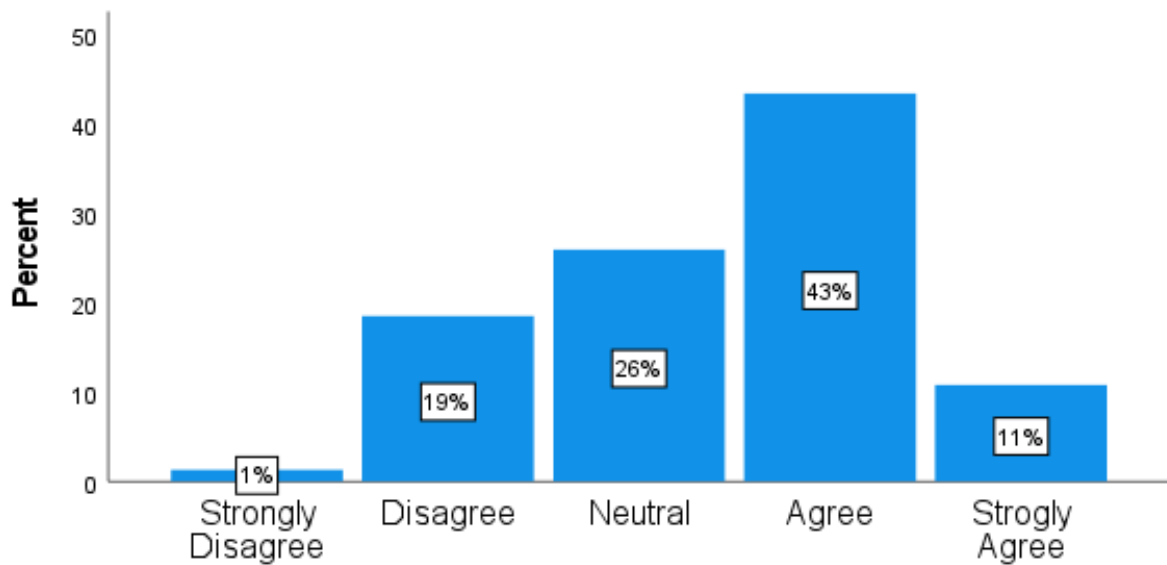
Figure 4.13 shows that more than half of respondents 66% (n=257) agree that indeed TCC helps the community to escape routine life. Respondents who had an opposite view (disagreed) were only 12% (n=47), and those that were neutral were 21% (n= 82). This shows that respondents will attend the festival in the coming years because of the value it brings in terms of allowing them to escape their routine life and enjoy the festival (Valek & Fotiadis, 2019:245). Kruger and Saayman (2013) discovered in their research study that the majority of the respondents were willing to attend the Cape Town International Jazz Festival again in the future, due to the festival assisting them to escape their routine life and giving them the freedom to have fun, among many other reasons for repeat visits.



**Figure 4.13: Helps to escape routine life**

- **Uniting the Community**

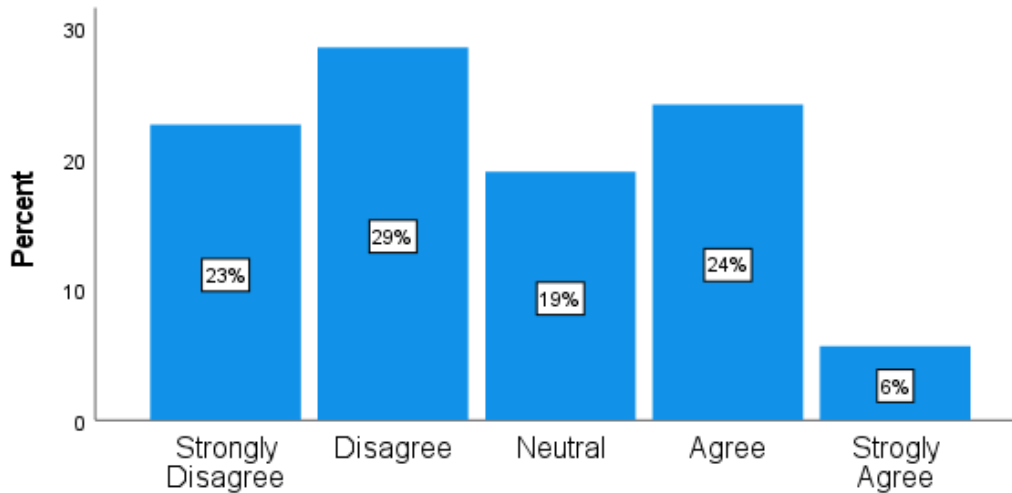
Figure 4.14 shows that more than half of respondents (54%) agree that TCCF unites the community. This implies that the festival plays an important role, as the majority of respondents felt that it unites the community or brings a sense of harmony within communities, because they are able to express their traditions and values in a collective. Twenty percent (20%) of respondents disagreed that the festival unites the community, and twenty-six percent of respondents were neutral.



**Figure 4.14: Unites the Community**

- **Improves the Facilities in the Community**

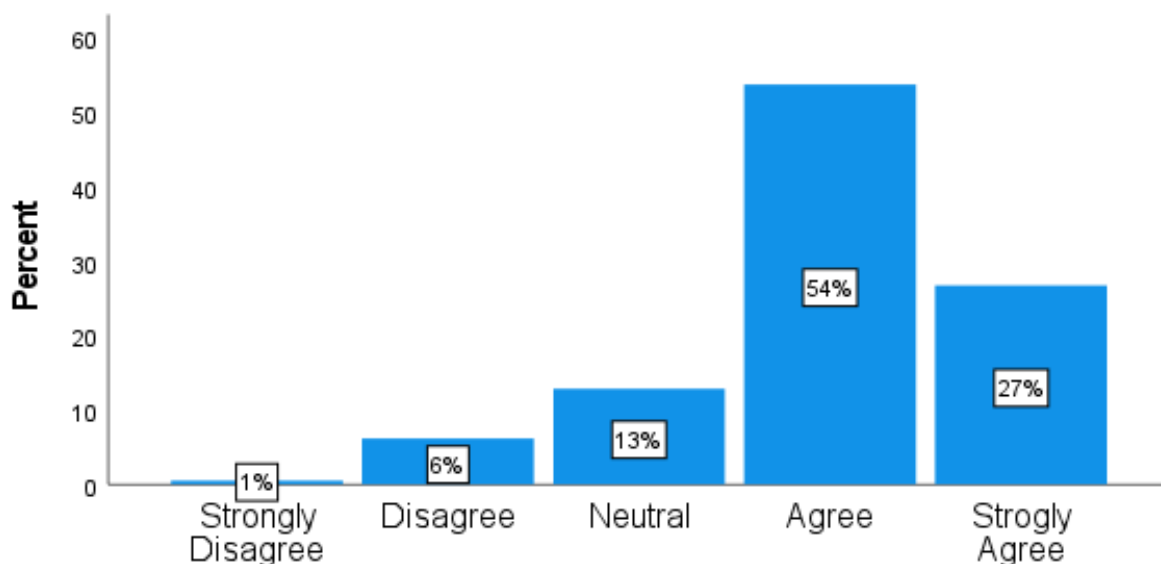
Figure 4.15 shows that more than half of respondents, (52%), disagree that TCCF improves the communities' facilities e.g. through raising the profile of the Taung community. This shows that the majority of respondents felt that the festival does not improve the community's cultural or heritage facilities. Thirty percent agreed that the festival does have positive changes to community facilities, while nineteen percent of respondents were neutral. However, these results evidently show that residents feel that the festival does not support the notion that adequate facilities should be enhanced for them to visit and support the tourism facilities in Taung. The development of adequate community facilities is as a result important to the sustainability and continued support of tourism events, particularly in Taung as a tourism destination.



**Figure 4.15: Improves the communities' facilities**

- **Allows the Community to Have Fun**

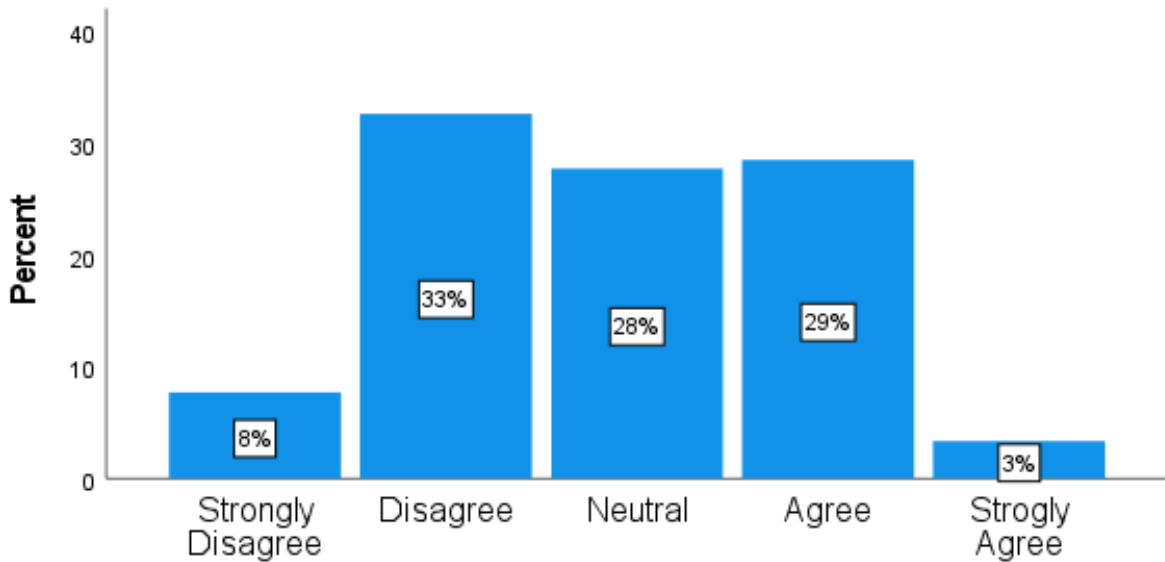
Figure 4.16 shows that more than half of respondents, 81% (n=315), agree that TCC allows the community to have fun, for example, by providing members of the community with opportunities to engage in entertainment and through social networks. Only 7% (n=27) of respondents disagreed that the festival allows members of the community to have fun, and 13% (n=51) of respondents were neutral.



**Figure 4.16: Allows the community to have fun**

- **Creates Disturbing Noise**

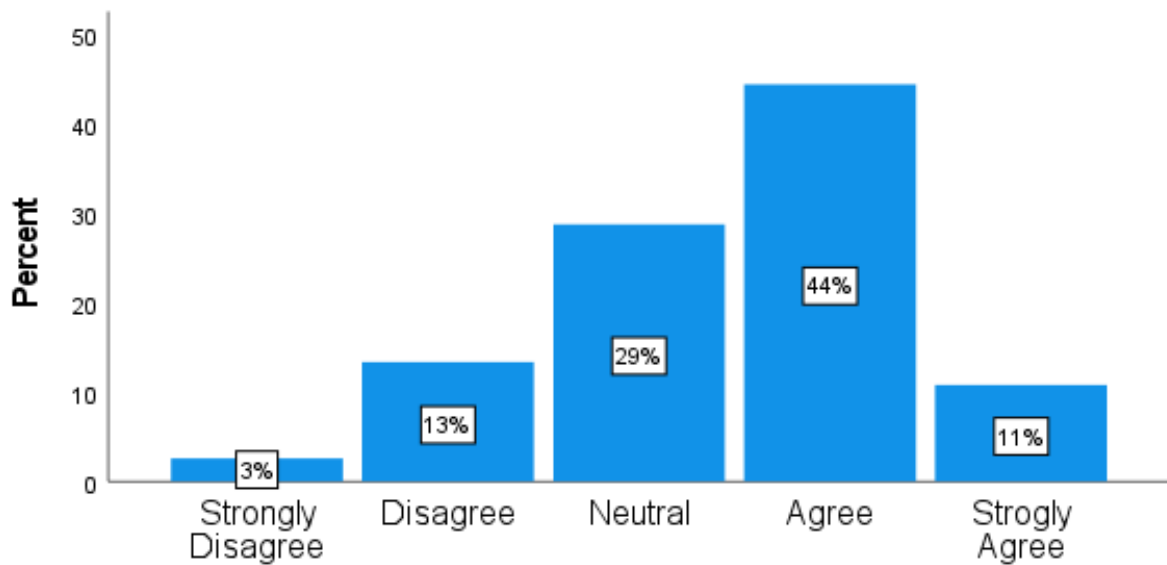
Figure 4.17 shows that forty-one percent (41%) of respondents disagree that TCCF creates disturbing noise. Thirty-two percent (32%) of respondents agree that the festival creates disturbing noise and potentially leads to members of the community having sleep disturbance or annoyance. Only twenty-eight percent (28%) of respondents were neutral.



