

THE SOCIAL IMPACT OF ARTS FESTIVALS: A CASE OF THE ABSA KLEIN KAROO NATIONAL ARTS FESTIVAL

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SUMMARY

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

The primary objective of this study was to determine the social impact of arts festivals with reference to the ABSA KKNK. This goal was achieved by firstly analysing the social impact phenomena and the role thereof in events tourism. Secondly, a literature study was conducted in order to examine events as tourism products. Thirdly the results of the empirical research were discussed. Lastly conclusions were drawn from the research and recommendations were made with regard to the social impact of events as well as further research.

From the literature, social impact was defined as the changes in the norms and values of society that are more apparent in the short-term. It was noted that when tourists vacate to a specific destination, visible impacts are noticed. Events can however provide employment opportunities, promote international peace and pride, as well as promote educational and cultural experiences but it can also lead to increased levels of irritation, crime, drug and alcohol abuse and cultural change.

These positive and negative impacts were measured in the questionnaire, as adapted from Fredline and it was therefore the objective of the questionnaire to measure whether the community is positive or negative towards the festival, and whether there were any differences in the social impact when comparing the results of 2006 and 2007. The questionnaires were distributed in the community of Oudtshoorn based on a stratified sampling method followed by a random sampling method. A total of 444 questionnaires were completed, 179 in 2006 and 265 in 2007.

On a positive note respondents agreed on the following aspects in 2006 and 2007: the public money spent on the ABSA KKNK would be better spent on other things, media coverage of the ABSA KKNK promotes development in Oudtshoorn and the basic skill base for event management in Oudtshoorn has increased. On a negative note respondents agreed on the following aspects in 2006 and 2007: ordinary residents get no say in the planning and

management of the festival and traffic congestion is a problem. The positive impact has increased from 2006 to 2007.

Two factor analyses were performed to determine the social impact factors in order to determine differences in the social impact of 2006 and 2007. The first analysis resulted in nine factors which accounted for 56.85% of the total variance and were labeled as: community issues, damage to the environment, community activities, local business and community opportunities, pricing, public facilities, traffic, disturbances and visitors. The second analysis resulted in three factors that accounted for 44.22% of the total variance and were labelled according to similar characteristics which included: community opportunities, community problems and community image.

Means and standards deviations were determined after which the effect sizes were determined to explore the differences between the social impact for 2006 and 2007 on the dimensions of the various factors as determined in the factor analysis. It is clear that a small effect (0.2-0.4) exists between 2006 and 2007 concerning local business opportunities (0.25), pricing of goods (0.24), community activities (0.35), public facilities (0.39) and community activities (0.48). There were therefore no huge differences in the social impact between 2006 and 2007.

OPSOMMING

Sleutelwoorde: *toerisme, gebeurtenis, toerismegebeurtenis, fees, ABSA Klein Karoo Nasionale Kunstefees, sosiale impak, gemeenskap*

Die doel van hierdie studie was om te bepaal wat die sosiale impak van kunstefees is, met verwysing na die ABSA KKNK (Klein Karoo Nasionale Kunstefees). Die studie bestaan uit vier afdelings. Die eerste afdeling behels 'n ontleding van die sosiale impak en die rol wat dit in gebeurtenistoerisme speel. Die tweede afdeling fokus op 'n literatuurstudie rakende gebeurtenisse as toerismeprodukte. In die derde afdeling word die resultate van die empiriese navorsing bespreek. Die vierde afdeling bestaan uit gevolgtrekkings, gebaseer op die studie asook, aanbevelings rakende die sosiale impak van gebeurtenisse, en aanbevelings rakende verdere navorsing.

Uit die literatuurstudie is bevind dat die sosiale impak omskryf kan word as dié veranderinge in die norme en waardes van die gemeenskap wat duideliker oor die kort-termyn is. Daar is waargeneem dat wanneer toeriste 'n spesifieke bestemming besoek hulle 'n merkbare impak of die omgewing en bestemming laat. Gebeurtenisse lei dikwels tot werkskepping, dra by tot opvoeding, bevorder wêreldvrede en nasietrots en versterk ook die kulturele ervaring. Gebeurtenisse kan egter ook lei tot verhoogde irritasie vlakke, kultuurveranderinge, en 'n toename in misdaad, dwelm- en drankmisbruik.

Bogenoemde aspekte is in die vraelys gemeet. Die vraelys is gebaseer op 'n sosiale impak vraelys soos ontwikkel deur Liz Fredline. Die doel van die vraelys was om te bepaal of die gemeenskap die fees positief of negatief ervaar, en om te bepaal die sosiale impak in 2006 verskil van dié in 2007. Die vraelyste is onder die gemeenskap van Oudtshoorn versprei volgens 'n stratifikasie-steekproefneming, gevolg deur 'n ewekansige steekproefneming. Altesaam 444 vraelyste is ingevul, naamlik 179 in 2006 en 265 in 2007.

Die aspekte wat in 2006 én 2007 as positief deur die respondente ervaar is sluit in: mediadekking van die ABSA KKNK bevorder ontwikkeling in Oudtshoorn en meer mense in Oudtshoorn het basiese vaardighede in gebeurtenisbestuur aangeleer. Die aspekte wat in 2006 én 2007 as negatief deur die respondente ervaar is sluit in: dat die geld van

belastingbetalers wat op die ABSA KKNK bestee is, moontlik beter op ander dinge bestee kon word; gewone inwoners het geen sê in die beplanning en bestuur van die fees nie en daar is meer verkeersopeenhopings. Die positiewe sosiale impak het 'n toename getoon van 2006 tot 2007.

Twee faktoranalises is gedoen om te bepaal wat die sosiale impak faktore is en om te bepaal wat die verskille tussen die in sosiale impak van 2006 en 2007 is. Die uitkoms van die eerste analise was nege faktore wat 56,85% van die totale variansie verklaar. Die faktore is as volg: gemeenskapskwessies, skade aan die omgewing, gemeenskapsaktiwiteite, plaaslike besighede en gemeenskapsgeleenthede, pryse, openbare fasiliteite, verkeer, steurnisse, en besoekers. Die uitkoms van die tweede analise was drie faktore wat 44,22% van die totale variansie verklaar het. Die faktore is as volg volgens gemeenskaplike eienskappe gegroepeer: gemeenskapsgeleenthede, gemeenskapsprobleme en die beeld van die gemeenskap.

Die gemiddeldes en standaardafwykings is bepaal, en daarna is die effekgroottes bereken om te bepaal wat die verskil tussen die sosiale impak van 2006 en 2007 is, op grond van die verskeie faktore wat in die faktoranalise bepaal is. Dit blyk duidelik dat 'n klein verskille (0.2-0.4) tussen 2006 en 2007 bestaan vir plaaslike besigheidsgleenthede (0.25), die prys van goedere (0.24), gemeenskapsaktiwiteite (0.35), openbare fasiliteite (0.39) en gemeenskapsaktiwiteite (0.48). Daar was dus nie 'n groot verskille tussen die sosiale impak gemeet in 2006 in vergelyking met 2007.

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CHAPTER 1

INTRODUCTION AND PROBLEM STATEMENT

"The greatest events occur without intention playing any part in them; chance makes good mistakes and undoes the most carefully planned undertaking. The world's greatest events are not produced, they happen."

Georg Christoph Lichtenberg

1.1 INTRODUCTION

Numerous festivals, sports events, carnivals, fairs, shows and exhibitions are held annually across the globe. The dramatic increase in the popularity of events has become apparent in the growth in the number and size of the events that are being produced. These events can create a favourable image of a destination, expand the traditional tourist season, spread tourist demand more evenly through an area, and attract foreign and domestic visitors (Keyser, 2002: 263).

Events have become one of the most common methods for visitors to satisfy their desire to sample local foods and traditions, to participate in games or just to be entertained. Whereas local and regional events have the advantage of keeping the domestic market active, smaller local events have the added advantage of making events-tourists believe that they are participating in an authentically indigenous activity (Getz, 1991a).

A number of authors (Getz, 1998; Gunn, 1994:23; Fredline & Faulkner, 2001:103) observe that there has been a growth in the popularity of events as a means of augmenting the critical mass of attractions associated with tourist destinations. This is because of the variety of event offerings, which range from small community festivals to once-off mega-events.

Festivals are considered to contribute significantly to the cultural and economic development of a region because they have a major impact on the development of tourism within host communities. Festivals, together with the experience that they offer, are an important addition to the tourism product in that they contribute to visitors' experience of an area. Festivals often lead to an improvement in the quality of life of the residents of the host community, which, in turn, results in a sense of ownership by the local community.

Events can influence the community in a positive or negative manner and, therefore, research is needed to determine the social impact of these events on the community and their behaviour. This research will aid in creating guidelines to encourage positive attitudes of the community towards the tourists.

The purpose of this chapter is to provide an overview of the problem statement that will be discussed and analysed throughout the course of this study. The problem statement will be followed by the research objectives, research methods and concept clarification. This chapter concludes with a chapter classification of the study.

1.2 PROBLEM STATEMENT

In South Africa, there is a greater awareness of the impact of events on the economy and wealth creation (**Saayman, 2001:109**). Thus, it is of paramount importance that more emphasis be placed on the successful organising of events. There are a number of events that are held annually in South Africa. For example, the Cape Argus (Cape Town), the Durban July (Durban); national arts festivals like the Grahamstown National Arts Festival (Grahamstown), as well as smaller festivals such as the Mampoor Festival (Klerksdorp).

Saayman (2001:111) indicates that if organised well, events can be a source of great enjoyment and pride, both for the organisers and those who attend. These events can generate revenue and create a positive image of the place, town or city where they are hosted. Furthermore, the desire to host festivals and events is not only designed to address the needs of one particular group. They are often also hosted because of the tourism and economic opportunities they contribute to the community.

McIntosh, Goeldner and Ritchie (1995:156) indicate that these events usually appeal to a broad audience because "...events also have the ability to spread tourism geographically and seasonally. Events allow a region or community to celebrate its uniqueness, promote itself, develop local pride, and enhance its economic well-being."

The government supports and promotes events as part of their strategies for economic development, nation building and cultural tourism. Consequently, events are viewed as an important tool for attracting visitors and building image within different communities. Many researchers have contested that local communities play a vital role in the development of tourism through festivals (**Raj, 2003:2**).

Events can create many benefits for a community (**Swart & Bob, 2005:2**). These include building community pride, increasing community participation, expanding cultural perspectives and sharing local community experiences with tourists. According to **Turco and Kelsey (1993:33)**, the benefits of events to the community are to promote and expose the community and to create or enhance a desired community image.

Getz (1991b) states that the goals of events for communities are to foster the arts and sports and create leisure opportunities, to strengthen local organisations and leadership, to promote heritage conservation, to improve local amenities, and to foster community support and pride. Events, therefore, reinforce social and cultural identity by building strong ties within a community (**Gursoy, Kim & Uysal, 2004:173**).

There are other less tangible benefits associated with the staging of events, some of which are associated with the local community. These include direct and indirect employment opportunities, together with a sense pride and self-esteem brought about by being the focus of attention (**Fredline & Faulkner, 2002:103**). In addition, by bringing people from a wide variety of places and cultures together, visitors and locals alike learn about each other, including their differences and similarities (**Cook, Yale & Marqua, 1999:249**).

Several problems and potential pitfalls associated with the organising of events have also been identified. According to **Saayman (2001:111)**, these include inadequate funding and a failure to set clear objectives for the event. Moreover, event organisers often end up having insufficient time to plan the event properly, which results in lack of team effort on the part of those

organising the events. Other factors of importance are poor communication between staff and outside organisations and lack of consideration for those affected by the event, for example the local community.

Another author, **Rothman (1978:30-31)**, went further and highlights these pitfalls as: overcrowding and tourism-induced price increases and increased noise levels due to tourists unfamiliar with local customs. Badly managed events can also have wider effects on the social life and structure of communities. These may include loss of amenities owing to noise of crowds, litter, property damage and vandalism (**Slabbert, 2004:39**).

In order to minimise the negative impacts and problems of events it is important for all role players to plan, organise and manage the event in an integrated manner. This will minimize the negative impact and maximize the positive impact. The most important role players in organising events include event organisers, tourists/visitors, sponsors, government, the local community and local businesses (See Table 1.1).

Table 1.1: Role players in organising events

ROLE PLAYERS	ROLE IN EVENTS	SOURCE
1) Event organisers	Responsible for the actual hosting and leadership of event.	Allen, O'Toole, McDonnell & Harris (2002).
2) Tourist/visitors	Originate from various destinations just to partake in the festivities of event.	Goldblatt (1997); Formica & Uysal (1998); Dimmock & Tiyce (2001); Allen <i>et al.</i> (2002); Garrod (2003).
3) The sponsors	Provide monetary assistance and aid for the successful build-up of event (for example, ABSA KKNK).	Getz (1991a), (1997); Watt (1998); Coughlan & Mules (2001); Allen <i>et al.</i> (2002).
4) The government	Is evident when major or hallmark events are being hosted (for example, 2010 World Cup). Government is partly responsible for ensuring the safety of event.	McDonnell, Allen & O' Toole (1999); Dwyer, Mellor, Mistilis & Mules (2000); Burgen & Mules (2001); Allen <i>et al.</i> (2002).

Table 1.1: Role players in organising events (continued...)

5) The local community	The 'hosts' accept tourists into their lifestyles and way of life.	Arthur & Andrew (1997); Fredline & Faulkner (2001); Derrett (2003); Jago, Chalip, Brown, Mules & Ali (2003).
6) Local businesses	Are affected when events take place (for example, guesthouses, restaurants, hotels and car rentals). These establishments need to ensure the standard of service offered is good.	Yu & Turco (2000); Allen <i>et al.</i> (2002); O' Sullivan & Jackson (2002); Goeldner & Ritchie (2003); Gursoy <i>et al.</i> (2004).

Source: Adapted from Slabbert (2004:4)

The above-mentioned role players are responsible for ensuring the successful planning and organising of events. Each has a specific role or function to fulfil. One of the most important role players is the community because its members reside within the area and, therefore, have a better understanding of the local folklore and culture. At the same time, the symbolic added value of such festivals serves to enrich the host community (Hunyadi, Inkei & Szabó, 2005:23). The festival's social impact, which refers to the impact of the event on the local community, is the focus of this study.

The local community plays a vital role in ensuring that events manifest in growth within that community. The community can develop and benefit from these events if the following objectives are satisfied:

- The community must have some form of control over the event.
- Event planning must be comprehensive, taking into account the social, cultural, economic and environmental impacts.
- Local leadership and inter-organisational networks must be fostered.
- The event must be directed at meeting community needs (Getz, 1991b:122).

The social and cultural impacts of tourism include the attainment of the "critical mass" of interest necessary to maintain the viability of a society's culture, especially the culture's art forms (Cook

et al., 1999:249). In many countries, tourists are not sensitive to local customs, traditions and standards. During the tourist season, members of the local community not only have to accept the effects of overcrowding but are also required to modify their lifestyles (for example, shift working and an increase in seasonal work) in line with the different types of tourists who are only interested in leisure. This 'co-existence' is not always easy and often leads to social tension and xenophobia, where communities are not ready to submit to tourist invasion (Lickorish & Jenkins, 1997:76).

According to Cook *et al.* (1999:249), residents of the local community have to share facilities and services with the tourists. In this way, the community becomes 'hosts' to the tourists. The host community is composed of two resources. Firstly, the local community, interact directly and indirectly with tourists (for example serving them in restaurants). Secondly, the communities' economic system which includes, for example, money spent at events and the infrastructure (staying at local guesthouses and Bed and Breakfasts).

In most cases, the arrival of new people in the local community has a substantial social impact on surrounding communities (Coltman, 1989:229). According to Keyser (2002:346), when referring to social impact, it implies the changes in the norms and values of society that are more apparent in the short-term. Socially, tourism has a great influence on the local community. Social contact between tourists and the local community results in mutual appreciation, and an increased understanding and tolerance between different cultural groups. There is also awareness and learning, as well as respect and liking of local customs and folklore. Hence, families take time out to bond and spend time together. The local community is educated about the outside world without leaving their comfort zones, while tourists/visitors significantly learn about a distinctive culture (Mirbabayev & Shagazatova, 2006:2).

Some researchers have found that a resident's level of attachment to a destination can be related to negative attitudes toward tourism. Residents who have the strongest attachment to the community are more likely to have negative attitudes toward tourism than those who are less attached (Fridgen, 1996:46). Active or passive participation in the event can also be related to either negative or positive attitudes towards tourism. Residents who actively participate in and benefit from the event are more likely to have positive attitude towards the event.

Various authors have researched the above and other social impact topics and have developed theories impacting this phenomenon. Those most famous include Doxey's Irridex (1975), Smith's model, Butler's model (1975), the social exchange theory (1990) Social Impact Assessment (Vanclay, 2005).

Doxey introduced his irridex to assess host-guest relationships and interactions. Basically, it was found that host communities go through various stages of euphoria, apathy, irritation, antagonism and loss while tourism development is taking place. Smith's model, however, categorises tourists into seven groups to determine their community impact. Simply explained, the more tourists visit a community, the higher the impact will be **(as cited in Saayman, 2000:141)**.

Butler's model, on the other hand, identified two groups of factors that can influence visitor-resident relationships. Firstly, the characteristics of visitors can have a bearing on factors that extend far beyond the physical impact on their increasing numbers. Secondly, a destination's characteristics can help determine its ability to attract growing numbers of visitors. With his model, Butler contends that the attitudes and behaviours of the community can be expressed via active or passive behaviour **(as cited in Saayman, 2000:144)**.

The social exchange theory analyses people's social behaviour in terms of their exchange with resources around them. The social exchange theory focuses on the social relations and personal ties among community members that shape these exchange resources and benefits. These personal ties involve the bonds that result from successful and mutually rewarding interactions that evolve over time **(Bignoux, 2006:618)**. This study is based on the principles of the social exchange theory.

Social Impact Assessment (SIA) is a technocratic, expert driven process which aims to identify the social impacts that are anticipated in the implementation of either a project or policies. Researchers have been found that although intended for community interest, this model of SIA has rarely been used in engaging the community **(Vanclay, 2005:2)**.

Numerous studies have been conducted on the social impacts of events in general, as well as on the social impacts of events on the local community in particular. Table 1.2 provides examples of studies conducted in these two areas.

Table 1.2: Previous event research studies focusing on the social impacts of local community

Studies focusing on the social impacts of events	Slabbert (2004); Saayman (2001); Allen (2005); Sairinen & Kumpulainen (2006); Urtasun & Gutiérrez (2005); Haley, Snaith & Miller (2005); Kim, Gursoy & Lee (2006); Waitt (2003); Swart & Bob (2005); Saveriades (2000); Bob, Swart & Moodley (2004); Anon (2001); Fredline, Deery & Jago (2003c); Maughan & Bianchini (2004); Beattie, Westbrook, Anderson & Bell (2004).
Studies focusing on the local community	Green (2005); Kuvan & Akan (2005); Williams & Lawson (2001); Fredline & Faulkner (2002); Delamere, Wankel & Hinch (2001); Easterling (2005); Fredline, Deery & Jago (2003a); Delamere (2001); Fredline, Deery & Jago (2003b); King, Pizam & Milman (1993).

The majority of research on the community has addressed only small, rural, or resort-type communities (Haley *et al.*, 2005:4). Consequently, most of the recently available social impact assessment methods are unwieldy or lack content validity (Fredline, Deery & Jago, 2003c:1). Thus, Swart and Bob (2005:1) have highlighted that, while South Africa has hosted a number of major events that have contributed positively towards tourism growth and the economy, the extent and nature of these impacts have not been properly understood.

Although studies have been conducted concerning the social impacts of events (See Table 1.2), most of these have focused primarily on international studies. Few studies have been conducted in South Africa to measure the social impact of the tourism and specifically the events industry, which expresses the importance of this study. There is thus insufficient information available to ensure sustainability of hosting successful arts festivals and the impact thereof, whether positive or negative, on the local community. Since the community is one of the most important role players in the tourism industry it is important to conduct research of this nature and gain an understanding of the impact of tourism on the community.

Since extensive research has been undertaken to determine the vital strategies and theories concerned with the social impact of events on the local community, this study will serve as a guideline to event organisers and the local community to aid them in organising future events in a sustainable manner.

Therefore, the problem remains:

What is the social impact of arts festivals in South Africa, with specific reference to the ABSA KKNK?

1.3 STUDY OBJECTIVES

The following primary and secondary objectives serve as the focus of this study:

1.3.1 Primary objective

This study seeks to determine the social impact of arts festivals: the case of ABSA KKNK.

1.3.2 Secondary objectives

The following secondary objectives have been formulated to support the achievement of the primary objective:

- Analyse the social impact phenomena and the role thereof in events tourism.
- Analyse events as tourism products.
- Conduct a survey to determine the perceptions of the community towards ABSA KKNK.
- Draw conclusions from the empirical findings of the study and make recommendations on the social impact of events.

1.4 RESEARCH METHODOLOGY

This study comprises a review of relevant literature, together with an empirical study.

1.4.1 Literature study

A literature review of secondary data sources was undertaken to achieve objectives one and two. Secondary data sources included textbooks, the World Wide Web, journal articles, full text databases, theses and/or dissertations and mini-articles. Specific emphasis was placed on literature pertaining to event tourism, the social impact of event tourism and the impact of events

on the local community. The following are examples of the key words that were used in the literature search: festivals, social impact, community, events, tourist, ABSA KKNK.

1.4.2 Empirical survey

The following section highlights the methods chosen to conduct the empirical analysis.

1.4.2.1 Research design and method of collecting data

Quantitative research was done from a phenomenological approach. In this approach the researcher is interested in the meaning of the participant attributes of his/her experience with regards to an object, in this case the festival. The research is, therefore, causal in nature. Besides determining the social impact of the festival the study attempts to determine whether community attachment and participation a role play in positive and or negative attitudes towards the festival.

Two surveys were conducted at ABSA KKNK; one in 2006 by the Institute for Tourism and Leisure Studies at the North-West University (Potchefstroom Campus) and the second one in 2007. Both studies were conducted during the festival. A total of 444 questionnaires were completed, 179 in 2006 and 265 in 2007. For both studies a structured questionnaire served as the instrument for collecting the data.

According to **Slabbert (2004:63)**, the advantages of a quantitative approach include the following:

- It is suitable for collecting demographical information, for example gender, age and income.
- It is inexpensive to conduct.
- It is relatively easy to tabulate and analyse the data using statistical programs.

1.4.2.2 Selection of the sampling frame

The population in Oudtshoorn was defined as the permanent local population of the town. No lists were available of the permanent residents of Oudtshoorn and, since it is a fairly small town, all residents formed part of the sampling frame.

Cooper and Emory (1995:207) state that using a stratified sampling method with a population (N) of 100 000, as is the case in this study, the recommended sample size (S) is 384. However, these authors also indicate that as a rule of thumb the law of diminishing returns will apply when the sample size increases above about 300.

According to Statistics South Africa and the 1996 and 2001 census (STATSA), the Greater Oudtshoorn Municipal District has a population total of 84 692, with an average of four people per household. A completed questionnaire is representative of the household; therefore, $84\ 692/4 = (N)\ 21\ 173$ households (**Department of Water and Forestry, 2005:6**). Applying the formula used by **Cooper and Emory (1995:207)**, it was found that 81 households needed to complete questionnaires to be representative of a household survey of Oudtshoorn. The number of questionnaires encompasses more than the required amount of questionnaires according to the formula given by **Cooper and Emory (1995:207)**.

1.4.2.3 Sampling method

In both studies a stratified random sampling procedure was followed. The stratification was based on the different residential areas of Oudtshoorn, namely Wesbank, South, North and Central. With this sampling method, participants are chosen at regular intervals after a random start (**Tustin, Ligthelm, Martins & Van Wyk, 2005:352**). Therefore, for these studies the starting point was randomly selected, after which every second house was selected in the various residential areas. The exact number of houses in each residential area could not be obtained and, according to the Municipality, were not available. If the selected respondent did not want to participate in the survey either the house on the right or left was selected to participate.

The fieldworkers were trained in the correct completion of the questionnaire. In most cases, the fieldworkers had to wait for the participant to complete the questionnaire and, therefore, if there were any clarity needed regarding the questionnaire, it was handled immediately and in a professional manner. This helped to obtain a higher number of completed questionnaires.

1.4.2.4 Development of the questionnaire

The social impact measuring instrument (questionnaire) that was used was developed by **Fredline *et al.*, (2003a:29)**. It was designed using statements from previous event and tourism literature, as well as additional literature from social capital literature. Slightly different versions of this questionnaire were already tested by the above mentioned authors at the Australian Formula One Grand Prix (2002), the 2002 Melbourne Moomba Festival and the Horsham Art is Festival in 2002. This questionnaire was adapted according to the structure of the event.

The main dependent variables (residents' perceptions of the impacts of events) were measured using a scale. The scale included 45 impact statements. These statements referred to the positive and negative economic, social and environmental impacts of the festival, in relation to which respondents were asked to indicate their degree of agreement or disagreement on a three- to four-point Likert scale. Questions were used to measure the independent variables and demographic information. These variables included participation, community attachment and demographics (**Fredline *et al.*, 2003a:29**). Although it was a lengthy questionnaire, it was considered necessary to fully consider all of the potential impacts of the events and to assess the differences and similarities between the 2006 and 2007 surveys.

Since this questionnaire had been tested as successful in previous studies (**Fredline, 2000; Fredline & Faulkner, 2002; Saayman, Slabbert & Saayman, 2006**), it was considered not necessary to employ an extensive pilot testing phase. The questionnaire was however slightly shortened for the 2007 survey and therefore only similar items tested in both surveys were used for analysis in this study.

1.4.2.5 Data analysis

The data was coded on Epi and statistically processed on SPSS (Version 15). Firstly the descriptive statistics were focused on the demographic profile of the community, attendance of the festival, as well as community attachment. These results were presented with descriptive graphs and tables.

Secondly a factor analysis was performed in order to synthesise the large amount of data. This was done on the social impact statements in order to determine smaller and more descriptive

factors. These factors were used to determine whether the social impact has improved or worsened between the two surveys. Effect sizes were calculated in or to determine the size of the change in impact.

1.5 DEFINITION OF CONCEPTS

This section focuses on clarifying certain of the concepts that will be used throughout the study.

1.5.1 Event tourism

Getz (1997:16) states that event tourism refers to the systematic planning, development and marketing of festivals and special events as tourism attractions, image-makers, catalysts for infrastructure and economic growth, and animators of built attractions. **Tassiopoulos (2000:5)** concurs and defines event tourism as the systematic development, planning, marketing and holding of events as tourist attractions.

1.5.2 Event

According to Carey, as quoted by **Swart and Bob (2005:1)**, an event comprises anything attracting an audience by appealing to specific tastes, desires or needs. In the context of travel and tourism, events are limited to a segment of the industry that is unique to a specific geographic location. Furthermore, events are also limited in duration. **Getz (1997:1)** found that events constitute one of the most exciting and fastest growing forms of leisure and tourism-related phenomena.

1.5.3 Festival

Goldblatt (2002:1) describes festivals as a kaleidoscope of planned culture, sport, political and business occasions. These festivals range from mega-events, like the Olympics and World fairs, to community festivals; from programmes of events at parks and attractions to visits by dignitaries and inter-governmental assemblies; as well as from small meetings to huge conventions. According to **Hughes (2000:245)**, festivals are seen as part of special events

because there is a particular concentration of activities over a short period of time, usually taking place over a weekend or, in the case of larger festivals, over several weeks.

1.5.4 ABSA Klein Karoo National Arts Festival

The ABSA Klein Karoo National Arts Festival (ABSA KKNK) takes place annually during April in the town of Oudtshoorn in the Eden District Municipality, Western Cape. It was the brainchild of Nic Barrow, an attorney and businessman from the area, as well as Andrew Marais, then Public Relations manager of Naspers. Their main vision was to host a predominately Afrikaans arts festival in Oudtshoorn, since the Grahamstown Arts Festival catered for the English-speaking market (Anon, 2007a:1).

Originally, the main aims of the festival were firstly, to encourage cultural and linguistic freedom of expression of the Afrikaans-speaking community during the post-apartheid era and secondly, to give the local residents of Oudtshoorn a financial boost, by using the festival as a main attraction (Slabbert, Saayman, Saayman & Viviers, 2007:7). Thirteen years later, since the inception of the festival, the views of the festival's management are still somewhat the same. Thus, ABSA KKNK's goals are to promote, encourage or preserve the arts, culture and customs, mainly through the use of Afrikaans. This is done by striving towards its mission to establish the arts as an indispensable cornerstone of the South African nation (Anon, 2007a:1).

Every year the ABSA KKNK accommodates a variety of acts including, for example up-and-coming artists, cabaret, classical music, jazz music. Live music has become a distinguishing aspect of the festival. Each year the festival attracts approximately 1000 artists, taking part in more than 200 productions and exhibitions over a period of eight days. Consequently, over 133 856 tickets were sold in 2007, in comparison to the mere 30 314 sold back in 1995 (Slabbert et al., 2007:8).

1.5.5 Social impact

Social impact refers to changes in the norms and values of society that are more apparent in the short-term (Keyser, 2002:346). According to Cooper, Fletcher, Gilbert, Wanhill and Shephard (1998:169), the social impact of tourism is manifested through a significant range of aspects, from the arts and crafts through to the fundamental behaviour of individuals and other

collective groups. **Page, Brunt, Busby and Connell (2001:270)**, on the other hand, state that social impacts are related to changes in societal value systems, individual behaviour, social relationships, lifestyles, modes of expression and community structures. Moreover, **Fox (1977:27)** has defined the social impacts of tourism as the ways in which tourism contributes to changes in value systems, individual behaviour, relationships within the family, collective lifestyles, levels of safety, moral conduct, traditional ceremonies, creative expressions and various community organisations.

