



Economic impacts of Buyel'Ekhaya Pan-African Cultural Music Festival on East London residents, Eastern Cape Province, South Africa

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Abstract

Festival tourism has shown growth over the years, especially in the context of developing countries such as South Africa. Destinations around the world are utilising festivals as a draw card to boost local economies. The current paper aimed to investigate economic impacts of Buyel'Ekhaya Pan-African Cultural Music Festival (BPACMF) on East London residents in the province of Eastern Cape, South Africa. Despite the fact that East London city has successfully hosted this festival over the past nine years, its economic level of contribution on local residents is dubious. Qualitative and quantitative research approaches were used to assess the economic impacts of BPACMF on residents of East London city. Semi-structured questionnaires were administered to 200 residents living around the area where the event takes place. Purposive and stratified sampling methods were applicable to identify the selected areas. Random sampling was applied to choose respondents. The data was captured and analysed using Statistical Package for the Social Sciences (SPSS) software version 22. The results revealed that BPACMF contributes to East London city's economy, through short term job creation. However, residents feel that local businesses are the main beneficiaries rather than ordinary citizens. A low level of residents' involvement in the decision-making and as part of the organising team were notable. The researchers recommend that the event organisers should create a balance to ensure even distribution of BPACMF economic benefits to all stakeholders, especially residents. Government needs to create an awareness and educate residents to capitalise on festivals for economic gains in the communities in which they reside.

Keywords: Festival tourism, residents, economic impacts, events, South Africa

Introduction

Festivals and events have increased in recent decades mainly due to their role in local and regional economic development (Moscardo, 2007) and also their potential to help with economic restructuring and revitalisation, place marketing, investment, and tourism revenue generation especially during off-peak season (Quinn, 2010). Festival tourism is tremendously an element of domestic tourism flows in South Africa (Rogerson, 2015). Both domestic and international visitors to a festival stay in different types of accommodation depending on their budget, they usually dine out in restaurants, participate in group activities, and purchase souvenirs as mementos. The inflow of money generates jobs and stimulates the local economy and thus enhances sustainability.

Literature review

While hosting festivals has been practised for centuries in Africa, they were not generally viewed as tourist attractions (Kemang, 2012). This has been steadily changing, and festivals are now becoming tourist attractions because of the number of visitors who come to a destination to experience festivals. In South Africa, festivals grew as a phenomenon since the deicide of apartheid in 1994 (Visser, 2005). However, even though festivals are still growing in number and size, they are unevenly distributed geographically in South Africa. This is why



very little research has been conducted around them in the country, especially in rural cities such as East London (Van Zyl, 2011). Rogerson (2015) agrees that one of the biggest challenges in the realisation of equal opportunities and benefits that accrue with festival tourism is the uneven distribution of big festivals that favours major urban areas, such as Cape Town, Durban and Johannesburg cities. Geographical spread and infrastructural problems are big contributors to the above statement (Rogerson, 2015). According to Rogerson and Harmer (2015), it is peculiar that to a large extent, the geographical spread and infrastructural development of festival tourism have been ignored in South Africa, regardless of the fact that festivals have been growing and contributing to the country's economic development. Rogerson (2014) believes that festivals can represent important levers for contributing to place-based local economic development in South Africa.

The roles and impacts of festivals within tourism have been well recognised and local festivals in particular are increasingly being used as draw cards, boosting the regional economy (Felsenstein & Fleischer, 2003; Quinn, 2006). According to Business Day (2016), music festivals and creative industry generally contributes approximately 3% of the South Africa's national gross domestic product (GDP). South Africa's tourism destinations such as Durban, Cape Town and Johannesburg metropolitan cities often host major music festivals, such as Cape Town International Jazz Festival, which brings R685 million towards the GDP. Durban International Jazz Experience, Fact Durban Rocks, Essence Festival and Woza Durban have an economic impact of R30 million and in Johannesburg, Joy of Jazz contributes roughly R600 million towards the country's GDP (Business Day, 2016).