**Figure 4.17: TCCF Creates Noise**

- **Overcrowded Community**

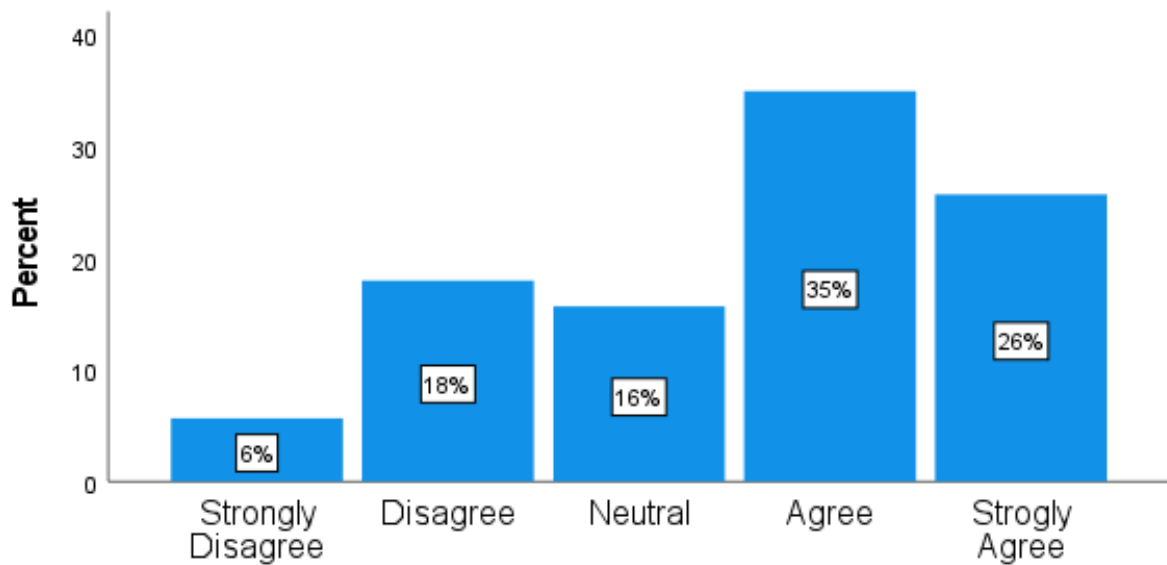
Figure 4.18 shows that more than half of respondents (55%) agree that TCCF results in overcrowded communities. Respondents, for instance, felt that human crowding affects attendee satisfaction in a negative way. A study by Arbelo, Delgado, Naira, Ruiz and Hernandez-Fernaund (2021) supports that an overcrowded festival negatively affects visitors and can lead to fewer revisits. Twenty-nine (29%) of respondents were neutral, and only sixteen (16%) of respondents disagreed that the festival overcrowds the community.



**Figure 4.18: Overcrowded community**

- **Increase Substance Abuse**

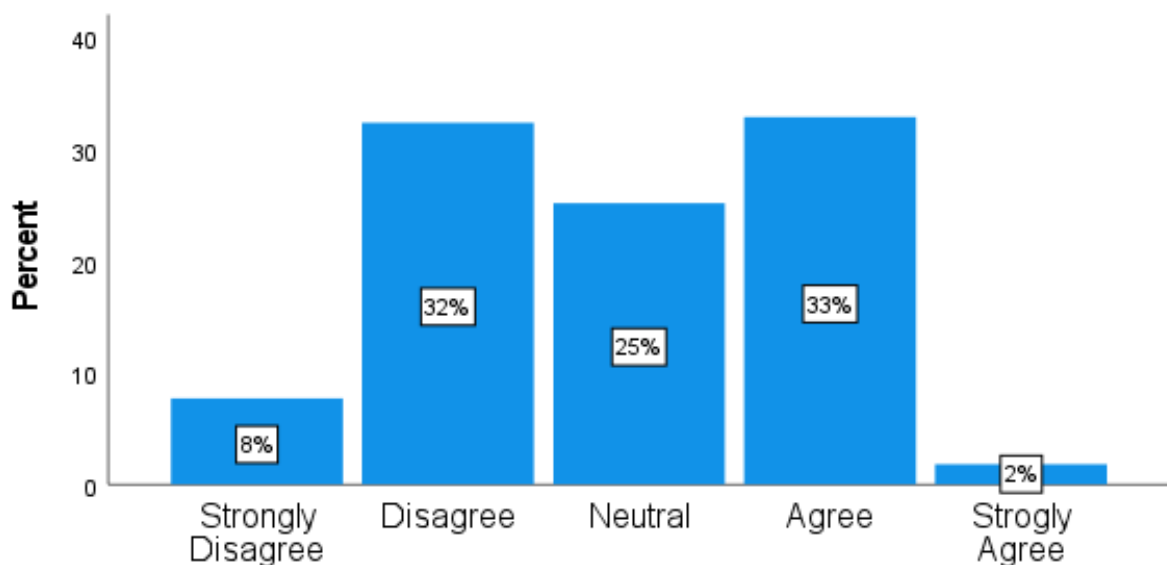
Figure 4.19 shows that more than half of the respondents, 61% (n=237), agree that TCCF increases substance abuse. Research by McCormack, Measham and Wignall (2021:13) revealed that festivals create a platform for festival-goers who usually use substances such as alcohol or drugs to enhance their experience, and substances are commonly available at festivals. Consequently, this can cause a higher risk of violence and poisoning, among other consequences. However, 24% (n=93) of respondents disagree that the TCCF increases substance abuse, and only 16% (n=62) of respondents were neutral.



**Figure 4.19: Increases substance abuse**

- **Increase Crime**

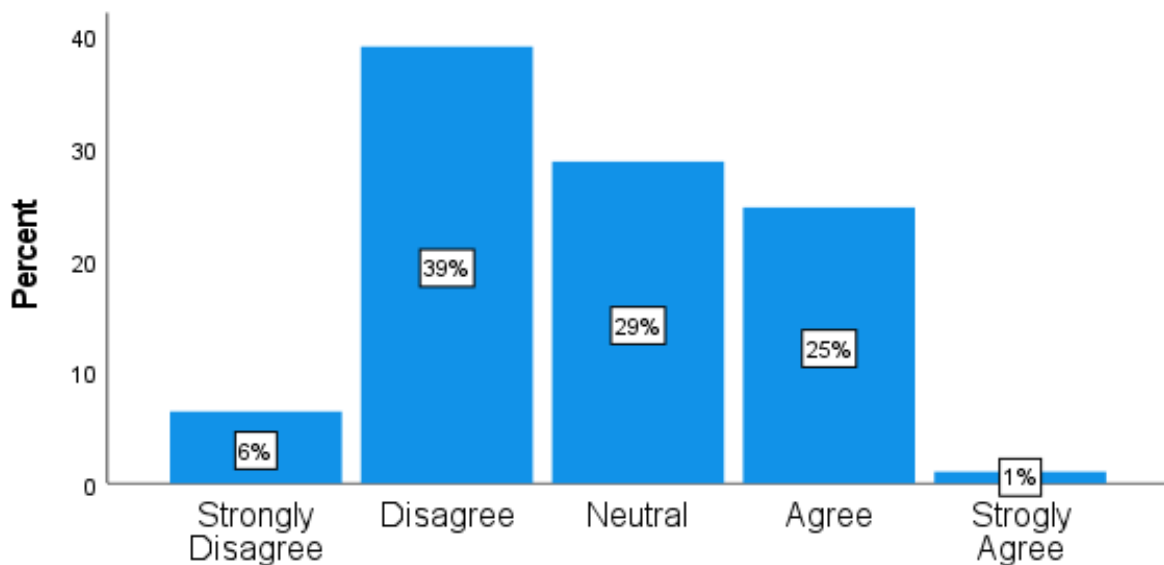
Figure 4.20 shows that almost half of respondents, 40% (n=156), disagree that TCCF increases crime, and 36% (n=140) of respondents agree that the festival increases crime. A lower number of respondents, 25% (n=97), were neutral. This study's results are supported by a study by Garius (2016), which revealed that visitors to music festivals engage in patterns of increased alcohol consumption, and are at an increased risk of alcohol harm, including violence and sexual victimization, among other crimes.



**Figure 4.20: Increases Crime**

- **Disturbs Privacy of Locals**

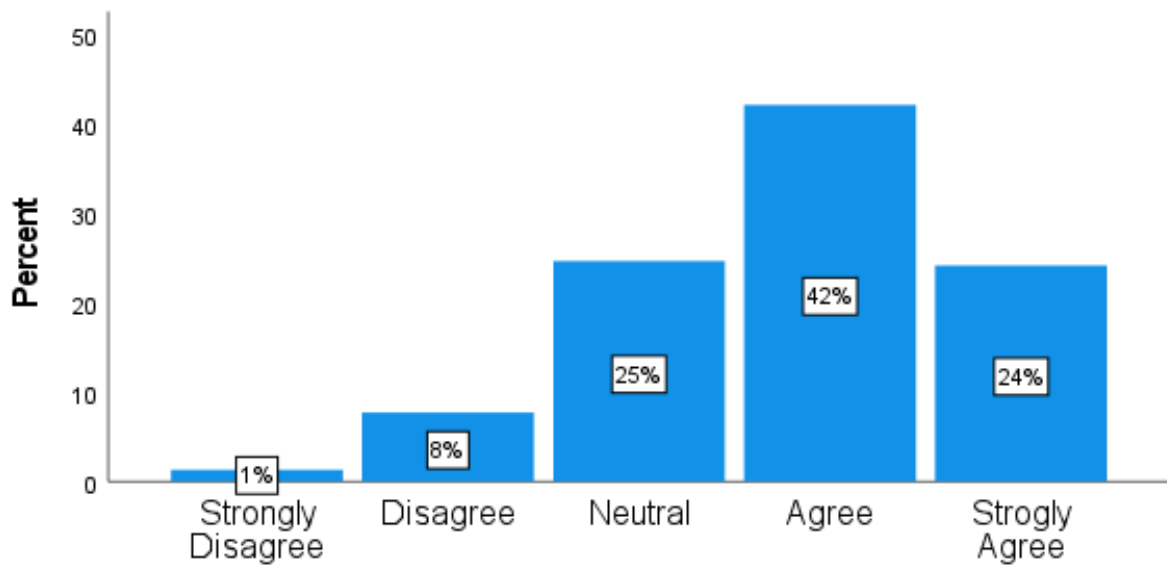
Figure 4.21 shows that 45% (n=175) of the respondents disagree that TCCF disturbs the privacy of local residents, while 29% (n= 112) of the respondents were neutral, followed by 26% (n=101) of respondents who agreed that the TCCF disturbs the privacy of locals. This research outcome is supported by a study by Hoover and Crampton (2021:208) which revealed that, for instance, increased security measures such as surveillance or monitoring at festivals may act as threat and do not meet locals' safety concerns, therefore this will have a disruptive impact on their privacy and how residents feel in public spaces.