1.6 CHAPTER CLASSIFICATION

The study is divided into the following chapters:

Chapter 1: Introduction and problem statement

Chapter 1 provide an overview on how the research of the study is arranged. Aspects such as the problem statement, objectives of the study, method of research as well as clarification of concepts are discussed in this chapter.

Chapter 2: Analysing social impact from an events perspective

Chapter 2 comprises a thorough analysis of sociology and social impact, concentrating on the elements of sociology, as well as on the theories of social impact. Moreover, the factors influencing the social impacts of events, with reference to the positive and negative impacts of events, are mentioned in order to summarise social impact from an events perspective.

Chapter 3: Events as tourism products

Chapter 3 provides an overview of events, the history of events and a typology of events, including a timeline of events. In addition, events as tourism products, the role players involved in events, as well as the characteristics and benefits of events are discussed. This chapter concludes with a brief analysis of the local community and a section on events planning.

Chapter 4: Empirical analysis

Chapter 4 focuses on the empirical portion of the study. The results obtained from the survey that was conducted during the duration of the ABSA KKNK are analysed in this chapter.

Chapter 5: Recommendations and conclusions

The last chapter focuses on the conclusions and recommendations that have been drawn throughout the study.

CHAPTER 2

ANALYSING THE SOCIAL IMPACT FROM AN EVENTS PERSPECTIVE

"There are no mistakes. The events we bring upon ourselves, no matter how unpleasant, are necessary in order to learn what we need to learn; whatever steps we take, they're necessary to reach the places we've chosen to go."

Richard Bach

2.1 INTRODUCTION

Sociology aims to explore social behaviour of individuals and the groups to which they belong. This refers to the social aspects of that behaviour. It implies that people's behaviour is influenced by the groups and environment to which they belong (Conklin, 1987:4). Although behaviour that exists in one society may not necessarily be the same in another (Conklin, 1987:9), it is often said that sociologists spend a lot of money 'discovering' what everyone already knows because sociology examines the familiar world of people and society (Popenoe, Cunningham & Boulton, 1998:3). The social impact of tourism is based on sociology and is one of the pillars of tourism development. The other two pillars are economic and environmental impacts.

According to Getz and Cheyne (2002:137), events from a tourist's perspective provide opportunities for leisure and social experiences outside the normal range of choices or beyond everyday experiences. In South Africa, owing to the variety of festivals around the country, tourists have the opportunity to combine their pursuit of culture with sightseeing, including going on wine routes, going to the beach, and going on game drives to view wildlife. Therefore, it is

important to note that the sociological perspective aids in understanding the social forces that ultimately influence sociology and its impact thereof on events, and also in understanding how the whole system functions and is held together (**Popenoe et al., 1998:3**).

The aim of this chapter is to analyse sociology and the elements thereof, and to determine the relationship between this concept and social impact. Thereafter, factors influencing social impact and the theories of sociology will be identified. Social impact will be analysed from the perspective of events, focusing particularly on factors determining the social impact, as well as the positive and negative impacts of events. Findings will affirm the role of sociology in events and how sociology impacts on this study.

2.2 ANALYSING SOCIOLOGY

According to **Giddings (1901:9)**, sociology is an attempt to account for the origin, growth, structure and activities of society, by the operation of physical, vital and psychological causes of working together in a process of evolution. **Caplow (1975:3)** defines sociology as the scientific study of social systems and social facts. **Conklin (1987:4)**, on the other hand, defines sociology as the systematic study of relationships among people. These relationships include, for example, the everyday interaction between friends and relatives, as well as interaction within small groups, large organisations and whole societies.

Cohen and Orbuch (1990:4) further elaborate on this concept and define sociology as the scientific study of human interaction. These authors focus on the way in which individuals interact as members of groups and institutions, both individually and collectively, and how these interactions are connected to the larger culture and social structure of a society. However, other authors' views differ somewhat. **Bassis, Gelles, Levine and Calhoun (1991:4)** have highlighted sociology as the systematic study of the groups and societies humans build, and how these affect behaviour. Ultimately, human beings are who they are because society grooms them into what they become. According to **Popenoe (1998:2)**, sociology can be seen as the systematic and objective study of human society and social interaction.

Sociologists study human society and social behaviour, and focus on groups, institutions and social organisations. In short, the purpose of sociology is first to understand society and then to

enable or formulate a scientific programme for social betterment (Blackmar & Gillin, 1928:37). To further understand this concept, it is important to elaborate on the origins of sociology.

2.2.1 The origins of sociology

Sociology dates back to the eighteenth and nineteenth century when sweeping social changes, such as the American Revolution, other colonial upheavals and four separate revolutions in France, triggered the minds of people who once held traditional views of society (Light, Keller & Calhoun, 1989:15). During the Industrial Revolution social changes arose. As factories sprang up and people moved to the city, crime rates began to rise. This resulted in diminishing traditional values and a society turned upside-down. Many gifted thinkers tried to make sense of the changes around them by making use of science (see Figure 2.1).

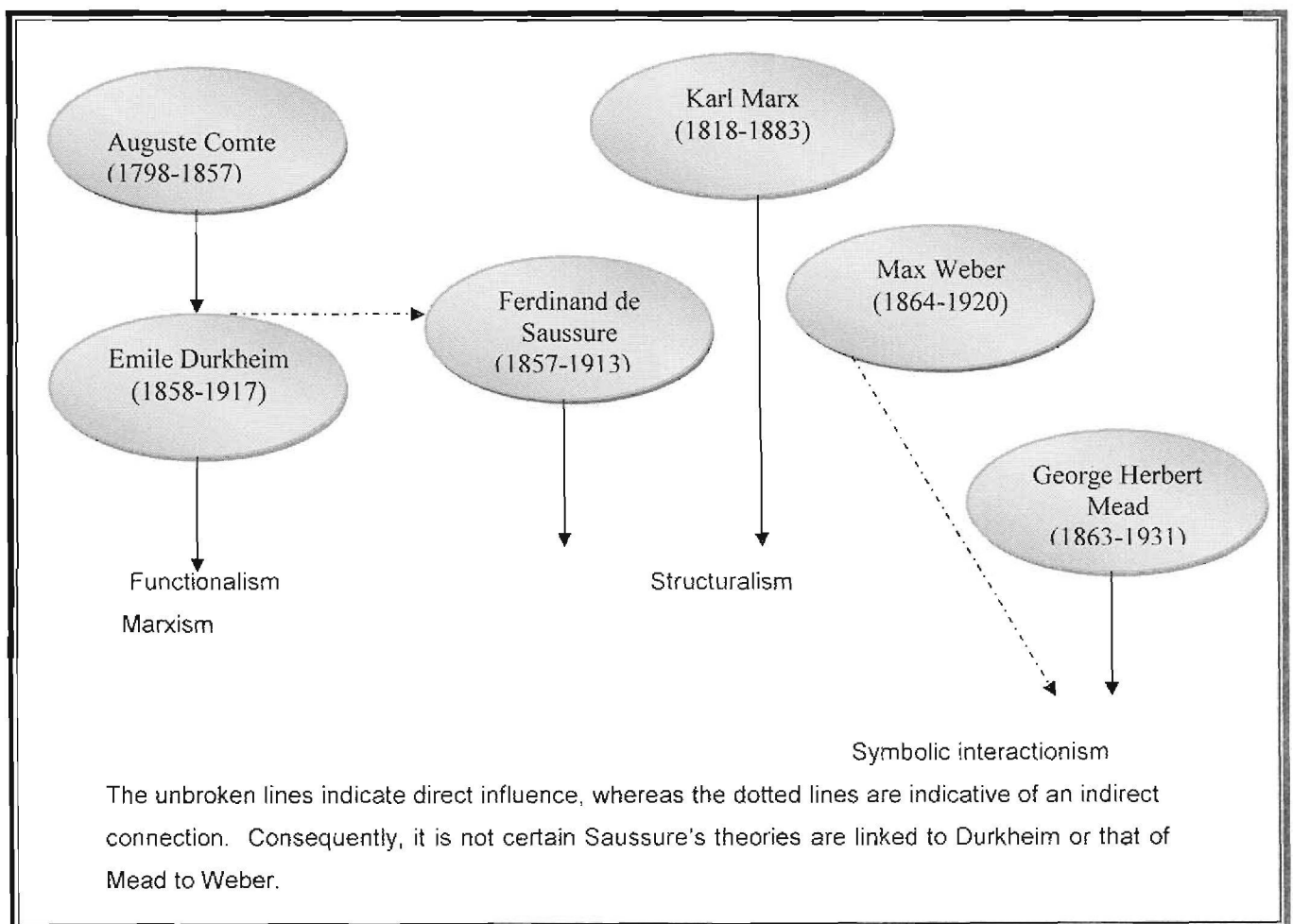


Figure 2.1: The origins of sociology (Source: Giddens, 1997: 567)

The term 'sociology' was coined by Auguste Comte (1798-1857). Comte was a philosopher who founded the school of philosophy called positivism. As a conservative, Comte was shocked by the turmoil the revolution produced and its consequences on France and other countries; after all, Comte was a strong believer in law and order. According to Comte, the basic purpose of sociology was to discover the laws of social order and, thus, maintain it. However, as a child of enlightenment, Comte's beliefs were opposed to that of the Christian church, which he regarded as a retarding force in the history of man (**Berger & Berger, 1975:23**). He was a firm believer in progress and, more so, in science, which he held in the highest regard.

Although Comte's notions on sociology did not survive into the classical period, he made some important contributions worthy of mention. Firstly, the notion that human history includes three stages: the theological-, the metaphysical- and the positive-stage (**Berger & Berger, 1975:24**). Secondly, the division of the subject matter of sociology, whereby a distinction is made between statics and dynamics. Further explained, statics means that the stable structure deals with stable structures remaining over the same period of time. Dynamics, the other concept, focuses on the forces of change, conflict and turbulence in society (**Berger & Berger, 1975:25**).

Another sociologist with fundamental input to the field of sociology is Emile Durkheim (1858-1917). Durkheim was born in Alsace, France and attended French and German schools where he studied law, philosophy, social science, folk psychology and anthropology. Durkheim was the first person to hold the title of professor of education and sociology (**Curry, Jiobu & Schwirian, 1997:11**). His interest in sociology was sparked while researching his book *Suicide* (1897/1950), one of the books pioneering scientific studies in sociology. This research was done to determine why people commit suicide, using sociology as an underlying field (**Popenoe et al., 1998:5**). Unlike Marx who emphasised conflict, Durkheim focused on the unity of society and, as a result, two concepts were born, namely mechanical and organic solidarity. Mechanical solidarity, simply explained, means that because everyone participates in the same social life within the same culture, they come to share the same values (**Curry et al., 1997:11**). Organic solidarity examines the relationships formed between people in society. Durkheim's theory states that society is held together by the independence fostered by the differences among people (**Vander Zanden, 1993:13**)

Ferdinand de Saussure (1857-1913), a Swiss linguist, was one of the first theorists on structuralist ideas. Although Saussure focused on language, the views he developed were

incorporated into other disciplines in the social sciences and the humanities (**Giddens, 1997:63**). Another issue of importance which arose was that one cannot identify the basic characteristics or structures of language by only looking at the words people use when they speak; rather, one must analyse the structures of language which underlie speech.

Karl Marx (1818-1883), a philosopher, historian and economist, viewed science not only as a vehicle for understanding society but also as a tool for transforming it. Furthermore, Marx did not believe that society is an orderly system that regulates itself but, instead, saw in society continuous conflict and change that is largely determined by economic forces. Much like Comte, Marx believed that social scientists should not only try to understand society but should also try to change it. Consequent to his beliefs, Marx devoted much of his life to bringing about changes in society, which resulted in Marx inspiring more social change in history than his counterparts (**Popenoe et al., 1998:10**). Marx also tried to discover the basic principles of history by focusing his search on the economic environment in which societies develop, with particular reference to the current state of their technology and their methods of organising production (**Curry et al., 1997:10**).

Max Weber (1864-1920) has had the greatest influence on the development of modern sociology (**Popenoe et al., 1998:10**). Weber was a passionate scholar who studied a wide variety of subjects, including law, economics, history, religion and philosophy. According to **Curry et al. (1997:12)**, Weber devoted a significant part of his life attacking Marx's ideas. Although both sociologists came to similar conclusions concerning life under industrial capitalism, Marx placed emphasis on alienation. In contrast, Weber emphasised rationalisation, which is focused on the replacement of traditional thinking with thinking focused on deliberate calculation, efficiency, self-control and effectiveness in the accomplishment of explicit goals. Moreover, Weber believed that sociologists can derive an understanding of their subjects in a way that is unavailable to chemists or physicists because, in investigating human behaviour, sociologists are not limited to criteria such as weight or temperature. This implies examining "meanings" people bring to their interactions with one another (**Vander Zanden, 1993:14**).

George Herbert Mead (1863-1931), an American philosopher who taught at the University of Chicago, had an influential role in the development of sociological theory. According to **Giddens (1997:560)**, Mead emphasised the use of language and symbols in human social life. This is referred to as symbolic interactionism, a theory that focuses on analysing small-scale

social processes rather than on studying overall societies because it centres on how people interact in their everyday lives and how sense is made of this interaction. Symbolic interactionism has three underlying principles. Firstly, that human beings act towards things on the basis of the meanings that those things have for them - for example, physical objects such as trees or chairs; human beings like friends or enemies; and institutions. Secondly, that these meanings arise from the social interaction which a person has with his fellow beings. Thirdly, that these meanings can be handled or modified through an interpretive process by the person dealing with the things encountered throughout this stage (Blumber, 1969:2). In contrast to, for example, macro-sociologists of the functionalist and conflict schools, interactionists tend to see people as having more freedom of action, which implies freedom from the constraints of society. Moreover, interactionists explore people's motives, their purposes and goals, and the ways in which they perceive the world (Popenoe *et al.*, 1998:14).

According to Broom, Bonjean and Broom (1990:4), three sociologists, namely Marx, Durkheim and Weber, held the same views: that the social world, much like the physical world, is patterned and can be understood through systematic and objective methods of investigation.

Like with any other discipline, the process of sociology centres on two elements: theory and research methods. The theory provides a framework for understanding phenomena by using specific hypotheses or predictions. Then, by using appropriate research methods, one is able to test the hypotheses empirically through controlled sense observation. Consequently, the research findings often suggest modifications of the theory that, in turn, will make it more complete (Landis, 1995:11).

Sociology is a selective field because it highlights and illuminates aspects of social life that otherwise might be obscurely recognised and understood. Moreover, its specialised knowledge about basic elements and processes in the social world helps to enrich understanding in this field (Broom, 1968:3). Furthermore, sociology is complementary to other sciences because it explores the varieties of group structure and the ways in which these affects political, psychological and economic relationships Broom (1968:5). As such, sociology can be used to better understand relationships in the tourism industry.

This review of the origins of sociology and its different theorists, serves to enhance understanding of this discipline. The proceeding section discusses the aspects of sociology.

2.3 ASPECTS OF SOCIOLOGY

As indicated previously, sociology is a systematic study that involves various relationships that take place between individuals and within society (Conklin, 1987:4). Sociology can be divided into micro- and macro-sociology (See Figure 2.2).

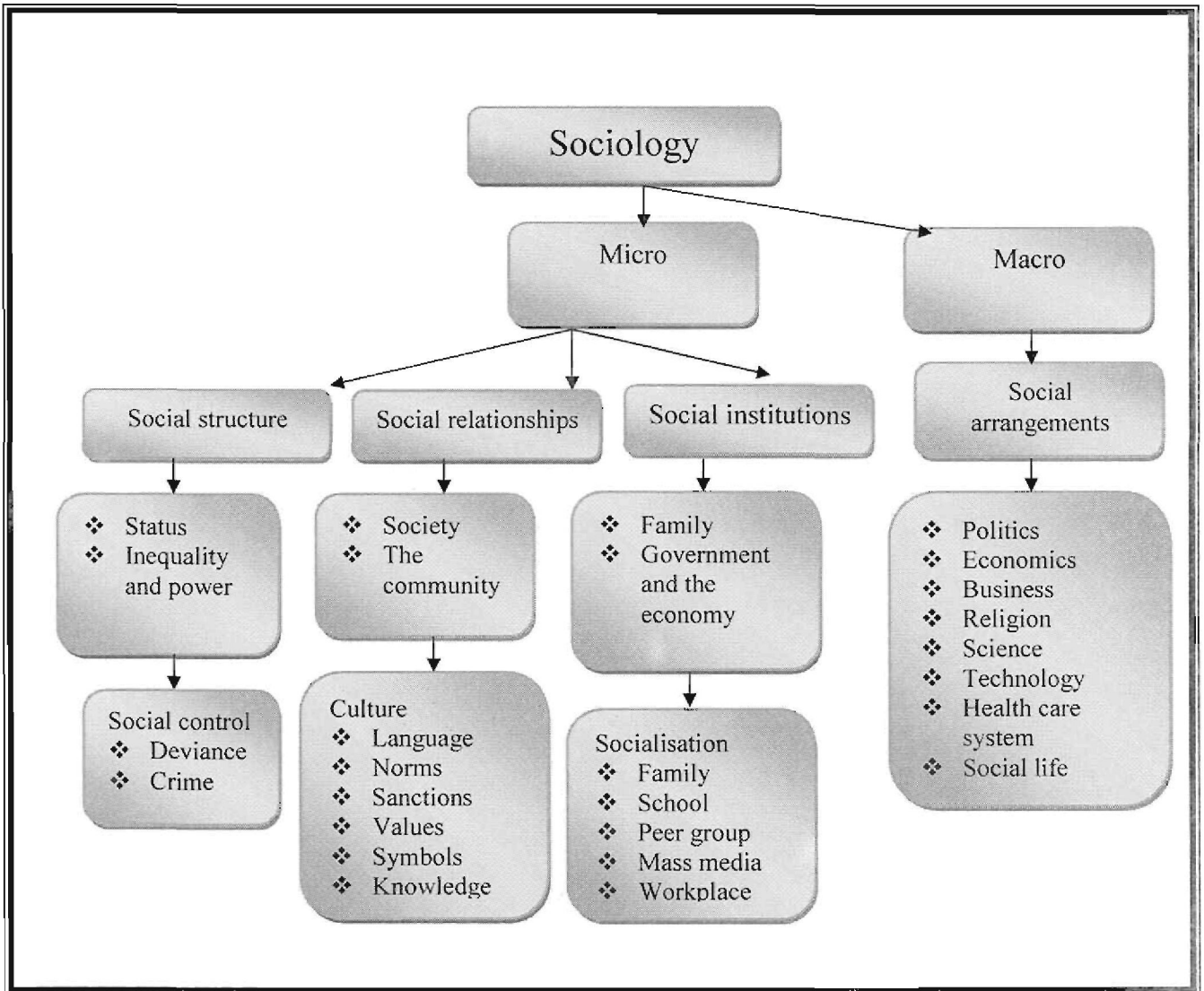


Figure 2.2: Framework of sociology

Micro-sociology focuses on social relationships and human interaction, concerning social institutions as well as the social structure. Macro-sociology, on the other hand, focuses on social arrangements, including their structuring and their long-term effects. Other factors of

importance in this field are politics, economics, business, religion, science, technology, health care systems and social life (**Light et al., 1989:11**). For this study, emphasis will be placed on micro-sociology, as the factors identified are applicable to the empirical study. When identifying the aspects of sociology, it is imperative to look at the causes that ultimately determine or shape an individual's behaviour.

2.3.1 Social structure

According to **Young and Mack (1957:157)**, the building blocks of which a social structure is composed are called statuses.

2.3.1.1 Status

Status is a position within a social structure. **Schaefer and Lamm (1992:134)** refer to status as the full range of socially-defined positions within a large group or society, usually from the lowest to the highest position. These positions are conveyed by influence, wealth and/or fame. Status can be distinguished into two types: that being ascribed and that being achieved. Ascribed status is assigned to a person's unique talents or characteristics taking, for example, racial background, gender, and age into consideration. The assignment of ascribed status takes place at birth. In contrast, achieved status requires special qualities, though they are not necessarily limited to these. Achieved status is not assigned to people from birth; rather, it is left in the open to be fulfilled through competition and individual effort (**Dressler, 1969:373**).

In order to understand how a person achieves status in society, it is vital to define the nature of social roles. A social role consists of behaviour an individual has learned to enact in responding to the expectations of particular groups in specific social situations (**Dressler, 1969:355**). Thus, people conform to standards as set by society and then adapt them according to their own individual personalities.

2.3.1.2 Power

Power refers to the legal authority or right that some people have to get others to do what they want them to do. One of the assumptions permeating sociology is that power is a kind of quantitative entity much like wealth, which implies something that one can have 'more' of or

'less' (Helliwell & Hindess, 1999:75). Everyday life is full of experiences of power and of the differences in power between people. This is most evident in the 'lower classes' of society, where power is well practiced by people often in the upper rankings of society (Berger & Berger, 1975:271). According to Bertrand (1973:208), power has two important components, namely authority and influence. Authority entails the ability to control others, as determined by one's social position. For example, the CEO of an organisation, owing to his/her ranking, has the authority to delegate tasks to those below him/her. Influence, which refers to the ability to control others, is largely dependent on authority from a social position. In this instance, influence occurs when a person, often in an inferior position, is willing to become controlled in a way that is not demanded by the social relationship with others.

2.3.2 Social control

Each and every society is faced with problems of social control and ways of trying to maintain social order. Social control is the process whereby the individual is made to respond to the behavioural expectations of the members of society (Bertrand, 1973:330). According to Cohen and Orbuch (1990:58), the aim of social control is to ensure that the members of society conform to existing social norms. Social norms are defined as the kinds of behaviour that individuals are expected to display or avoid in social situations to avoid punishment.

Two of the factors that give rise to the need for social control are deviance and crime. Deviance is defined as conduct that is in violation of the rules set out by a given society or group, with reference to moral differences. Thus, it refers to the refusal or inability of an individual or group to stick to moral norms, as constructed by society. One of the effects of deviance is crime, which can be classified into crimes against persons and crimes against property. Murder, rape and assault are referred to as crimes against persons, while burglary, theft, vandalism and embezzlement are crimes against property. Robbery can be classified under both categories (Caplow, 1975:136). The most obvious way of controlling deviance is through the use of force and, since this involves punishment, other sanctions need to be used. Sanctions can be classed into positive (rewards) and negative (penalties) factors, which determine the severity of the offence committed.

2.3.3 Social relationships

The concepts of culture and society are among the most widely used notions in sociology. According to **Caplow (1975:12)**, a society is defined as a self-sufficient, self-perpetuating social system that includes persons of both sexes and of all ages. **Giddens (1978:18)** view differs somewhat. He defines a society as a system of interrelationships which connects individuals. **Wallace and Wallace (1989:54)**, on the other hand, define a society as a self-sufficient group of people who live in a common territory and transmit their unique language and culture to those who are born or accepted into the group. Furthermore, owing to close connections, a community is a small group of people found within or living in a society.

From a social point of view, a community is a territorial area where occupants have a considerable degree of interpersonal acquaintance and contact that separate that group from neighbouring groups (**Fairchild, 1944:52**). Therefore, the geographic area in which a person lives is a significant factor in shaping the personality of an individual (**Broom, 1957:270**). Within the confines of a community, culture exists and is often passed on from one generation to the next.

2.3.3.1 Elements of culture

Culture refers to the way of life of members of a society or groups within that society (**Giddens, 1997:18**). According to **Wallace and Wallace (1989:54)**, culture includes the values, norms, language, tools and other shared products of society that provide a plan for social life and which are passed on from generation to generation. On the other hand, **Light et al. (1989:79)** define culture as all learned customs, beliefs, values, knowledge, artefacts and symbols that are constantly communicated among a group of people who share a common way of life. Consequently, culture forms a large part of the subject matter of sociology because, in sociological terms, culture defines reality by defining beauty, morality and truth.

2.3.3.2 Language

According to **Schaefer and Lamm (1992:73)**, language can depict a great deal about culture. Even though different cultures are governed by different languages, each has their own abstract system of word meanings and symbols. Moreover, language enables people to store meanings

and experiences that are ultimately passed on to new generations to build heritage. More importantly, through language people are able to learn from the experiences of others (**Light et al., 1989:86**).

2.3.3.3 Values and norms

Values are shared ideas about what is right and wrong, good and bad, desirable and undesirable, whereas norms are shared rules or guidelines for behaviour in specific situations (**Wallace & Wallace, 1989:33**). According to **Light et al. (1989:82)**, values provide a framework within which people in a society develop norms of behaviour. Therefore, a norm is a specific guideline or action, which implies that it is a rule that indicates how people should behave in particular situations. However, values and norms can vary greatly from society to society, as well as from group to group within a single society because what is considered polite and appropriate in one society may be disgraceful in another.

2.3.3.4 Sanctions

Sanctions are the penalties or rewards of conduct concerning a social norm. Conformity to a norm can lead to positive sanctions, such as a raise at work, a medal or a word of gratitude for work well done. Similarly, this could result in negative sanctions which include fines, threats, imprisonment and stares of contempt (**Schaefer & Lamm, 1992:79**). According to **Wallace and Wallace (1989:34)**, a sanction is a reward for behaviour that conforms to a norm or a punishment for behaviour that violates a norm. Although norms are considered as formal laws, most sanctions are informal, as they are a result of behaviour pertaining to a specific norm.

2.3.3.5 Symbols

According to **Broom et al. (1990:41)**, a symbol is something that stands for or represents something else. Often, those who use a symbol give it meaning by the way they use it because the meaning of a symbol is social in origin. Culture gives a notion of what things in the world mean, while symbols are objects, gestures, sounds or images that represent something other than themselves (**Light et al., 1989:54**). The use of symbols can help make sense of reality and transmit or store complex information, as symbols assist people in comprehending abstract concepts (**Popenoe, 1983:56**).

Two types of symbols can be distinguished, namely referential and expressive. Referential symbols refer to specific things like, for example, a flag denotes a particular class of objects. However, expressive symbols can refer to broader associations. In this instance, a flag is indicative of social significance and is associated with feelings of patriotism and identity (**Broom et al., 1990:4**).

2.3.3.6 Knowledge

Light et al. (1989:88) refer to knowledge as the body of facts and beliefs that people accumulate overtime. It consists mainly of procedural information, which includes the process of how to drive a car or operate a computer. Moreover, people often have knowledge about things that cannot be justified as they are accepted as simple truths. Consequently, one person's 'true' knowledge can often refer to another person's 'mere' belief in society.

2.3.4 Social institutions

According to **Stark (1994:373)**, human societies contain internal clusters of people and culture, devoted to fulfilling primary social needs. These clusters are referred to as institutions. **Schaefer & Lamm (1992:377)** define social institutions as organised patterns of beliefs and behaviour, centred on basic social needs. Sociologists focus on five basic social institutions: family, religion, education, economy and government. In this section, emphasis will be placed on the family, the government and the economy.

The family is unique among social institutions because it is one of the first to provide the life-giving support that connects the individual to a social group. Within the family environment, an individual grows, and then some get married and learn how to handle conflict. Moreover, the family stands at the centre of the social life that links an individual to school, church, the economy and the nation (**Broom et al., 1990:165**). According to **Popenoe (1983:346)**, socialisation begins at home because this is where children learn who they are, what they can and should expect in life and how to behave towards others in society. The family is well suited to the task of socialisation as it is a small group, which allows its members to have a great deal of face-to-face interaction. Another important agent of socialisation is the economy. The economic institution's function is to provide the means by which members of a society can survive and maintain themselves through producing, distributing and consuming goods and

services (**Dressler, 1969:718**). Government is the most pervasive and intrusive institution because it guides and regulates other institutions and, in turn, responds to pressures from those institutions. Moreover, government is able to exercise the most power and is the only one that can legitimately use force. **Broom et al. (1990:196)** have found that government fulfils three societal functions which affect all the other institutions and all members of society. They are responsible for maintaining order, setting priorities and resolving conflict between divergent groups.

2.3.4.1 Socialisation

Socialisation is the process through which an individual learns to be a member of society (**Berger & Berger, 1975:55**). In this aspect, socialisation is an essential part of the process of becoming fully human and realising one's full potential. Through this process an individual is initiated into the social world and has the chance to interact and identify with others. **Thompson and Hickey (1994:116)** refer to socialisation as the process whereby individuals learn to internalise the attitudes, values, beliefs and norms of culture, which develops a sense of pride. Moreover, through socialisation, a person is taught what behaviour is acceptable in specific institutions and is able to differentiate between proper and improper behavioural patterns (**Cohen & Orbuch, 1990:57**). Consequently, the agents of socialisation are those groups and institutions that take on the task of socialisation both formally and informally.

2.3.4.2 Family

In society the first major agent of socialisation is the family because almost all social experiences occur within the family environment, which contributes to language and personality development. The family also helps in contributing to social status (**Thompson & Hickey, 1994:127**). This is because in modern society a family's wealth is strongly influenced by their standing in society. Take, for example, in the late 1800s and early 1900s, poor people worked long hours, while the wealthier families stayed at home and spent time with their families (**Wallace & Wallace, 1989:87**). Years later, the same principles still somewhat apply. Nowadays, although many people are now part of the working class, wealthier people tend to have higher profile and higher paying jobs.

Moreover, the family introduces children to intimate, personal relationships and orientates them into society. The family acts as a child's first reference group, as these are the norms and values the child first adopts in their behaviour (**Light et al., 1989:124**).

2.3.4.3 Schools

Schools contribute significantly to the growth of children, as societies have an institutionalised process of teaching the young knowledge that can be carried throughout generations. For example, the eldest and wisest tribal member educates the young about history and cultural traditions. Therefore, the aim of the school in the socialisation process is the transmission of cognitive aspects of culture from generation to generation (**Thompson & Hickey, 1994:128**). In schools children learn to be socially acceptable members of society by following rules, such as standing in line for the drinking fountain and raising their hands to ask questions (**Wallace & Wallace, 1989:91**).