The music festivals have been instrumental in promoting these three cities and contributing to multiple business opportunities for the host cities. East London city has hosted a number of events and festivals as well, such as Spec-Savers Ironman, African Golf Challenge and Buyel'Ekhaya Pan-African Music Festival, which undoubtedly contribute to the East London economy (South Africa (SA), 2014). Buyel'Ekhaya Pan-African Music Festival contributes R25.8 million to the country's GDP (Business Day, 2016). Nevertheless, the economic impacts of these festivals on local residents particularly are still dubious. Kim and Patrick (2005) agree that it is important to assess residents' attitude toward the economic impacts of tourism generally. This allows proper planning, and policy creation to ensure the successful development, marketing and operation of existing and future tourism festivals. Kim and Patrick (2006) mention that host regions tend to form their event perceptions by evaluating the anticipated benefits. The event manager must then pay attention to local benefits and costs (Kim & Patrick, 2005) so as to maximise economic value.

Festivals provide a flow on effect for economic activity in local shops, restaurants, cafes and accommodation (Rentschler, Bridson & Evans, 2013). The economic impacts of festivals is generally assessed around elements such as job creation, revenue system, business development, inflation, and local government debts (Ivanovic, Khunou, Reynish, Pawson, Tseane & Wassung, 2009). These economic impacts are generally understood to be either negative or positive. Etiosa (2012) reasons that it is the responsibility of the festivals' organisers or managers to try to keep the positive economic aspects weightier than the negative economic impacts of festivals. Etiosa (2012) argues that even though festivals present economic benefits to a destination and the host community, it must be kept in mind that a festival's economic benefits may also carry long-term disadvantages for local residents if unplanned and unmanaged.

Festivals may not generate large economic benefits for every stakeholder and the outcome may not necessarily satisfy the whole community. Visser (2005) agrees that the economic impacts of festivals particularly are not always evident. On the other hand, Irshad (2011) says that festival visitors spend money on local products, local vendors, craftspeople, restaurateurs, accommodations, human capital and cultural resources which are leveraged to generate



economic vitality in underperforming regions while improving the residents' quality of life, expanding businesses and providing a valuable tax revenue base (Irshad, 2011).

Research methodology

The methods that were employed for the current study were both qualitative and quantitative. According to Ritchie (2003), these two approaches are used to accumulate a combination of knowledge and understanding of a subject. The quantitative method was used to generate frequencies, the total number and demographics profile of respondents and present the collected data into numeric form, tables and graphs. The applicability of qualitative approach provided the respondents with an opportunity to express themselves on how they perceive the economic impact of BPACMF. Primary and secondary data were collected. A request for data collection was sent through e-mail to BPACMF event organiser and a letter from Walter Sisulu University (WSU) was provided to allow students to take part in fieldwork. Primary data was collected through a survey questionnaire, in which purposive and stratified sampling methods were applied. Self-administered questionnaires were used in this study. The data was gathered during weekends by three students that were registered for B-Tech Tourism Management at WSU as it was believed that most residents might be working or studying during the week.

Secondary data sources that were consulted for the study included literature emanating from academic books such as Keyser (2007), academic journals, for instance, Bob and Swart (2009) and relevant dissertations related to tourism, festival tourism, events tourism and factors such as employment, income range, level of education and duration of festivals that determined the economic impacts of festivals on residents. The population sample was also determined. The population of East London city is approximately 267 000 (Stats SA, 2011). The targeted population for this study was of those residents that are residing near the Buffalo Park Stadium where the festivals takes place, hence the use of purposive sampling method. The researchers assumed that the targeted population could have sufficient knowledge of BPACMF and may also be able to elaborate on the positive and negative economic impacts of this festival.

In accordance with the population of the study area, a sample of three hundred and seventy-nine residents was drawn. The sample size was based on sample theory that was formulated by Isaacs and Michael (1981). Three hundred and seventy-nine questionnaires were then distributed. However, only three hundred questionnaires were usable. Since Veal (2006) asserts that sampling is the practice of picking out a proportion of the population of subjects for a particular study, while Oliphant (2012) concurs that it is not feasible to gather data from all the people who are central to the research, a stratified random sampling procedure was employed. Stratification was based on different residential areas of the study which are, Bunkers Hill, Quigney and Southernwood suburbs including East London City (CBD). Three hundred and seventy-nine questionnaires were then distributed to selected areas. However, only three hundred questionnaires were usable.