**Figure 4.21: Disturbs Privacy for Locals**

- **Increases Traffic**

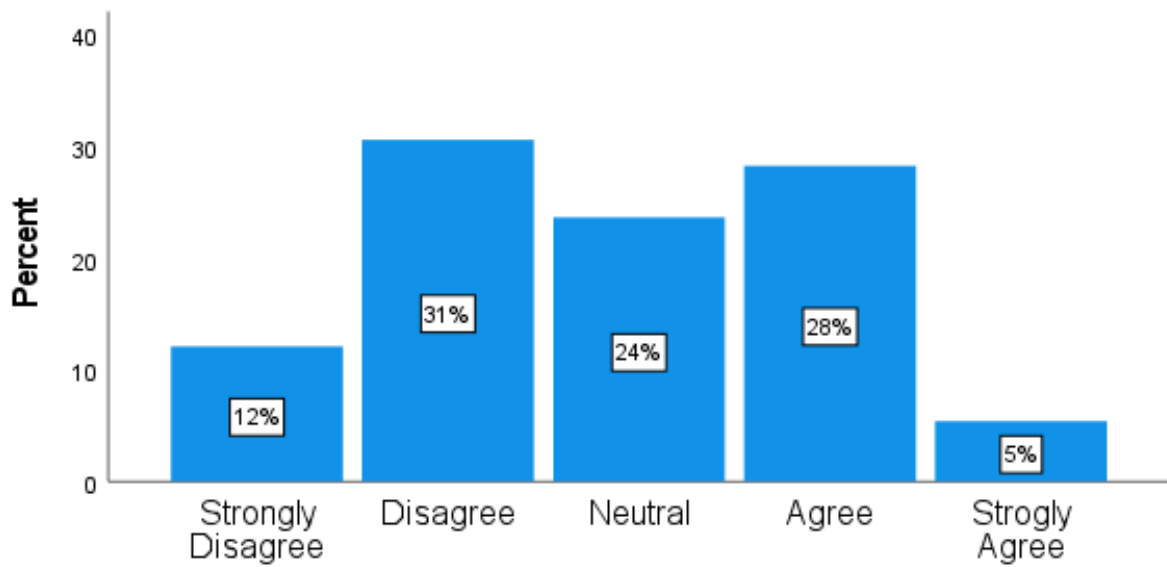
Figure 4.22 shows that more than half of the respondents, 66% (n=256), agree that the TCCF increases traffic, followed by 25% (n=97) of respondents who are neutral. A very low percentage of respondents, 9% (n=35), disagree with the festival increasing traffic. This shows that there is a concern regarding the increasing traffic; for example, traffic congestion could lead to crime and accidents, and this may negatively affect community members' perceptions about the festival.



**Figure 4.22: Increases traffic**

- **Develops Community**

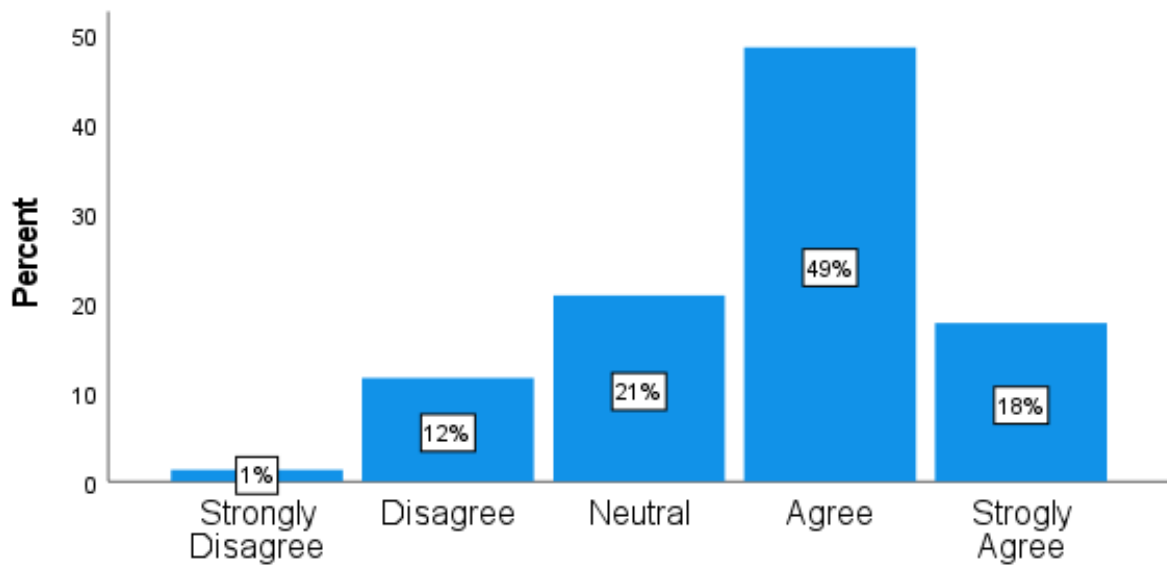
Figure 4.23 shows that almost half of the respondents, 43% (n=167), disagree that TCCF develops the community of Taung. Thirty five percent (n=136) of respondents agree that the festival develops the community, followed by 24% (n=93) of respondents who were neutral. This finding, however, contradicts the findings in the research of Van Winkle, Woosnam and Mohammed (2013), which revealed that festivals are tools for social development of the community. Additionally, the research conducted by Chiciudean *et al.* (2021) revealed that festivals represent a big opportunity for the local community to become an important destination, but also gain numerous advantages given the need for local tourism services.



**Figure 4.23: Develops the Community**

- **Helps Local Artists showcase their Talents**

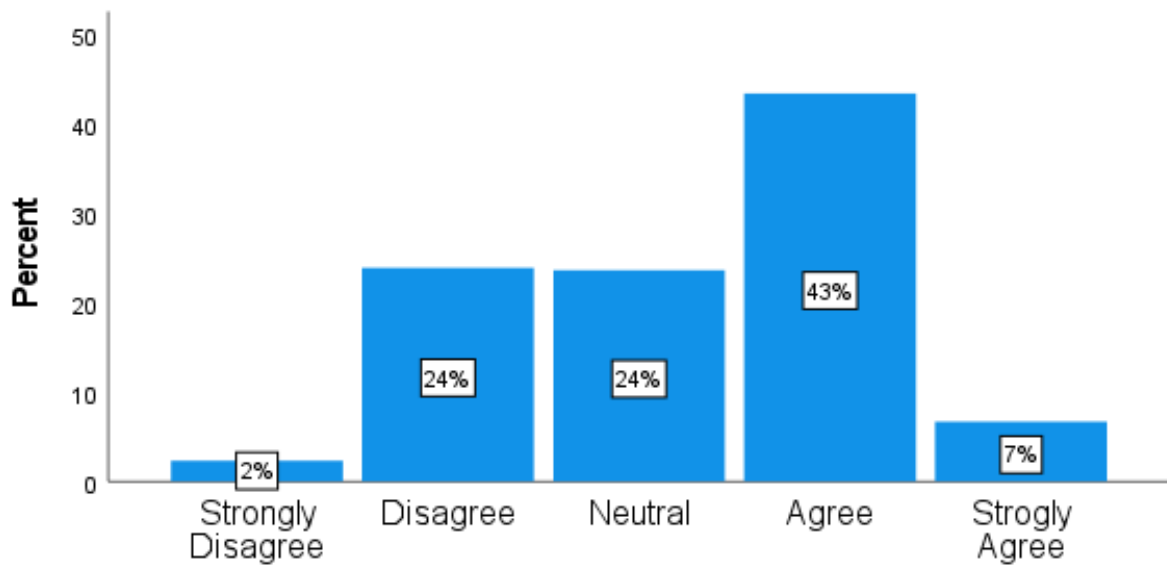
Figure 4.24 shows that more than half of respondents, 67% (n=260), agree that TCCF helps local artists showcase their talents. Twenty one percent (n=81) of respondents were neutral, followed by a low percentage of respondents, 13% (n=51), who disagree that the festival helps local artists showcase their talents. This shows that more local artists are given an opportunity to perform their work, therefore this will encourage more local artists to participate and showcase their talents.



**Figure 4.24: Helps local Artists Showcase their Talent**

- **Fairness in Giving Artists Opportunities to Perform**

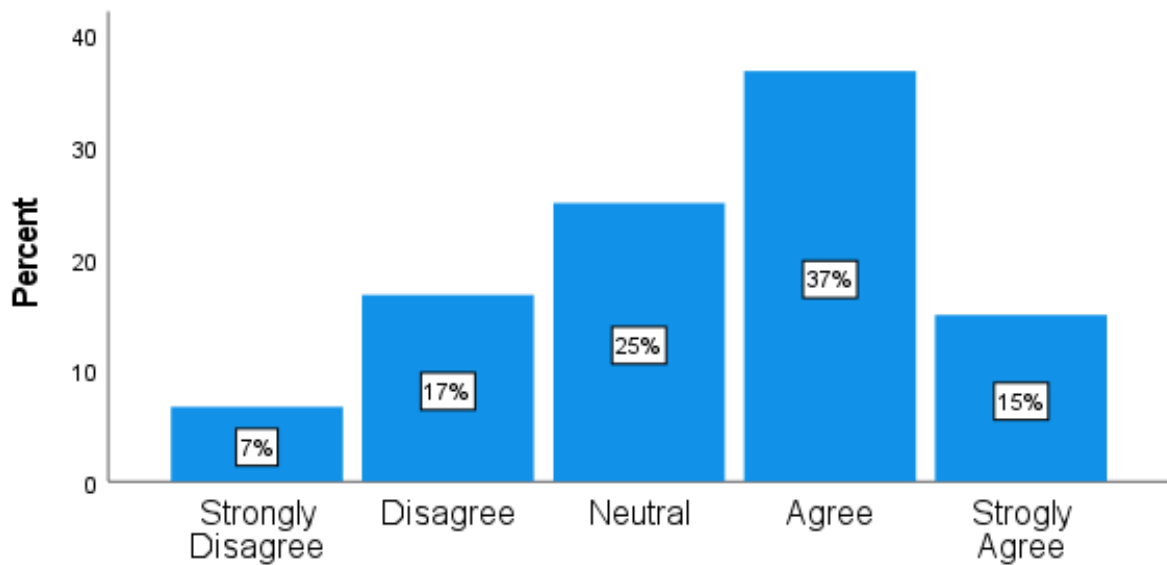
Figure 4.25 shows that half of respondents, 50% (n=195), agree that there is fairness in giving artists opportunities to perform at the TCCF. Twenty six percent (n=101) of the respondents felt like the festival is not fair in giving local artists opportunities to perform, followed by 24% (n=101) of the respondents who felt neutral. According to UNESCO (2021), one of the core successful measures of a festival is its ability to give a platform to marginalized cultural expressions to be showcased. Furthermore, when festivals promote local participation by communities, by giving preference to the locally-based artists, they give indigenous and authentic cultural expressions a platform to be marketed.