2.2.4.4 Peer groups

Peer groups are made up of people, usually in the same age group, living in the same neighbourhood or society. According to **Thompson and Hickey (1994:130)**, the peer group is a unique socialising agent, mainly because parents and older siblings, teachers and school administrators, church officials and religious leaders tend to have more power than those they socialise with. In contrast, peers are equal in social status, and long-term studies indicate that the influence of peer groups is more evident in decisions such as clothing styles and mannerisms. Gradually, as children grow older, they move toward parental values on issues of larger importance, such as religion and career choice (**Wallace & Wallace, 1989:87**). However, during adolescence the peers' influence increases, while that of parents' starts to decline (**Light et al., 1989:126**). This is because peers start to develop their own independence and sense of individuality.

2.3.4.5 Workplace

The workplace provides an important place for the socialisation of people because the orientation received as children and young adults prepares individuals to assume work and

occupational roles at a later stage. Once a person enters the workplace they are orientated into their occupational roles.

Socialisation takes place at two levels: through formal socialisation from supervisors who teach them the technical skills required to successfully complete assigned work, and through informal socialisation from co-workers who teach them the 'unofficial rules' needed to survive in the workplace and be fully accepted by their peers (Thompson & Hickey, 1994:131).

2.3.4.6 Mass media

One of the most important goals of socialisation is the transmission of culture from generation to generation. The only way to ensure this is by communication in society. This takes place through the use of newspapers, magazines, radio, television and movies, which facilitate and ensure that culture is passed along by the media (Thompson & Hickey, 1994:131). According to Wallace and Wallace (1989:87), television is an effective way of transmitting information because people spend more time watching television than any other activity. However, one complaint is that television is an exceedingly powerful medium and sometimes society, especially children, cannot be protected from harmful content. Basically, what people see on television shapes their behaviour and ideals.

In this section the aspects of sociology were discussed, focusing on social structure, social control, social relationships and social institutions, with particular emphasis on the agents of socialisation. This section serves as a platform for the focus of this study, which is to determine the social impact of events. Next, the theories of social impact will be highlighted for the purpose of understanding the theoretical framework of this study.

2.4 THEORIES OF SOCIAL IMPACT

Various theorists have researched the topic of social impact and its relevance to the local community, specifically in the tourism industry. Consequently, many of these theorists have come up with different theories on social impact. In this next section, the social exchange theory will be discussed, with reference to the Social Impact Assessment (SIA) Vanclay (2003), together with Doxey's Irridex (1976), Smith's model of cross cultural contact (1978) and Butler's model of intercultural perception (1980).

2.4.1 The social exchange theory

Social exchange is defined as the voluntary actions of individuals that are motivated by the returns they bring from others (Blau, 1964:91). Researchers have found that exchange partners rely on a reciprocal action known as 'tit for tat'. Basically, "tit for tat" is a social control mechanism that allows partners to punish and reward each other (Bignoux, 2006:616).

The social exchange theory was originally developed by Homans (1958), Thibaut (1959), Kelley (1959), Blau (1964) and Emerson (1976). They were all sociologists and social psychologists by profession, with the exception of Emerson who was an economist. The social exchange theory was designed to examine interpersonal changes that were not considered as being economic. In summation, the theory analyses people's social behaviour in terms of their exchange of resources (Bignoux, 2006:618).

According to Thibaut and Kelley (1959), the social exchange theory underlines the fact that participants, especially those involved in peer-to-peer community networks, expect mutual reciprocity that basically justifies their involvement, in terms of time and energy spent sharing their knowledge. However, group knowledge-sharing process can result in poor outcomes if members are dissatisfied.

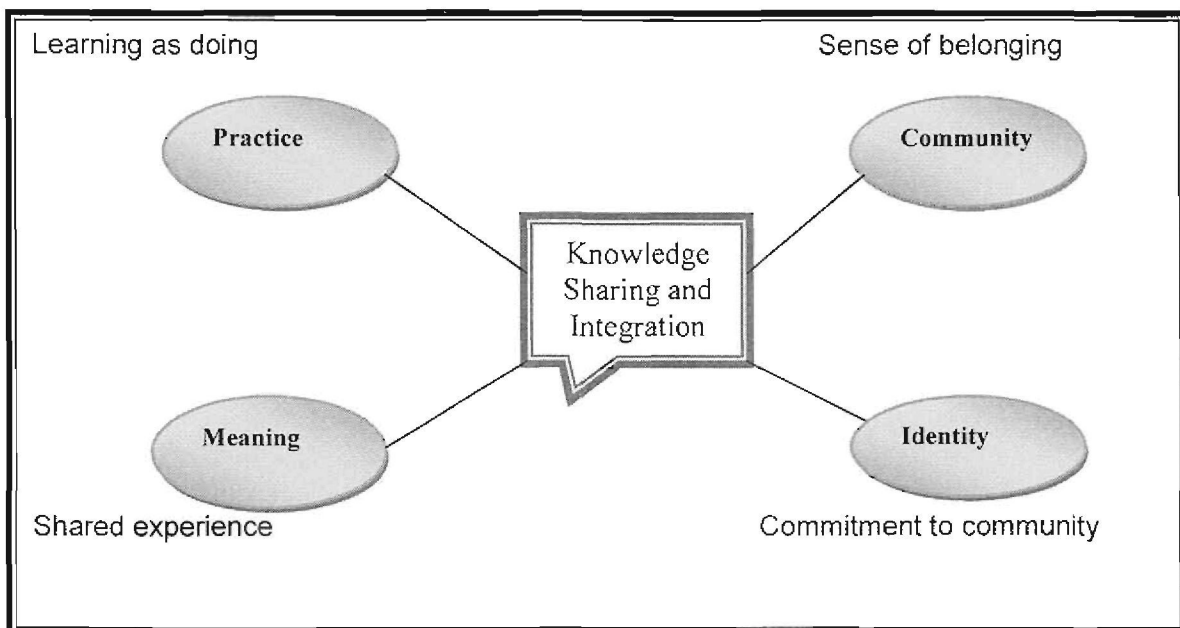


Figure 2.3: The four components of social communities (Source: Tiwana & Bush, 2001)

Figure 2.3 illustrates the four components of social communities that are of importance. Basically, four factors are involved in the process of knowledge sharing and integration. Firstly, with proper practice, communities learn to do things for themselves and secondly, this creates a sense of belonging because all the people belong to one society. Thirdly, when community members start sharing ideas and feel comfortable towards one another, it shows commitment to the community and brings a sense of identity. Lastly, as the community works towards one goal, it showcases shared experiences and brings about a sense of meaning for the people in the community.

The social exchange theory focuses on the social relations and personal ties among community members that shape the exchange resources and benefits. As such, personal ties are the bonds that result from successful and mutually rewarding interactions over time (**Bignoux, 2006:618**). Before the evolution of the social exchange theory, many researchers had concentrated on measuring exchanges that “could be mathematically enumerated” (**Jacobs, 1974:46**). However, once the social exchange theory was known, researchers broadened their insights to include factors such as trust, social ties, reciprocity and reward into this exchange theory. According to **Bignoux (2006:619)**, the social exchange theory focuses on the following aspects:

- Exchange is shaped by social relations and personal ties
- Exchange is a combination of economic and non-economic exchanges
- Exchange is voluntary
- Exchange is not contradicted explicitly
- Exchange takes place within a social system.

The social exchange theory concentrates on the extent to which residents receive something for the imposition the industry places upon them (**Haley et al., 2005:4**). Various researchers have shown that it is not only the existence of the exchange that is important but also other aspects, such as the nature and values of people that influence their attitudes and perceptions (**Sirakaya, Teye & Sonmez, 2002**). Therefore, it has been found that the traditional social exchange theory is valid if people are in fact employed in the tourism industry because then it is expected that they hold a positive attitude towards the industry (**Haley et al., 2005:4**).

2.4.2 Social Impact Assessment

Social Impact Assessment (SIA) is a technocratic, expert driven process which aims to identify the social impacts that are anticipated in the implementation of either a project or policies. It has been found that although intended for community interest, this model of SIA has rarely been used in engaging the community. Consequently, awareness of the limitations regarding the traditionalist view of SIA has been growing in SA and as a result, in 2003 during the development of the International Principles of Social Impact Assessment, a altered definition of SIA was borne by moving away from the old technocratic definition to a more democratic and constructive understanding (Vanclay, 2005:2).

According to (IAIA, 2003:2) Social Impact Assessment includes the process of analysing, monitoring and managing the intended and unintended social consequences, both positive and negative of planned interventions (policies, programs, plan and projects and any social change process invoked by those interventions. For this study, SIA would assist in promoting community development and empowerment, building capacity and aiding in developing the social capital of the host community.

2.4.3 Doxey's Irridex

Doxey (1975) first introduced the irritation-index or 'irridex' to assess host-guest interactions and relationships. According to Shaw and Williams (1994:87), the model represents the changing attitudes of the host community to tourism, in terms of a linear sequence of increasing irritations as the number of tourists grows. Simply explained, host communities go through the stages of **euphoria, apathy, irritation, antagonism and loss**, as tourism development takes place. Progression through this process is determined by the compatibility of both the host community and tourists, and is related to culture, economic status, race or nationality, as well as the number of tourists (Saayman, 2000:142). The model has been modified by Page *et al.*, (2001:287).

Table 2.1: Index of tourist irritation

Stage of euphoria	<ul style="list-style-type: none"> • Initial phase of development • Visitors and investors welcome • Little planning or control
Stage of apathy	<ul style="list-style-type: none"> • Visitors taken for granted • Host and guest contact formalised • Commercialisation prominent • Planning concerned with marketing
Stage of annoyance	<ul style="list-style-type: none"> • Saturation points approached • Residents have misgivings • Policy to increase infrastructure rather than limit growth
Stage of antagonism	<ul style="list-style-type: none"> • Irritation openly expressed • Visitors seen as cause of all problems • Deteriorating reputation
Stage of loss	<ul style="list-style-type: none"> • Forgotten cherished environment • Changed surroundings • Past attractions

Table 2.1 displays the stages of tourist irritation that exist from the local community's perspective. During the **euphoria** stage, the local community is thrilled with the tourist development and welcomes tourists into the community. The **apathy stage** sets in as the industry grows and events are hosted more frequently. During this stage, tourists are taken for granted and the local communities' main focus becomes profit. The **annoyance** stage occurs when events reach saturation point and the locals can no longer handle the numbers of tourists due to insufficient infrastructure, it causes the community to become annoyed with tourists. During the **antagonism** stage, the level of antagonism rises and the local community views the tourists as the cause of all problems. For example, taxes have gone up, tourists have corrupted the youth and destroyed all that is good within the community. The **loss** stage is reached when what is cherished has been forgotten and the environment is completely destroyed. However, if managed well, the community can attract tourists that were welcomed in early years.

2.4.4 Smith's model of cross-cultural contact

Smith's model (1978), as quoted by Pearce (1994:114-117), characterises the development of tourism in terms of the different types of tourists that exist. These are categorised into seven groups to determine the expanding community impact (See Figure 2.4).

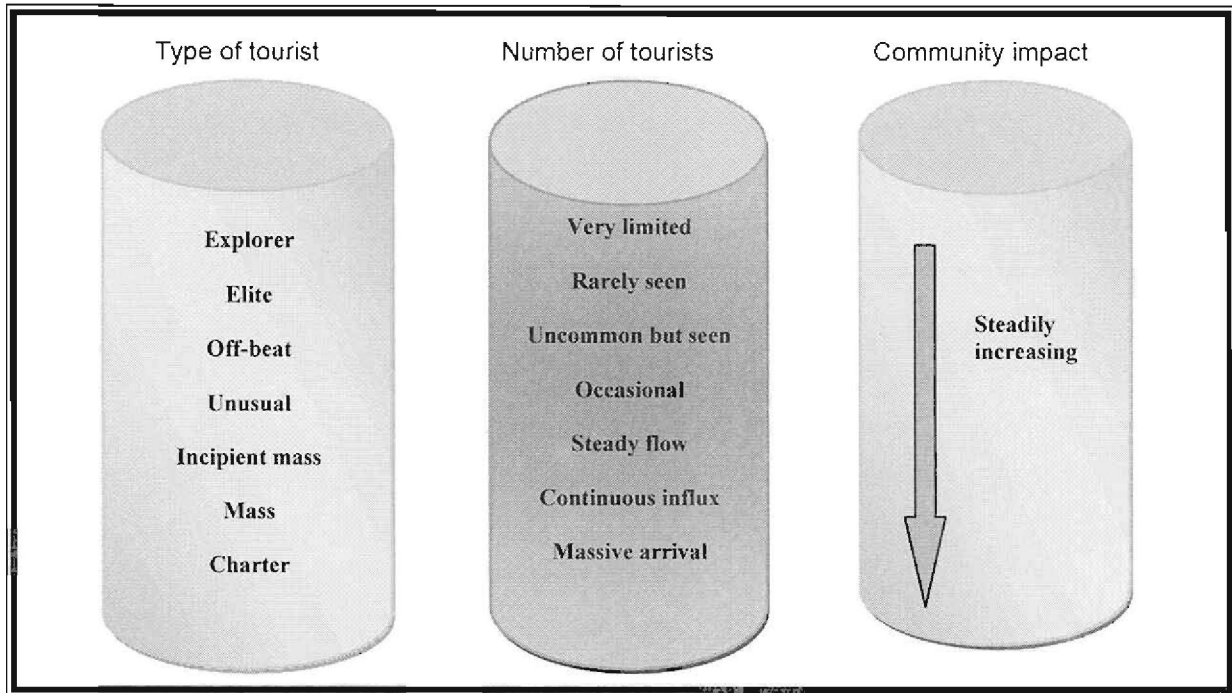


Figure 2.4: Effects of tourists on host communities (Source: Saayman, 2000: 142)

According to Saayman (2000:141), the more tourists visit a community, the higher the impact will be. However, when the number of tourists is limited, there is hardly any visible impact. One of the factors impacting the numbers of tourists is seasonality. Seasonality is defined as the tendency of tourist flows to become concentrated into relatively short periods of the year (Karplus & Krakover, 2004:241). Seasonality is a well-known but untreated element of tourism. It is during peak seasons when people travel to the coast and overcrowd beaches that the community feels so overwhelmed by the numbers of the tourists vacationing there that not even the economic benefits can change their attitudes towards the tourists (Saayman, 2000:142).

2.4.5 Butler's model of intercultural perception

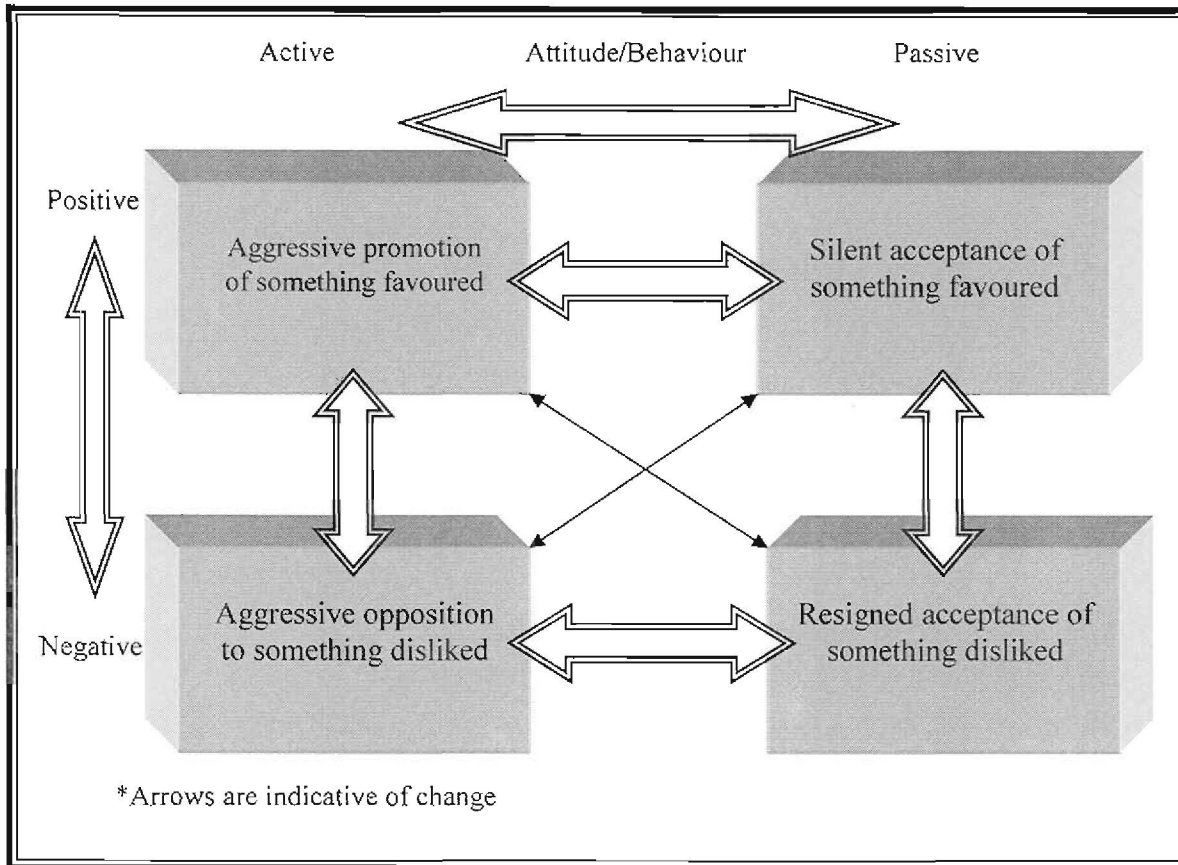


Figure 2.5: Attitudinal/behavioural attitudes of intercultural perception (Source: Murphy, 1986: 125)

According to Saayman (2000:144), a community's emerging attitude towards tourism tends to be complex when influenced by the varying degrees of contact and involvement of the local community with the industry. Two factors have been identified that impact tourist-community relationships. Firstly, visitor characteristics have a bearing that extends far beyond the physical impact of their increasing numbers. This implies that over-and-above considering the impact of increasing numbers of tourists on the community, it is also necessary to consider the impact of tourists' length of stay, together with their racial and economic characteristics. Secondly, a destination's characteristics, such as the level of economic development, the spatial distribution of tourist activity, the strength of local culture and political attitude, will assist in shaping how a destination moulds and packages the tourist product to tourists.

From Figure 2.5 (pg 37), it can be seen that tourists' attitudes and behaviour may be expressed as active or passive behaviour. This allows for different reactions to occur. With this model, the combinations of attitudes and reactions to tourism become more understandable. According to **Murphy (1986:125-126)**, the general public or community is likely to be passive and silent when personal benefit is derived from the tourism industry or where the process has no bearing on them. However, businessmen tend to be more active in their support of tourism due to their involvement in, for example the Chamber of Commerce that aggressively supports tourism, and/or due to a desire for self-promotion.

Butler's model is not concerned with the impact of tourism. Rather, the model concentrates on the general issues of evolution within tourist areas, focusing mainly on marketing, organisation and ownership of tourists' services and attractions (**Saayman, 2000:145**).

In the last section of this chapter, the instruments measuring social impact will be highlighted.

2.5 INSTRUMENTS MEASURING SOCIAL IMPACT

Numerous researchers have researched the concept of social impact and have constructed instruments to measure social impact. The more well-known instruments include those of **Fredline and Faulkner (2002)**, **Delamere (2001)** and **Fredline et al., (2003a)**. Most of the instruments focus on measuring the social impacts on the community and are concentrated on the impacts of small community festivals, rather than on the impacts of larger-scale events.

Little work has been undertaken in the development of a scale to measure the social impacts of events (**Fredline et al., 2003a:28**). These instruments have been developed and tested internationally. For the purpose of this study, the social impact measurement instrument developed by **Fredline (2000)** was used.

2.5.1 The Lankford and Howard Tourism Impact Attitude Scale (TIAS)

The Lankford and Howard Tourism Attitude Scale (TIAS) was the first to make a strong contribution to the body of tourism research. It attempted to standardise the measurement of the community's attitudes towards general tourism development (**Delamere, 2001:26**). Although the scale provided a stepping stone for tourism researchers, there was still a need to

develop a scale that focused on more in-depth issues. It has been discovered that festival-related impacts are more specific than the more general tourism-related impacts because focus is given to the roots of the festival within the community and its potential as a community development mechanism.

2.5.2 The Festival Social Impact Attitude Scale (FSIAS)

The Festival Social Impact Attitude scale (FSIAS) was developed to measure and interpret the community's perceptions of the social impact of community-based festivals in Alberta (Canada), taking into consideration the potential for conflict that exists between the community and the festival. The scale facilitates the study of local communities' perceptions of the social impacts of a festival on themselves as individuals and on their local community as a whole.

The scale was developed and tested using methods similar to those used by **Lankford and Howard (1994)** and **Mayfield and Crompton** as quoted by **Delamere et al. (2001:13)**. In compiling the scale, a comprehensive list of the social benefits and costs of community festivals was first generated and then the scale items were tested on a convenience sample of students from Malaspina University-College and the University of Alberta. Thereafter, the scale items were purified using Cronbach's coefficient alpha and item-to-total correlations to assess the reliability of the scale (**Delamere, 2001:27**).

To aid in refining the FSIAS, the 47 items that survived the pre-testing and purification phase of the study were paired as expectancy-value statements and administered as a survey to the community of Cloverdale, Alberta (Canada). From the items listed, respondents had to relate whether or not the specific impact would take place and also identify the level of importance placed on the impact (**Delamere, 2001:27**). The response rate was 59.4 percent and was found to be adequate as it was close to the 60 percent mark, which is viewed as 'good' for analysing and reporting purposes. Furthermore, the 47 survey items were subjected to an alpha coefficient to test the reliability of the scale items. This analysis was performed on the product (attitude) of the community's expectancy on each item, multiplied by the value or importance they placed on it.

The FSIAS, together with the use of an Expectancy-Value model of attitude, accounts for most of the complex nature of attitude formation, with regards to the social impacts of community

festivals. This is accomplished when respondents reflect on their beliefs on or expectancy of impacts occurring (Delamere, 2001:32). Research has indicated that the FSIAS, with the aid of the Expectancy-Value model of attitude, gives a better understanding of the community's attitudes towards the social impact of community festivals. This is achieved without decreasing the validity of the measure in this case (Delamere, 2001:34).

2.5.3 The Compressed Generic Instrument

Fredline (2000) developed a scale to assess the impacts of tourism events in general. This scale comprises three parts: Part A, which assesses the direction of change; Part B, which assesses the impact on personal quality of life; and Part C, which assesses the impact on the community as a whole (Fredline *et al.*, 2003a:3). This generic instrument was tested at the Australian Formula One Grand Prix (2002), the Melbourne Moomba Festival (2002) and the Horsham Art Is Festival (2002).

The scale included 45 impact statements, where respondents from the community were asked to assess which aspects they felt had changed due to the event, and to identify the direction of that change. Where change was perceived, respondents were asked to assess the effect of the change on their personal quality of life, as well as on that of the community as a whole. These responses were measured using a seven-point Likert-type scale, ranging from -3 (very negative impact) to +3 (very positive impact) (Fredline *et al.*, 2003b:8). Cluster analysis was used to group responses together (Fredline & Faulkner, 2002:106).

Taking the above-mentioned into consideration, researchers have been developing and testing various methods to measure community attitudes towards the social impact of events. Furthermore, Lindberg & Johnson (1997:403) have noted that most analyses of tourism-related development (including festivals) have discovered that attitudes are the function of various perceived tourism-related benefits and costs.

However, very few researchers have approached the topic of identifying community attitudes based on existing social-psychological models of attitude and understanding, as well as on the underlying values and beliefs that the attitudes are based upon (Delamere, 2001:25).

In the above section, sociology and the role of sociology were discussed to determine its impact on people as individuals and on the local community in general. The next section focuses on the social impact of events, specifically to distinguish the similarities between the two fields of study.

2.6 DETERMINING THE SOCIAL IMPACTS OF EVENTS

Events can provide many social benefits by bringing people from a wide variety of places and cultures together. This way, visitors and locals get to learn about each other. They become aware of new tastes and ways of thinking, which leads to increased tolerance among the local community and visitors (Cook *et al.*, 1999:249). Social impact is defined as the changes in the norms and values of society that are more apparent in the short-term (cf. 1.5.9). Wolf as quoted by Mathieson & Wall (1982) emphasised the social impacts as 'people impacts'; they are about the effects on the people of the local community as a result of their direct and indirect associations with tourists.

However, Page *et al.* (2001:276) state that social impacts are related to changes in societal value systems, individual behaviour, social relationships, lifestyles, modes of expression and community structures. Teo (1994:126) went further to say that social impacts involve more immediate changes in the quality of life and adjustments to the tourist industry in the destination communities. According to Affeld (1975), the social impacts of tourism can be subdivided into three categories:

- *The tourist.* The tourists that attend events, and spend money and interact with the local community.
- *The host.* The community responsible for providing services to tourists and acquainting them with the surroundings.
- *The tourist-host interrelationships.* During events, interaction between tourists and hosts is evident from exchanging different cultural experiences and building new relationships.

One needs to note the factors that influence the above-mentioned relationships. First, the tourist purchases a good or service from the local community; then the tourist and local community work side by side to share the good or service, for example interaction during festival time. Last, they meet face-to-face with the objective of exchanging information and ideas (De Kadt as quoted by Teo, 1994:127). It is important for event organisers to improve

and ensure good relationships between visitors and the local community in order to minimise the negative inputs of the event. In the ensuing section, emphasis will be placed on the factors influencing social impacts.

2.7 FACTORS INFLUENCING SOCIAL IMPACTS

Sharpley as quoted by Page *et al.* (2001:277) has identified four factors that influence the social impacts. These factors should be taken into consideration when planning events.

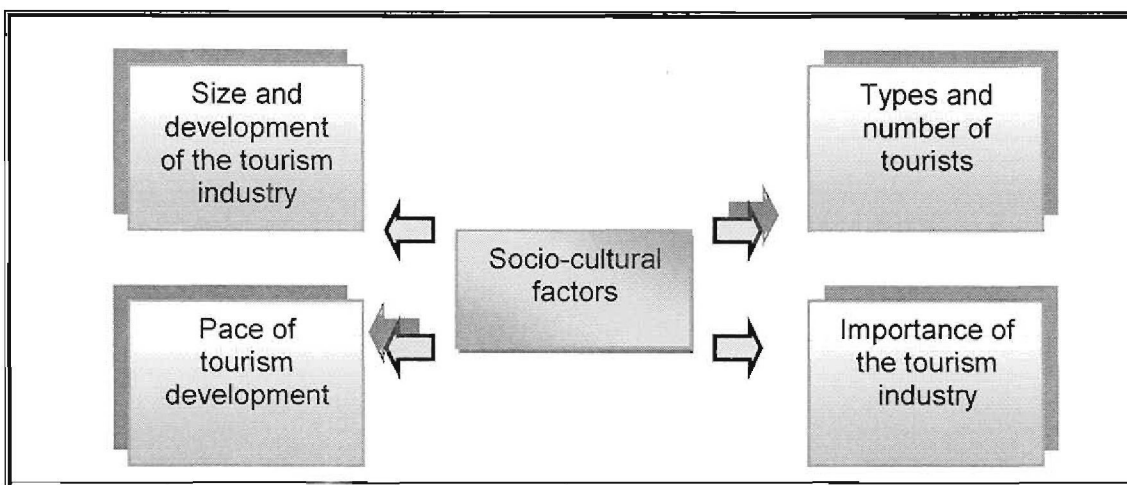


Figure 2.6: Socio-cultural factors

2.7.1 Types and number of tourists

According to Page *et al.* (2001:277), a low numbers of tourists, particularly independent ones, result in a low impact, whereas a high tourist volume results in a high impact. This implies that when fewer tourists attend a festival, for example, there is a lower impact than when more vacate. When tourists arrive at the destination, they bring different beliefs and behaviours, which, to some extent, influence the host culture (Anon, 2006a:1). If the numbers are, however, well managed and the impact, therefore, lessened on the community, one can overcome this problem (Slabbert, 2004:54).

2.7.2 Importance of the tourism industry

Festivals are one the fastest growing forms of visitor and community activity. This growth is significant at many levels, namely international, national, regional and local (**Tourism Canada, 1988:1**). These festivals form a large part of the tourism industry, which is rapidly becoming a huge phenomenon. Lately, tourists are 'flocking' to South Africa to gain an African experience' and learn more about the diversity of this country. The primary purpose of tourism as an industry is economic growth and/or diversification of the local economy (**Page et al., 2001:277**). Government in South Africa is also focusing on the tourism industry as a growth sector.

2.7.3 Size and development of the tourism industry

Tourism destination managers are increasingly looking at events as an important mechanism for enhancing tourism development in their regions (**Fredline et al., 2003a:23**). It is, therefore, the responsibility of these organisers to find mechanisms for attracting these tourists in the form of appropriate marketing. **Page et al. (2001:277)** state that having large numbers of tourists in a small community tend to have a large impact, whereas large communities may remain unaffected. In this case, the carrying capacity of a destination is important. Carrying capacity is defined as "the maximum number of people, who can use a site without an unacceptable alteration in the physical environment, without an unacceptable decline in the quality of experience gained by visitors" (**Mathieson & Wall, 1982**). Thus, development in a community is dependent on the above.

2.7.4 Pace of tourism development

Event destinations differ, and so do the local communities' beliefs and cultures. Therefore, the pace in tourism development will often be different in each instance. Some destinations have witnessed rapid growth, which has been uncontrolled (**Page et al., 2001 :277**). Moreover, social impacts are likely to be higher in such areas. Where the local community has the infrastructure and facilities to accommodate tourists during a festival, the pace of development will be much faster than in a smaller community.

2.8 THE POSITIVE AND NEGATIVE IMPACTS OF EVENTS

Most people think of tourism in terms of economic impacts, jobs and taxes. However, the range of impacts is broad and often influences other areas commonly associated with tourism. According to Kreag (2006:3), the impacts of tourism can be classified into economic, environmental, social and cultural, crowding and congestion, services, taxes and community attitude. For this study, the main focus is on the social impacts. These will be measured in this study.

