



Festivals as a Niche for Local Economic Development (LED): A Case Study of the East London Port Festival (ELPF), Eastern Cape, South Africa

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Abstract

Across the globe, festivals attract significant interest in both the developing and developed economies. Festival tourism can be used as a tool to boost the local economy and has the potential to aid in the seasonal, geographic and demographic spread of tourism. The contribution of tourism to the development of local regions is prolific, as it creates jobs and stimulates the economy. Examples of festivals around the world are the Bristol Harbour Festival in the United Kingdom, the Rio Carnival in Brazil, and the Vodacom Durban July and the Grahamstown National Arts Festival in South Africa. Festivals have the potential of injecting economic, social and environmental (triple-bottom line) benefits. Therefore, this study examines how festivals can usher in new economic development opportunities for tourism destinations. Both quantitative and qualitative research approaches were employed in the study. Primary and secondary data sources were consulted to understand the phenomenon. Purposive sampling was utilised to collect data. The findings of the study show how festivals can potentially become an economic development driver for tourism destinations. This study contributes to the under-researched area of festival tourism. It provides a foundation for further studies to be conducted in the Eastern Cape Province, which suffers from high levels of poverty. It is hoped that the study will provide a foundation for event organisers, local municipality decision-makers and other stakeholders for the planning, promotion and presentation of future festivals.

Keywords: Festivals, niche, local economic development, tourism development

Introduction and background

Across the globe tourist destinations are developing and promoting events as a means of attracting and enhancing visitor experience. Esu and Arrey (2009) assert that this is because festival tourism is being used as a tool to boost the local economy and has the potential to combat seasonality and enable the demographic spread of tourism across a developing tourist destination.

The contribution of tourism to the development of local regions is significant, as it creates needed employment opportunities (one in twenty-two employed people in South Africa works in the tourism industry) and stimulates the economy (Saayman & Rossow, 2011). Events are an important motivation for tourists to travel. In this context, there are three types of events: business events, sport events and festivals (Getz, 2007). Getz (2007) explains business events tourism as the dominance of external motivators in travel to do business, to advance one's career, or because it is required by one's job. Sport events are an organised and competitive component of the event industry, incorporating a range of single sport and multi-sport events (Allen, O'Toole, Harris & McDonnell, 2012). Festival tourism is an emerging form of event tourism and the importance of festivals is recognised in both national and international spheres (Yang, Gu & Cen, 2011).

Large-scale cultural festivals are emerging as a significant and growing sector. Festivals of all kinds are being increasingly utilised and promoted as a means of enhancing the identity, both externally and internally, of a destination. Richard and Wilson (2004) indicate that festivals



potentially serve to position or market places and to distinguish them in a world where places are becoming more similar and homogenous. Therefore, cultural festivals allow the destination to compete more effectively amongst a variety of stakeholders, including investors, tourists and policy-makers. These initiatives enable the economies of the destination to grow and develop.

The purpose of festivals is typically to generate or build the local economy through attracting inward investment, new businesses or expenditure, and increased tourist visitation. Economic benefits may also accrue through, for example, improved economic stability in the area and improved infrastructure and amenities, which are important for developing destinations.

Festivals play a significant role in the lives of the host community. They are seen to provide important activities and spending outlets for locals and visitors and can enhance the economic image of the local community (Tassiopoulos, 2005). Local and regional festivals have the advantage of keeping the domestic market active.

Events around the world have developed an interest in festivals that are economic and socially sustainable devices such as Harbour, Port or Cultural Festivals that often function as tourist attractions (Quinn, 2009). Many such festivals around the world are held, such as the Bristol Harbour Festival in the United Kingdom, the Rio Carnival in Brazil, and the Vodacom Durban July and the Grahamstown National Arts Festival in South Africa. Festivals have the potential of injecting economic, social and environmental (triple-bottom line) benefits.

Festival events are recognised as an effective strategy for host destinations to gain insight on the economic platform of the area. Silvers (2004) describes a festival as an experience that is carefully crafted to deliver an impact on the economy of the host community, allow the person in attendance to share an experience, and produce measurable economic outcomes. South African events offer a rapidly growing source of attraction.

Festivals play a major role in communities by offering a space in which people can be entrepreneurs, socialise, and develop their economic identity. Many provinces, such as the Eastern Cape, which suffer high levels of poverty, host many cultural festivals, which have changed the economic situations in which they are held. Many cities, towns, and regions, such as Port Elizabeth, Grahamstown, the Wild Coast and East London, have become one of many centres of cultural festivals in the Eastern Cape.