The formulation of the questionnaire was adopted from previous studies, for example, Fredline, (2000), Mxunyelwa, (2011) and Etiosa (2012), which also dealt with the impacts of festivals and residents' perceptions of festivals and events tourism. In order to ensure validity, the researchers piloted the questionnaire to assess the level of relevance of the questions asked. A prepared questionnaire was also peer-reviewed, which assisted the researchers to identify errors. The researchers took the following measures to ensure reliability in the current study: The construction of the questionnaire was based upon the research problem, objectives and research questions. This enabled the researcher to obtain the relevant information. Literature from previous studies was consulted in order to formulate a reliable questionnaire.



Results and discussions

The researchers determined the level of BPACMF economic impacts on East London residents. In order to achieve this, series of statements were formulated and respondents had to indicate their level of agreement as follows: strongly agree =SA; agree = A; neutral = N; disagree = D and strongly disagree =SD as seen in Table 1. However, for better interpretation, 'strongly agree and agree' were combined as 'agree' and 'disagree and strongly disagree' were recorded as 'disagree'. Of the respondents, 86% were in agreement with the statement that the festival contributes to the local economy, with 4% of the residents disputing this and 10% being neutral. These results reflect constructively with the findings of Bob and Swart (2009), who established that the South African's residents believed that an event such as the Federation Internationale de Football Association (FIFA) 2010 World Cup would result in economic opportunities at the local level. The respondents were asked if the festival creates job opportunities, 70% of them agreed, while 22% of the respondents were neutral and the remaining 8% disagreed. These findings concur with Reid (2007); *Ivanovic et al.* (2009) who assert that tourism generally provides employment opportunities to local residents who can be able to work with people from other areas. Felsenstein and Fleischer (2003) declare that local festivals in particular are increasingly being utilised as a draw-card for promoting tourism and boosting the regional economy. Mxunyelwa (2011) agrees that events can act as catalyst for social capital.

Table 1: Perceived economic impacts of BPACMF	Total (n=300, in %)				
	SA	A	N	D	SD
BPACMF contributes to local economy	42	44	10	2	2
This event creates job opportunities	24	46	22	5	3
It creates business opportunities for local residents	27	46	18	6	3
BPACMF brings more revenue to East London	26	47	23	3	1
Public money spent on this festival would be better spent on other things	16	21	25	26	12

In Table 1, residents further believe that the festival creates business opportunities for local businesses, 73%, while 9% think otherwise. The respondents were also asked to comment on BPACMF's ability to bring more revenue to East London city, of which 73% agreed and only 23% were neutral with 4% disagreeing with the statement. The responses support Rentschler *et al.* (2013) finding that festivals provide a follow-on effect for economic activity in local shops, bars and hospitality sector generally.

Irshad (2011) also agree that during the course of the festivals visitors spend money on local products and local vendors, craftspeople, restaurateurs and accommodation, resulting to locals making a large portion of their annual income. Lastly, the respondents were required to respond on the public money spend on this festival, whether it would be better spent on other things, 38% of the respondents disagreed and 25% remained neutral with 37% in agreement with the statement. Generally, the findings concur with Kim and Patrick (2005) as they argue that if residents are satisfied with the perceived benefits from the event, they will form positive perceptions which result in residents' supportive behavioural intentions toward future festivals.

Since it was found that some of the residents were in disagreement with the fact that BPACMF brings economic benefits to local residents, while others agree, various economic contributing factors were determined. These included, the respondents' levels of education, income earned, employment status, duration of the event, level of residents' involvement, attendance and the perceived beneficiaries of the event.

Highest level of education

Table 2 depicts the respondents' level of education and showed that 48% had completed matric, followed by 28% who finished their certificate or diploma, while 11% obtained a degree.



A small percentage, 5%, of the respondents completed primary school, whereas the remaining, 4%, completed their postgraduate degree. These results portrayed that many individuals residing in the selected areas completed matric. In South Africa, a tourism subject has recently been introduced at high school level, but very few high schools are offering it and if they do, the subject is not considered to be a major subject, and the result is that learners seldom select it but opt for other commonly selected subjects.

Lack of knowledge on the benefits of tourism is likely to hinder residents in being proactive to engage in tourism projects or events. Instead, residents are likely to wait for the government or some other entity to approach them to take part in tourism activities such as festivals, while also requiring further assistance to attain the desired economic benefits.