Table 2.2: Positive and negative impacts

	Positive Impacts	Negative Impacts
Kreag (2006)	<ul style="list-style-type: none"> • Improves quality of life • Facilities meeting visitors (educational experiences) • Positive changes in values and customs • Promotes cultural exchange • Improves understanding of different communities • Preserves cultural identity of host population • Increases demand for historical and cultural exhibits 	<ul style="list-style-type: none"> • Excessive drinking, alcoholism, gambling • Increased underage drinking • Crime, drugs and prostitution • Increased smuggling • Language and cultural effects • Unwanted lifestyle changes • Displacement of residents for tourism development • Negative changes in values and customs • Family disruption

Table 2.2: Positive and negative impacts (continued...)

	Positive Impacts	Negative Impacts
Kreag (2006)	<ul style="list-style-type: none"> • Greater tolerance of social differences • Satisfaction of psychological needs 	<ul style="list-style-type: none"> • Exclusion of locals from natural resources • New cliques modify social structure

		<ul style="list-style-type: none"> • Natural, political, and public relations
Anon (2005b)	<ul style="list-style-type: none"> • Enhances destination image and pride • Supports infrastructure and amenities <ul style="list-style-type: none"> ○ Higher standard of living ○ Health care and education ○ Leisure opportunities ○ Access to goods, services and technology • Broadens educational and cultural horizons <ul style="list-style-type: none"> ○ Breakdown of class, race, religious, cultural, and political barriers (host and guest interaction) • Promotes peace 	<ul style="list-style-type: none"> • Increased social inequality and conflicts <ul style="list-style-type: none"> ○ Split between those in tourism and those not ○ Competition for services and facilities ○ Unequal distribution of benefits ○ Host and guest conflict • Social problems <ul style="list-style-type: none"> ○ Crime, vandalism, prostitution and drugs ○ Disease (from overcrowding and prostitution) • Too rapid change <ul style="list-style-type: none"> ○ Conflict between generations and behaviours ○ Disintegration of family, kin bonds ○ Disruption of lifestyle and community organisations

Table 2.2: Positive and negative impacts (continued...)

	Positive Impacts	Negative Impacts
Anon (2005b)	<ul style="list-style-type: none"> • Provides local employment <ul style="list-style-type: none"> ○ Decreases social inequality <ul style="list-style-type: none"> ▪ Stabilises 	<ul style="list-style-type: none"> • Increased density <ul style="list-style-type: none"> ○ Crowding of noise, traffic and congestion ○ Pollution

	<p>demographics</p> <ul style="list-style-type: none"> ▪ Balances family patterns ▪ Creates opportunities for women and youth <ul style="list-style-type: none"> • Allows for diversification of leisure opportunities 	<ul style="list-style-type: none"> ○ Loss of density • Displacement of residents • Introduction of undesirable activities <ul style="list-style-type: none"> ○ Gambling, alcohol • Development of servile attitude • Exploitation • Bribery, price gouging
Howie (2003)	<ul style="list-style-type: none"> • New opportunities for employment <ul style="list-style-type: none"> ○ Local jobs directly in tourism, for example hotels, and directly in transport and local shops, as demand for services increases • New leisure opportunities <ul style="list-style-type: none"> ○ Provision of leisure facilities otherwise uneconomic for local use only • Wider perspectives <ul style="list-style-type: none"> ○ Local people can 'see' their own culture in context of others 	<ul style="list-style-type: none"> • Envy <ul style="list-style-type: none"> ○ The apparent wealth of tourists • Displacement <ul style="list-style-type: none"> ○ Of local/traditional employment patterns; young people drawn to the higher earning • Demonstration effect <ul style="list-style-type: none"> ○ Residents adopt aspects of the behaviour and fashions of tourists and aspire to own the same luxury goods: cameras, personal stereos, etc. • Staged authenticity <ul style="list-style-type: none"> ○ Local culture is adjusted to suit tourist tastes and schedules

Table 2.2: Positive and negative impacts (continued...)

	Positive Impacts	Negative Impacts
Howie (2003)	<ul style="list-style-type: none"> • Emancipation of women <ul style="list-style-type: none"> ○ By the power of, for example what is 	<ul style="list-style-type: none"> • Widening of the 'generation gap' <ul style="list-style-type: none"> ○ Young people become increasingly estranged

	behaviour, etc	<p>from the elders as they adopt tourist norms and abandon traditional values and customs</p> <ul style="list-style-type: none"> • Crime <ul style="list-style-type: none"> ◦ From pick pocketing to international terrorism
Saayman (2000)	<ul style="list-style-type: none"> • Broadens education • Promotes international peace • Breaks down racial and cultural barriers • Promotes pride for one's country • Reinforces preservation of heritage and traditions • Enhances an appreciation of cultural traditions 	<ul style="list-style-type: none"> • Stereotyping of local community and tourists • Xenophobia • Social pollution – includes carrying capacity of a destination • Commodification and exploitation of culture and traditional ways of life • Threat to traditional family life in local community • Prostitution • Conflict in the local community

Table 2.2 highlights the impacts of events. According **Kreag (2006:8)**, interactions between residents and tourists can impact in creative expression by providing new opportunities (positive) or by stifling individuality with restrictions (negative). Events improve the quality of life, broaden educational and cultural horizons, and provide local employment. During festival time, the local community can sell crafts and, owing to participation and involvement in the planning of the festival, it enhances destination image and pride. Tourists are curious and want to learn about the local community, which increases demand for historical and cultural exhibits.

However, hosting such events creates a negative impact as well. Tourists are often unwilling to conform to the hosts behavioural patterns and standards. In most cases, tourists behave as they do at home. This leads to excessive drinking, alcoholism and gambling, crime and vandalism of natural resources. Language and cultural effects barriers become a problem as the tourists and community are unable to communicate. Another factor is increased density;

when festivals take place there is crowding of noise, traffic and congestion, which results in disruption of lifestyle and community organisations.

The local community is an important role player in the planning and sustainability of events, thus it is important to discuss this in the next section

2.9 THE LOCAL COMMUNITY

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 a city and the local community. They are attractive to host communities because they aid in developing pride and identity for the community (UNEP, 1998:1). Although the community and tourists come from diverse socio-cultural backgrounds, with different beliefs and perceptions, during festival time, views change somewhat. According to Raj (2003:3), festivals provide an opportunity for the local communities 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. They are given the opportunity to see and experience how the 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 (Saayman, 2000:139). Thus, it is important to define the local community or host community.

The community a tourist is visiting is often termed the "host community" (Cook *et al.*, 1999:249). 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 lots of interaction between the local community and tourists. They look to the local community to guide them throughout their stay and acquaint them with their surroundings. Figure 2.7 displays the various forms of interaction that take place between the local community and tourists. However, most interactions between the tourists and local community are characterised by an 'at arms-length attitude' and remain at a superficial levels (Cook *et al.*, 1999:249). The local community is usually untrusting where tourists are concerned. According to Murphy (1986), it is the local community that must live with the cumulative outcomes of tourist developments and needs.

Thus, it is up to the community to ensure that events are packaged and sold as a tourist product (Howie, 2003:100).

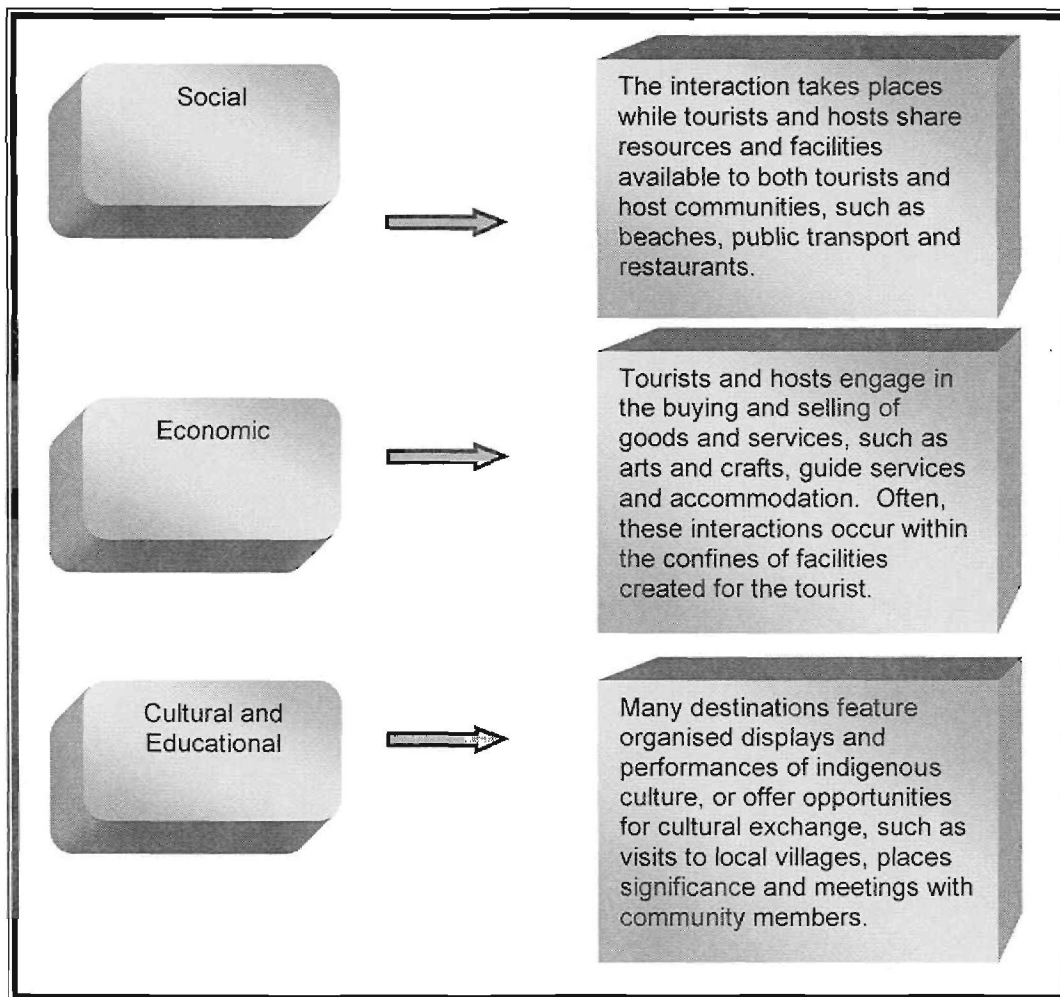


Figure 2.7: Tourist-host interrelationship

However, tourist development still takes place over the heads of the local community and the community rarely participates in heading events. Often, members of the community are made to believe that they have to conform to the tourists' needs and not the other way round (Krippendorf, 1987:45).

Once the community has a better knowledge of the event experience, and the ways in which tourists are attracted to these events, it will help to enhance the hosting of the event (Getz & Cheyne, 2002:137).

It has been found that in many countries tourists are not sensitive to local customs, traditions and standards (Lickorish & Jenkins, 1997:77). Consequently, offence is given without intent as tourists confront the local community, rather than integrate into it. This often results in the local community becoming irritated with the tourists. Douglas (1991:217) has identified specific characteristics as a result thereof:

- Firstly, the transitory nature of the relationships between the local community and tourists, often coupled with language barriers, allows little opportunity for understanding to develop between the two groups.
- Secondly, the fact that the tourist is on holiday while the host is at work may heighten differences between the parties, especially as holiday behaviour is generally less restrained than usual.
- Thirdly, the seasonal nature of too much tourism tends to be more disruptive than year-round activities, as it often creates the need for seasonal workers, which results in tension between the local community and tourist.
- Finally, the outward signs of events may manifest in other types of tourism development.

In the next section, the communities' attitude towards events will be discussed, together with the impacts.

2.9.1 Community perceptions

When hosting events, the local community is one of the key role players that are paramount in the success of these celebrations. Therefore, it is vital that there is awareness of the communities' perceptions or attitudes towards tourists and how it impacts them.

According to Table 2.3 on the next page, when tourists express an active interest in local culture and folklore, this heightens community pride within the community and, as a result, they become more accommodating towards tourists. However, heightened tension and community divisiveness can occur, as can tension between residents and tourists (Kreag, 2006:12). This is due to, for example the residents' sense of exclusion and alienation pertaining to the planning and development of their community. Often, event organisers may control and add other infrastructures without consulting the local community. Ultimately, this leads to feelings of

resentment and loss of control over their community as 'outsiders' take over establishments and create new developments.

Table 2.3: Communities' attitude (Source: Kreag, 2006:12)

Positive impacts	Negative impacts
<ul style="list-style-type: none"> • Heightens pride in community • Greater appreciation of local resources • More facilities and range of choices available • More interesting and exciting place to live 	<ul style="list-style-type: none"> • Heightens community divisiveness • Increasingly hectic community and personal life • Creates a 'phoney' culture • Residents experience sense of exclusion and alienation over planning and development concerns • Feeling of loss of control over community future (caused by outsider development) • New building styles fail to 'fit' community.

Tatoğlu, Erdal, Özgür and Azakli (2006:747) indicate that tourism causes a gradual change in a society's values, beliefs and cultural practices. While observing tourists, local residents change their life styles (for example, dress code, eating, entertainment and recreational activities). Although it can be viewed positively as an increase in the standard of living, the local community lose their sense of individuality and this leads to a 'phoney' culture.

Mirbabayev & Shagzatova (2006:1) have emphasised that tourism has a great influence on the host community. The contact between the tourists and local people results in mutual appreciation, understanding and tolerance between different cultural groups.

The community is educated about the world without leaving their zones, while tourists/visitors significantly learn about a distinctive culture (cf. 1.2). Moreover, where local culture is the main attraction for tourists to a region, it helps to preserves local traditions and handicrafts which are on the point of extinction.

2.9.2 Reasons for communities hosting events

There many tangible and intangible reasons why communities host festivals and events (Backman, Backman, Uysal & Sunshine, 1995:15). The various impacts of events on the local community have been analysed. Thus, it is important to examine the reasons for the local community hosting events. They have been identified as follows:

2.9.2.1 Celebration and identity

Festivals and events provide communities with opportunities to celebrate their way of life and identity. According to Slabbert (2004:45), the opportunity to learn about and participate in other unique activities within the environment, are also important motivators.

2.9.2.2 Internal revenue generation

Local organisations may seek to enhance the quality of life for the community through fundraising ventures, aimed at improving local facilities and resources to attract tourists. Ultimately, tourists spend money at an event, which creates a number of benefits for the local community. According to (Getz, 1993), the money spent has various economic benefits:

- Income for organisations and local businesses
- Employment and salaries for local residents
- Increased business
- Investment opportunities
- Government revenue.

2.9.2.3 External revenue generation

External income that is generated in the host community is contributed to through increased visitor expenditures, length of stay, increased taxes collected and local employment provided (Backman *et al.*, 1995:15; Getz, 1991a).

2.9.2.4 Recreation and socialisation

Usually, the decision to visit a festival is a directed decision, which is often triggered by the desire to satisfy specific needs (**Slabbert, 2004:45**). Therefore, just as tourists seek to relax when attending events, the local community hosts such events to interact with other cultures and meet and make new friends.

2.9.2.5 Local pride

According to **Allen et al. (2002:90)**, at events the local community is given the opportunity to showcase their special community features, such as fauna and flora, arts, or the natural environment. For example, the Victoria Falls (Zambia) is a major tourist attraction, pulling in significant numbers of tourists.

2.9.2.6 Natural resources

Natural resources are utilised when buildings surrounding major events or attractions are built without spoiling the natural habitat and still preserving the natural splendour. Thus, the local community should take particular care in maintaining and protecting the natural splendour as this impacts on how tourists will view the area when attending events. Otherwise, this could result in degradation of unique heritage sites valuable to the local community that play a major role in the social contribution arising when interacting with tourists (**Slabbert, 2004:54**).

2.9.2.7 Tourism

The **WTO (1993:2)** has taken the concept of tourism as a stereotypical image of holidaymaking. They add that tourism comprises the activity of persons travelling to and staying in places outside their usual environment, for not more than one consecutive year, for leisure or business purposes. The term 'usual environment' is intended to exclude trips within the area of usual residence, and frequent and regular trips between the domicile and workplace, and other community trips of a routine character (**McIntosh et al., 1995**).

Festivals celebrate the identity of the personal and social impacts that reinforce community pride (**Dunstan, 1994; Frisby & Getz, 1989:8**). They provide the context and process for

forging and reinforcing bonds between community members and the tourists that they interact with throughout the duration of the event.

2.9.2.8 Culture and education

Festivals are intended to educate participants, and preserve and enhance culture. In most cases, visitors partake in festivals because of their special interest concerning the product, type of event, heritage or tradition being celebrated (Zeppel, 1992). During festival time, the local community has a chance to sell crafts and teach tourists about their culture by, for example telling stories concerning their culture and history.

2.10 CONCLUSION

The aim of this chapter was to analyse the concept of sociology, focusing on the origins of sociology, as well as on the aspects of sociology. Sociology is a well developed phenomenon that analysis specifically the behaviour of individuals and how they interact with the groups to which they belong. Although Comte was the father of sociology, many others have followed in his footsteps and have built on his theories to back-up their own. From this it is evident that sociology can be divided into two groups, namely micro and macro, but for this study emphasis was placed on micro-sociology, with specific reference to the social structure, social control, social relationships and social institutions.

The instruments measuring social impact were discussed, specifically Fredline's instrument, which was used in conducting this research. To improve the understanding of the concept of sociology from a tourism perspective, focus was placed on social impact. Social impact is defined as the changes in the norms and values of society that are more apparent in the short-term. When tourists vacate to a specific destination, visible impacts are noticed. In short, events provide employment opportunities, promote international peace and pride, as well as promote educational and cultural experiences. However, like with any process, there is a downside. Events can trigger, for example terrorism, and promote prostitution, especially in poorer countries. In summation, a thorough analysis was done of the role of the local community in the hosting of events, as well as their perceptions of the tourists invading their environment.

CHAPTER 3

EVENTS AS TOURISM PRODUCTS

"Events are the ephemera of history; they pass across its stage like fireflies, hardly glimpsed before they settle back into darkness and as often as not into oblivion. Every event, however brief, has to be sure a contribution to make, lights up some dark corner or even some wide vista of history. "

Fernand Braudel

3.1 INTRODUCTION

Events play a significant role in many modern cultures and, despite the increasing number of events being hosted in South Africa, it is important to examine the origins of these events. South Africa has hosted various successful events, some of which include the Comrades Marathon, the Durban July and the Mr Price Pro (Bob *et al.*, 2004:105). The North Sea Jazz Festival (Cape Town) is currently being marketed as one of the major cultural events on the Cape of Great Events Calendar (Swart & Bob, 2005:1). The Knynsa Oyster Festival has established itself as one of the most popular annual events in the Western Cape, and is a celebration of sports and eating contests. The first Oyster Festival took place in 1983 and was the brainchild of the late Ginsberg, a local businessman (Anon, 2006b:1). The Grahamstown National Arts Festival (Grahamstown) is one of the oldest arts festivals in South Africa and has been running annually since 1974, excluding the year 1975 due to political upheavals. There are two other significant arts festivals hosted in the country, namely the ABSA Klein Karoo National Arts Festival (Oudtshoorn), dating back to 1995, and the Aardklop National Arts Festival (Potchefstroom), first hosted in 1998.

Owing to the popularity of events, an events industry, with its own body of knowledge, job opportunities and career paths, has emerged (Bowdin, Allen, O' Toole and McDonnell, 2001:12). Events provide people with the opportunity to relax from working life, as well as ensuring that celebrations and traditional pleasure do not interfere with work (Wood, 1982:15).

Van der Wagen (2005:4) has characterised events as "once-off" lifetime experiences because firstly, they are expensive to stage and secondly, they usually take place over a short period of time. Although most arts festivals are unique because of their complex nature, they require long and careful planning as they generally take place only once (usually at the same time every year). In retrospect, hosting these events can create many problems for the organisers and local community. Events carry a high level of risk, namely financial and safety risk. Financial risk includes, for example, the money at stake, especially that of the event management should the event be unsuccessful. Safety risk, on the other hand, involves the huge number of tourists that events attract, which often result in theft.

With the upcoming 2010 FIFA World Cup, South Africa needs to concentrate on the important aspects of hosting such a hallmark event and the impact thereof on the community and the country. The purpose of this chapter is to analyse events as tourism products, according to the history of events, the characteristics of events and the social benefits of events, together with the role players involved in events. The salient section in this chapter is the analysis of the social impact of events.

3.2 HISTORY OF EVENTS

The Olympic Games were the creation of the Ancient Greeks, with the first competition taking place in 776BC. These Games took place for 12 centuries until 393 AD when Emperor Theodosius found them to be pagan and ended them. It was only in the 1800's that Pierre de Coubertin, a Frenchman, began researching this event in the hope of reconciling them, and in 1896 Athens was the first host city for the modern Olympic Games (Anon, 2007a:1). At the time, 245 athletes (all men) from 14 nations competed in the Panathinaikon Stadium. Only nine sports were included in the 1896 Games, and females were prohibited from taking part. From there onwards, the Olympics started taking place in different countries, and it was in Paris (1900) that women were first allowed to participate. However, in 1972 and 1976 respectively, a number of African countries threatened to boycott the International Olympic Committee if they

did not ban South Africa, Rhodesia and New Zealand from the Games. This stemmed from the political upheaval surrounding South Africa (Anon, 2007b:1). Looking back, there has been a great growth in popularity for the Olympic Games. In the Sydney Olympic Games, held in 2000, more than 10 000 athletes from 199 countries took part in 300 events. The Olympic Movement has survived many wars, boycotts and terrorist threats/attacks, to become a symbol of the ability of people from all nations to come together in peace and friendship (Anon, 2007c:1).

South Africa has a rich prehistory that dates back some three million years ago, inherited from an ancient culture that made the mountains and plains their home. Therefore, this rich inheritance places the country among the few regions in the world where ancient footsteps have helped to shape the cultural diversity of the country (Binneman, 2007:1). The African continent is renowned for being the festival continent, due to the colourful and vibrant range of festivals taking place in the form of musical, religious and cultural events (Anon, 2007d:1).

The Grahamstown National Arts Festival is one of the biggest annual events on the South African cultural calendar and draws tourists from all over the country and Southern African region. It is situated in the Eastern Cape Province of Grahamstown, home of Rhodes University, which is one of the oldest universities on the continents in the world. The festival has been taking place annually, with the exception of 1975, since its inception in 1974 (Ochieng, 2007:1). In the beginning, the goal of the festival was to promote and further the English language, and it comprised drama, dance, opera, music, visual art, films, lectures, and tours of the city and surrounding places (Anon, 2007e:1). Gradually, with the passing years, the festival has become more varied and now hosts craft and book fairs, as well as workshops and demonstrations as part of the line-up. This festival is, ultimately, what shaped and groomed the arts festival industry and brought about the 'craze' surrounding events in South Africa.

South Africa's first democratic elections took place in 1994, which led to a number of high profile sporting events being hosted in the country. As a result, South Africa has experienced a significant increase in tourism. Therefore, to maximise South Africa's tourism potential, the government decided to launch a sports tourism campaign known as South Africa's Sport Tourism (SAST), as part of a theme-based initiative (Turco, Swart, Bob & Moodley, 2003:224). The objectives governing the SAST include acting as an umbrella enterprise, whereby existing events receive similar promotional support to the country's recreational resources; and attracting international and domestic tourists (Saayman, 1998).

As such, sports tourism represents a prominent aspect of the events industry in South Africa. **Gibson (1998:10)** defines sports tourism as a leisure-based travel that takes individuals temporarily outside of their home communities to play, watch physical activities or venerate attractions associated with these activities. The staging of the All Africa Games (AAG), held in Johannesburg in September 1999, set the trend for organising major events in South Africa. The event was a significant success; one worthy of reflecting on while observing the current buzz surrounding the 2010 FIFA World Cup (**Anon, 2007f:1**). Such successes, however, were not always the case where Africa is concerned.

With over 46 million inhabitants, South Africa has no shortage of entertaining and worthwhile events. When considering annual events, such as the Comrades Marathon, it is evident that South Africa has a variety of cultures, languages and religious beliefs that combine to make this country a place of inspiration (**Anon, 2007g:1**). South Africa has been given the privilege of hosting the FIFA World Cup in 2010, and this event is set to draw large crowds of tourists from all over the world. Tourists everywhere are watching South Africa to see if it will deliver a successful event.

The objective of this section was to provide insight into the history of events and how this history has influenced the events industry in South Africa. In the next section, the benefits of events are discussed.

3.3 BENEFITS OF EVENTS

Festivals are emerging as one of the fastest growing forms of tourism attractions **Mayfield and Crompton** (as quoted by **Delamere et al., 2001:11**) and form an important part in the daily lives of people. Festivals allow expressions of individuality; they beautify the surroundings and provide people with opportunities to spend time with family and friends (**Brown et al., 2004; Magidson & Bernard, 1996; McCarthy, Ondaatjie, Zakaras & Brook, 2004**). In addition, events offer tourists a multitude of experiences; events often combine local cultures; and events may evoke feelings that contribute to the uplifting of the community. In discussing the benefits of events, it is necessary to distinguish between the positive and negative benefits of events.

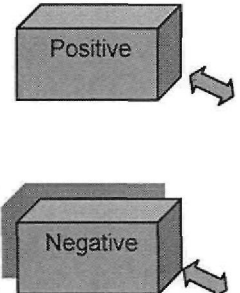
	(Springer, 2006) <ul style="list-style-type: none"> ✓ Job creation ✓ Improved standard of living ✓ Subsidisation of infrastructure costs in remote areas ✓ Stronger appreciation of local culture and heritage 	(UNEP, 2002) <ul style="list-style-type: none"> ✓ Strengthening communities ✓ Revaluation of culture and traditions ✓ Encourage civic involvement and pride ✓ Force for peace ✓ Facilities to benefit
	<ul style="list-style-type: none"> ✓ Weak/slow distribution of benefits ✓ Tensions among local populace ✓ Over-consumption of resources ✓ Potential to engender crime ✓ Prostitution and spread of communicable diseases 	<ul style="list-style-type: none"> ✓ Commodification ✓ Loss of authenticity and staged authenticity ✓ Adaptation to tourist demands ✓ Irritation due to tourist behaviour ✓ Job level friction

Figure 3.1: Positive and negative aspects of events

From Figure 3.1 one can comprehend the positive and negative aspects of events. On the positive side, events can add value to the community in many ways. The jobs created by events can act as an incentive for the local community, and can add to tourism development. They strengthen the community, improve standards of living, and encourage civic involvement and pride. This is due to the participation and active input into organising events. There are other benefits which contribute to the success of events. **Guetzkow (2002:6)** has expressed these as:

- creating a venue that draws people together who would otherwise not be engaged in constructive activity;
- fostering trust between participants and, thereby, increasing their generalised trust of others;
- providing an experience of collective efficacy and civic engagement, which leads to further collective action;
- increasing residents' sense of connection to their community, as arts events are a source of pride for residents in a community;
- providing an opportunity for participants to learn the technical and interpersonal skills important in collective organising;
- increasing the scope of individuals' social networks; and
- providing an opportunity for the organisations involved to enhance their capacities. This results from organisations establishing ties and learning to work, consult and co-ordinate with other organisations and government bodies.

It is also important to ensure that the negative effects are minimised in order to benefit more from the event. Events can damage the natural environment of a community through the over-consumption of resources. According to **UNEP (2002:1)**, tourism can turn local cultures into commodities when religious rituals, traditional ethnic rites and festivals are reduced and sanitised to accommodate tourist expectations. The local community then conforms to tourist demands, resulting in loss of authenticity and staged authenticity. Ultimately, friction arises from irritation between both parties.

Following this discussion on the benefits of events, the proceeding section reviews the various types of events that exist.

3.4 TYPES OF EVENTS

Events (sometimes referred to as 'special events') are defined according to their scale and size (**George, 2004:366**). According to **Bowdin, Allen, O' Toole, Harris and McDonnell (2006:14)**, special events are referred to as specific rituals, presentations, performances or celebrations that are planned to mark special occasions in order to achieve social, cultural and corporate goals or objectives. Furthermore, special events are inclusive of all kinds of human activity, not only sporting and family activities, but also cultural, commercial and organisational activities (**Shone & Parry, 2004:9**).

These include national days and celebrations, important civic occasions, unique cultural performances, major sporting fixtures, corporate functions, trade promotions and product launches (**Bowdin et al., 2006:14**). The 'term' event is inclusive of the following categories, and is classed bearing the purpose of event in mind.

As illustrated in Table 3.1, on the next page, events can be categorised into three main groups, namely mega, hallmark and community-based or local events. According to **McDonnell, Allen and O' Toole (1999)**, special events can include both mega and hallmark events that are recognised by their large size and scale.

Table 3.1: Typology of events

Type	Feature	Examples
Mega	<ul style="list-style-type: none"> • Affects entire communities, countries and continents • Limited duration • Requires enormous resources 	<ul style="list-style-type: none"> • Olympics Games • 2010 FIFA World Cup • Cricket World Cup • Rugby World Cup
Hallmark	<ul style="list-style-type: none"> • Large in size and scale • Significant for community or region • One time or recurring • Limited duration • Enhances awareness, appeal and profitability of a destination over the short-term 	<ul style="list-style-type: none"> • ABSA Klein Karoo National Arts Festival • Aardklop National Arts Festival • Cape Argus Pick And Pay Cycle Tour • Mr Price Pro Surfing Competition • Grahamstown Arts Festival
Community-based (local)	<ul style="list-style-type: none"> • Smaller in scale and size • Limited duration • Held more regularly than mega or hallmark events • Celebrates features of a community's way of life 	<ul style="list-style-type: none"> • Oppikoppi Music Festival • Klerksdorp Airshow • Woodstock • South African Music Awards • SA Fashion Week

Source: Adapted from Dimmock & Tiyce (2001:357)

3.4.1 Mega events

Mega events are mostly targeted at the international market and may affect entire communities, countries and continents. They are described as 'mega' because of their size in terms of attendance, target market, level of public financial involvement, political effects, construction of facilities, and impact on the social and economic lives of the host communities (Keyser, 2002:264). They require enormous resources, particularly financial and human resources (Dimmock & Tiyce, 2001:356).