**Figure 4.25: Fairness in giving Artists Opportunities to perform**

- **Role in Education and Knowledge about Tourism**

Figure 4.26 shows that more than half of respondents, 52% (n=101), agree that TCCF plays an important role by providing education and knowledge about tourism. Twenty five percent (25%) of the respondents were neutral, followed by 24% (n=93) of the respondents who felt that the festival does not play a positive role in providing education and knowledge about tourism. According to the results, this shows that an increasing number of community members are knowledgeable about tourism because of the TCCF. A study by Amorim, Jimenez-Caballero and Almeida (2020:49) revealed that performing arts festivals are known for the opportunity to promote discovery and learning that can boost tourism.



**Figure 4.26: Role in Education and Knowledge about Tourism**

- **Theme Fits Poorly**

Figure 4.27 shows that nearly half of respondents, 43% (n=167), agree that TCCF's theme fits poorly. Thirty four percent (n=132) of respondents were neutral followed by 23% (n=89) of the respondents, who disagree that the theme fits poorly. In this study, it shows that the cultural festival has not been quite successful in serving its purpose of creating a strong commitment by developing the art and artists of the North West province by stimulating the pride of local people in their diverse cultures and art forms, by giving them a performance space. This however, negatively impacts the loyalty and participation of community members.

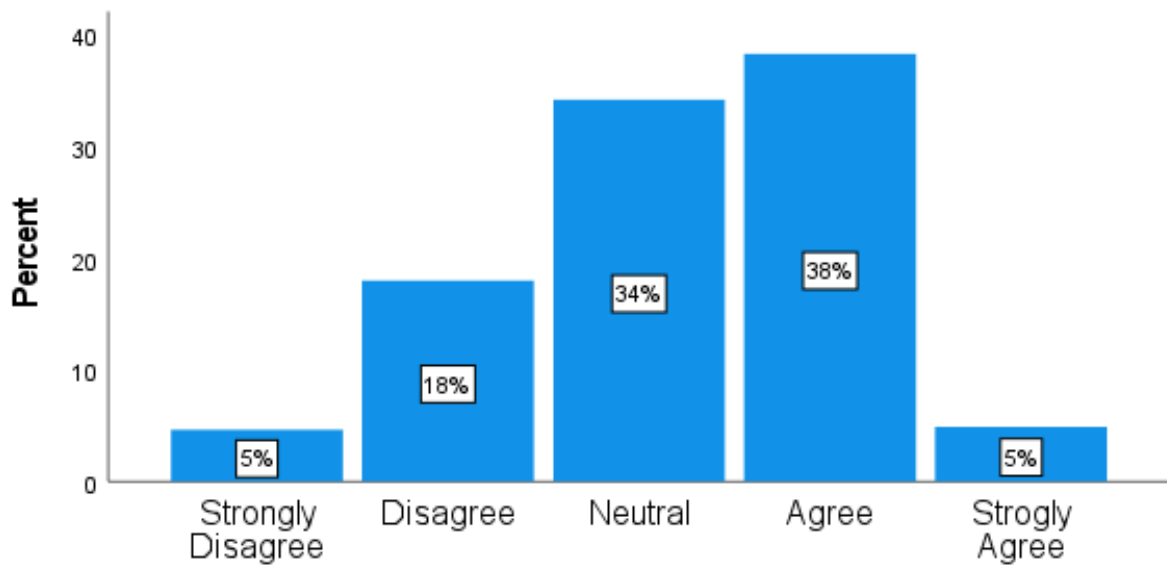


Figure 4.27: Themes Fits Poorly

- **Opportunity to Enjoy with Friends**

Figure 4.28 shows that more than half of respondents, 74% (n=288), agree that TCCF gives community members an opportunity to enjoy with friends. Twenty percent 20% (n=78) of the respondents were neutral, followed by 7% respondents, (n=27), who disagreed that the festival gives locals an opportunity to enjoy with friends. These results show that the festival indeed gives attendees a social platform to enjoy and share similar experiences with their loved ones, and this leads to repeat visits.

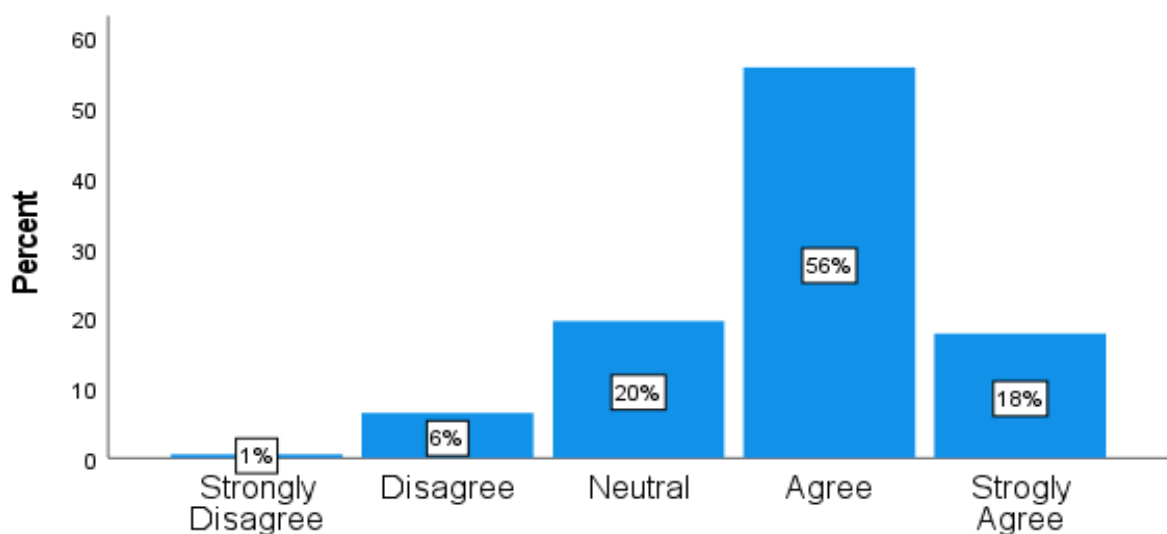
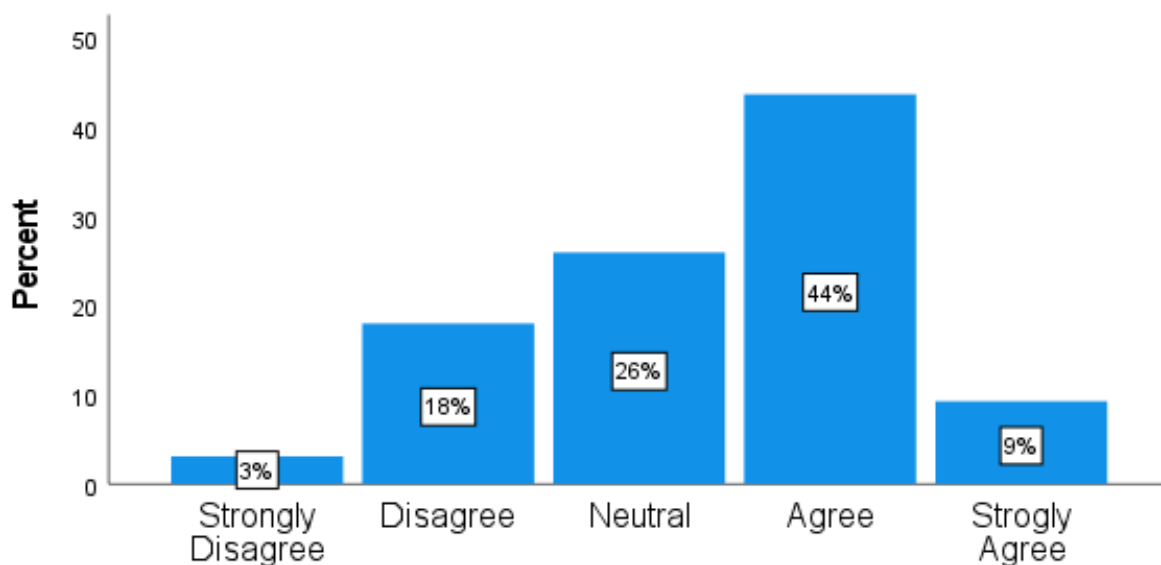


Figure 4.28: Opportunity to enjoy with friends

- **Show how unique the community is**

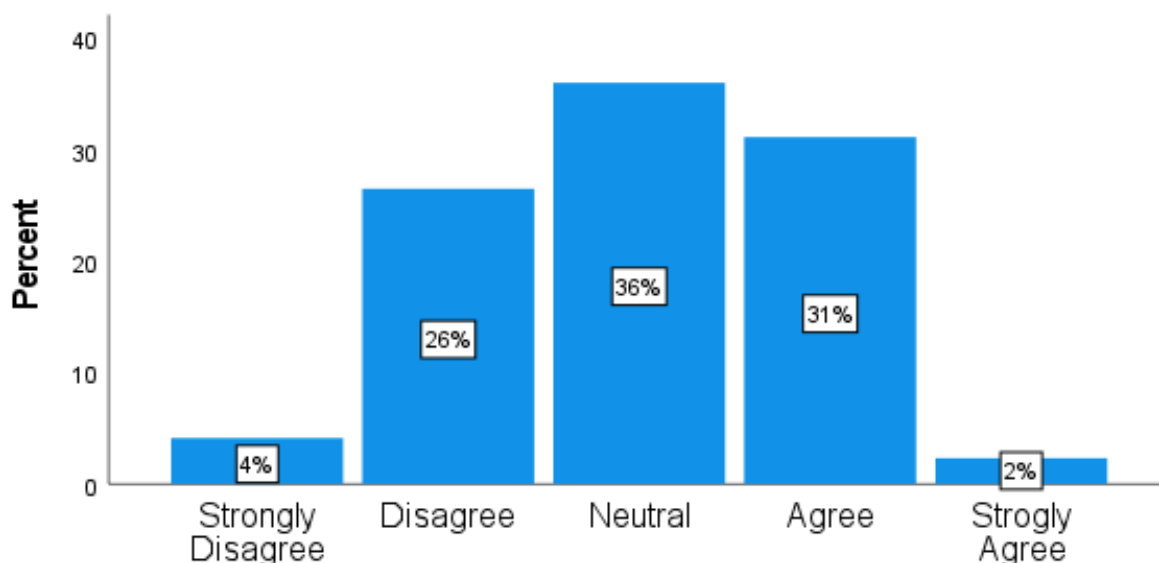
Figure 4.29 shows that half of the respondents 53% (n=206), agree that TCCF shows the world how unique the community of Taung is. Twenty one percent (n=82) of respondents disagree that the TCCF shows the world how unique the community is. Twenty six percent (n=101) of the respondents were neutral about the festival showing the uniqueness of the Taung community. A study by Coghlan, Sparks, Liu and Winlaw (2017:170) revealed that a festival should be planned to promote place-identity or uniqueness through improving local likeability. Therefore, the TCCF positively impacts community members by creating confidence and local pride.



**Figure 4.29: How Unique the Community is**

- **Causes Disruptions to Local Residents**

Figure 4.30 shows that 33% (n=128) of the respondents agree that TCCF causes disruptions to local residents. Twenty six percent (n=101) of respondents were neutral, followed by 30% (n=117) of the respondents who disagreed that the festival causes disruptions. Landman’s (2021:3) research revealed that festivals can lead to disruptions within the communities, and how festivals can be cancelled due to disagreements between local communities. Some of the disruptions may include interactions with a group of local residents not welcoming tourists for the festival, or interactions between the event organiser and the local community members (Altes, Kleinhans & Meijers, 2018).