Table 2: Highest level of education, employment status and monthly income	
Highest level of education	Total (n=300, in %)
Matric	48
Certificate or diploma	28
First degree	11
Primary	5
Postgraduate	4
Employment status	Total (n=300, in %)
Full time	38
Part time	19
Student	17
Self-employed	14
Unemployed	10
Retired	2
Monthly income	Total (n=300, in %)
R100-R1000	28
R2001-R3000	15
R11 000>	10
R4001-R5000	9
R6001-R7000	9
R3001-R4000	8
R1001-R2000	7
R7001-R8000	6
R5001-R6000	4
R9001-R10000	3
R8001-R9000	1

Employment status of respondents

The respondents were requested to indicate their employment status. Table 2 presents the findings regarding the respondents' employment status. As illustrated, 38% of the respondents were employed full time, while 19% of the respondents were part time employees; followed by 17%, which were students. The remaining 14% of the respondents were self-employed, followed by 10% who were unemployed and 2% retired. In Table 2, the results show that indeed the highest number of residents surveyed are employed fulltime and part time, while only the few are unemployed. Woosnam, Winkel and An (2013) found that only residents that have money tend to agree with the economic benefits of festivals. This fact has been proven in this study where the majority of respondents agreed with BPACMF's ability to bring economic impacts to East London residents, see Table 1.

Monthly income of respondents

Table 2 further demonstrates the respondents' monthly income range. A total of 28% of respondents received an income of between R100 and R1000, and 15% earned between R2001 and R3000 per month, followed by the 10% who earned R11 000> per month. The

results further show 9% of respondents receive an income of R4001-R5001 and R6001-R7000 per month respectively, while 8% of the respondents reported that they earn between R3001 and R4000 per month, and 7% earned between R1001 and R2000 a month. The remaining respondents were earning between R7001 and R8000 per month (6%), 4% earn from R4001 to R5000, while 3% recorded a monthly salary between R9001 and R10 000. Lastly, 1% of the respondents earned between R8001 and R9000, as displayed in Table 2. The table shows that a total of 57% earn more than R3000 to R11 000>per month group, which covers the low income to middle income residents. As mentioned earlier, Woosnam *et al.* (2013) found that only residents that have money tend to agree with the economic benefits of festivals. The authors further state that residents that have little income are usually concerned with social costs of such events. In this study, 28% of those who earn an income between R100-R1000 per month, mostly came from students, (17%), that are studying at the two universities located in East London, namely the University of Fort Hare and Walter Sisulu University, including those pursuing their studies at further education and training (FET) colleges in the area. The remaining, 72%, represents those that earn more than R1000 per month. Thus, 71% work either full time, part time or are self-employed, while only 10% are unemployed and 2% have retired.

Residents' attendance of BPACM festival

The economic benefits of the festival could be felt during the planning, the duration of the event and also post-event. To determine if residents reap the economic benefits of BPACM during the festival, the respondents were asked if they have ever attended the BPACM festival before. Table 3 illustrates that only 49% of the respondents had attended this festival. While, 51% of the respondents stated otherwise. Although less than half have attended the event, Daily Dispatch (2015) indicated that the number of attendances for this festival has been growing over the past few years. Daily Dispatch (2015) also mentions that the number of attendees grew from 5000 in 2009 to 40 000 in 2014. This was well over the maximum capacity of the stadium which is 25 000. It is clear therefore, that the event attracts more non-residents which means half of residents are not economically benefiting during the festival.

Table 3: Residents' attendance (n=300)	Total (in, %)
Attendance	
Yes	49
No	51

The 51% of respondents were further asked to indicate their reasons for not attending BPACMF, the results are shown in Table 4. The results show that 39% of the respondents were not around during the staging of the festival and 31% could not afford the ticket prices, whereas 15% had no interest in a music festival anyway. Furthermore, 8% of the respondents were concerned about safety and security. Then, 7% of the respondents' indicated that the line-up of performing artists were not favoured by them.