Getz (2005:18) goes further and defines mega events, by way of their size or significance, as those that yield extraordinary high levels of tourism, media coverage, prestige or economic impact for the host community, venue or organisation. Examples of mega events include major events like the Olympic Games, the 2010 FIFA World Cup and the Rugby World Cup.

3.4.2 Hallmark events

Hallmark or major events are one-time or recurring events of limited duration, developed primarily to enhance the awareness appeal and profitability of a destination (Keyser, 2002:264). These events are designed to increase the appeal of a specific tourism destination or region because during these events communities become inseparable in the minds of the consumers (Van der Wagen, 2005:7). According to Ritchie (1984:2), major events are events that are expected to generate large external benefits. Major events also refer to events where the external benefits are so widely distributed and the costs so substantial that they are funded, either partially or wholly.

Moreover, although smaller in scale, they have special significance to a community or region. Major events can also be defined as having the "ability to focus national and international attention on the destination" (Burns & Mules, 1986:5). Take, for example, the Aardklop National Arts Festival (Potchefstroom) and Mr Price Pro Surfing Competition (Durban).

3.4.3 Community events

Community events are smaller scale events, with a foundation in community characteristics and aspirations (Keyser, 2002:265). Consequently, community-based (local) events originate within

a sector of the community that has a need or desire to celebrate features of its way of life or history (Dimmock & Tiyce, 2001:357). These are smaller in scale and are of a limited duration because they are hosted more regularly than mega events.

According to Allen, O’Toole, McDonnell and Harris (2005:14), these events have a number of benefits, namely engendering pride in the community, strengthening a feeling of belonging and creating a sense of place. Furthermore, community events assist in exposing people to new ideas and experiences, encouraging participation in arts activities, as well to encouraging tolerance and diversity. Examples of community events are the South African Music Awards (SAMA), Klerksdorp Airshow and Oppikoppi Music Festival.

3.5 TIMELINE OF EVENTS

Table 3.2 and Table 3.3 provide an overview of some of the most important events happening in South Africa, focusing on the type of event, province where it is held and year of its inception. The following table (Table 3.2) refers to international events held in South Africa.

Table 3.2: International events

NAME OF THE EVENT	TYPE OF EVENT	YEAR COMMENCED
Olympic Games	Sports	776 BC (every 4 years)
Cricket World Cup	Sports	1975 (every 4 years)
Rugby World Cup	Sports	1987 (every 4 years)
All Africa Games	Sports	1999
FIFA Soccer World Cup	Sports	1930 (every 4 years except 1942-1946)
World 20/20 Cricket World Cup	Sports	2007

Table 3.3 refers to the national events held in South Africa. This table focuses on the events per province.

Table 3.3: National events

KWAZULU-NATAL		
NAME OF THE EVENT	TYPE OF EVENT	YEAR COMMENCED
Comrades Marathon	Sports	1921 (except 1941-1945)
Durban July (formerly Rothman's July)	Commercial	1897
Mr Price Pro (Gunston 500)	Sports	1920
Splashy Fen	Cultural	1989
Awesome Africa Music Festival	Cultural	1999
Shembe Blessing Festival	Religious	1913
Music in the Mountains (Drakensberg Boys)	Cultural	1971
Southern Cross Music Festival	Cultural	1998
Tourism Indaba	Commercial	1984 (except 1994)

Table 3.3: National events (continued...)

WESTERN CAPE		
NAME OF THE EVENT	TYPE OF EVENT	YEAR COMMENCED
Cape Minstrels Carnival	Cultural	Mid 1800s
Cape Town Jazz Festival	Musical	2000
Cape Argus Pick & Pay	Sports	1978
Knysna Oyster Festival	Cultural	1983

Dias Festival (Coon Festival)	Religious	1988
ABSA KKNK	Cultural	1995
Hermanus Whale Festival	Cultural	1996
Pink Loerie Mardi Gras Festival	Cultural	2001
Calitzdorp Port Festival	Cultural	1992
Spier Summer Festival	Cultural	1995
EASTERN CAPE		
Grahamstown National Arts Festival	Cultural	1974 (except 1975)
Biltong Festival	Cultural	1992
Jeffrey's Bay Shell Festival	Cultural	1990

Table 3.3: National events (continued...)

NORTH WEST		
NAME OF THE EVENT	TYPE OF EVENT	YEAR COMMENCED
Aardklop National Arts Festival	Cultural	1998
Woodstock	Commercial	1999
South African Music Awards (SAMAs)	Commercial	1997
Groot Marico Arts Festival	Cultural	1995
GAUTENG		

Oppikoppi Music Festival	Cultural	1995
SA Fashion Week	Commercial	1996
Rand Easter Show	Commercial	1901
International Eisteddfod of SA	Cultural	1981 (biannually in odd numbered years)
Jacaranda Festival	Cultural	2006
World Summit on Sustainable Development	Political	2002
Arts Alive	Cultural	1992

Table 3.3: National events (continued...)

GAUTENG		
NAME OF THE EVENT	TYPE OF EVENT	YEAR COMMENCED
Oppikoppi Music Festival	Cultural	1995
SA Fashion Week	Commercial	1996
Rand Easter Show	Commercial	1901
International Eisteddfod of SA	Cultural	1981 (biannually in odd numbered years)
Jacaranda Festival	Cultural	2006
World Summit on Sustainable Development	Political	2002

Arts Alive	Cultural	1992
NORTHERN CAPE		
Hantam Vleisfees	Cultural	1989
Garief Arts Festival	Cultural	2001
Awesome Africa Music Festival	Cultural	1999
LIMPOPO		
Bushveld Festival	Cultural	1986
Magoebaskloof Spring Festival	Cultural	1985
Mampoer Festival	Cultural	2002

Table 3.3: National events (continued...)

FREE STATE		
NAME OF THE EVENT	TYPE OF EVENT	YEAR COMMENCED
Ficksburg Cherry Festival	Cultural	1969
Macufe Festival	Commercial	1997
Volksblad	Cultural	2001
MPUMALANGA		
Sabie Forest Fair	Cultural	1994
Innibos	Cultural	2004

From the information above it is clear that events are part of society and that the community will have to adapt in keeping these events sustainable. In the following section, the role players in events will be identified and discussed.

3.6 ROLE PLAYERS IN EVENTS

In order to ensure the successful outcome of events, various parties or role players are involved. These are referred to as stakeholders. Stakeholders are the groups, organisations and individuals, with an interest or investment in the successful outcome of the event (Dimmock & Tiyce, 2001:370).

The key role players in event tourism mostly include the public sector development agencies, which concentrate on tourism authorities, such as local and national event organisers, venue managers, promoters, tourists and the local community (Hakansson & Johanson, 1992:28). The reason organisations within the private sector choose to invest in this industry is for the economic benefits derived from hosting events. These include increased tourist visitation and expenditure, media coverage that enhances the image of the host community and, lastly, the social benefits associated with the 'feel good' aspect for the community (Stokes, 2005:685).

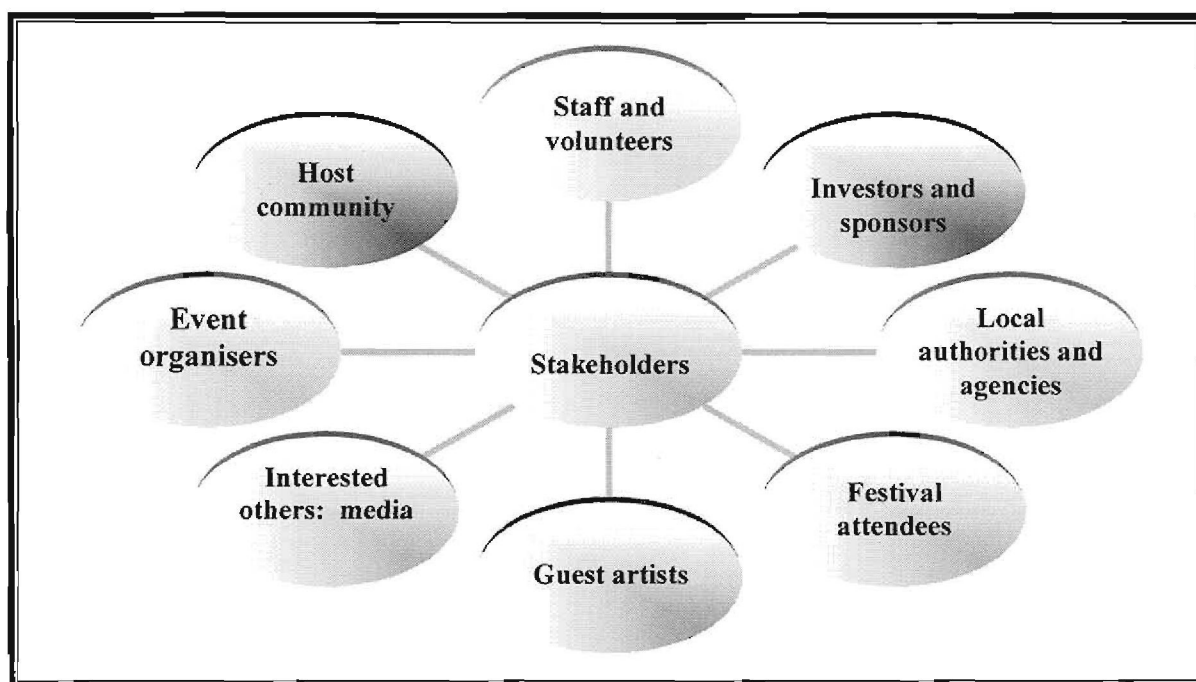


Figure 3.2: Stakeholders of events (Source: Adapted from Dimmock & Tiyce, 2001:372)

3.6.1 Staff and volunteers

Each of the above-mentioned role players is responsible for fulfilling a specific role in the running of the event. However, the 'heart' of the festival machine is the team. The team incorporates the staff, collaborators and volunteers. Volunteers have a significant input into the effective construction of the event because of their valuable contributions. Not only do they assist in satisfying inadequate staffing demands, but they also contribute in providing local support for the event, as well as the extra skills needed (Dimmock & Tiyce, 2001:371). A well-organised and motivated team is, ultimately, what makes a difference in making the festival happen (Klaic, Bacchella, Bollo, Di & Hansen, 2006:46).

3.6.2 Investors and sponsors

Investors and sponsors are the bodies that provide contributions that help to alleviate the financial burdens and constraints which may arise when choosing to host an event. Nowadays, owing to the growth of the event industry, many large companies have gone from viewing sponsorships as being primarily a public relations tool used to generate community goodwill, to regarding it as an important aspect of the marketing mix (Allen *et al.*, 2005:92). After all, it involves promoting the company's name in return for a financial contribution, which, no matter what form it takes, the sponsor will benefit from (Dimmock & Tiyce, 2001:371).

3.6.3 Local authorities and agencies

The involvement of local authorities in events emanates from a wide range of players. Bowdin *et al.*, (2006:99) have listed these as the government sector, corporate sector and the community sector. The government creates events for a number of reasons, including the social, cultural, tourism and economic benefits generated by events. The corporate sector partakes at a number of levels - companies and corporations often sponsor events to promote their goods and services in the marketplace. In addition, companies create events in the form of exhibitions in order to launch new products, increase sales or enhance their corporate image. The community sector serves a variety of needs and interests that include local sporting events, club fundraisers and craft shows.

Public authorities are involved in many different forms, from applying for funding to asking for patronage and to focusing on marketing in order to enhance the profile of the event investment or tourists. Once such agencies are on board, they act as a gateway to other public and private authorities who were otherwise difficult to reach (**Bowdin et al., 2006:99**). The bodies are governed by their own policies and guidelines, which stipulate how resources are to be utilised to ensure public resources are appropriately accessed, managed and protected (**Dimmock & Tiyce, 2001:317**).

3.6.4 Festival attendees

The spectators are the people for whom the event is intended and who can influence the success or failure of the event. Therefore, it is important that the event manager be mindful of the needs of the audience (**Allen et al., 2005:95**). As expected, tourists have particular expectations and needs, so thorough research is essential to provide insightful and beneficial direction (**Dimmock & Tiyce, 2001:372**).

3.6.5 Guest artists

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

3.6.6 Interested others: media

The media has revolutionised the events industry because of its valuable and powerful influence on how spectators experience an event. As such, it is important for event managers to consider the needs of the different media groups and to consult with them as stakeholders (**Bowdin et al., 2006:106**). To ensure effective media coverage and communication of an event, particular emphasis needs to be placed on relevance or priority of: television and radio (programmes), press, printed media (flyers, newspaper advertisements, posters and street advertising). Other

mediums include the Internet Website and special television programmes, focusing especially on advertising the event (Klaic *et al.*, 2006:25). The type of promotional tools utilised for marketing an event will depend on the size and financial standing of the event organisers, as well on the other parties involved.

3.6.7 Event organisers

The event manager is employed by the host organisation, usually on a contract basis, to manage the event. As a key stakeholder in the event, the manager's goals are often clarified in a written brief listing the event manager's job description (Allen *et al.*, 2005:89). One of the most important duties of the event manager is to act as an intermediary between the spectators and the performers, as well as between the local people and tourists. In addition, the event manager needs to attract as many performers as possible to create the 'us' feeling of belonging and the feeling of valuing one's community (Klaic *et al.*, 2006:8). Consequently, they are responsible for the actual hosting and leadership of the event (c.f. Table 1.1). According to Dimmock and Tiyce (2001:374), to undertake the leadership role means being able to create a vision of the event so that strategies and goals are set to inspire others to follow that vision.

3.6.8 The host community

The host community plays a vital role in heading the event as they provide many of the businesses in the public and hospitality services used by the tourists. In most cases, the staff, the volunteers and most of the resources come from the community (Dimmock & Tiyce, 2001:372). Therefore, the task of the event manager is to have a good grasp and understanding of the trends affecting the community, which determines the receptiveness of the community to the event styles and fashions (Allen *et al.*, 2005:89-90). Tourists attending events often go in search of more than an artistic performance; they want to experience the social aspect that comes from regular contact with the community. This aids in improving the quality of communication between the community and the tourists, which, in turn, enhances the mutual understanding of social, ethnic, age and cultural groups (Klaic *et al.*, 2006:48).

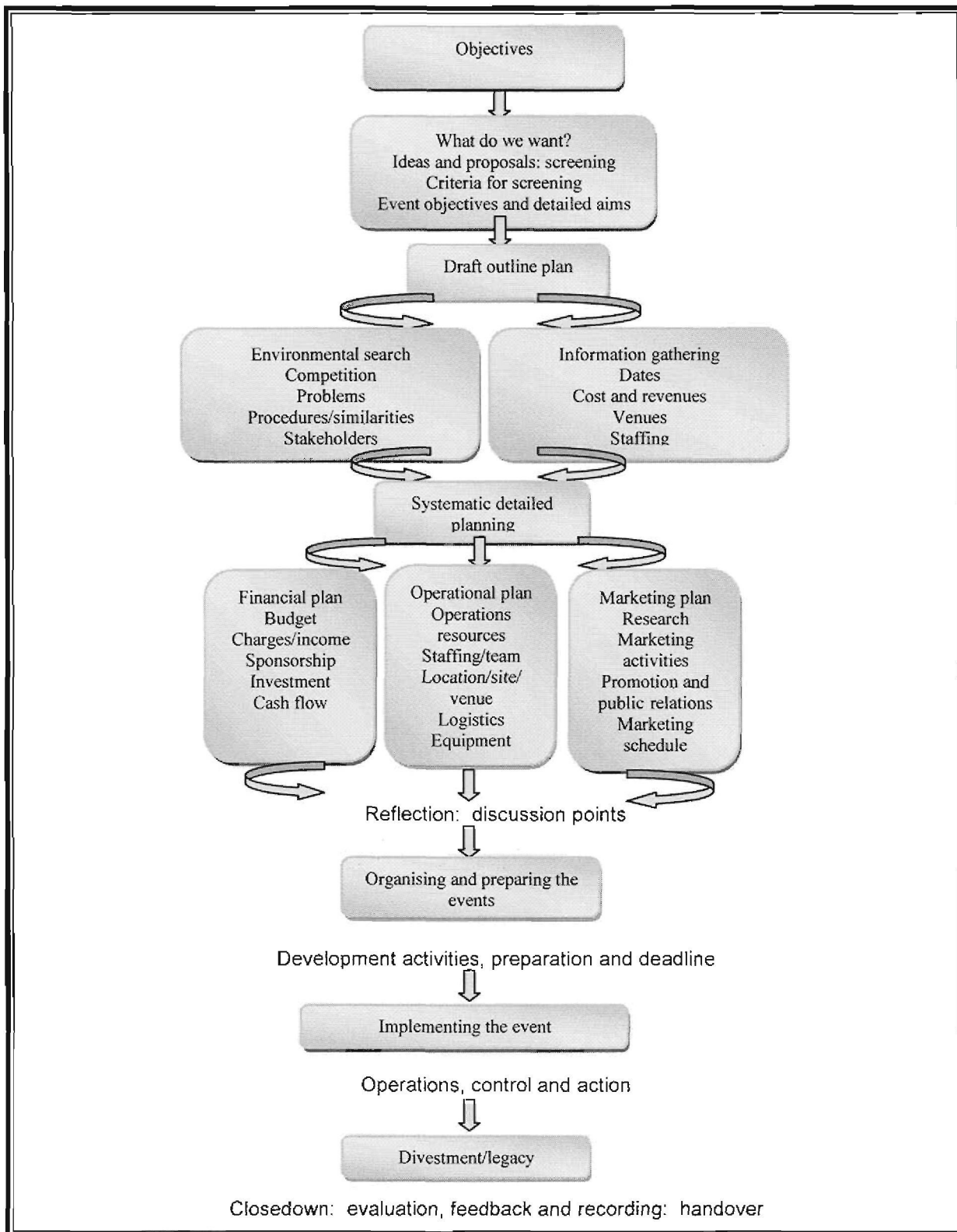


Figure 3.3: Detailed planning process for event management (Source: Shone & Parry, 2004: 83)

Figure 3.3, on the previous page, depicts a fully detailed planning process for event management. From the above diagram, the event organiser is able to view the process to be followed in ensuring the successful delivery of events. However, this diagram illustrates the lack of involvement of the local community within this process. From this diagram, it is evident that provision is only made for the stakeholders.

This section reviewed the key role players involved in events, namely the staff and volunteers, investors and sponsors, local authorities and agencies, festival attendees, guest artists, media, event organisers and host community. In the next section, the characteristics of events will be discussed.

3.7 CHARACTERISTICS OF EVENTS

According to **Saayman (2001:121)**, festivals are themed public celebrations and have become one of the most common forms of events. Festivals are on a significant rise in South Africa. **Abrahams (1987:173)** has emphasised that festivals provide their own energy source, in the form of role playing between tourists and local community, and the noise levels generated during the festival from the entertainment taking place. Many features have been identified as being responsible for making events more appealing. These are highlighted as follows:

3.7.1 Satisfying multiple roles

According to **Saayman (1997:1)**, tourism is described as the total experience that originates from the interaction between tourists, job providers, government systems and communities, in the process of attracting, entertaining, transporting and accommodating tourists. When events are hosted, the local community has the opportunity to educate others about their culture; development is inevitable, since new infrastructure is built to accommodate tourists.

Each individual tourist seeks to satisfy different pleasures in the course of their travel, depending on their psychological needs (**Burton, 1995:62**). The following definitions have been used to describe a tourist. The word tourist is derived from the word tour, which can be described as a journey from which one returns to a starting point; a circular trip...during which various places are visited and for which an itinerary is usually planned (**Murphy, 1986:274**).

According to **Saayman (2002:15)**, a tourist is a person who voluntarily visits a place, away from his normal abode, for a period of at least 42 hours.

Potential tourists are motivated to travel in order to meet various levels of needs, as specified by Maslow and set out in Figure 3.4. For example, a tourist at a festival may be looking for a sense of belonging and love from the interaction with others and through building relationships. Others may simply go to a specific event in order to relax. It is important to note that one cannot move to the next level of the hierarchy unless the previous level is satisfied to a certain extent.

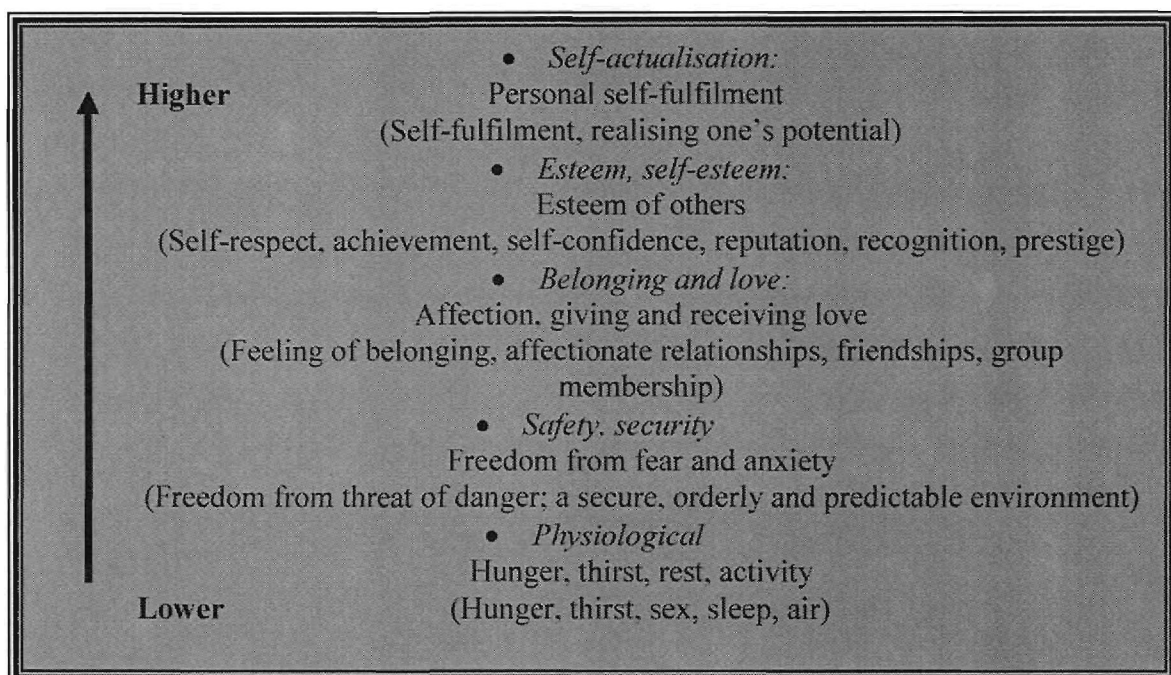


Figure 3.4: Maslow's hierarchy of needs (Source: Bennett, 2000:81)

3.7.2 Festival spirit

One of the main features of festivals in historic times was that it elevated and added a festive character to the events it included. Although there will still be concerts and there is an audience a week after the festival, by then the event lacks the feeling of splendour, and the social and communal experience of the festival (**Hunyadi et al., 2005:5**). In most cases, a certain atmosphere is brought about by the excitement of the celebration. Attendees have a chance to share values and enhance knowledge about each others' culture. At festival time tourists do things out of the ordinary (**Dimmock & Tiyce, 2001:360**). Moreover, during festival time

anything is permissible as tourists do what they normally do not do, which is caused by the joyfulness and ambience of festivals.

3.7.3 Uniqueness

Each festival offers a creation of unique sights and experiences. According to **Slabbert (2004:21)**, even if events are repeated for many-time tourists/visitors, the surroundings, the choice of location, the timing or other variables make the event unique. **Getz and Cheyne (2002:148)** describe uniqueness as a not-usually-available opportunity (out-of-the-ordinary), a rarity, something unique, different activities and novelty. The ABSA Klein Karoo National Arts Festival, held in Oudtshoorn on an annual basis, is one such event. Although the concept remains the same, the event has a different, with a unique theme each year.

3.7.4 Tangibility

According to **Saayman (2002:83)**, tangibles include the physical structures of an event, namely the décor, physical facilities, appearance of staff, equipment and other tourists. It is important that these structures are in place in order for the event to be a success. At the Aardklop National Arts Festival, for example, tourists are attracted by the craft stalls and other activities like shows, which contribute to entertainment.

3.7.5 The promotional aspect

Kotler and Armstrong, as quoted by **Saayman (2000:13)**, define marketing as a social and managerial process, whereby individuals and groups obtain what they need and desire through creating and exchanging products and value with others. Therefore, event organisers analyse tourists behaviour, expectations and needs for the festival, and capitalise on it. This is a result of the concentrated nature of the festival, which incorporates cultural, economic and social aims. The marketing of the festival is significant to the success of fulfilling the above-mentioned aims.

3.7.6 The political aspect

According to **Saayman (2000:13)**, owing to the movement of tourists over the borders of various countries, politics has become a vital part of the tourism industry. It has been found that the

political situation in a country or the political similarities between different countries can have an enormous impact on the inflow of tourists into a country, either positively or negatively. It arises when emphasis is placed on the realisation of the underlying and indirect objectives of cultural programmes. Festivals serve to strengthen the position of a country, and can be regarded as culturally diplomatic.

3.7.7 The educational aspect

The educational aspect is often manifested in the exchange of ideas, reaching out to new tourists and developing the skills of the organisers. Festivals have numerous benefits, not only for the audience, but also for the participants, organisers and, in case of successful events, for the wider environment as well. Festivals are symbols of culture and reflect the hustle and bustle of life, the standards or lack of standards set, the blurred borders of different art forms and the need for togetherness that merges many cultures (Hunyadi *et al.*, 2005:3). There is a common trait in all of the characteristics discussed. Festivals deviate from the usual and are complex in variation. They link culture, entertainment and social impact (for example, strengthening the local community and identity).

Since the characteristics of events have been analysed here, the next section highlights the reasons events attract crowds of tourists.

3.8 REASONS FOR ATTENDING EVENTS

People attend events for various reasons. Some might want to learn, others may want to belong or share in the experience. According to Falassi (1987:2), festivals are unique because: "At festival time, people do something they normally do not, they abstain from something they normally do; they carry to the extreme behaviours that are usually regulated by measure; they invert patterns of daily social life." Dimmock and Tiyce (2001:360), however, identified the following aspects:

3.8.1 Escape

Often tourists travel to escape from their daily routines and the pressures of everyday life. It is during festival time that the local community and the festival attendees get a chance to step out

of their comfort zones and do something different for a specific period of time (**Slabbert, 2004:45**). The ABSA KKNK, once regarded as a predominately Afrikaans festival, now also attracts crowds of English-speaking tourists from all over that get a chance to step out of their comfort zones and interact with people from different cultures.

3.8.2 Leisure, relaxation and recreation

Pursuit of leisure, relaxation and recreation is a major reason for attending events. People seek leisure in different ways. Some may go away to relax. Others may consider a fishing trip as a form of relaxation. Some may attend an annual music festival in their pursuit of leisure. Each provides opportunities to enjoy leisurely and relaxing experiences beyond everyday life (**Haggard & Williams, 1992**). According to Leiper, as quoted by **Saayman (2001:7)**, relaxation can be categorised by three functions. Firstly, tourists may need to rest to recover from physical or spiritual exhaustion. Secondly, relaxation may be required in order to reduce tension from everyday stress. Lastly, tourists often seek entertainment as a means to alleviate boredom. All of the above-mentioned factors can serve as strong motivators for attending events.

3.8.3 Observation

Observation of and participation in the way of life of others is a strong motivator for attending events. Tourists are keen to learn and experience different cultures, traditions and crafts. For a specific duration, tourists become part of another community or culture. During this time they do what the locals do, with relative ease and minimal involvement and commitment (**Dimmock & Tiyce, 2001:361**).

3.8.4 Socialising

Socialising is a human need and an important part of life (**Slabbert, 2004:45**). People attend festivals to be part of a group, enhance family togetherness and meet with friends. They may also attend to extend social contacts and to be with others who are enjoying themselves (**Mohr, Backman, Gahan & Backman, 1993**). Take, for example, the Grahamstown National Arts Festival, held in Grahamstown annually. The festival brings together people from different backgrounds and ethnic groups to a festival that is predominately English. Yet, once tourists begin to interact with one another, a sense of togetherness and unity arises.

3.8.5 The opportunity to learn

According to **Slabbert (2004:45)**, festivals provide the opportunity for tourists to witness different cultures, traditions, crafts and a change of scenery because, for a specific duration of time, tourists become part of another community or culture. During festival time, tourists do what the locals do, with relative ease and minimal involvement or commitment. The tourists may wish to increase their knowledge of other cultures or to learn new skills. At the Aardklop National Arts Festival, tourists have the opportunity to interact with the local community, while also being able to view the variety of shows and crafts on display. Consequently, visitors enjoy a wide range of choices, including education, recreation, social and cultural experiences (**McDonnell et al., 1999:300**).

3.8.6 Nostalgia

This involves celebrating or reliving a feature of the past by reinforcing community bonds with memories and family stories (**Dimmock & Tiyce, 2001:361**). Festivals are a way of facilitating the preservation of memorabilia about a community's heritage, such as old crafts, skills, buildings or traditions.

3.8.7 Experience

Another important reason for attending festivals is the opportunity to experience the unique atmosphere of the celebration. For example, the Grahamstown Arts Festival (Grahamstown) offers a wide variety of art, music and dance, all incorporated into one. It offers both the local community and tourists that attend a unique experience, one which is not easily forgotten. This 'unique experience' is considered as one of the main elements of the tourism product (**Saayman, 2001**). **Slabbert (2004:45)** concurs, stating that one of the pleasures of attending events is that events provide the opportunity to experience the unique atmosphere of a collective celebration. Throughout the festival, tourists have fun; they are entertained by the live musical shows and are stirred by the exotic and surreal atmosphere created by the festival.