**Figure 4.30: Causes Disruptions to Local Residents**

- **Overall Importance of the Taung Cultural Calabash Festival**

Table 4.7 highlights the town-wide perceptions and attitudes of the respondents regarding the level of importance of the festival event.

Table 4.7: Community you reside\* Overall importance of TCCF

Community you reside	VERY				EXTREMELY	Total
	UNIMPORTANT	UNIMPORTANT	NEUTRAL	IMPORTANT	IMPORTANT	
LOKALENG	6	8	27	27	8	76
KHIBITSHWANE	6	7	28	21	14	76
CHIEFSCOURT	9	15	20	30	5	79
VEERTIEN	11	13	24	22	6	76
NOMMERONE	14	20	28	17	1	80
Total	46	63	127	117	34	387

Table 4.7 shows that in general the respondents perceived the festival event as being important, at 38% (n=151). 26% (n=105) of respondents from Lokaleng and Khibitswane rated the TCCF as important, followed by 7% (n=28) of respondents from Veertien who felt that the TCCF has a significant value in the community of Taung. However, 6% (n=24) respondents from Nommerone felt that the TCCF was unimportant. The high response from Lokaleng and Chiefs court villages' respondents may have been influenced by the festival's ability to unite communities of Taung. The high number of those respondents who were neutral is a huge concern, because this reveals that respondents feel equally towards agreement and

disagreement about the overall importance of the Taung Cultural Calabash. However, this huge percentage of neutral responses from respondents may affect how respondents perceive the importance of the festival. Therefore, perceptions of community members vary from one village to the other because community perceptions are influenced by several factors such as their age, length of stay in the community, and employment.

Table 4.8: Employment status\* Have you visited the TCCF

**EMPLOYMENT STATUS \* HAVE YOU VISTED TCCF**

Table 4.8 shows the employment status of respondents and if they have visited the Taung Cultural Calabash festival event.

		YES	NO	TOTAL
EMPLOYMENT STATUS	EMPLOYED	167	13	180
	UNEMPLOYED	155	54	209
Total		322	67	389

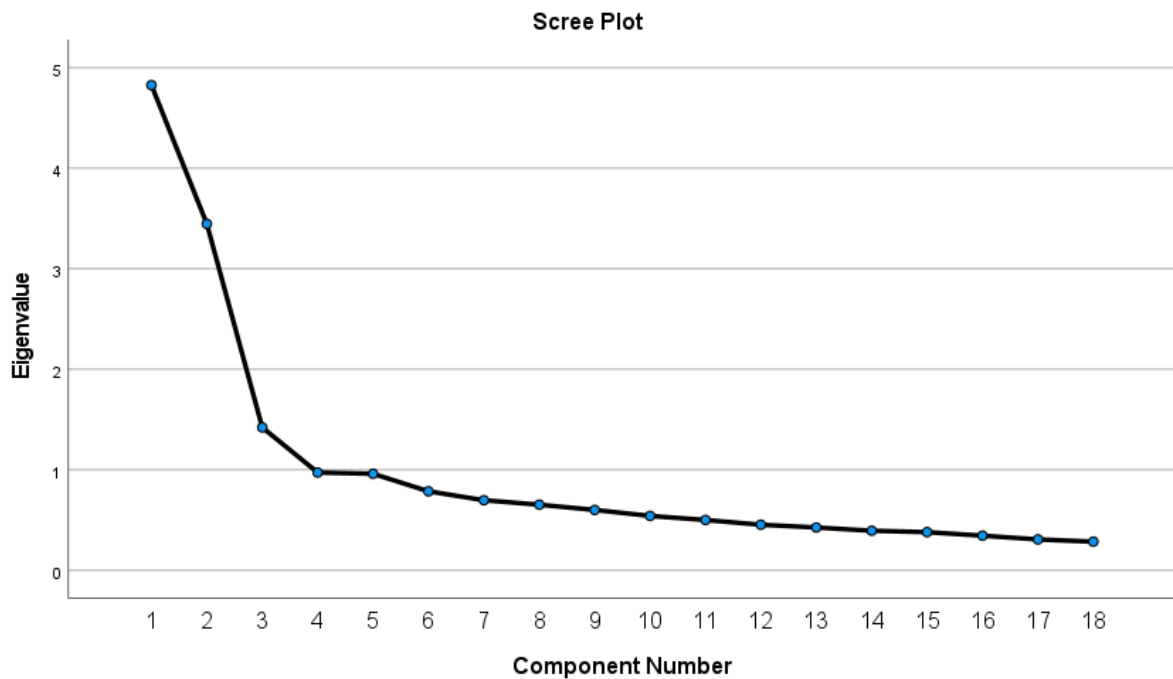
As is shown in the Table 4.8 above, the total respondents who were employed and have visited the TCCF were 42% (n=167) and respondents who were employed but have not visited the festival were 3% (n=13). Moreover, 155 respondents (40%) were unemployed and have visited the festival, and 54 respondents (14%) were unemployed and have not visited the festival before. The high response of both employed and unemployed respondents who have been to the event before may have been influenced by the level of interest they all have for the event and its ability to allow friends to have fun.

**4.7 EXPLORATORY FACTOR ANALYSIS RESULTS**

According to Worthington and Whittaker (2006:807) and Field (2013), the objective of factor analysis is to divide a big item collection into manageable sections that assess different characteristics. This means that if a factor has various variables, factor analysis may be utilised to decrease the number of variables. Factor analysis is therefore used to group variables that have similar characteristics. Factor analysis enables the researcher to produce a small number of factors from a large number of variables, which are capable of explaining the observed variance of the larger number of variables (Hooper, 2012:1). Exploratory factor analysis in this study was used to determine the core social factors of the impact that the Taung Cultural Calabash festival has on the community of Taung. Identifying these factors highlights the impact of TCCF. The components were extracted using Principal Component Analysis and the components were rotated using the Varimax method with Kaiser Normalization (Shrestha, 2021).

Items that had negative factor loadings were removed from the analysis. The items “develops community,” “theme fits poorly” and “opportunity to enjoy with friends and family” were removed from the analysis.

The number of factors to be considered was determined using the scree plot. Only three factors were discovered from the 15 items as shown in Figure 4.32. The number of factors is indicated by the point where the slope of the curve clearly levels off (the "elbow").



**Figure 4.31: Scree Plot**

The findings in Table 4.9 show that only three significant factors account for 53.86 percent of the total variance. This exemplifies the top three reasons why respondents felt the TCCF had social impact on the community: ‘To have fun’ received the highest mean value of 4.20. ‘To listen to and support favourite artist’ had the second highest mean value of 4.09. After that followed ‘to spend time with family and friends’ (3.97), ‘to socialise’ (3.81) and ‘to relax and escape from routine life.’

The variance explained by the components should be at least 50% or more.

**Table 4.9 Factor eigenvalues and variance explained for the 18 items**

Component	Total Variance Explained					
	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4,827	26,815	26,815	4,538	25,213	25,213
2	3,446	19,147	45,962	3,236	17,980	43,194
3	1,422	7,898	53,860	1,920	10,666	<b>53,860</b>

4	0,973	5,407	59,267			
5	0,961	5,337	64,604			
6	0,786	4,368	68,971			
7	0,698	3,876	72,847			
8	0,653	3,628	76,475			
9	0,601	3,338	79,813			
10	0,541	3,007	82,820			
11	0,501	2,783	85,603			
12	0,454	2,521	88,124			
13	0,426	2,368	90,492			
14	0,394	2,189	92,681			
15	0,380	2,110	94,791			
16	0,345	1,915	96,707			
17	0,308	1,709	98,416			
18	0,285	1,584	100,000			
Extraction Method: Principal Component Analysis.						

The rotated pattern matrix for the 15 items are shown in Table 4.10. Only factor loadings greater than or equal to 0.5 were considered. Nine items loaded on factor 1, three items loaded on factor 2, and three factors loaded on factor 3. The factors were assigned labels based on the general content of significant connected items. The three factors were labelled **community development**, **social disruption** and **community concerns** respectively.

**Table 4.10: Pattern Matrix for the three factor Model**

	Component		
	1. Community development	2. Social disruption	3. Community concerns
TCC bring province together	0,756		
Strengthens relationship of locals and visitors	0,782		
Helps to escape routine life	0,624		
Uniting community	0,742		
Improve facilities of communities	0,201		
Allows communities to have fun	0,546		
Helps local artist showcase their talents	0,592		
Fairness in giving artists opportunity to perform	0,750		
Role in education & knowledge about tourism	0,746		
Overcrowded community and facilities		0,572	
Increase substance abuse		0,754	
Increase in traffic		0,729	
Increase crime			0,623
Disturb privacy of locals			0,755
Creates disturbing noise			0,735

Table 4.11 displays the correlation coefficients between the factors. The three factors have low correlation with the other factors. Factor 1 and factor 2 have a correlation of 0.296, factor 1 and factor 3 have a correlation 0.222, and factor 2 and factor 3 have a correlation of 0.292.

The factor score was calculated as the average of all items contributing to a specific factor so that they can be interpreted on the 5-point Likert scale of measurement. The following social impacts were thus identified.

**Table 4.11 Component Transformation Matrix**

Component	1	2	3
1	0.929	-0.0203	-0.309
2	0.296	0.909	0.292
3	0.222	-0.363	0.905

Factor 1: Community development, consists of the following statements: TCCF brings the province together, strengthens relationship of locals and visitors. The festival helps to escape routine life, unites communities, improves facilities of communities and allows communities to have fun. It helps local artists showcase their talents. Fairness in giving artists opportunity to perform, and important role in education and knowledge about tourism are all social development considerations under this factor. Factor 1 had the second highest correlation of 0.296. Small (2007:50) identified community development as a social impact factor. It is evident that the community viewed hosting the Taung Cultural Calabash Festival in their village as somehow essential, as it brought them benefits that impacted their lives positively.

Factor 2: Social disruption comprised the following statements: overcrowded community and facilities, increased substance abuse and increase in traffic. Factor 2 had the highest correlation of 0.909. Research study by Kirilenko, Ma, Stepchenkova, Su and Waddell (2021) and Park and Stokowski (2009) revealed social disruption as one of the negative social factors. The residents' views indicated that the Taung Cultural Calabash Festival also negatively affected the locals to a substantial degree. Additionally, the statements mentioned support the literature on the social impacts of festivals which reveal that, when a festival event is hosted in an area, it can have negative impacts if not managed appropriately (Maputsoe, 2016: 91).

Factor 3: Community concerns included the following statements: increased crime, disturbs privacy of locals, and creates disturbing noises. Factor 3 had a correlation of 0.292. A research study by Loots *et al.* (2012) identified community concerns as an important social factor. Based on the correlation, it could be stated that, during the Taung Cultural Calabash Festival, residents encounter various concerns that hinder the overall joy and benefits of the festival, and these tend to negatively affect local communities in the area. This factor, moreover showed that the lives of residents are affected because of these concerns.

In an analysis of the results, it is clear that the identified factors support the literature in being positive (unites community members, role in education and knowledge about tourism, brings the province together, etc.) or negative (increased crime, substance abuse, traffic, disturbance of local privacy, and noise and overcrowding). It is also evident that there seems to be a balance between the positive and negative impacts of the event. This research confirms that the social impact can be either positive or negative (Lu, Zhu & Wei, 2020).