Table 4: Reasons for not attending (n= 300)	Total (in %)
Not around during the staging of the event	39
Could not afford tickets	31
Not interested in music festivals	15
Safety and security concerns	8
The line-up was not good for me	7

If the event is taking place when most residents are not around East London, this raises a concern on the economic benefits that residents could be reaping from the event. Consequently, residents that have the ability to run stalls, sell food and drinks or perform on stage cannot do so because the event takes place when many of the residents are away, either visiting their relatives in the villages or simply taking vacations as BPACMF takes place



during December month. On one hand, due to lack of knowledge, noise levels and heavy traffic congestion during festivals, many residents prefer to be out of the city or town when the festival takes place. Van Zyl (2011) acknowledges that very little research has been conducted about festivals in South Africa, especially in rural cities, making festivals difficult to be a popular happening amongst local residents. Furthermore some residents mentioned that the event is too expensive for them to attend.

Residents' level of involvement in BPACM

As seen in Table 4, some of the residents indicated that they do not attend the event. Nonetheless, all residents were also asked if they were involved in the planning and management of BPACMF. Table 5 portrays that 94% of the respondents were not involved in this festival, while 6% of the respondents indicated their involvement to some extent. These findings reveal that there are few residents' that are involved during the planning or management of this festival. Reid (2007) agrees that there is usually very little local resident participation in community festivals, which leads to the community's poor perceptions about the festival as such and their absence and ability to reap any economic benefits. Poor resident participation can lead to activities that are not directly linked to residents' economic needs.

Table 5: Residents' involvement (n=300)	Total (in %)
No	94
Yes	6

Reflecting on the results, it could be argued that BPACM event organisers misunderstand the notion that events generally do not operate in a vacuum, rather a hands-on residents' involvement is a central element in achieving a sustainable festival as testified by Tosun and Timothy (2003). Even so, a follow up question was asked to those few respondents that indicated their involvement, to specify their areas of involvement. The researchers found that 96% of the respondents take part in management activities, while 6% focus on the planning of the event as seen in Table 6. However, none of the respondents reported being part of decision making and or organising team of the festival or even participating as volunteers. According to Derret (2008), the hosting of festivals should foster opportunities for local community's involvement such as entrepreneurship and becomes a vital source of social capital.

Table 6: Level of involvement (n=18)	Total (in %)
Management	94
Planning	6
Decision making	0
Organising	0

The respondents were once again asked if they were happy about their level of involvement and the results are tabled in Table 7. Table 7 illustrates that 75% of the respondents were happy about their level of involvement in this event, while 25% were not pleased about their involvement. The majority of respondents were happy with their level of involvement yet, only 4% were involved. This relates to the residents' lack of awareness and knowledge on their participatory level in tourism activities such as festivals and other events. Local communities as well as residents often fail to take advantages of their own resources for economic benefit to accrue to them due to a lack of knowledge.

Table 7: Satisfied about your level of involvement (n= 18)	Total (in %)
Yes	75
No	25



A follow up question was asked to respondents to state how they would like to be involved in this particular festival if at all. Table 8 indicates that 67% of the respondents want to be part of the organising team, while 33% wish to showcase their artistic talent as participants. This further proves that local residents need to be persuaded through awareness campaigns, workshops or conferences and educated about the importance of their participation or involvement in tourism activities. It was only when the researchers further asked them to indicate the areas they would be interested to participate that they were able to voice out their areas of interests, if given an opportunity to be involved. Kim, Gursoy and Lee (2006) mention that host regions tend to form their event perceptions by evaluating the anticipated benefits. The event manager must then pay attention to local benefits and cost resulting from the hosting of events (Kim & Patrick, 2005).

Table 8: Areas of involvement	Total (in %)
Organising	67
Performing	33

Duration of the festival

Other factors were also ascertained to affect the economic impacts of festivals on residents including the number of years and or duration of festivals. Fredline (2000) argues that over a period of time residents' perceptions of an event's economic impacts often become less negative, and the longer the duration of the festival, the greater the economic impacts. The respondents were asked whether they are happy with the duration of BPACMF. The findings, as depicted in Table 9, reveals that 57% of the respondents are satisfied with the duration of BPACMF. However, 43% of the respondents were not happy. The respondents that indicated their happiness about the duration of this festival may have done so due to noise levels related to the event. As Buch (2006) mentions, some residents may dislike the noise that is caused by events and find it irritating.