3.9 CONCLUSION

The aim of this chapter was to analyse the events industry, as well as the social impact of events. The events industry has shown considerable growth in South Africa, mainly due to mega events such as the 2010 FIFA World Cup. Throughout the chapter, the various role players in events were identified, as well as the reasons why tourists attend these events. Some of these include escaping from everyday life, and socialising with people from different cultures. Another important factor is social impact. Social impact is defined as the changes in the norms and values of society that are more apparent in the short-term. When tourists vacate to a specific destination, visible impacts are noticed. In short, events can provide employment opportunities, promote international peace and pride, as well as promote educational and cultural experience. However, like with any process, there is a downside. Events can trigger crime, for example terrorism, and promote prostitution - especially in poorer countries. In summation, this chapter outlined the role of the local community in the hosting of events, as well as their perceptions of the tourists invading their environment.

CHAPTER 4

AN EMPIRICAL SURVEY OF

ABSA KKNK

"It is seldom in life that one knows that a coming event is to be of crucial importance"

Anya Seton

4.1 INTRODUCTION

The social impact of tourism focuses on the attitudes and perceptions of the community towards tourism and, in this case, the ABSA KKNK held in Oudtshoorn. Two surveys were conducted - one in 2006 and another in 2007. The questionnaire, as developed by **Fredline, Deery and Jago (2003a)**, was used in 2006 and then adapted in 2007. The purpose of the questionnaire was to gather demographic information regarding the respondents included in the study, as well as to determine the level of participation, community attachment and the social impact of the ABSA KKNK. Open and closed questions were used, as well as Likert-scale questions to measure the social impact. In 2006, 179 respondents participated in the survey and 265 in 2007.

The purpose of this chapter is to reflect on the results of the questionnaire. This is done by indicating and explaining the results of the questionnaire in graphic form by means of figures and tables. A factor analysis is then performed on the combined data set for 2006 and 2007. These factors are then utilised to determine the differences in the social impact of the ABSA KKNK for 2006 and 2007, using effect sizes.

4.2 RESULTS: DEMOGRAPHIC INFORMATION

In the next section emphasis will be placed on the demographic information of the respondents, focusing on the race, gender, occupation and highest qualification.

4.2.1 Race

Figure 4.1 indicates the racial groups of the respondents in the 2006 and 2007 surveys. For the purposes of this study, the coloured and black population were considered as one due the minimal number from each group.

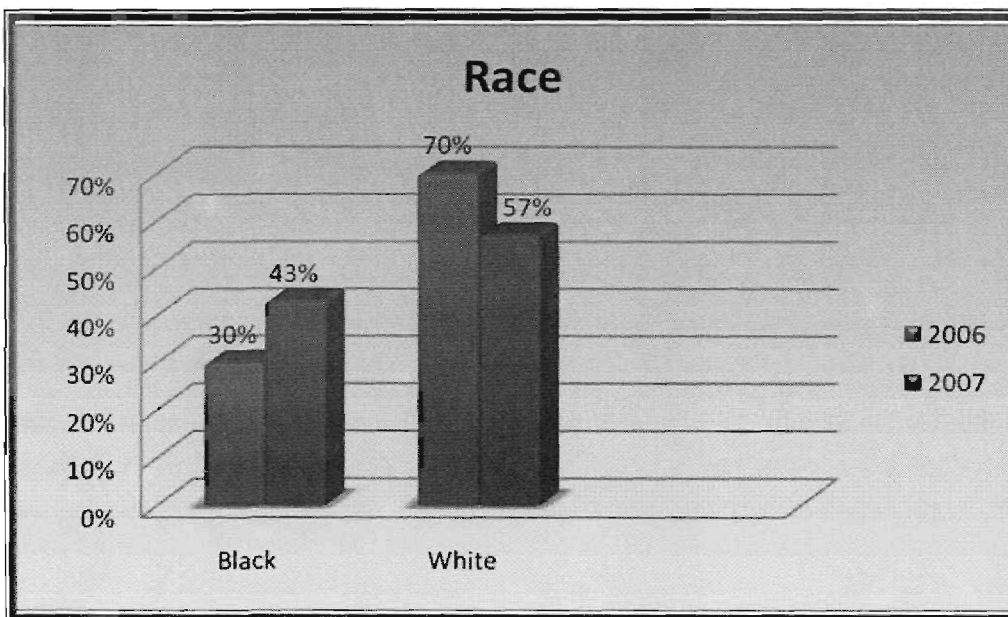


Figure 4.1: Race

From Figure 4.1 it is evident that in the 2006 survey, 30 percent of the respondents were black and 70 percent white. In the 2007 survey, this increased to 43 percent black respondents and declined to 57 percent white. Therefore, there was a more even spread of racial groups in the 2007 survey.

4.2.2 Gender

Figure 4.2 depicts that in the 2006 survey, 60 percent of the respondents were female and 40 percent male. In the 2007 survey there was a change in this distribution, with 53 percent of the respondents being female and 47 percent male. As with Figure 4.1, a more even spread of gender occurred in the 2007 survey.

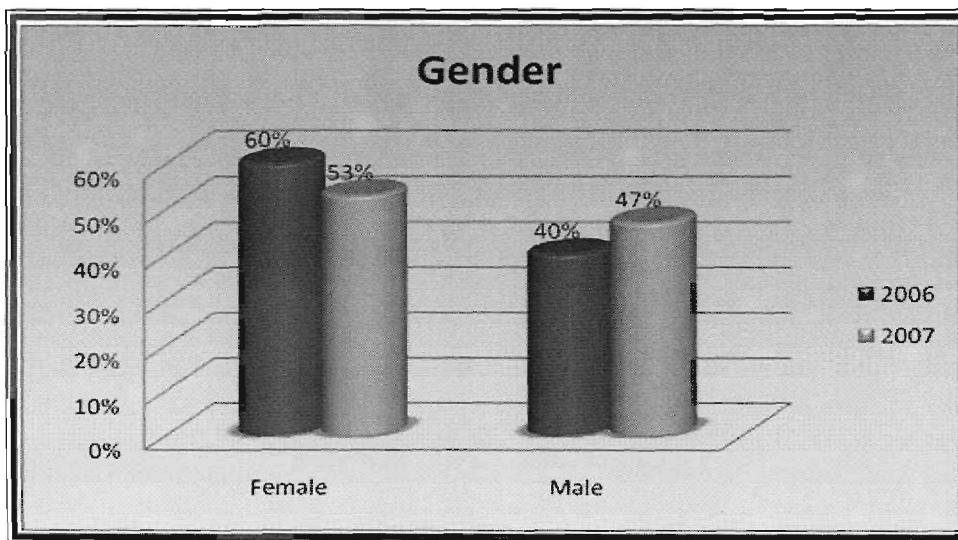


Figure 4.2: Gender

4.2.3 Occupation

Table 4.1 indicates the various occupations of the respondents taking part in the 2006 and 2007 surveys.

Table 4.1: Occupation

Occupation	2006 (%)	2007 (%)
Professional	*	26
Manager	-	8

Administrative	-	7
Technical	-	3
Sales personnel	-	2
Farmer, Forester	-	1
Civil service worker	-	1
Self-employed	-	9
Non-profit worker	-	1
Pensioner	25	13
Home duties	5	6
Unemployed	2	7
Student	6	-
Student/Part-time student	2	-
Employed	57	-
Other	3	16
* Indicates that the questionnaire for 2007 was modified thus explaining the differences.		

According to Table 4.1, in the 2006 survey, 57 percent of the respondents simply stated that they were employed while 25 percent were pensioners and 6 percent were students. In the 2007 survey, most the respondents, 26 percent, were professionals, 16 percent fell in the other category and 13 percent were pensioners.

4.2.4 Highest qualification

Figure 4.3 illustrates the qualification levels of the respondents taking part in the 2006 and 2007 surveys.

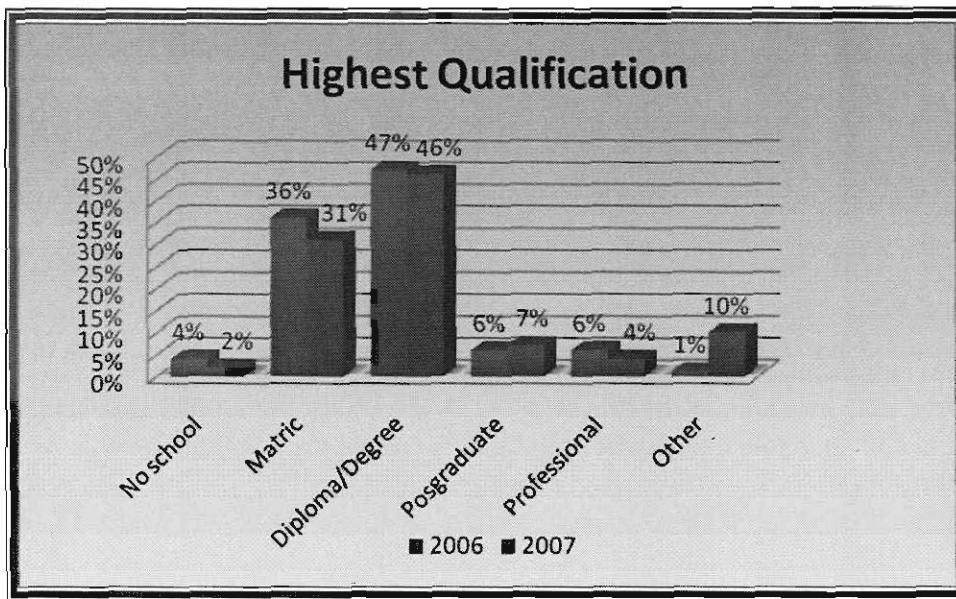


Figure 4.3: Highest qualification

In the 2006 survey, 47 percent of the respondents had a diploma/degree, 36 percent only had matriculation while 6 percent had a postgraduate qualification. In the 2007 survey, 46 percent of the respondents had a diploma/degree, 31 percent only had matriculation, 10 percent fell into the 'other category' and 7% has postgraduate qualification.

4.3 RESULTS: OVERALL IMPACT OF THE FESTIVAL

4.3.1 The impact of the festival on the local community and Oudtshoorn as a whole

The tables below indicate the impact of the ABSA KKNK on the personal lives of the local community and on the Oudtshoorn community as a whole.

Table 4.2: Impact on the personal lives of the local community

YEAR	VERY NEGATIVE			NO EFFECT			VERY POSITIVE
	-3	-2	-1	0	1	2	3
2006 (%)	4	1	5	22	18	24	26
2007 (%)	5	3	3	34	11	24	20

Table 4.3: Impact on the Oudtshoorn community as a whole

YEAR	VERY NEGATIVE			NO EFFECT			VERY POSITIVE
	-3	-2	-1	0	1	2	3
2006 (%)	2	4	6	4	16	28	40
2007 (%)	5	4	4	10	12	28	37

According to Table 4.2 and 4.3 respectively, in 2007, 34 percent and 11 percent of the respondents felt the festival has absolutely no effect on their everyday lives. Ultimately, the festival contributed positively to the personal lives of the local community for 22 percent of the respondents and on the Oudtshoorn community as a whole for 37 percent of the respondents for 2007. However, for 2006, 26 percent of the respondents felt the festival had a positive impact on the personal lives of the community. This correlates with the 40 percent that felt that the impact on the Oudtshoorn community as a whole had been positive. When comparing the impact of the personal lives of respondents and the Oudtshoorn community as a whole, it appears that the impact was less positive in 2007.

4.4 RESULTS: PARTICIPATION IN THE FESTIVAL

This section of the results analyses the levels of participation in the festival.

4.4.1 Attendance at the festival

Figure 4.4 illustrates that in the 2006 survey, 83 percent of the respondents indicated that they had attended the festival. This indicated attendance decreased to 82 percent in the 2007 survey. Of the respondents, 17 percent did not attend the festival in 2006 and 18 percent did not attend in 2007. Thus, a high level of participation was recorded for both years.

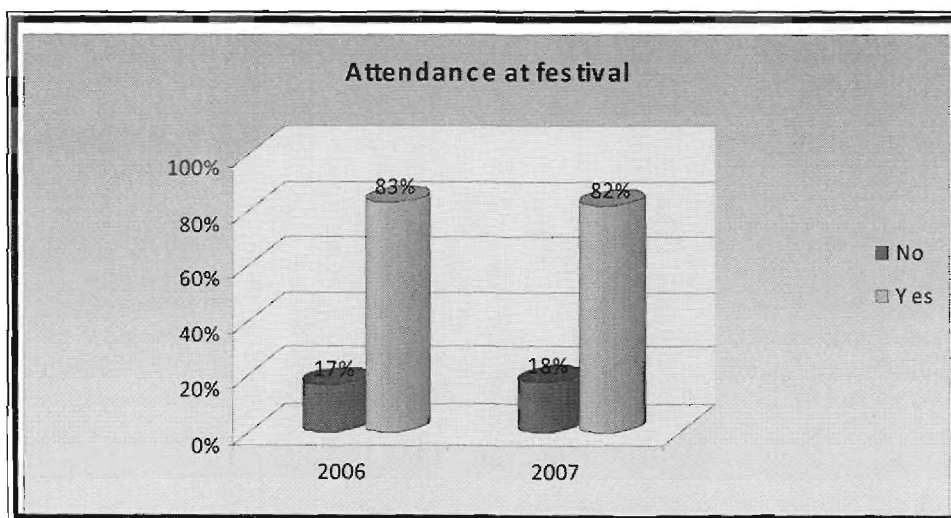


Figure 4.4: Attendance at the festival

4.4.2 Reasons for not attending

Regarding the reasons for not attending the festival in 2006, 32 percent of the respondents stated that it was because they did not have the time, 28 percent said they simply did not want to and the remaining 20 percent indicated that it was due to other reasons. Consequently, in

the 2007 survey, 48 percent of the respondents claimed they did not want to attend, whereas 28 percent stated it was for other reasons. From Figure 4.5 it is evident that compared to 2007, a higher percentage of respondents in the 2006 survey had reasons for not attending the festival.

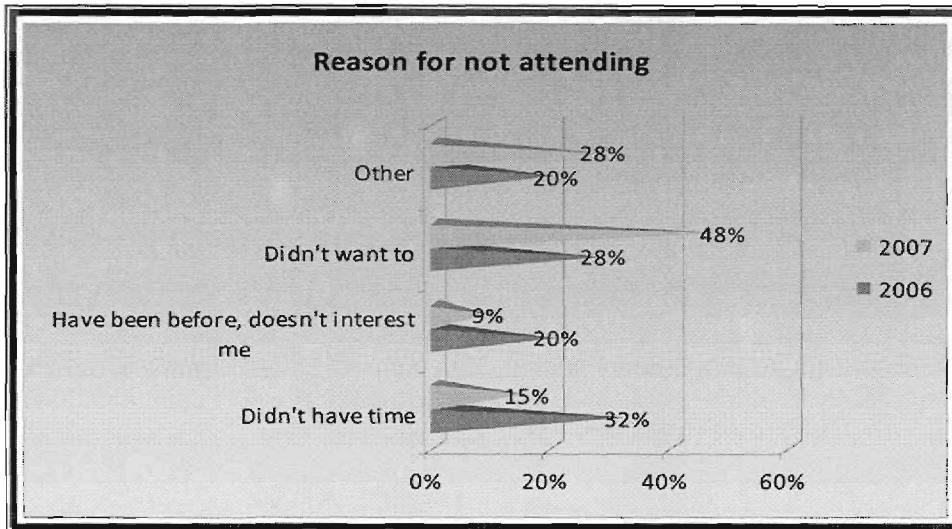


Figure 4.5: Reason for not attending

4.4.3 Attendance of previous years

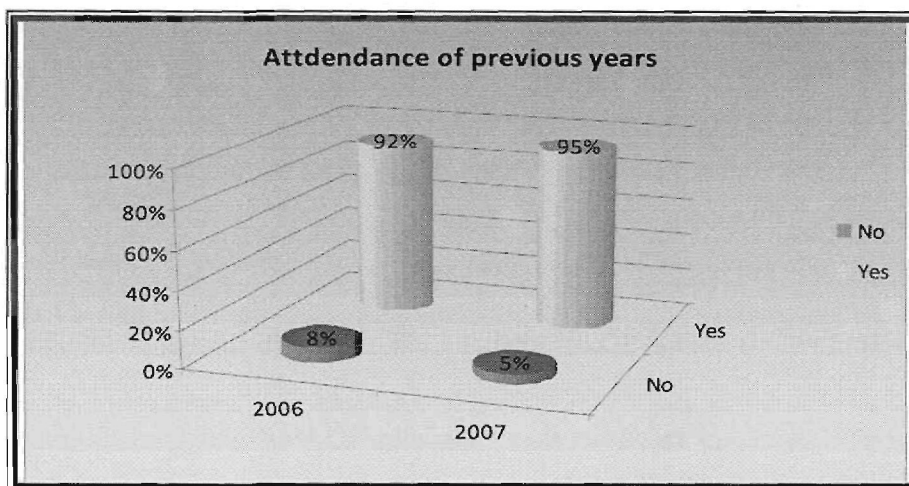


Figure 4.6: Attendance of previous years

According to Figure 4.6, in the 2006 survey, 92 percent of the respondents had attended the festival the year before while 8 percent had never attended before. In the 2007 survey, the numbers dropped slightly to 95 percent who had attended the festival before and 5 percent who had never attended previous festivals. It is important to note that the number of respondents attending the festival for both years was high, which indicates the interest of the respondents in the festival.

4.4.4 Level of involvement at the festival

Table 4.4: Level of participation at the festival

STATEMENT	2006 (%)	2007 (%)
I am an avid fan of ABSA KKNK and try to attend every year	33	33
I am interested in ABSA KKNK and attend some aspects of the event when I can	48	43
I am not interested in ABSA KKNK, but I sometimes attend it because family/friends are interested	14	16
I have absolutely no interest in ABSA KKNK and do not wish to attend it	5	8

In the 2006 survey, 48 percent of the respondents were found to be interested in the ABSA KKNK festival although they only attend some of the aspects of the event. Of the respondents, 33 percent indicated that they were avid fans who attended every year while 14 percent claimed to attend only because of family and friends; the remaining 5 percent stated that they had no interest in the ABSA KKNK. The respondents' views differed somewhat in 2007. Of the respondents, 43 percent stated that they are interested in the festival and attend some aspects of the event when they can, 33 percent claimed to be avid fans of the festival and attend every year. Interesting enough, 16 percent claimed to have absolutely no interest in the festival and only attend because of family and friends, and 8 percent indicated that they have no interest in

the ABSA KKNK. Table 4.4 shows that for the 2006 and 2007 surveys respondents were typically found to be very interested in the festival and to attend the event whenever possible.

4.5 RESULTS: COMMUNITY ATTACHMENT

In the next section, the respondents' place of origin, and their perceptions of Oudtshoorn will be highlighted.

4.5.1 Place of origin

Figure 4.7 indicates the place of origin of the respondents taking part in the 2006 and 2007 surveys.

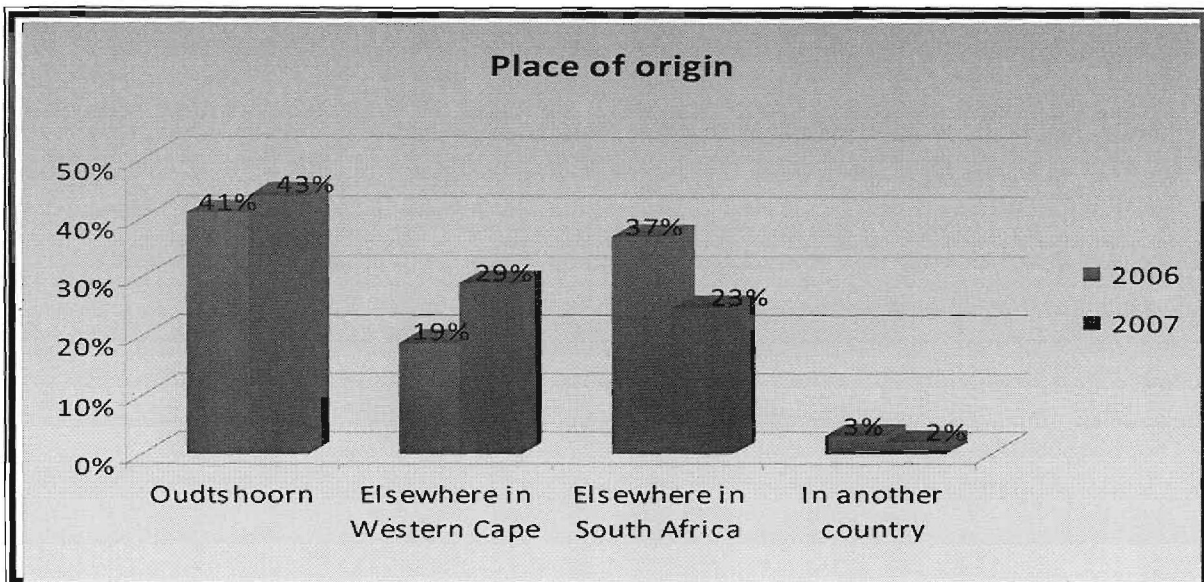


Figure 4.7: Place of origin

From Figure 4.7 it can be seen that in the 2006 survey, 41 percent of the respondents were born in Oudtshoorn, 19 percent were born elsewhere in the Western Cape, 37 percent elsewhere in South Africa and 3 percent in another country. Results from the 2007 survey indicate that 44 percent of the respondents were born Oudtshoorn, 29 percent elsewhere in the Western Cape, 25 percent elsewhere in South Africa and the remaining 2 percent in another country. Consequently, it is evident that for both surveys most of the respondents were born in Oudtshoorn.

4.5.2 Perception of Oudtshoorn

Table 4.5 indicates respondents' perceptions of Oudtshoorn in the 2006 and 2007 survey.

Table 4.5: Perception of Oudtshoorn

STATEMENT	2006 (%)	2007 (%)
I love it, I can't think of anywhere else I would rather live	51	53
I enjoy living in Oudtshoorn but can think of other places I would equally enjoy	37	37
I only live here because circumstances demand it and would prefer to live somewhere else	12	10

Table 4.5 illustrates that in 2006, 51 percent of the respondents indicated that they love living in Oudtshoorn and would not think of living anywhere else. In the 2006 survey, 37 percent of the respondents indicated that they enjoy living in Oudtshoorn but felt there are other places they would equally enjoy. However, 12 percent live in Oudtshoorn due to circumstances but would prefer living elsewhere. In the 2007 survey, 53 percent of the respondents indicated that they love living in Oudtshoorn and would not think of living anywhere else, 37 percent of the respondents indicated that they enjoy living in Oudtshoorn but felt there are other places they

would equally enjoy, 10 percent indicated that they only live there due to circumstances and would prefer to live elsewhere. Table 4.5 indicates that the majority of the respondents enjoy living in Oudtshoorn.

4.6 RESULTS: SPECIFIC SOCIAL IMPACTS OF THE FESTIVAL

In the last section of the 2006 and 2007 surveys used specific statements to determine the respondents' opinions about the impact of the ABSA KKNK festival on the local community. It is vital that the community's views are taken into consideration because of their active involvement in the planning of future events. In order to understand this section better, it has been divided into three sections. Section 1 focuses on the overall social impact pertaining to the appearance of the area and the facilities available to the local residents. Section 2 focuses on the specific impacts arising from the first section. This section looks specifically at the employment opportunities, crime levels and the number of tourists visiting Oudtshoorn at other times of the year. Section 3 focuses on the impact of the ABSA KKNK on the community. The specific social impacts are outlined in Tables 4.6 to 4.10.

Table 4.6: Specific impacts A

STATEMENT	DECREASED		IMPROVED		NO CHANGE		DO NOT KNOW	
	2006 (%)	2007 (%)	2006 (%)	2007 (%)	2006 (%)	2007 (%)	2006 (%)	2007 (%)
Because of the ABSA KKNK...								
the appearance of the area has ...	10	9	55	59	31	25	4	7
the maintenance of public facilities in the area....	49	12	9	48	38	28	4	12
public transport has	48	12	8	43	37	30	7	15
interactions between locals and tourists have...	67	6	1	53	20	22	12	19
facilities available to local residents have...	31	13	12	35	46	37	11	15
social and moral values have...	19	35	36	18	33	31	12	16

Table 4.7: Specific impacts B

STATEMENT	DECREASED		INCREASED		NO CHANGE		DO NOT KNOW	
	2006 (%)	2007 (%)	2006 (%)	2007 (%)	2006 (%)	2007 (%)	2006 (%)	2007 (%)
Because of the ABSA KKNK...								
noise levels in the area have...	8	25	60	35	28	32	4	8
employment opportunities in Oudtshoorn have ...	1	8	83	62	13	24	3	6
the range of things to do in Oudtshoorn have ..	3	4	57	59	36	26	4	9
the number of people in the area has...	4	6	76	68	17	17	3	10
rowdy and delinquent behaviour has...	3	16	62	41	29	32	6	11
property values in the area have...	1	3	54	64	28	17	17	16
crime levels have...	3	15	44	36	38	33	15	16
participation in community activities has...	5	6	57	42	28	30	10	21
entertainment opportunities have...	3	6	64	63	30	24	3	7
prices of some goods and services have....	3	12	84	57	11	21	2	11
the pride that Oudtshoorn residents have in their town has	6	10	68	56	20	25	6	10

...								
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Table 4.7: Specific impacts B (continued...)

STATEMENT	DECREASED		INCREASED		NO CHANGE		DO NOT KNOW	
	2006 (%)	2007 (%)	2006 (%)	2007 (%)	2006 (%)	2007 (%)	2006 (%)	2007 (%)
Because of the ABSA KKNK...								
the overall cost of living has ...	2	10	76	51	19	31	3	8
litter in the area has...	6	18	65	43	26	31	3	8
damage to the environment has...	5	12	37	25	48	40	10	22
the opportunities to meet new people have...	2	5	82	74	15	14	1	8
opportunities for local business have...	5	4	82	68	9	16	4	13
the number of tourists visiting at other times of the year has...	6	6	73	78	15	5	6	11
excessive drinking and/or drug use has...	2	14	78	51	10	22	10	14
the number of people moving to Oudtshoorn permanently or buying homes here has...	2	2	47	45	32	17	26	35
public funding for community activities has....	4	9	38	38	27	22	31	31

the rights and civil liberties of local residents have...	16	13	16	24	48	43	20	20
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Table 4.7: Specific impacts B (continued...)

STATEMENT	DECREASED		INCREASED		NO CHANGE		DO NOT KNOW	
	2006 (%)	2007 (%)	2006 (%)	2007 (%)	2006 (%)	2007 (%)	2006 (%)	2007 (%)
During the ABSA KKNK...								
parking availability in the area has...	73	58	14	22	10	17	3	4
traffic congestion in the area has...	6	35	71	38	22	20	1	7
the turnover for local businesses has...	5	5	78	68	4	10	13	18

Table 4.8: Positive impacts: Differences between 2006 and 2007

POSITIVE IMPACTS	2006 (%)	2007 (%)

Work opportunities increased	83	62
The ABSA KKNK presents opportunities to meet new people	82	74
Opportunities for local businesses increased	82	68
The number of tourists that visit Oudtshoorn in a year have increased	73	78
The turnover of local businesses has also increased	78	68
The overall number of people in the area has risen	76	51
The range of things to do in Oudtshoorn had increased	57	59
The pride that Oudtshoorn residents have in their town has increased	68	56

Table 4.9: Negative impacts: Differences between 2006 and 2007

NEGATIVE IMPACTS	2006	2007
	(%)	(%)
Because of the ABSA KKNK the prices of some goods and services have been increased	84	57
Due to the ABSA KKNK the overall cost of living has also increased	76	51

Excessive drinking and/or drug use in the area has increased	78	14
Traffic congestion in the area has increased	71	38
Parking availability in the area has also decreased	73	58
The social and moral values have gotten worse	19	35
Prices of goods and services have increased	84	57

Table 4.10: Specific impacts C

	AGREE		DO NOT AGREE		DO NOT KNOW	
	2006 (%)	2007 (%)	2006 (%)	2007 (%)	2006 (%)	2007 (%)
The ABSA KKNK... provides an opportunity to attend a major event.	85	77	12	17	3	6
disrupts the lives of local residents and causes them stress.	28	32	63	57	9	11
increases social inequity (provides benefits to the rich, but none to the poor).	36	48	53	43	11	9
gives us an opportunity to show other people how special our community is.	70	59	18	28	12	13

brings too many people into the community.	23	24	71	69	6	7
enhances the Western Cape's reputation as "The Events Province".	58	74	18	12	24	14
promotes values that are good	45	41	37	40	18	19
provides opportunities for people to have fun with their family and friends.	95	84	3	11	2	5

Table 4.10: Specific impacts C (continued...)

SOCIAL IMPACT STATEMENTS	AGREE		DO NOT AGREE		DO NOT KNOW	
	2006 (%)	2007 (%)	2006 (%)	2007 (%)	2006 (%)	2007 (%)
The public money spent on the ABSA KKNK would be better spent on other things.	39	45	38	39	23	16
Media coverage of the ABSA KKNK promotes development in Oudtshoorn.	80	75	10	16	10	10
The theme of the ABSA KKNK fits poorly with the culture of Oudtshoorn.	29	31	54	50	17	19
The skill base for event management in Oudtshoorn has increased	57	49	12	25	31	26

due to the ABSA KKNK.						
Because of the ABSA KKNK, friends come and visit me.	76	75	21	21	3	4
Ordinary residents get no say in the planning and management of the ABSA KKNK.	56	60	33	25	11	15
The money that tourists spend at the ABSA KKNK helps to stimulate the economy.	76	70	11	16	13	14

Table 4.6 indicates that the views of the respondents differed in the 2006 and 2007 surveys. From Table 4.6 the following can be deduced.