#### **4.8 CHAPTER SUMMARY**

Chapter four presented the results of this study's research question and outlines the findings of respondents' perceptions regarding the social impacts of the Taung Cultural Calabash Festival. This chapter explained the statistical analysis by profiling respondents of the Taung community. Therefore, the results identified that the majority of respondents were male, with an average age of 32 years, who resided in five different communities (Lokaleng, Khibitswane, Chiefscourt, Nommerone and Veertien). The majority of the respondents have lived in their villages for 20 to 30 years and they were single. A significant number of respondents were unemployed, and the majority of respondents worked for the government. Respondents revealed that they had attended at least high school and had attended the Taung Cultural Calabash festival at least once before.

The analysis of the data showed that the festival certainly has an impact on the lives of the community. Hence, it is imperative for the festival to be sustainable to reduce its negative social impact.

Exploratory factor analysis was conducted and three (3) social factors were identified, namely 1. Community development, 2. Social disruptions, and 3. Community concerns. The results identify community development as the positive impact, and social disruptions and community concerns as the negative social impacts of the festival.

In the next chapter, Chapter 5, the key conclusions of the research are discussed with the implications and recommendations based on the research results.

## **CHAPTER 5: CONCLUSION AND RECOMMENDATIONS**

### **5.1 INTRODUCTION/SUMMARY OF THE STUDY**

The key goal of this chapter is to convey the conclusions and recommendations made in this research study.

The main aim of this study was to investigate the social impacts the Taung Cultural Calabash Festival has on the community. To accomplish this goal, the following objectives were set in Chapter 1 and they are as follows:

- Establish positive and negative social impacts of festivals on communities.
- Investigate what research has been done in the South African context regarding festivals.
- To identify the social impacts of the Taung Cultural Calabash festival on the community of Taung.
- To make recommendations to the Department of Culture, Arts and Traditional Affairs (CATA), the Department of Tourism, and residents, on how the festival can benefit the community.

The above-mentioned objectives were achieved in the following respective chapters:

Chapter 2 presented literature on social impacts; equity theory, social exchange theory, and social impact theory were elaborated to understand the social impacts on a society due to tourism, on a theoretical basis. The study also elaborated on the positive and negative impacts of different events on communities, and the benefits of hosting events. Secondary data was used to achieve this objective. A literature review was carried out by use of various NWU Library databases, such as internet websites, Google Scholar, NWU eBooks, Boloka, NWU Institutional Repository (NWU-IR), EBSCOhost and Emerald Insight Journals.

Chapter 3 explained the methods that the study followed in order for the researcher to reach the aim of the study. A descriptive research design was used in this study, and this is defined as a design that aims to investigate the attitudes and opinions of participants about real life issues that affect them. Literature from various databases was reviewed, and a questionnaire was developed. The sample size was calculated using Yamane's method and eventually reached. Consequently, the procedure for data collection was clearly elaborated, and

collection was done through the help of research assistants. SPSS was used to obtain numerical data and analyse the data by importing data from other sources, such as Excel.

Chapter 4 presented the results of this study's research question and outlined the findings of respondents' perceptions regarding the social impacts of the Taung Cultural Calabash Festival. The chapter further explained the statistical analysis by profiling respondents of the Taung community. The analysis of the data showed that the festival certainly has an impact on the lives of the community. Hence, it is imperative for the festival to be sustainable to reduce its negative social impact.

Consequently, the aim of this chapter (Chapter 5) is to draw conclusions with regards to the study, and make recommendations regarding the empirical survey.

## **5.2 DISCUSSIONS AND CONCLUSIONS**

### **5.2.1 Conclusions based on objective 1: *Establish positive and negative social impacts of festivals on communities.***

#### **5.2.1.1 Positive social and negative impacts of events on host communities.**

Social impacts are well-defined as positive or negative changes in people's lives coming from known tourism activities (c.f.2.2). Social impacts include everything from people's living conditions and quality of life to their well-being and happiness. Therefore, the social effects of planned tourism events have an impact on community life. Travis (2011) emphasises that tourism's socio-cultural impacts consist of a group of social and cultural aspects that have an effect on local communities due to their relations with tourists, as well as the tourism industry. Additionally, Saayman (2013) supports the perspective that tourism's socio-cultural impacts arise at the host destination due to interactions between community members and tourists. Aleshinloye and Woosnam (2018) believe that social impacts in destination areas include more immediate changes in quality of life which include, for example, local social culture. According to Gullion *et al.* (2015), social impacts of tourism involve three categorisations and they are as follows; tourist, host, and tourist and host interrelationships. There are both positive and negative effects that the tourist and host interrelationship may bring; for example, on a positive note, meeting physically allows hosts and tourists to socialise and exchange knowledge. However, unfavourable socio-cultural outcomes could be indecent language and crime, amongst others.

Events are tourism activities that aim to bring people together to share an experience and achieve a certain goal. A festival is an event where locals and visitors (re)produce and consume culture. Ultimately, a festival necessitates an active cultural processing. Events are

an integral part of human society as well as one of the most significant aspects of tourism. Grappi and Montanari (2011) explain how events vary and are commonly regarded as a sustainable method for local communities to enjoy a variety of potential social and cultural benefits. Examining the social effects of events on communities is critical, and one of the reasons is that local residents can react harshly to the negative impacts caused by the event, and thereafter no longer value the event (cf.2.7.2).

Festivals are a type of event, and these events have detrimental effects that affect the local residents. Moreover, when the event takes place, there are social impacts affecting local communities and visitors. This becomes an important issue that all parties involved in these events must be aware of. It is however, crucial to have a clear understanding of the overall social impacts that festival events might have on local communities (cf.2.7.3).

Table 5.1 summarizes the positive and negative social impacts that this study has learned about from the literature.

Table 5.1: Positive and negative social impacts of events (cf. 2.2.2)

<b>Positive social impacts</b>	<b>Negative social impacts</b>
<ul style="list-style-type: none"> <li>- strengthening local residents' and visitors' relationship</li> <li>- improving the community's quality of life</li> <li>- defining and developing a sense of community pride</li> <li>- increased standard of living</li> <li>- increased entertainment opportunities</li> <li>- opportunity to meet new people</li> <li>- opportunities for cultural and educational development and preservation</li> </ul>	<ul style="list-style-type: none"> <li>- challenges to traditional morals and values</li> <li>- loss of identity in the community</li> <li>- increased crime levels</li> <li>- substance abuse and noise</li> <li>- criminal activity such as vandalism and theft</li> <li>- community social pressure</li> </ul>

Table 5.2: Positive and negative social and cultural impacts of the Taung Cultural Calabash Festival

<b>Positive impacts of the Calabash</b>	<b>Negative impacts of the Calabash</b>
<ul style="list-style-type: none"> <li>- helps to escape routine life</li> <li>- unites communities</li> <li>- improves facilities of communities</li> </ul>	<ul style="list-style-type: none"> <li>- overcrowded community &amp; facilities</li> <li>- increased substance abuse</li> <li>- increased traffic</li> </ul>

<ul style="list-style-type: none"> <li>- allows communities to have fun</li> <li>- helps local artists showcase their talents</li> <li>- fairness in giving artists opportunity to perform</li> <li>- important role in education and knowledge about tourism</li> </ul>	<ul style="list-style-type: none"> <li>- increased crime</li> <li>- disturbs privacy of locals</li> <li>- creates disturbing noise.</li> </ul>
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Consequently, it is clear that the identified key issues of the Calabash support the literature in being positive (unites community members, role in education and knowledge about tourism, brings the province together, etc.) or negative (increased crime, substance abuse, traffic, disturbance of local privacy, and noise and overcrowding). It is also evident that there seems to be a balance between the positive and negative impacts of the event.

### **5.2.2 Conclusions based on objective 2:** *Investigate what research has been done in the South African context regarding festivals.*

Social benefits are described as the positive aspects of social and cultural changes caused by events, and these benefits include developing a sense of community, pride, and the soul of the community (cf.2.6). Community pride and unity are some of the benefits of events, and thus explains how events intensify the feeling of belonging among local members, ultimately, creating a sense of place and unity (cf.2.6.1). Additionally, events improve community well-being in a sense that there is an improvement in the quality of life of residents, and community members are excited about the event and are eager to be involved and have fun (cf.2.6.2).

Festival events increase interaction between cultures; they embrace community culture, and values, and they celebrate differences or similarities of the community (cf.2.6.3). Additionally, events develop a growing awareness of the host community; they encourage repeat visits after the event has taken place, and ultimately create a brand for the destination (cf.2.6.4). As a result, culture, community and festival management are the aspects that are mainly impacted by events, and they play a significant role in the success of events hosted in our communities (cf.2.7).

Therefore, festivals differ a lot in terms of their time frames and the different themes they cover, and regardless of the number and scale of these festivals, the understanding of these events is limited. Hence, there is a need for future evaluation of festival events to understand how they contribute socially to the hosting communities (cf.2.9). Therefore, this study's discussions contribute to further understanding of the socio-cultural impacts of cultural festivals, particularly the social impacts of the Taung Cultural Calabash Festival on the community of Taung.

Table 5.3: Benefits of events in South Africa, events from the world and gaps this study was able to address.

<b>South Africa</b>	<b>The world</b>	<b>Gaps</b>
<ul style="list-style-type: none"> <li>- Aid in developing pride and identity for the community</li> <li>- Provide an opportunity for the local communities to develop and share culture</li> <li>- Provide an increased knowledge about the tourism events industry</li> <li>- Allows local communities to have fun and enjoy themselves</li> </ul>	<ul style="list-style-type: none"> <li>-Community pride and unitedness</li> <li>- Improve the quality of life and residents' well-being</li> <li>-Promotion and preservation of local culture</li> <li>-Develop a heightened awareness of a destination</li> <li>-Promote tourism opportunities as well as sustainable development</li> </ul>	<ul style="list-style-type: none"> <li>- Festival goal delivery</li> <li>- Fitting to the festival theme</li> </ul>

Table 5.4 summarises key benefits of South African events and the events from across the world on host communities, and therefore the gaps this study addressed. According to literature, in South Africa the benefits of festival events were mainly focused on preserving the culture of local communities, sharing local heritage and culture with tourists, and to instil and promote destination identity. Furthermore, benefits that local communities received from festival events were that they allow locals to have the time of their lives by interacting with tourists and enjoying the entertainment part of the event. It is therefore, through this observation, this study was able to discover that the benefits of events in South Africa were missing an essential element. The gaps in terms of the South African benefits of events were as follows:

1. Festival goal delivery
2. Execution of festival events fitting to its theme.

According to this study, the first gap is the festival goal delivery, and this initially refers to the festival's ability to achieve the social goal it has set. Every event has an objective or goal, and whether the objective that was set at the planning process was achieved after the event has taken place. Benefits regarding the goal of every event should also contribute positively to the host communities. The second gap this study identified was the execution of the festival being able to fit its theme. A theme can be defined as an area of interest or an aspect of the community in which the festival is hosted. These gaps aim to determine whether the theme fits appropriately and how it benefits the host community.

Therefore, according to literature in the South African context, there is limited literature with regards to the above-mentioned gaps, and this study aimed to address them.

### **5.2.3 Conclusion based on objective 3:** *To identify the social impacts of the Taung Cultural Calabash Festival on the community of Taung.*

This section comprises the conclusions based on the findings from the empirical survey.

#### **5.2.3.1 Positive social impacts of the Taung Cultural Calabash festival**

Findings indicate that the reasons why residents had visited more than once were the following: the festival allows the community to have fun, the opportunity to enjoy with friends, helps local artists showcase their talents, strengthens the relationships of locals, and helps them to escape routine life. Moreover, the festival unites the community, improves the facilities in the community and there is fairness in giving artists opportunities to perform. The other positive reasons that encouraged residents to visit the festival was that the Taung Cultural Calabash Festival shows how unique the community is, it does not create disturbing noise for host communities, does not increase crime, and last but not least, it does not disturb the privacy of locals.