Table 9: Satisfaction about the duration of the festival (n=300)	Total (in %)
Yes	57
No	43

Those respondents that indicated that they were not happy about the duration of this festival were asked to recommend the desired duration period. The respondents' responses are displayed in Table 10. The results show that 52% of the respondents preferred the festival to be extended by two days, while 48% of the respondents would have liked it to last for three days. Overall, the findings reveal that residents prefer the duration of the festival to be more than merely one day.

Table 10: Recommended duration (n=129)	Total (in %)
Two days	52
Three days	48

East London as a host city for BPACMF

The respondents were asked if they are interested in hosting BPACMF every year, and two options were given to indicate whether they would like to host the festival or not. Table 11 portrays that close to the majority (73%) of the respondents, are interested in hosting the festival annually. However, 27% of the respondents were not interested in hosting this festival every year. A follow up question was then posed to find out the reasons for the answers provided. The results are further tabled in Table 11, which indicates that 33% of the respondents choose to host it annually, so as to meet celebrities, while 27% state that the



event contributes to East London’s economy. In contrast, some, 20% pointed out that the event causes disturbance in their life, while, 7% were concerned about the high level of crime related directly to the festival. In addition, 13% state that this event is far too expensive to attend given their mediocre budgets and socio-economic status.

The results show that almost the majority were interested in East London continuing to host BPACMF on an annual basis. According to Buch (2006), residents support festivals that are exciting, amazing, inspiring and encouraging. Whilst Keyser (2002) and Muller (2011) mention that it is hard to find cities and regions not eager to host any events (hallmark events and community events) due to the perceived economic benefits. Keyser (2002) also states that residents who perceive that the benefits outweigh the costs are more likely to be supportive to the development of festivals or events in their community. Kim and Patrick (2005) argue that if residents are satisfied with the perceived benefits from the event, they will form positive perceptions and supportive behavioural intentions towards future festivals. It can be argued therefore, that many residents of East London should consider this festival to be exciting and then indeed, the festival can bring reasonable economic benefits to the communities involved.

Table 11: East London as a host city for BPACMF	
East London as a host city for BPACMF annually	Total (n=300, in %)
Yes	73
No	27
Reasons to support East London to host or host BPACMF annual	
Those mentioned ‘Yes’	Total (n=219, in %)
It enables locals to meet celebrities	33
It contributes to East London City’s economy	27
Those mentioned ‘No’	Total (n=81, in %)
It is overcrowding	20
It is expensive	13
It increases crime	7

Perceived BPACMF beneficiaries

The respondents were all requested to indicate who they believed benefitted from BPACMF. Six options to choose from were provided (see Table 12). The results revealed that 48% of the respondents believed that local businesses benefit the most from the hosting of the festival. This was followed by 15% of them who stated that poor and previously disadvantaged people were the ones benefiting from the festival, and 14% mentioned people living in the city, and the wealthy. Furthermore, 6% of the respondents stated that everyone is benefiting. A minority group of 3% pointed to the working class as being the main beneficiaries.

Table 12: Perceived beneficiaries of BPACMF	Total (n=300, in %)
Statements	
Local business	48
Poor and previously disadvantaged groups	15
Those living in the city and the wealthy	14
Everyone	6
Working class	3

Conclusion

Despite the lack of community involvement, residents acknowledged the fact that the BPACMF contributes positively to them and the city of East London in general. The positive economic impacts of the festival included additional job opportunities in an impoverished area, increased business opportunities and the potential to grow the economy in the region. Contrariwise, residents were reluctant to state anything when asked if public money could be channelled to



other projects rather than the festival. This is not surprising as in most developing countries public money is prioritized towards social projects rather than economic developments.

Nonetheless, some residents felt that though the festival contributes towards the city's economy, more focus is essentially on local businesses rather than ordinary residents. The economic impacts of BPACMF on East London residents were also found to be retarded by the festival's short duration, poor residents' level of involvement and types of involvement, lack of awareness and knowledge largely on tourism's contribution to the economy, and lastly poor residents' attendance at the festival.

Recommendations

Based on these outcomes it is evident that proper planning of the festival in which the residents form part of the stakeholder group is clearly needed. Government's intervention to increase the level of awareness on economic benefits of such festivals is also an important aspect so as to ensure that not only local businesses benefit, but also individual residents. Residents' areas of interests should be explored to maximise the economic benefits of festivals to them and to support the sustainability of the festival.

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