- In the 2006 survey, 55 percent of respondents felt that the appearance of the area had improved. This correlates well with the 59 percent who indicated the same in the 2007 survey.
- Of the respondents interviewed in 2006, 49 percent felt that the maintenance of public facilities in the area had decreased. The opposite response was obtained in the 2007 survey, where 48 percent felt that it had improved.
- In the 2006 survey, 48 percent of the respondents felt that the public transport facilities had decreased. However, in the 2007 survey, 43 percent of the respondents felt that these facilities had improved.
- In the 2006 survey, 67 percent of the respondents felt that interactions between locals and tourists had decreased, whereas 53 percent of the respondents in the 2007 survey felt that interactions between the locals and tourists had improved.
- In 2006, 46 percent of the respondents felt there was no change in the facilities available to local residents and in 2007, 37 percent of the respondents felt the same way.
- In the 2006 survey, 36 percent of the respondents felt that social and moral values had improved. In the 2007 survey, 35 percent of the respondents felt they had decreased and only 18 percent felt they had improved.

In analysing the specific impacts, Table 4.7 highlights the differences and/or similarities of the festival in 2006 and 2007.

When looking at Table 4.8 to differentiate between the two years, it is important to note that the respondents' views about the positive impacts in 2006 are slightly higher than in 2007. Thus, it is evident that these are the factors that are vital in hosting the festival because of their impact on the local community. Table 4.8 highlights areas where a significant increase identifies the positive impacts of the ABSA KKNK. In the 2006 survey, 83 percent of the respondents felt that work opportunities had increased compared to the 62 percent in 2007, and 82 percent said that the ABSA KKNK presents opportunities to meet new people in comparison to the 74 percent in 2007. In the 2006 survey, 82 percent of the respondents stated that opportunities for local businesses had increased while only 68 percent felt so in the 2007 survey. Of the respondents

in the 2006 survey, 73 percent stated that the numbers of tourists that visit Oudtshoorn in a year had increased in comparison to the 78 percent who felt so in the 2007 survey. According to 78 percent of respondents in the 2006 survey, the turnover of local business had increased while only 68 percent of respondents shared this view in the 2007 survey. In the 2006 survey, 76 percent of the respondents felt that the overall number of people in the area had risen compared to the 51 percent in 2007. Of the respondents in the 2006 survey, 68 percent indicated that the pride that Oudtshoorn residents have in their town had increased, compared to 56 percent in 2007. Taking the two years into consideration, it is evident that although there was a decrease in percentages for 2007 compared to 2006, the factors were still considered to be as important in 2007.

Table 4.9 illustrates the negative impacts of the festival. In the 2006 survey, the high percentages indicated that the negative impacts posed a problem. However, these were dealt with in 2007, and the percentages decreased significantly in the 2007 survey. In the 2006 survey, 84 percent of the respondents indicated that the prices of goods and services had increased because of the ABSA KKNK while only 57 percent thought so in the 2007 survey. Of the respondents in the 2006 survey, 76 percent stated that the overall cost of living had increased compared to the 50 percent in 2007. In the 2006 survey, 78 percent of the respondents said that excessive drinking and/or drug use in the area increased. This decreased to only 14 percent in the 2007 survey. According to 73 percent of the respondents in the 2006 survey, parking availability decreased, compared to the 58 percent who claimed this in the 2007 survey. In the 2006 survey, 19 percent of the respondents felt that social and moral values had gotten worse and this rose alarmingly to 35 percent in 2007. Generally, the 2007 survey showed a significant drop in percentages compared to those in the 2006 survey. The one area of worry is the increase in the number of respondents in the 2007 survey who felt that the social and moral values in the area were getting worse.

In the 2006 survey, respondents felt very positive about the positive impacts and very negative about the negative impacts. In the 2007 survey, respondents indicated that they were fairly positive about the positive impacts and only slightly negative about the negative impacts.

From Table 4.10 the following positive impacts have been identified from the 2006 and 2007 surveys. The ABSA KKNK:

	2006	2007
• Provides an opportunity to attend a major event	85%	77%
• Gives an opportunity to show other people how special the community is	70%	59%
• Enhances the Western Cape's reputation as 'The Events Province'	58%	74%
• Promotes opportunities for people to have fun with their family and friends	95%	84%

The percentages given below indicate the percentage of respondents who did not agree with the following statements concerning the ABSA KKNK:

	2006	2007
• Disrupts the lives of local residents and causes them stress	63%	57%
• Increases social inequity (provides benefits to the rich, but none to the poor)	53%	43%
• Brings too many people into the community	71%	69%

According to Table 4.10, respondents indicated agreement on the following statements:

	2006	2007
• The public money spent on the ABSA KKNK would be better spent on other things	39%	45%
• Media coverage of the ABSA KKNK promotes development in Oudtshoorn	80%	75%
• The basic skill base for event management in Oudtshoorn has increased	57%	49%
• Because of the festival, friends come and visit me	76%	75%
• Ordinary residents get no say in the planning and management of the festival	56%	60%
• The money that tourists spend at the ABSA KKNK helps		

stimulate the economy

76% 70%

According to the results of the 2006 and 2007 surveys, from the community's perspective, generally speaking, the overall impacts were positive. However, there is a significant difference in the opinions expressed by the respondents because it shows that in 2006 respondents felt more positive towards the festival than in 2007. This is depicted clearly in Tables 4.8 and 4.9 that focus on the positive and negative impacts that arose from the ABSA KKNK festival.

4.7 COMPARISON OF SOCIAL IMPACT BETWEEN 2006 AND 2007

4.7.1 Factor analysis

This section focuses on exploring the underlying patterns of the reported social impacts by means of a factor analysis. A factor analysis is a collection of techniques used for multivariate analysis, with the purpose of reducing the number of variables in order to find structure in the relationships among the variables. In this study, two factor analyses were performed to determine the social impact factors in order to determine differences in the social impacts of 2006 and 2007. Both sets of statements measured certain positive and negative social impacts but different scales were used in the questionnaire due to the nature of the questions. Both of these sets were thus subjected to a factor analysis.

A total of 45 items were used in the scale, of which all focused on the social impact of the festival on the community, whether it be positive or negative. It is one of the goals of the study to determine the social impact of the festival, as well as to determine whether the social impact has improved or worsened from 2006 to 2007. The factor analyses were conducted using Statistical Programme for Social Sciences (SPSS 15) software package, in which principal components analysis was used to obtain the initial solution.

To determine the appropriateness of principal components analysis (data reduction procedure) for the collected data, a correlation matrix for the social impact, Kaiser-Meyer-Olkin measure of sampling adequacy and the Bartlett's test of sphericity were examined.

Factor analysis 1

The Kaiser-Meyer-Olkin measure of sampling adequacy aims to examine whether the strength of the relationship between variables is large enough to proceed to a factor analysis. The measure was .717 for the first factor analysis, which is acceptable. The Bartlett's test of sphericity was found to be significant ($p < .00001$). Therefore, the data reduction by principal components would be legitimate for the first factor analysis. A factor analysis with varimax rotation was performed on the community issue social impact statements for the ABSA KKNK festival. The varimax rotation method was chosen because there was very little correlation between the factors. The factor analysis was performed to identify the underlying dimensions of the social impact of the festival on the community. An eigenvalue of 1.0 was used for factor extraction criterion and loadings of .40 were used for item inclusion.

This resulted in nine factors for the first factor analysis as can be seen in Table 4.11. The nine factors accounted for 56.85 percent of the total variance and were labelled according to similar characteristics. For the first factor analysis, the factors were labelled as community issues (Factor 1), damage to the environment (Factor 2), community activities (Factor 3), local business and community opportunities (Factor 4), pricing (Factor 5), public facilities (Factor 6), traffic (Factor 7), disturbances (Factor 8) and visitors (Factor 9). The eigenvalues for these factors ranged from 1.03 to 6.6. Cronbach's coefficient alpha was also examined for each factor to check the reliability of the data and to serve as a measure of internal consistency among the items. The alpha values should be interpreted with caution due to the limited number of items (statements) that loaded successfully onto the same factors. All the Cronbach alpha values were above .4.

Table 4.11: Factor analysis 1

Factor	Factor loading	Cronbach alpha
Factor 1: Community issues:		.717
Right of community members	.659	
Funding for community activities	.616	
Number of people that permanently move to Oudtshoorn	.611	
Social and moral values	.490	
Facilities available for community members	.415	
Property value	.411	
Number of tourists	.410	
Factor 2: Environmental impacts		.562
Litter in the area	.663	
Damage to the environment	.655	
Crime levels	.618	
Factor 3: Communities activities		.655
Entertainment opportunities	.754	
Participation in community activities	.645	
Number of things to do in Oudtshoorn	.533	
Development of event management skills	.443	
Factor 4: Local business and community opportunities		.683
Opportunities for local businesses	.669	
Interaction between community members and tourists	.677	
Turnover of local businesses	.518	
Opportunity to meet other people	.488	
Pride	.421	

Table 4.11: Factor analysis 1 (continued...)

Factor	Factor loading	Cronbach alpha
Factor 5: Pricing		.564
Prices of goods and services	.774	
General cost of living	.717	
Factor 6: Public facilities		.476
Appearance of the area	.757	
Maintenance of public facilities	.604	
Job opportunities	.417	
Factor 7: Traffic		.635
Availability of parking	.801	
Traffic congestion	.805	
Factor 8: Disturbances		.463
Noise levels	.692	
Noisy behaviour	.585	
Factor 9: Visitors		.683
Number of people in the area	.683	

Factor analysis 2

As already indicated, the Kaiser-Meyer-Olkin measure of sampling adequacy aims to examine whether the strength of the relationship between variables is large enough to proceed to a factor analysis. The measure was .562 for the second factor analysis, which is acceptable. The Bartlett's test of sphericity was found to be significant ($p < .00001$). Therefore, the data reduction by principal components would be legitimate for the second factor analysis. A factor analysis with varimax rotation was performed on the environmental impacts social impact statements for the ABSA KKNK. The varimax rotation method was chosen because there was very little correlation between factors. The factor analysis was performed to identify the underlying

dimensions of the social impact of the festival on the community. An eigenvalue of 1.0 was used for the factor extraction criterion and loadings of .40 were used for item inclusion.

This resulted in three factors for the second factor analysis, as indicated in Table 4.12. The three factors accounted for 44.22 percent of the total variance and were labelled according to similar characteristics. For the second factor analysis, the factors were labelled as community opportunities (Factor 1), community problems (Factor 2) and community image (Factor 3). The eigenvalues for these factors ranged from 1.12 to 2.99. The alpha Cronbach coefficient was also examined for each factor to check the reliability of the data and to serve as a measure of the internal consistency among the items. The alpha values should be interpreted with caution due to the limited number of items (statements) that loaded successfully onto the same factors. All the Cronbach alpha values were above .5.

Table 4.12: Factor analysis 2

Factor	Factor loading	Cronbach alpha
Factor 1: Community opportunities		.658
Opportunity to have fun with family and friends	.701	
Opportunity to attend a national event	.636	
Family and friends visit due to the festival	.585	
Money spent stimulate the economy	.577	
Media coverage encourage development	.552	
Factor 2: Community problems		.610
Community has no say in the management of the festival	.702	
Money spent can be spent better	.679	
The festival increase social indifferences	.654	
The festival lead to stress	.529	
The festival brings too many people to town	.478	

Table 4.12: Factor analysis 2 (continued)

Factor	Factor loading	Cronbach alpha
Factor 3: Community image		.569
Theme of festival does not support the culture of town	.650	
Improve good values	.627	
Opportunity to show others how special the community is	.525	
Improve Western Cape's image as Events province	.443	

In an analysis of the results, it is clear that the identified factors support the literature in being positive (community image, visitors, community activities, public facilities, local business and community opportunities) or negative (environmental impacts, community problems, pricing, traffic, disturbances and community issues). 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 (Fredline, Deery & Jago:2003b). In order to determine whether there were differences between the social impact of the festival in 2006 and 2007, the effect sizes for the difference between means will be discussed next.

4.7.2 Effect sizes for the difference between means

Means and standards deviations were determined, after which the effect sizes were determined to explore the differences between the social impact of the festival for 2006 and 2007 on the dimensions of the various factors, as determined in the factor analysis. Ellis and Steyn (2003:2) state that a natural way to comment on practical significance is to use the absolute difference between the groups (for example, age: (1) 87 – 67; (2) 66 – 57; (3) 56 – 47), divided by the square root of the mean square error. This measure is called an effect size, which not only makes the difference independent of units and sample size, but also relates it with the spread of the data (Steyn, 1999 & Steyn, 2000, as quoted by Ellis and Steyn, 2003:2).

Cohen (1988), as quoted by Ellis and Steyn (2003:3), gives the following guidelines for the interpretation of the effect size in the current study:

- Small effect: $d=0.2$
- Medium effect: $d=0.5$ and
- Large effect: $d=0.8$.

Data with $d \geq 0.8$ are practically significant, since it is the result of a difference having a large effect.

Table 4.13 represents the descriptive statistics (means and standard deviations) for 2006 and 2007 on the dimensions of the various factors. The data shows the effect sizes and a brief discussion of the size of the effect and its interpretation.

Table 4.13: Effect sizes

FACTOR	YEAR	N	MEAN	STANDARD DEVIATION	STANDARD MEAN ERROR	EFFECT SIZE
Community issues	2007	255	2.5372	0.55819	0.03496	0.06
	2006	181	2.5691	0.53061	0.03944	
Local business and community opportunities	2007	255	2.3808	0.51651	0.03234	0.25
	2006	181	2.2506	0.44341	0.03296	
Visitors	2007	251	2.2988	0.72274	0.04562	0.14
	2006	181	2.1989	0.55197	0.04103	
Community opportunities	2007	256	1.3628	0.43064	0.02692	0.19
	2006	181	1.3210	0.35281	0.02622	
Community image	2007	255	1.6582	0.49299	0.03087	0.03
	2006	180	1.6727	0.47916	0.03571	
Damage	2007	255	2.4948	0.69018	0.04322	0.02
	2006	180	2.5083	0.50487	0.03763	
Communities activities	2007	254	2.4975	0.53691	0.03369	0.48
	2006	181	2.3087	0.48529	0.03607	
Pricing	2007	254	2.3327	0.65980	0.04140	0.24
	2006	179	2.1760	0.42866	0.03204	
Public facilities	2007	253	2.3235	0.54737	0.03441	0.39
	2006	183	2.1102	0.52400	0.03873	
Traffic	2007	253	1.8261	0.79144	0.04976	0.03
	2006	180	1.8000	0.53534	0.03990	
Disturbances	2007	255	2.2824	0.58973	0.03693	0.01
	2006	181	2.2634	0.40370	0.03001	
Community problems	2007	253	1.6968	0.41882	0.02633	0.13
	2006	181	1.7524	0.39530	0.02938	

It is clear from Table 4.13 that a small effect (0.2-to-0.5) exists between 2006 and 2007 concerning local business opportunities (0.25), pricing of goods (0.24), community activities (0.35), public facilities (0.39) and community activities (0.48).

From Table 4.13 it is thus clear that there are no significant differences between 2006 and 2007. A small effect (0.2) exists between 2006 and 2007 on the public facilities dimension, community activities dimension, pricing of goods dimension, local business opportunities dimension and community activities dimension. For the community activities dimension, the highest positive response was obtained and, therefore, respondents were slightly more positive about this dimension in 2007 than in 2006.

4.8 CONCLUSIONS

The aim of this chapter was to analyse the data for two surveys - one conducted in 2006 and the other in 2007. The data presented and analysed gives a clear indication of the social impact of the ABSA KKNK festival on the community of Oudtshoorn. Demographics were analysed and discussed by means of tables and figures. In terms of demographics, the following conclusions can be made:

	2006	2007
Race	30% black; 70% white	43% black ; 57% white
Gender	60% female	53% female
Occupation	57% employed	26% professional occupations
Highest Qualification	47% diploma or degree	46% diploma or degree

The overall impact of the ABSA KKNK was determined and it was found that although the community believed in 2006 that the festival impacted positively on the personal lives of the

community they felt no such effect in 2007. However, it is evident that the community feels the festival has a positive impact on the community as a whole in both 2006 and 2007.

With regard to participation in the festival, it was found that in both 2006 and 2007 community members attended the festival. Those that did not attend the festival indicated that they did not have the time (32 percent in 2006), they did not want to attend (48 percent in 2007). Community members cannot be considered as avid fans of the festival but they do attend the aspects that they can (48 percent in 2006 and 43 percent in 2007). In previous studies, the level of community attachment has been found to influence the social impact. It was clear in both surveys that most respondents were born in Oudtshoorn and that more than half of the respondents would not want to live anywhere else.

The analysis of the specific social impacts established that respondents felt in 2006 that the appearance of the area had improved (55 percent) which correlates well with the 59 percent in 2007. In 2006, 49 percent of the respondents felt that the maintenance of public facilities in the area had decreased although the opposite response was obtained in 2007 where 48 percent felt that it had improved. In 2006, 48 percent felt that the public transport facilities had decreased. However, 43 percent of the respondents felt the facilities had improved. For 2006, 67 percent of the respondents felt interactions between locals and tourists had decreased whereas, 53 percent of the respondents in 2007 felt an improvement. In 2006 (46 percent) and in 2007 (37 percent), respondents felt there was no change in the facilities available to local residents. Of the respondents, 36 percent felt the social and moral values had improved which differed when 35 percent of the respondents felt they had decreased in 2007.

It can also be concluded that the respondents' views about the positive impacts in 2006 are slightly higher than in 2007. In 2006, 83 percent of the respondents felt that work opportunities had increased compared to the 62 percent in 2007 and 82 percent said the ABSA KKNK presents opportunities to meet new people in comparison to the 74 percent in 2007. In 2006, 82 percent of the respondents stated that opportunities for local businesses had increased. In 2007, only 68 percent believed this to be true. In 2006, 73 percent of the respondents stated that the numbers of tourists that visit Oudtshoorn in a year had increased in comparison to the 78 percent who indicated this in 2007. Of the respondents, 78 percent indicated that the turnover of local business increased compared to the 68 percent of respondents who held this view in 2007. In 2006, 76 percent of respondents indicated that the overall number of people in

the area had risen compared to the 51 percent in 2007. The one area of concern is the deterioration of social and moral values in the area.

The analysis of the data indicated that the festival has a definite impact on the lives of the community. It is important for the sustainability of the festival to decrease its negative social impact. In 2006, 84 percent of respondents believed that the prices and goods and services had increased because of the ABSA KKNK. This figure dropped to 57 percent in 2007. In 2006, 76 percent of the respondents stated that the overall cost of living has increased compared to the 51 percent in 2007. Moreover, 78 percent of the respondents said that excessive drinking and/or drug use in the area increased, though only 14 percent agreed in 2007. According to 73 percent of the respondents in the 2006 survey, parking availability decreased in comparison to the 58% of respondents who indicated so in the 2007 survey. In 2006, 19 percent of the respondents felt that social and moral values had gotten worse and this rose alarmingly to 35 percent in 2007. Of the respondents in the 2006 survey, 84 percent indicated that the prices of goods and services had increased, compared to the 57 percent in the 2007 survey. In the 2006 survey, 76 percent of the respondents felt that the overall cost of living has increased, compared to the 51 percent who indicated so in the 2007 survey. Generally, the 2007 survey showed a significant drop in percentages compared to those in the 2006 survey.

Therefore, in 2006 respondents felt very positive about the positive impacts and very negative about the negative impacts, and in 2007 respondents felt fairly positive about the positive impacts but, slightly negative about the negative impacts.

The factor analysis revealed the following social impact factors for the first factor analysis: community issues (Factor 1), damage to the environment (Factor 2), community activities (Factor 3), local business and community opportunities (Factor 4), pricing (Factor 5), public facilities (Factor 6), traffic (Factor 7), disturbances (Factor 8) and visitors (Factor 9). The second factor analysis revealed the following three factors: community opportunities (Factor 1), community problems (Factor 2) and community image (Factor 3).

From the effect sizes it is clear that there are no major differences between the social impact of the festival in 2006 and 2007. A small effect (0.2) exists between 2006 and 2007 on the public facilities dimension, community activities dimension, pricing of goods dimension, local business

opportunities dimension and community activities dimension. For the community activities dimension, the highest positive response was obtained and, therefore, respondents were slightly more positive about this dimension in 2007 than in 2006.

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

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

"Events that are predestined require but little management. They manage themselves. They slip into place while we sleep, and suddenly we are aware that the thing we fear to attempt is already accomplished."

*Amelia E. Barr
(1831-1919)*

5.1 INTRODUCTION

The purpose of this study was to determine the social impacts of arts festivals, with specific reference to the ABSA KKNK festival. In order to achieve this aim, the following secondary objectives were formulated:

- Analyse the social impact phenomena and the role thereof in events tourism. This was discussed in Chapter 2 by focusing on the following aspects:
 - Analysing sociology to understand the relationship between this concept and tourism.
 - Theories of social impact.
 - Instruments measuring social impact.
 - The social impacts of events.

- Analyse events as tourism products. This was achieved in Chapter 3, with an in-depth discussion concerning the following concepts:
 - History of events.
 - Timeline of events.
 - Benefits of events.
 - Types of events.
 - Role players in events.
 - Characteristics of events and reasons for attending events.

- The fourth objective was to conduct a survey to determine the perceptions of the community towards the ABSA KKNK. Chapter 4 focuses on the empirical survey of the study by placing emphasis on the following:
 - The demographic information.
 - Overall impact of the ABSA KKNK.
 - Participation in the festival.
 - Community attachment
 - The specific overall social impact of the ABSA KKNK.

 - A factor analysis was applied to determine the specific social impacts, and the responses were statistically compared in order to determine the differences and/or similarities between the social impacts measured in 2006 and 2007. Effect sizes were calculated to determine the practical significance of the results.

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

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

5.2 CONCLUSIONS

Conclusions can be drawn from the research with regard to:

- The social impact phenomena.
- Events as tourism products.
- The survey focusing on the perceptions of the community towards the festival.

The above-mentioned are concluded in the following section.

5.2.1 Conclusions with regard to the analysis of social impact phenomena

Based on the literature study, the following conclusions can be drawn regarding Research Objective 1:

- Sociology aims to explore the social behaviour of individuals and the groups to which they belong. This implies that people's behaviour is influenced by the groups and environment to which they belong (cf. 2.1).
- These relationships include the everyday interaction between friends and relatives, as well as interactions within small groups, large organisations and whole societies (cf. 2.2).
- Sociology can be divided into micro-and macro-sociology. Micro-sociology focuses on social relationships and human interaction, concerning social institutions as well as the social structure. For this study, emphasis was placed on micro-sociology and, more specifically, on the community as the factor applicable to the empirical study (cf. 2.3).
- The geographic area in which a person lives is a significant factor in shaping the personality of an individual. It has been found that within the confines of a community, culture exists and is often passed on from one generation to the next (cf. 2.3.3).

- The only way to ensure the transmission of culture is through communication. This takes place through the use of newspapers, magazines, radio, television, and moves which facilitate and ensure that culture is passed along by the media (cf. 2.3.4.6).
- The social exchange theory has been designed to examine interpersonal changes that are not considered as being economic. In summation, the theory analyses people's social behaviour in terms of their exchange of resources. Therefore, the social exchange theory focuses on the social relations and personal ties among community members that shape the exchange of resources and benefits (cf. 2.4.1).
- Doxey (1975) first introduced the irritation-index or 'irridex' to assess host-guest interactions and relationships. The model represents the changing attitudes of the host community to tourism, in terms of increasing irritations as the numbers of the tourists grows. The host communities go through the stages of euphoria, apathy, irritation, antagonism and loss as tourism development takes place (cf. 2.4.2).
- Smith's model characterises the development of tourism in terms of the different types of tourists that exist. The more tourists who visit a community, the higher the impact will be (cf. 2.4.3).
- Butler's model indicates that a community's emerging attitude towards tourism tends to be complex when influenced by the varying degrees of contact and involvement of the local community with the industry (cf. 2.4.4).
- Little work has been undertaken in the development of a scale to measure the social impacts of events (cf. 2.5).
- One of the most well-known instruments of measuring the social impacts on the community is concentrated on the impacts of small community festivals, rather than on the impacts of larger-scale events (cf. 2.5).
- Social impacts are defined as 'people impacts'. They are about the effect on the people of the local community as a result of the community's direct and indirect associations with tourists. Thus, the social impacts of tourism can be subdivided into three categories, namely: the tourist, the host and the tourist-host interrelationship (cf. 2.6).

- Although members of the community and the tourists come from diverse socio-cultural backgrounds, with different beliefs and perceptions, festivals provide an opportunity for the local communities to develop and share culture. This creates a sense of value and allows members of the local community to exchange experiences and information (cf. 2.6).
- Positive social impacts can include aspects such as the improvement of quality of life, promotion of cultural exchange, improvement of understanding between community members, enhancement of the community image and pride, promotion of peace, and the provision of local employment (cf. 2.8).
- Negative social impacts can include aspects such as an increase in crime, changes in the values and customs of the community, increases in social inequality and conflicts, various social problems, undesirable activities, the demonstration effect, stereotyping of the local community and social pollution (cf. 2.8).
- Festivals are intended to educate participants and to preserve and enhance culture (cf. 2.9.2.8).
- Tourism has an influence on the host community and the contact between the tourists and local people results in mutual appreciation, understanding and tolerance between different cultural groups (cf. 2.9.1).
- The community hosts events for various reasons which include to celebrate, to generate of internal and external revenue, to create opportunities for recreation and socialisation, to increase local pride, to utilise natural resources, to increase tourism activities and to preserve cultural traditions (cf. 2.9.2).

5.2.2 Conclusions with regard to the analysis of events as tourism products

The following conclusions can be drawn regarding Research Objective 2:

- Owing to the popularity of events, an events industry, with its own body of knowledge, job opportunities and career paths has emerged (cf. 3.1).
- The African continent is renowned for being the festival continent, due to the colourful and vibrant range of festivals taking place in the form of musical, religious and cultural events (cf. 3.2).
- Events hold various benefits, which include job creation, a stronger appreciation of local culture and heritage, and the strengthening of communities and improvement of the standard of living (cf. 3.3).
- Events also hold various disadvantages, which include commodification, loss of authenticity and adaptation to tourist demands, over-consumption of resources and weak/slow distribution of benefits (cf. 3.3).
- Special events are referred to as specific event rituals, presentations, performances or celebrations that are planned to mark special occasions in order to achieve social, cultural and corporate goals or objectives (cf. 3.4).
- Events are defined according to their scale and size and, therefore, various types of events can be identified. Mega events are mostly targeted at the international market and may affect entire communities. Hallmark or major events are one-time or recurring events of limited duration, developed primarily to enhance the awareness appeal and profitability of a destination. Community events are smaller scale events, with a foundation in community characteristics and aspirations (cf. 3.4).
- It was clear from the analysis that various events are held in South Africa (cf. 3.5).
- In order to ensure the successful outcome of events, various parties or role players are involved. The stakeholders are the groups, organisations and individuals with an interest or investment in the successful outcome of the event (cf. 3.6).
- Guest artists are the paramount reason for the festival because without them the event would not exist (cf. 3.6.5).

- The host community plays a vital role in heading the event as they provide many of the public and hospitality services used by the tourists. It is important that the host community is involved in the planning of the events (cf. 3.6.8).
- Festivals are increasing significantly in South Africa; thus, many features have been identified as being responsible for making events more appealing. These include satisfying multiple roles, the festival spirit, uniqueness, tangibility, and the promotional, political and educational aspects (cf. 3.7).
- People attend events for various reasons. Some might want to learn, others may want to belong or share in the experience. The following reasons have been identified: escape, leisure, relaxation and recreation, observation, socialising, the opportunity to learn, nostalgia and experience (cf. 3.8).

5.2.3 Conclusions with regard to the survey analysing the perceptions of the community towards festival

The following conclusions can be drawn regarding Research Objective 3:

- In the 2006 survey, 30 percent of the respondents were black and 70 percent white. In the 2007 survey, 43 percent were black and 57 percent white (cf. 4.2.1).
- Of the respondents in the 2006 survey, 60 percent were female and 40 percent male. In the 2007 survey, 53 percent were female and 47 percent male (cf. 4.2.2).
- When looking at the overall impact of the festival, 26 percent of the respondents felt positive towards the festival in 2006; whereas in 2007, 34 percent felt that it has no effect whatsoever. Taking the impact on the Oudtshoorn community as a whole, 40 percent of the respondents felt very positive in 2006, which correlates to the 37 percent in 2007 (cf. 4.3).
- It is interesting to note that 48 percent of the respondents in 2006 and 43 percent in 2007 stated that they only attend some aspects of the event when possible (cf. 4.4.4).

- In order to better understand the social impacts of the ABSA KKNK, it has been divided into three sections each focusing on the specific social impacts of the festival (cf. 4.6).
- The positive impacts noted by respondents in the 2006 and 2007 survey include an increase in the number of tourists that visit Oudtshoorn in a year (73 percent in 2006 and 78 percent in 2007) and that the ABSA KKNK presents opportunities to meet new people (82 percent in 2006 and 74 percent in 2007) (cf. Table 4.8)
- The negative impacts noted by respondents in the 2006 and 2007 surveys include a decrease parking availability in the area (73 percent in 2006 and 58 percent in 2007) and an increase in the prices of some goods and services (84 percent in 2006 and 57 percent in 2007) (cf. Table 4.9).
- In the 2006 survey, 63 percent of the respondents felt that the ABSA KKNK does not disrupt the lives of local residents nor does it cause stress. This was slightly lower at 57 percent in 2007. Of the respondents in the 2006 survey, 53 percent disagreed that it increases social inequity. In the 2007 survey, only 43 percent of respondents disagreed with this statement. According to the respondents in the 2006 survey, 71 percent disagreed that it brings too many people into the community, although only 69 percent disagreed in 2007.
- From the 2006 and 2007 surveys, the following interesting views have come to light. The public money spent on the ABSA KKNK would be better spent on other things (only 39 percent in 2006 and 45 percent in 2007), media coverage of the ABSA KKNK promotes development in Oudtshoorn (80 percent in 2006 and 75 percent in 2007) and the basic skill base for event management in Oudtshoorn has increased (57 percent in 2006 and 49 percent in 2007).
- Other factors of importance include that because of the festival friends and family come and visit (76 percent in 2006 and 75 percent in 2007), ordinary residents get no say in the planning and management of the festival (56 percent in 2006 and 60 percent in 2007) and the money that tourists spend at the ABSA KKNK helps stimulate the economy (76 percent in 2006 and 70 percent in 2007) (cf. 4.10).