The most crucial positive finding from this study is that a great percentage, 38%, of respondents from the survey generally perceived the Taung Cultural Calabash Festival event as important. It is important to note that the respondents who stated that the Calabash Festival was important were from Lokaleng and Chiefs court, and this may have been influenced by the festival's ability to unite the communities of Taung. Local residents' participation and their perspective of the tourism events in Taung play an important role in the development of sustainable tourism planning, organisational, and management strategies. However, the huge percentage of neutral responses from respondents may affect how respondents perceive the importance of the festival.

Bringing the North West Province together is one of the social impacts that was identified during the empirical survey (cf.4.3.10). This implies that the festival plays an important role, as the majority of respondents felt that it unites the community or brings a sense of harmony within communities, because they are able to express their traditions and values in a collective. Additionally, there is a growing competition between destinations worldwide, and also domestically in South Africa. Therefore, residents' knowledge and support for events is crucial for tourism growth within the community and strategic management purposes.

Other positive findings revealed that the Taung Cultural Calabash allows the community to have fun. For example, the festival event provides members of the community an opportunity

to engage in entertainment, and through social networks, ultimately have a joyful experience (c.f.4.3.14).

It is imperative to point out that the findings indicate that many residents had at least attended the festival before; there is an average percentage of 31% of respondents that have visited and supported this festival event once. This serves as a concern because of lower repeat visits to the festival and this shows that there is room for development. For example, event organisers could take this opportunity to find out what makes repeat visits to the event stagnant. Additionally, the support of local residents is a critical factor for repeat visits and continuous growth of the community of Taung as a destination.

Another significant discovery from this study was that the level of importance of the Taung Cultural Calabash Festival differed from one respondent to the other. This might be influenced by factors such as the demographic descriptors (gender, residence, visitation of the festival, marital status, employment status, place of employment and educational level). It is imperative to acknowledge that reasons for visiting the Cultural Calabash Festival can also be related to what local community members prefer. The results revealed that most of the respondents were single, male, with an average of 30 years, had a matric certificate, and were unemployed. Respondents had lived for average of 20 to 30 years in their respective villages and those who were employed worked in the government sector. For instance, those respondents who have a means of income are more inclined to attend the festival if only they are interested and like the cultural event, in contrast with the respondents who are unemployed and who are not economically active. However, both those who were unemployed and employed have visited the festival.

According to this study, the results indicated that a vast number of participants agree that the Taung Cultural Calabash Festival plays an important role by providing education and knowledge about tourism in Taung.

### **5.2.3.2 Negative impacts of the Taung Cultural Calabash festival**

Findings of this study suggest that an increase in substance abuse, increase in traffic, increased crime, and disturbing the privacy of locals are viewed as essential elements that, if they are reduced or dealt with, will encourage residents to visit and support the Taung Cultural Calabash Festival (c.f.4.10). Moreover, it was stated that TCCF's theme fits poorly. It is essential to note that respondents felt that the essence of the festival was not entirely standing out, which noticeably reveals a concurrence with the inability of the theme to fit perfectly and the festival to achieve its goal.

This study also found out that TCCF does not improve the facilities in the community, and this reflects a negative impact on the host community. This implies that the festival does not take growth of the host community seriously because even after the event has taken place, it does not show any development that it brought to the community. This becomes a problem, because it questions whether the festival is valuable to the community and is worth supporting.

In addition to the festival not improving community facilities, it further overcrowds the community and damages the community facilities. As tourism benefits can be tangible, community development become more important, and sustainable development will significantly influence community growth as perceived by residents, both as tourists and key role players.

Chiciudean *et al.* (2021) state that festivals represent a big opportunity for the local community to become an important destination, but also to gain numerous advantages given the need for local tourism services. Therefore, local community members who have a positive view regarding festivals present a greater disposition toward events for community development and will be more likely to recommend Taung Cultural Calabash Festival as an event to attend. They would engage in more repeat visits compared to those who hold a negative view of the Taung Cultural Calabash Festival. Thus, a positive perception held by residents is accompanied by support and promotion of the event. Residents' positive perceptions of the event may, for instance, make residents promote and serve the needs of visitors, and at the end, local residents will reap the benefits.

### **5.2.3.3 Factor analysis**

Regarding the social impacts that the Taung Cultural Calabash Festival has on the community of Taung, an exploratory factor analysis revealed the top reasons that respondents felt the Taung Cultural Calabash Festival had the most social impact on the community: To have fun, to listen to and support favourite artist, followed by to spend time with family and friends, to socialise, relax and escape from routine life. The identified reasons correspond with the findings from previous research, as discussed in the literature review chapter (cf.4.10).

The identified social impacts factors relate to the findings from previous literature in previous chapters (cf.4.7). However, the impact of fitting poorly with the theme had not been identified under the factors yet, thus making it different from current research (cf. 4.10).

An analysis of these factors shows that there seems to be a balance between the positive and negative impacts of the event (Lu *et al.*, 2020). Consequently, this research confirms that the social impact can be either positive or negative.

**5.2.4 Conclusion based on objective 4:** *To make recommendations to the Department of Culture, Arts and Traditional Affairs (CATA), the Department of Tourism, and residents on how the festival can benefit the community.*

The recommendations to various tourism participants in this study will help the community members to know how festivals are supposed to benefit them when they occur in their regions. The study revealed that there is still an opportunity for improvement in terms of festivals ensuring that community members benefit from these events. Suggestions were that event planners should stay updated with present community social impacts, and accurately plan and take advantage of positive social impacts and reduce the negative impacts. Additionally, with regard to reducing negative impacts in communities, educational programmes should be implemented in Taung region that will educate locals, more especially the youth, with the purpose of influencing reduction of the prevailing negative impacts.

Recommendations and the contributions of this study are discussed next.

### **5.3 Recommendations**

Recommendations regarding the social impact of the Taung Cultural Calabash Festival are as follows.

#### **5.3.1 Recommendations to event organisers regarding social impacts of the Taung Cultural Calabash Festival**

- There are different festival events that are presently happening in South Africa. It is crucial for each festival to grow local community support so that the festival can grow locally. The South African region has been shown to provide a variety of festival events. In this study, descriptive statistics revealed the perceived positive social impacts were greater than the negative social impacts, but this indicates that there is still an opportunity for improvement. It is suggested that event organisers should stay updated with present community social impacts, accurately organise, and take advantage of positive social impacts and reduce the negative impacts.
- This study has revealed numerous positive and negative social impacts of hosting festivals. It is important for event organisers and the local community to work together harmoniously to reduce the negative impacts in order to increase the identified positive impacts. Festival event organisers need to take into consideration the socio-demographic factors of residents which influence their attendance and participation so that they can socially include and embrace community members in a broader sense. Variables such as age, marital status, education level, employment status, and social

circumstances as well as residence, need to be constantly examined and evaluated to assist event planners and organisers in understanding local community attendance or support.

- The festival has played a significant role in uniting the province by sharing similar passions, improving general happiness, and communities' communication. This however, shows that community members are pleased with the festival as a result of the benefits the festival brings to their community. It is therefore, the responsibility of the event organisers to ensure that they maximise these positive impacts. Understanding local community members' ways and practices will enable event organisers to improve festival management approaches that will satisfy and attract different local community members.
- An effective strategic management plan should be formed and implemented to gain local community support in order to gain loyalty and exceed the expectations of locals. Furthermore event organisers should put in place practices that ensure local communities benefit from these festival events; for instance, by involving local residents in the planning processes of these festivals and by executing events in such a manner that they boost the community's image and pride.
- On the other hand, the negative social effects of the Taung Cultural Calabash Festival perceived by participants included community concerns and social disruption. The likelihood of these effects not being dealt with can create and build up a hostile community. Hence, event organisers are urged to closely and effectively deal with such elements. For example, actively instilling knowledge to community members about the dangers of substance abuse and its repercussions can go a long way. Similarly, by intensifying security and working with correctional services to reduce crime can regain local residents' support. In order to combat overcrowding, traffic congestion, loud noise, and disturbing locals' privacy, event organisers can make use of alternative venues that are far from the people, but are venues that can accommodate a large number of visitors.

### **5.3.2 Recommendations to the Department of Culture, Arts and Traditional Affairs (CATA) and the Department of Tourism.**

The festival event has the potential to increase local support in the communities of Taung region. The event organisers should ensure that there are progressive relationships between the local members and tourists by implementing methods that involve local residents in their decision-making processes. For example, organisers can show locals how the festival will pan out, so that locals can be aware of decisions taken and can know whether the decisions made

affect them as a community. CATA can therefore accomplish that by giving each village an opportunity to work with them by being panel members. Consequently, for the success of an event, the event organisers need the local community's support as well as the Department of Tourism.

Therefore, it is duty of the event organisers to be fully cognisant of the local residents' and community's perceptions regarding the Taung Cultural Calabash. Taking into consideration the views of locals can assist CATA to form techniques that will instil positivity in locals' minds regarding festivals. This can be implemented by giving locals a chance to work as general workers or promoting local art during and after the festival, so that these artists can continue to live off their craft, even after the festival has taken place. Emphasising events tourism awareness and education in communities can assist locals to learn new things, or learn more about other cultures through their participation and interaction with the tourists (cf.4.3.25).

Additionally, with regard to reducing negative impacts such as crime and substance abuse, educational programmes should be offered prior to the event at the Taung Mmabana centre that can educate locals, more especially the youth, with the purpose of influencing reduction of substance abuse and crime. As a result, locals may recognise the community development and other impacts of the festival.

The events' market is more competitive compared to previous years, and events managers and other players, e.g. the Department of Art, Culture, Sports and Recreation, should develop and apply strategies and consider the components stated by respondents, as this will lead to gaining unlimited local support and leaving a remarkable impression.

### **5.3.3 Recommendations for scholars**

- Tourism researchers can utilise the results of this research study to compare social impacts of different festival events and add on or draw conclusions about various social impacts of festivals on communities.

### **5.3.4 Recommendations for future research**

This study investigated the social impacts that the Taung Cultural Calabash Festival has. The following are additional research predictions that could be looked into further.

- Ongoing research on the social impacts of the Taung Cultural Calabash festival on communities to find whether the impacts have improved or have similar outcomes.
- To investigate the relationship between different key players in the growth of a sustainable tourism industry in Taung.

### **5.3.5 Limitations**

The limitations of this study that were identified are discussed as follows:

Only respondents who live near where the event is hosted were selected for sampling and had a chance to partake in the study. Other residents who do not live within the chosen radius were not represented. A study including respondents from other villages in Taung can provide more understanding into the host's perceptions of festival impacts in Taung. The views of villages in Taung other than those used in the study might, to some extent, be different from the findings generated by the sample used in this study.

The second limitation is that this is the first research study that was conducted on the social impact of the Taung Cultural Calabash festival, and for this reason it was challenging to determine whether there is an improvement regarding the social impact of the festival since it was first hosted.

The third limitation was the fact that this study was conducted during the scourge of Covid-19. Covid-19 resulted in the postponement or cancellation of big festival events and the Taung Cultural Calabash Festival was one of them. Therefore, this festival was postponed and because of this, the perceptions of local communities regarding its impact after Covid-19 remain unknown.

Lastly, the fourth limitation was that the study only used quantitative method research, instead of using a mixed methods approach.

### **5.4 Contributions of the study**

- A structured questionnaire was formulated precisely for the Taung Cultural Calabash Festival and was utilised to obtain data about the social impacts of the festival on the community of Taung.
- This research made a significant contribution to the current literature on festival hosts in South Africa. For the first time, this is a study about the Taung Cultural Calabash, and now people will be made aware of the social impacts of the Taung Cultural Calabash Festival on the community. Furthermore, this study will motivate researchers to develop an interest in the festival and draw them to investigate issues related to the festival event. Therefore, new knowledge was generated by this study because a festival event that has never been researched has revealed results that will educate the Taung residents on how the event can benefit them as a community.
- This study also made great contributions to the tourism, arts, culture, and creative industries. What the study revealed will help the policymakers and industry

professionals to communicate key concepts, share reliable data and make a case for greater investments and opportunities.

- Organisers of the festival can use this research study to identify and comprehend the positive and negative social impacts the festival has on the community of Taung. This study will assist them to revert back and understand the objective of the festival and ultimately, improve their overall management of the Cultural Calabash for the coming years, and therefore, learn how to maximise the positive and reduce the negative effects.
- This is the first study about the Taung Cultural Calabash and now people will be made aware of the social impacts of the Taung Cultural Calabash Festival on the community. As a result, this study will motivate researchers to develop an interest in the festival and draw them to investigate issues related to the festival event.

## **5.5 CONCLUSION**

The aim of this study was to investigate the social impacts of the Taung Cultural Calabash Festival. This was achieved through conducting a literature review on the different negative and positive social impacts of tourism from across Southern African countries, narrowing it down to the social impacts of events, benefits of events and theories that support social impacts of events; then by discussing the results of the empirical research and identifying the social impacts of the Taung Cultural Calabash Festival as perceived by the community. Numerous researchers have mentioned that there are different social impacts brought by festivals to the communities, and this study mainly focused on the social impacts of the Taung Cultural Calabash Festival. Numerous studies stressed the importance of community involvement.

The factor analysis resulted in three factors, namely community development, community concern and social disruption. These factors are the impacts on the community that are brought by the festival and this shows that the main aim of the study has been accomplished. This study discovered that social disruption was perceived by the local community with the highest correlation of 0.909. The results reveal that TCCF does not improve the facilities in the community and this reflects a negative impact on the host community. It is thus important to ensure that locals participate in the planning processes of the event so that negative effects can be reduced. The results of this study will assist the Cultural Calabash to grow, and retain and increase local community support.

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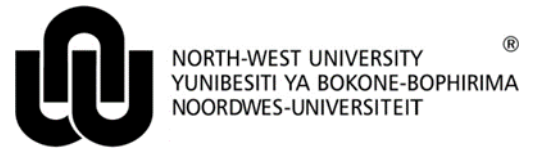
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Economic and Management  
Sciences Research Ethics  
Committee (EMS-REC)

28 June 2021

Prof H Manwa  
*Per e-mail*  
Dear Prof Manwa

**EMS-REC FEEDBACK: 25062021**  
**Student: Mojakgolo, AM (26647753)(NWU-00092-21-A4)**  
**Applicant: Prof H Manwa – MA in Tourism Management**

Your ethics application on, *Investigating the social impacts of the Taung Cultural Calabash*, which served 25 June 2021, refers.

**Outcome:**

Approved as a minimal risk study. A number **NWU-00092-21-A4** is given for one year of ethics clearance.

Please note that the ethics approval of this application is subject to the Covid-19 protocols. Kind regards,

*AL Bevan-Dye*

**Prof Ayesha Bevan-Dye**  
**Deputy Chairperson Vanderbijlpark: Economic and Management Sciences**  
**Research Ethics Committee (EMS-REC)**

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22/05/2023

This is to certify that the dissertation entitled

**INVESTIGATING THE SOCIAL IMPACTS OF THE TAUNG CULTURAL  
CALABASH FESTIVAL.**

Submitted by **ADELAIDE MOSETSANAGAPE MOJAKGOLO** 26647753

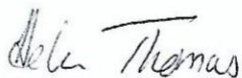
**Orcid number:** 0000-0001-6921-3424

For the degree of **MASTER OF ARTS**  
**(TOURISM MANAGEMENT)**

At the **NORTH-WEST UNIVERSITY**

Has been edited for language by

Mary Helen Thomas (B.Sc. Hons. PGCE)



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## **PARTICIPANT WRITTEN INFORMED CONSENT FORM**

**TITLE OF THE RESEARCH STUDY: Investigating social impacts of the Taung Cultural Calabash Festival.**

**POST GRADUATE STUDENT: Adelaide Mosetsanagape Mojakgolo**

**Dear Participant**

**(The participant must be 18 years or older)**

You are invited to take part in a research project that investigates the residents' perceptions on social impacts of the Taung Cultural Calabash Festival. The researcher would like to know from you, as a resident of Taung, how you feel about the social impacts of the Taung Cultural Calabash festival on Taung as a whole.

Please take some time to read the information presented underneath, which will explain the details of this research project. You are free to ask the researcher any questions about any part that you do not fully understand. Your participation is entirely voluntary, and you are also free to withdraw from participating at any point, even if you agreed to participate in the first instance.

The purpose of the study is to understand your perceptions as a resident of Taung the social impacts the Taung Cultural Calabash has on you. As a respondent, you have been invited to participate because you will add great value to the research project.

Your participation in this study will take about ten to fifteen minutes to complete the questionnaire. You are requested to answer the questions honestly and you will be allowed to ask any question or ask for clarification if there is any confusion or misunderstanding. After completing the questionnaire, you will be expected to submit it directly to the researcher.

The following are the expected benefits of this research:

- Community members will be able to express their views regarding the impacts the Taung Cultural Calabash has on the community of Taung.
- The researcher will gain knowledge about the problem investigated.
- The Department of Culture, Arts and Traditional Affairs (CATA) might consider the community's views and perceptions regarding the social impacts of Taung Cultural Calabash, and community's recommendations will also be considered.

There are no negative consequences or risks involved in taking part in this research. In publishing information handled in this study (part of the results chapter of the study, published peer-reviewed articles, reports or conference presentations and proceedings), your name will not be made known and all the questionnaire data gathered will be handled as confidential (private) and anonymous (nameless).

In protecting the security of data, hard copies of your answers will be collected and scanned. All scanned questionnaires will be stored on a password-protected computer file for security, and only the researcher and supervisor will have access to the information, as hard copies will be shredded.

#### **CONTACT DETAILS OF THE RESEARCH TEAM**

- Researcher: Adelaide Mosetsanagape Mojakgolo Mobile Phone: 078 599 3093 or email: [adelaidemositsi@gmail.com](mailto:adelaidemositsi@gmail.com)
- Supervisors:

Professor H. Manwa. Office Phone @ 018 389 2806 or email: [23815310@nwu.ac.za](mailto:23815310@nwu.ac.za) Doctor D. Dlamini-Boemah. Office Phone @ 018 389 2041 or email: [Dudu.Boemah@nwu.ac.za](mailto:Dudu.Boemah@nwu.ac.za)

#### **CONSENT TO PARTICIPATE IN THIS STUDY**

I confirm that the person asking my consent to take part in this research has told me about the nature, procedure, potential benefits and anticipated inconvenience of participation.

I have read and understood the study, as explained in the information sheet.

I have had sufficient opportunity to ask questions, and I am willing to participate in the study.

I understand that my participation is voluntary and that I am free to withdraw at any time without penalty.

I am aware that the findings of this study will be processed into a research report, and that my participation will be kept confidential (private) and anonymous (nameless).

Participant Signature	
Date	

**Thank you for taking time to read this information and for agreeing to participate in this study.**

### **Questionnaire for residents**

**Section A: Demographic Information. The following information is important for the study to compare responses of participants and to determine whether different community members perceive specific social issues the same or not.**

**Instructions:** Please indicate your answer by placing an "X" mark in the box that best describes you.

1. Please indicate your gender

1. Female	
2. Male	
3. Other (Please state)	

2. What is your age? \_\_\_\_\_.

3. Please indicate in which community you reside:

1.Lokaleng	
------------	--

2.Khibitswane	
3.Chiefscourt	
4.Veertien	
5.NommerOne	

4. Please specify the number of years you have lived in the area you have ticked above\_\_\_\_\_.

5. What is your average income per year?\_\_\_\_\_.

6. Have you visited the Taung Cultural Calabash Festival?

1. Yes	
2. No	

7. If yes, how many times? \_\_\_\_\_.

8. Marital status

1. Married	
2.Divorced	
3.Single	
4.Widowed	

9. Employment Status

1.Employed	
2.Unemployed	

10. If yes, where are you employed? \_\_\_\_\_.

11. Educational level

1.No formal qualifications	
2.High School	
3.Diploma	
4.Degree(Graduate/Honours)	
5.Postgraduate degree	
6.Other (Please state)	

**Section B: Residents' perceptions**

The following questions relate to the residents perceptions on social impacts of the Taung Cultural Calabash Festival.

**Instructions:** Please answer by selecting one of the following: strongly agree; agree; neutral; disagree; or strongly disagree for each of the following statements. Please answer by placing a "X" mark in one column that applies to you for each statement.

<b>Social Impacts statements:</b>	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. The Taung Cultural Calabash Festival is an event that brings the North West province together to celebrate the region's traditions and culture.	1	2	3	4	5
2. The festival strengthens the relationship between locals and visitors.	1	2	3	4	5
3. The festival helps locals to escape from routine life.	1	2	3	4	5
4. The festival helps in uniting the community of Taung as a whole.	1	2	3	4	5
5. The festival helps in improving cultural facilities in the community of Taung.	1	2	3	4	5
6. The festival allows locals to have fun and entertain themselves with their families and friends.	1	2	3	4	5
7. The festival creates much disturbing noise.	1	2	3	4	5
8. The festival creates overcrowding in the community and different facilities or areas.	1	2	3	4	5
9. The festival increases substance abuse (e.g. drugs and alcohol).	1	2	3	4	5
10. The festival increases the crime rate in communities.	1	2	3	4	5
11. The festival disturbs the privacy of locals.	1	2	3	4	5

12. The festival creates an increase in traffic and traffic congestions.	1	2	3	4	5
13. The festival helps develop the community of Taung.	1	2	3	4	5
14. The festival helps local performers and artists showcase their talents.	1	2	3	4	5
15. The festival practices fairness in providing artists with an opportunity to perform.	1	2	3	4	5
16. The festival plays a very important role in educating and broadening the community's knowledge about tourism and creativity.	1	2	3	3	5
17. The theme of the Taung Cultural Festival fits poorly with the culture of Taung.	1	2	3	4	5
18. The Taung Cultural Calabash provides opportunities to have fun with friends and family	1	2	3	4	5
19. The Taung Cultural Calabash provides an opportunity to show the world how unique our community is.	1	2	3	4	5
20. The Taung Cultural Calabash causes disruptions to local residents' lives.	1	2	3	4	5
21. The Taung Cultural Calabash promotes values that are of no interest to the local residents' of Taung.	1	2	3	4	5
22. Ordinary residents have no say in the planning and management of the Taung Cultural Calabash.	1	2	3	4	5

23. How would you as a resident of Taung area rate the overall importance of the Taung Cultural Calabash festival in the enhancement of Taung, on the scale of 1 to 5? (Where one is very unimportant and five is extremely important) \_\_\_\_\_.

24. In your opinion, how important is the Taung Cultural Calabash Festival for tourism in Taung?

1. Very important	
2. Important	
3. Somewhat important	
4. Not important	
5. Not important at all	

25. Motivate your answer given to the above number 24.

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26. Are you in favour of the future continuation of the Taung Cultural Calabash?

1. Yes	
2. No	

27. Motivate your answer to answer given to the above number 26.

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28. Comments or Suggestions:

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**Thank You**