- Two factor analyses were performed to determine the social impact factors in order to determine differences in the social impact of the festival in 2006 and 2007. The first analysis resulted in nine factors, which accounted for 56.85 percent of the total variance and were labelled as: community issues (Factor 1), damage to the environment (Factor 2), community activities (Factor 3), local business and community opportunities (Factor 4), pricing (Factor 5), public facilities (Factor 6), traffic (Factor 7), disturbances (Factor 8) and visitors (Factor 9) (cf. 4.7.1).
- The second analysis resulted in three factors that accounted for 44.22 percent of the total variance and were labelled according to similar characteristics. Factors were labelled as community opportunities (Factor 1), community problems (Factor 2) and community image (Factor 3) (cf. 4.7.1).
- Means and standards deviations were determined, after which the effect sizes were determined to explore the differences between the social impact for 2006 and 2007 on the dimensions of the various factors, as determined in the factor analysis. It is clear that a small effect (0.2-to-0.4) exists between 2006 and 2007 concerning local business opportunities (0.25), pricing of goods (0.24), community activities (0.35), public facilities (0.39) and community activities (0.48). There were, therefore, no huge differences between 2006 and 2007 (cf.4.7.2).
- A small effect (0.2) exists between 2006 and 2007 on the public facilities dimension, community activities dimension, pricing of goods dimension, local business opportunities dimension and community activities dimension. For the community activities dimension, the highest positive response was obtained and, therefore, respondents were slightly more positive about this dimension in 2007 than in 2006 (cf. 4.7.2).

5.3 RECOMMENDATIONS

Recommendations regarding the social impact, as well as recommendations regarding further research, will be made in the next section.

5.3.1 Recommendations regarding the social impact

The following recommendations can be made regarding the social impact of events such as the ABSA KKNK:

- Although there are various social impact-measuring instruments available, it is evident that a standardised instrument is needed to measure this impact of tourism.
- Since various events are currently offered in South Africa, it becomes important for every festival to increase the support of the local community in order to grow the event locally.
- South Africa offers a selection of events (See Table 3.2), each with its own theme, culture and atmosphere. It is, therefore, important to research other festivals to determine their social impact and how this differs to that of the ABSA KKNK.
- The study has shown the positive and negative social impacts of hosting events. Event organisers need to work with the local community to lessen the negative impacts and improve on those positive impacts identified. A community forum or increased community participation is recommended.
- Social impacts can attract tourists to a destination who then improve the economic impact to the local community. The local community needs to work together with the tourists to make the experience more enjoyable.
- The local community plays a pivotal role in the success of events, they need to play a more active role in the decision-making process to aid in future events been held within their community.
- It is also important to keep the community updated with regards to forthcoming events and happenings. This will minimise the negative social impact of the events.
- The social impact of tourism can no longer be submissive when compared to the economic impact of tourism since both impacts play an equal important role in the development of the tourism industry.

5.3.2 Recommendations regarding further research

The following recommendations can be made regarding further research:

- There is a shortage of literature relating to the social impacts of tourism and especially of events. Therefore, more extensive research is needed to gain further insight into this topic.
- South Africa has a wide array of festivals on offer in different provinces. Research on upcoming events and their social impact can be determined.
- Research is also needed on the difference between the social impacts of permanent versus non-permanent attractions.
- Although various studies have been done to determine whether the social impacts are positive or negative, more studies are needed to determine how to manage the positive and negative impacts.
- With the upcoming 2010 Soccer World Cup, South Africa needs to have preventative measures in place to ensure the successful delivery of the event and the successful social impact thereof on South Africa.

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Community Attitudes toward Klein Karoo National Arts Festival 2006

Section A: Overall Impact of Klein Karoo National Arts Festival

A1. What is the first word that comes to mind when you think of Klein Karoo National Arts Festival (one word only please)

A2. Overall, how does Klein Karoo National Arts Festival affect your personal quality of life? (please indicate your response by circling the appropriate number on the scale below)

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

A3. Overall, how does Klein Karoo National Arts Festival affect Oudtshoorn community as a whole?

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

A4. What do you think are the most positive aspects of Klein Karoo National Arts Festival?

A5. What do you think are the most negative aspects of Klein Karoo National Arts Festival?

Section B: Specific Impacts

This section has 46 questions each with three parts.

Part A of each question asks you whether something has changed because of Klein Karoo National Arts Festival, and what direction the change was in.

FOR EXAMPLE:

1a	Because of the influence of television, video and computers, the average fitness level of South African children has.....	<input checked="" type="checkbox"/>	Decreased ⇒
		<input type="checkbox"/>	Increased ⇒
		<input type="checkbox"/>	No Change ↓ go to 2a
		<input type="checkbox"/>	Don't Know ↓ go to 2a

Suppose you think that the average fitness level has DECREASED. You should mark the box next to DECREASED as shown to the left. This is just an example. If you think it has INCREASED or that there is NO CHANGE, then mark the appropriate box.

Please note that questions 25 to 29 ask you to comment on whether the impact has worsened or improved, and questions 30 to 45, ask you to agree or disagree with a statement.

Please think about the issue carefully rather than taking the easy option of "DON'T KNOW". Only mark this box if you genuinely have no idea about the matter. If you select "NO CHANGE" or DON'T KNOW", there is no need to complete parts B and C.

Part B of the Question asks you to rate how this affects you personally. Please circle the point on the scale that you think best reflects the affect on your personal quality of life.

FOR EXAMPLE:

1b. How has this affected your personal quality of life?	-3 -2 -1 0 +1 +2 +3
--	------------------------------------

Part C asks you to rate how it has affected the Oudtshoorn community as a whole. Use the same scale as above but think about the overall affect on the community.

FOR EXAMPLE:

1c. How has this affected the community as a whole?	-3 -2 -1 0 +1 +2 +3
---	------------------------------------

Please bear in mind that this is not a test. There are no right or wrong answers, we are interested in what you think.

Statement		Direction		Very Negative		No Effect			Very Positive		
1a	Because of the Klein Karoo National Arts Festival, the appearance of the area is...	Better ⇒	1b. How has this affected your personal quality of life?	-3	-2	-1	0	+1	+2	+3	
		Worse ⇒		1c. How has this affected the community as a whole?	-3	-2	-1	0	+1	+2	+3
		No Change ↓ go to 2a Don't Know ↓ go to 2a									
2a	Because of the Klein Karoo National Arts Festival, the maintenance of public facilities in the area is....	Decreased ⇒	2b. How has this affected your personal quality of life?	-3	-2	-1	0	+1	+2	+3	
		Increased ⇒		2c. How has this affected the community as a whole?	-3	-2	-1	0	+1	+2	+3
		No Change ↓ go to 3a Don't Know ↓ go to 3a									
3a	Because of the Klein Karoo National Arts Festival, noise levels in the area have....	Decreased ⇒	3b. How has this affected your personal quality of life?	-3	-2	-1	0	+1	+2	+3	
		Increased ⇒		3c. How has this affected the community as a whole?	-3	-2	-1	0	+1	+2	+3
		No Change ↓ go to 4a Don't Know ↓ go to 4a									
4a	Because of the Klein Karoo National Arts Festival, employment opportunities in Melbourne have.....	Decreased ⇒	4b. How has this affected your personal quality of life?	-3	-2	-1	0	+1	+2	+3	
		Increased ⇒		4c. How has this affected the community as a whole?	-3	-2	-1	0	+1	+2	+3
		No Change ↓ go to 5a Don't Know ↓ go to 5a									
5a	Because of the Klein Karoo National Arts Festival, the range of interesting things to do in Oudtshoorn has.....	Decreased ⇒	5b. How has this affected your personal quality of life?	-3	-2	-1	0	+1	+2	+3	
		Increased ⇒		5c. How has this affected the community as a whole?	-3	-2	-1	0	+1	+2	+3
		No Change ↓ go to 6a Don't Know ↓ go to 6a									
6a	Because of the Klein Karoo National Arts Festival, the number of people in the area has.....	Decreased ⇒	6b. How has this affected your personal quality of life?	-3	-2	-1	0	+1	+2	+3	
		Increased ⇒		6c. How has this affected the community as a whole?	-3	-2	-1	0	+1	+2	+3
		No Change ↓ go to 7a Don't Know ↓ go to 7a									
7a	Because of the Klein Karoo National Arts Festival, rowdy and delinquent behaviour has.....	Decreased ⇒	7b. How has this affected your personal quality of life?	-3	-2	-1	0	+1	+2	+3	
		Increased ⇒		7c. How has this affected the community as a whole?	-3	-2	-1	0	+1	+2	+3
		No Change ↓ go to 8a Don't Know ↓ go to 8a									
8a	Because of the Klein Karoo National Arts Festival, property values in the area have.....	Decreased ⇒	8b. How has this affected your personal quality of life?	-3	-2	-1	0	+1	+2	+3	
		Increased ⇒		8c. How has this affected the community as a whole?	-3	-2	-1	0	+1	+2	+3
		No Change ↓ go to 9a Don't Know ↓ go to 9a									
9a	Because of the Klein Karoo National Arts Festival, crime levels have.....	Decreased ⇒	9b. How has this affected your personal quality of life?	-3	-2	-1	0	+1	+2	+3	
		Increased ⇒		9c. How has this affected the community as a whole?	-3	-2	-1	0	+1	+2	+3
		No Change ↓ go to 10a Don't Know ↓ go to 10a									

Statement		Direction		Very Negative	No Effect			Very Positive		
10a	Because of the Klein Karoo National Arts Festival, participation in community activities has.....	Decreased ⇒	10b. How has this affected your personal quality of life?	-3	-2	-1	0	+1	+2	+3
		Increased ⇒								
		No Change ↓ go to 11a	10c. How has this affected the community as a whole?	-3	-2	-1	0	+1	+2	+3
		Don't Know ↓ go to 11a								
11a	Because of the Klein Karoo National Arts Festival, entertainment opportunities have.....	Decreased ⇒	11b. How has this affected your personal quality of life?	-3	-2	-1	0	+1	+2	+3
		Increased ⇒								
		No Change ↓ go to 12a	11c. How has this affected the community as a whole?	-3	-2	-1	0	+1	+2	+3
		Don't Know ↓ go to 12a								
12a	Because of the Klein Karoo National Arts Festival, prices of some goods and services have....	Decreased ⇒	12b. How has this affected your personal quality of life?	-3	-2	-1	0	+1	+2	+3
		Increased ⇒								
		No Change ↓ go to 13a	12c. How has this affected the community as a whole?	-3	-2	-1	0	+1	+2	+3
		Don't Know ↓ go to 13a								
13a	Because of the Klein Karoo National Arts Festival, the pride that Oudtshoorn residents have in their city has.....	Decreased ⇒	13b. How has this affected your personal quality of life?	-3	-2	-1	0	+1	+2	+3
		Increased ⇒								
		No Change ↓ go to 14a	13c. How has this affected the community as a whole?	-3	-2	-1	0	+1	+2	+3
		Don't Know ↓ go to 14a								
14a	Because of the Klein Karoo National Arts Festival, the overall cost of living has.....	Decreased ⇒	14b. How has this affected your personal quality of life?	-3	-2	-1	0	+1	+2	+3
		Increased ⇒								
		No Change ↓ go to 15a	14c. How has this affected the community as a whole?	-3	-2	-1	0	+1	+2	+3
		Don't Know ↓ go to 15a								
15a	Because of the Klein Karoo National Arts Festival, litter in the area has.....	Decreased ⇒	15b. How has this affected your personal quality of life?	-3	-2	-1	0	+1	+2	+3
		Increased ⇒								
		No Change ↓ go to 16a	15c. How has this affected the community as a whole?	-3	-2	-1	0	+1	+2	+3
		Don't Know ↓ go to 16a								
16a	Because of the Klein Karoo National Arts Festival, damage to the environment has.....	Decreased ⇒	16b. How has this affected your personal quality of life?	-3	-2	-1	0	+1	+2	+3
		Increased ⇒								
		No Change ↓ go to 17a	16c. How has this affected the community as a whole?	-3	-2	-1	0	+1	+2	+3
		Don't Know ↓ go to 17a								
17a	Because of the Klein Karoo National Arts Festival, the opportunities to meet new people have.....	Decreased ⇒	17b. How has this affected your personal quality of life?	-3	-2	-1	0	+1	+2	+3
		Increased ⇒								
		No Change ↓ go to 18a	17c. How has this affected the community as a whole?	-3	-2	-1	0	+1	+2	+3
		Don't Know ↓ go to 18a								
18a	Because of the Klein Karoo National Arts Festival, opportunities for local business have.....	Decreased ⇒	18b. How has this affected your personal quality of life?	-3	-2	-1	0	+1	+2	+3
		Increased ⇒								
		No Change ↓ go to 19a	18c. How has this affected the community as a whole?	-3	-2	-1	0	+1	+2	+3
		Don't Know ↓ go to 19a								

Statement	Direction			Very Negative		No Effect			Very Positive		
				-3	-2	-1	0	+1	+2	+3	
19a	During the Klein Karoo National Arts Festival, parking availability in the area has.....		Decreased ⇒	19b. How has this affected your personal quality of life?	-3	-2	-1	0	+1	+2	+3
			Increased ⇒								
			No Change ↓ go to 20a								
			Don't Know ↓ go to 20a								
20a	During the Klein Karoo National Arts Festival, traffic congestion in the area has.....		Decreased ⇒	20b. How has this affected your personal quality of life?	-3	-2	-1	0	+1	+2	+3
			Increased ⇒								
			No Change ↓ go to 21a								
			Don't Know ↓ go to 21a								
21a	Because of the Klein Karoo National Arts Festival, the number of tourists visiting Oudtshoorn at other times of the year has.....		Decreased ⇒	21b. How has this affected your personal quality of life?	-3	-2	-1	0	+1	+2	+3
			Increased ⇒								
			No Change ↓ go to 22a								
			Don't Know ↓ go to 22a								
22a	Because of the Klein Karoo National Arts Festival, excessive drinking and/or drug use has.....		Decreased ⇒	22b. How has this affected your personal quality of life?	-3	-2	-1	0	+1	+2	+3
			Increased ⇒								
			No Change ↓ go to 23a								
			Don't Know ↓ go to 23a								
23a	During the Klein Karoo National Arts Festival, the turnover for local businesses has.....		Decreased ⇒	23b. How has this affected your personal quality of life?	-3	-2	-1	0	+1	+2	+3
			Increased ⇒								
			No Change ↓ go to 24a								
			Don't Know ↓ go to 24a								
24a	Because of the Klein Karoo National Arts Festival, the number of people moving to Oudtshoorn permanently or buying holiday homes here has.....		Decreased ⇒	24b. How has this affected your personal quality of life?	-3	-2	-1	0	+1	+2	+3
			Increased ⇒								
			No Change ↓ go to 25a								
			Don't Know ↓ go to 25a								
25a	Because of the Klein Karoo National Arts Festival, public funding for community activities has....		Decreased ⇒	25b. How has this affected your personal quality of life?	-3	-2	-1	0	+1	+2	+3
			Increased ⇒								
			No Change ↓ go to 26a								
			Don't Know ↓ go to 26a								
26a	Because of the Klein Karoo National Arts Festival, the rights and civil liberties of local residents have.....		Decreased ⇒	26b. How has this affected your personal quality of life?	-3	-2	-1	0	+1	+2	+3
			Increased ⇒								
			No Change ↓ go to 27a								
			Don't Know ↓ go to 27a								
			Decreased ⇒	26c. How has this affected the community as a whole?	-3	-2	-1	0	+1	+2	+3
			Increased ⇒								
			No Change ↓ go to 27a								
			Don't Know ↓ go to 27a								

Statement	Direction		Very Negative	No Effect	Very Positive					
27a	Because of the Klein Karoo National Arts Festival, public transport has.....	Worsened ⇒	27b. How has this affected your personal quality of life?	-3	-2	-1	0	+1	+2	+3
		Improved ⇒								
		No Change ↓ go to 28a								
		Don't Know ↓ go to 28a								
28a	Because of the Klein Karoo National Arts Festival, interactions between locals and tourists have.....	Worsened ⇒	28b. How has this affected your personal quality of life?	-3	-2	-1	0	+1	+2	+3
		Improved ⇒								
		No Change ↓ go to 29a								
		Don't Know ↓ go to 29a								
29a	Because of the Klein Karoo National Arts Festival, facilities available to local residents have.....	Worsened ⇒	29b. How has this affected your personal quality of life?	-3	-2	-1	0	+1	+2	+3
		Improved ⇒								
		No Change ↓ go to 30a								
		Don't Know ↓ go to 30a								
30a	Because of the Klein Karoo National Arts Festival, social and moral values have.....	Worsened ⇒	30b. How has this affected your personal quality of life?	-3	-2	-1	0	+1	+2	+3
		Improved ⇒								
		No Change ↓ go to 31a								
		Don't Know ↓ go to 31a								
31a	The media coverage of the Klein Karoo National Arts Festival promotes tourism and business development in Oudtshoorn	Agree ⇒	31b. How has this affected your personal quality of life?	-3	-2	-1	0	+1	+2	+3
		Disagree ↓ go to 32a								
		Don't Know ↓ go to 32a								
32a	The public money spent on the Klein Karoo National Arts Festival would be better spent on other things	Agree ⇒	32b. How has this affected your personal quality of life?	-3	-2	-1	0	+1	+2	+3
		Disagree ↓ go to 33a								
		Don't Know ↓ go to 33a								
33a	The Klein Karoo National Arts Festival entertains local residents and gives them an opportunity to attend a major international event	Agree ⇒	33b. How has this affected your personal quality of life?	-3	-2	-1	0	+1	+2	+3
		Disagree ↓ go to 34a								
		Don't Know ↓ go to 34a								
34a	The Klein Karoo National Arts Festival disrupts the lives of local residents and causes them stress	Agree ⇒	34b. How has this affected your personal quality of life?	-3	-2	-1	0	+1	+2	+3
		Disagree ↓ go to 35a								
		Don't Know ↓ go to 35a								
			34c. How has this affected the community as a whole?	-3	-2	-1	0	+1	+2	+3

Statement		Direction		Very Negative	No Effect			Very Positive		
35a	The theme of the Klein Karoo National Arts Festival fits poorly with the culture of Oudtshoorn	Agree ⇒	35b. How has this affected your personal quality of life?	-3	-2	-1	0	+1	+2	+3
		Disagree ↓ go to 36a	35c. How has this affected the community as a whole?	-3	-2	-1	0	+1	+2	+3
		Don't Know ↓ go to 36a								
36a	Because of the Klein Karoo National Arts Festival, the skill base for event management in Oudtshoorn is increased	Agree ⇒	36b. How has this affected your personal quality of life?	-3	-2	-1	0	+1	+2	+3
		Disagree ↓ go to 37a	36c. How has this affected the community as a whole?	-3	-2	-1	0	+1	+2	+3
		Don't Know ↓ go to 37a								
37a	The Klein Karoo National Arts Festival increases social inequity because it provides benefits to the rich, but none to the poor	Agree ⇒	37b. How has this affected your personal quality of life?	-3	-2	-1	0	+1	+2	+3
		Disagree ↓ go to 38a	37c. How has this affected the community as a whole?	-3	-2	-1	0	+1	+2	+3
		Don't Know ↓ go to 38a								
38a	The Klein Karoo National Arts Festival gives us an opportunity to show other people how special our community is	Agree ⇒	38b. How has this affected your personal quality of life?	-3	-2	-1	0	+1	+2	+3
		Disagree ↓ go to 39a	38c. How has this affected the community as a whole?	-3	-2	-1	0	+1	+2	+3
		Don't Know ↓ go to 39a								
39a	The Klein Karoo National Arts Festival brings too many people into the community	Agree ⇒	39b. How has this affected your personal quality of life?	-3	-2	-1	0	+1	+2	+3
		Disagree ↓ go to 40a	39c. How has this affected the community as a whole?	-3	-2	-1	0	+1	+2	+3
		Don't Know ↓ go to 40a								
40a	The Klein Karoo National Arts Festival enhances North West reputation as "The Events Province"	Agree ⇒	40b. How has this affected your personal quality of life?	-3	-2	-1	0	+1	+2	+3
		Disagree ↓ go to 41a	40c. How has this affected the community as a whole?	-3	-2	-1	0	+1	+2	+3
		Don't Know ↓ go to 41a								
41a	Because of the Klein Karoo National Arts Festival, friends come and visit me	Agree ⇒	41b. How has this affected your personal quality of life?	-3	-2	-1	0	+1	+2	+3
		Disagree ↓ go to 42a	41c. How has this affected the community as a whole?	-3	-2	-1	0	+1	+2	+3
		Don't Know ↓ go to 42a								
42a	Ordinary residents get no say in the planning and management of the Klein Karoo National Arts Festival	Agree ⇒	42b. How has this affected your personal quality of life?	-3	-2	-1	0	+1	+2	+3
		Disagree ↓ go to 43a	42c. How has this affected the community as a whole?	-3	-2	-1	0	+1	+2	+3
		Don't Know ↓ go to 43a								
43a	The Klein Karoo National Arts Festival promotes values that are good	Agree ⇒	43b. How has this affected your personal quality of life?	-3	-2	-1	0	+1	+2	+3
		Disagree ↓ go to 44a	43c. How has this affected the community as a whole?	-3	-2	-1	0	+1	+2	+3
		Don't Know ↓ go to 44a								

Statement		Direction		Very Negative	No Effect			Very Positive		
44a	The Klein Karoo National Arts Festival provides opportunities for people to have fun with their family and friends	Agree ⇒	44b. How has this affected your personal quality of life?	-3	-2	-1	0	+1	+2	+3
		Disagree ⇓ go to 45a	44c. How has this affected the community as a whole?	-3	-2	-1	0	+1	+2	+3
45a	The money that tourists spend when they come to the Klein Karoo National Arts Festival helps to stimulate the economy	Agree ⇒	45b. How has this affected your personal quality of life?	-3	-2	-1	0	+1	+2	+3
		Disagree ⇓	45c. How has this affected the community as a whole?	-3	-2	-1	0	+1	+2	+3
		Don't Know ⇓ go to 45a								
		Don't Know ⇓								

B46. Are there any other impacts associated with the Klein Karoo National Arts Festival? Please describe.

B47. Are you in favour of the continuation of the Klein Karoo National Arts Festival in future years?

- 1 No
 2 Yes

B48. Would you prefer to see the Klein Karoo National Arts Festival continue in its current locations or some other locations?

- 1 Current
 2 Other ⇒ please state _____

Section C: Participation

C1. Did you attend Klein Karoo National Arts Festival this year?

- 1 No
 2 Yes ⇒ Go to C3

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

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

C3. Which parts of the Festival did you attend this year, and how satisfied were you with each of these? (Please circle only one number for each aspect of the event you attended)

		Very dissatisfied		Neutral		Very Satisfied
Payed shows	Yes ⇒	-2	-1	0	1	2
	No ↓					
Free shows	Yes ⇒	-2	-1	0	1	2
	No ↓					
Festival area	Yes ⇒	-2	-1	0	1	2
	No ↓					
Other (Specify):	Yes ⇒	-2	-1	0	1	2
	No ↓					
	Yes ⇒	-2	-1	0	1	2
	No ↓					
	Yes ⇒	-2	-1	0	1	2
	No ↓					

C4. Have you attended Klein Karoo National Arts Festival in previous years?

- 1 No, I've never attended the Klein Karoo National Arts Festival ⇒ Go to C10
 2 Yes

C5. Approximately what age were you when you first attended the Klein Karoo National Arts Festival? _____

C6. In what year did you last attend the Klein Karoo National Arts Festival? _____

C7. Approximately how many times in total have you ever attended the Klein Karoo National Arts Festival? _____ times

C8. Have you ever worked at Klein Karoo National Arts Festival in either a paid or voluntary capacity?

- 1 No ⇒ Go to C11
 2 Yes, a paid position ⇒ please detail _____
 3 Yes, a voluntary position ⇒ please detail _____

C9. How satisfied were you with this experience?

Very Dissatisfied Dissatisfied Neither Satisfied or Dissatisfied Satisfied Very Satisfied
 -2 -1 0 +1 +2

C10. Do you currently work in or own a business that you think is positively affected by the Klein Karoo National Arts Festival (e.g. tourism, hospitality, retail)?

- 1 No
 2 Yes

C11. Have you ever worked in or owned a business that you think is positively affected by the Klein Karoo National Arts Festival (e.g. tourism, hospitality, retail)?

- 1 No
 2 Yes

C12. Does anyone else in your household work in or own a business that you think is positively affected by the Klein Karoo National Arts Festival (e.g. tourism, hospitality, retail)?

- 1 No
 2 Yes

Section D: Identification with Theme

D1. Which of the following statements best summarises your level of interest in the Klein Karoo National Arts Festival? Please mark only one box.

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

C2. Please indicate, by circling the appropriate responses below, how often you participate in each of the following leisure activities.

Activity	Never	Once a year or less often	Several times a year	Less than once a week but usually at least once a month	About once a week	Several times a week
Participate in organised sport	0	1	2	3	4	5
Participate in other physical exercise	0	1	2	3	4	5
Participate in other outdoor recreation (e.g. Walking)	0	1	2	3	4	5
Participate in adventure activities (e.g. rock climbing, white water rafting)	0	1	2	3	4	5
Attend a spectator sporting event	0	1	2	3	4	5
Attend a popular music concert	0	1	2	3	4	5
Attend a classical music concert or opera	0	1	2	3	4	5
Attend the theatre or ballet	0	1	2	3	4	5
Visit museums or art galleries	0	1	2	3	4	5
See a movie	0	1	2	3	4	5
Dine out in a restaurant	0	1	2	3	4	5
Visit a pub or club	0	1	2	3	4	5
Visit a nightclub	0	1	2	3	4	5
Visit a botanical garden or other parklands	0	1	2	3	4	5
Visit a natural area such as a national park	0	1	2	3	4	5

Section E: Community Attachment

E1. Where were you born?

- 1 Melbourne ⇒ go to E3
 2 Elsewhere in Victoria ⇒ go to E2
 3 Elsewhere in Australia ⇒ go to E2
 4 In another country ⇒ go to E2

E2. If not in Oudtshoorn, approximately how long have you lived here? _____ years

E3. Which of the following statements best describes how you feel about living in Oudtshoorn?

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

Section F: Background Information

F1. What is your employment status? Please mark only one box.

- 1 Employed
 2 Unemployed
 3 Retired
 4 Student
 5 Student/part time work
 6 Home duties
 7 Other (please state) _____

F2. In what year were you born? _____

F3. What is your gender?

- 1 Female
 2 Male

F4. What is the highest education level you have completed?

Please mark only one box.

- 1 No formal qualifications
 2 Completed year 10 at school
 3 Completed year 12
 4 Trade Qualification
 5 Technical College/TAFE Diploma
 6 Undergraduate Degree
 7 Post Graduate Degree
 8 Other (please state) _____

Thank you very much for completing the survey.

SECTION A: DEMOGRAPHIC INFORMATION

A1. In what year were you born?

19

A2. What is your gender?

Female	<input type="checkbox"/>
Male	<input type="checkbox"/>

A3. Occupation? Please mark only one box.

Professional	<input type="checkbox"/>
Manager	<input type="checkbox"/>
Administrative	<input type="checkbox"/>
Technical	<input type="checkbox"/>
Sales personnel	<input type="checkbox"/>
Farmer, Forester	<input type="checkbox"/>
Mining	<input type="checkbox"/>
Civil service worker	<input type="checkbox"/>
Self-employed	<input type="checkbox"/>
Non-profit worker	<input type="checkbox"/>
Pensioner	<input type="checkbox"/>
Home duties	<input type="checkbox"/>
Unempolyed	<input type="checkbox"/>
Other (Please specify)	<input type="checkbox"/>

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

No school	<input type="checkbox"/>
Matric	<input type="checkbox"/>
Diploma, Degree	<input type="checkbox"/>
Post Graduate	<input type="checkbox"/>
Professional	<input type="checkbox"/>
Other (Specify)	<input type="checkbox"/>

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

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

C3. Have you attended KKNK in previous years?

No	
Yes	

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

Times

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

Please mark only one box.

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

SECTION D: COMMUNITY ATTACHMENT

D1. Where were you born?

Oudtshoorn ⇒ go to D3	
Elsewhere in Western Cape ⇒ go to D2	
Elsewhere in South Africa ⇒ go to D2	
In another country ⇒ go to D2	

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

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

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

SECTION E: SPECIFIC SOCIAL IMPACTS				
BECAUSE OF THE KKNK				
	DECREASED/ WORSE	INCREASED/ BETTER	NO CHANGE	DO NOT KNOW
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				
16				
17				
18				
19				
20				
21				
22				
23				
24				
25				
26				
27				
28				
DURING KKNK	DECREASED/ WORSE	INCREASED/ BETTER	NO CHANGE	DO NOT KNOW
29				
30				
31				
SOCIAL IMPACT STATEMENTS		AGREE	DISAGREE	DO NOT KNOW
32				
33				
34				
35				
36				
37				
38				
39				
40				
41				
42				
43				
44				
45				