Festivals and events clearly have impacts (Hall, 1997). Festivals, more specifically planned festivals, have a purpose or objective and outcomes. Getz (2007), on the other hand emphasises the impacts of these outcomes on host communities, participants and other stakeholders. It is deemed imperative to justify and to measure the returns on the often significant financial investment in festivals. Festival events are agents of sustainable economic development.

The purpose of this study was to investigate whether festivals are a niche for local economic development for host destinations, using the ELPF as a case study. The ELPF was first launched in 1988 and was once an annual event. After a hiatus of five years, the ELPF returned in June 2017 for a two-day duration.

Problem Statement

The end of the twentieth century witnessed festival tourism emerged as one of the fastest growing components of the leisure travel market (Gibson, 2013). Festivals are one of the fastest-growing segments of the events tourism sector and have the potential of injecting economic, social and environmental benefits. This contributes to attracting tourists, improving the local economy and providing information on attendees. Gibson (2013) suggests that tourism is a key force promoting festival growth and expansion. However, in the Eastern Cape Province, specifically in East London, a gap seems to exist for a niche market for local



economic development. This study aims to determine the potential of festival tourism as a niche market for local economic development in East London.

Purpose of the Study

Festivals and events have impacts (Hall, 1997). Festivals, more specifically, at least, planned festivals have a purpose or objective and outcomes. Getz (2007) these on the other hand suggest that impacts on host communities, participants and other stakeholders who, are impacted by the outcomes of festivals. It is deemed imperative justify and to measure the returns on often-significant financial investment in festivals. Festival events are agents of sustainable economic development.

There is paucity of research regarding festival tourism potential of becoming a niche for local economic development in the Eastern Cape, South Africa. The purpose of this study is to investigate whether festivals are a niche for local economic development for host destinations, in context of the East London Port Festival. Therefore, this study examines how festivals, especially the ELPF can usher new economic development opportunities for developing tourism destinations such as East London, Eastern Cape.

Literature Review

Overview of the event sector

The events sector of the tourism industry represents a major untapped source of economic revenue. Given the economic climate and the many socio-economic ills that poverty and unemployment have on a local community, everything should be done to develop this segment of the tourism market in South Africa. Keyser (2002) argues that, in recent years, events have shown rapid growth in developing tourist destinations. Events are creating a favourable image of a host destination by expanding the traditional tourist season and evenly spreading tourist demand through an area, while attracting domestic and foreign visitors. According to Van Zyl (2011), events are being reviewed as an integral part of local economic tourism development, while focusing on marketing planning. Getz (1993) argues that events constitute one of the most exciting and fastest growing forms of leisure and tourism-related phenomena. Tassiopoulos (2010) states that it is very important to acknowledge that the world of events covers a spectrum of planned political, sporting, business activities and cultural festivals. Thus, events have the potential to bring local economic development to the host community.

The Global Growth of Festival Tourism

Tourist destinations are developing and promoting events as a means of attracting and enhancing visitor experience. Esu and Arrey (2009) assert that this is also because events tourism is being used as a tool to boost the local economy and has the potential to combat seasonality and enable the demographic spread of tourism.

The contribution of tourism to the development of local regions is considerable, as it creates jobs and stimulates the economy (Saayman & Rossow, 2011). Events are an important motivation for tourists to travel. Festivals and festival tourism are a booming form of event tourism and the importance of festivals is recognised in both national and international spheres (Yang, Gu & Cen, 2011). It is imperative that festival organisers have adequate information about whether festivals are contributing to the local economy of the host destination.

Events around the world have developed an interest in festivals that are socially sustainable devices, such as harbour, port or cultural festivals that often function as tourist attractions. These include their social importance extending far beyond tourism (Quinn, 2009). A number of festivals are held around the world such as the Bristol Harbour Festival, in the United



Kingdom, the Rio Carnival in Brazil, and the Vodacom Durban July and the Grahamstown National Arts Festival in South Africa.

Silvers (2004) describes a festival as an experience that is carefully crafted to deliver an impact on the person in attendance; it brings people together to share an experience and produces measurable outcomes, such as the Vodacom Durban July in Durban is an annual horse-racing and fashion event and the Grahamstown National Arts Festival is an arts and culture event. The focus of festivals is usually on impacts on attendees and spreading the tourist demand. However, there is limited consideration of how festivals contribute to the local economy and the development of the particular destination, which is the demographical profile of attendees to festivals specifically in East London, South Africa.

Festival Tourism in South Africa

Festivals are an important part of South African culture and an increasing part of the entertainment landscape, and the country has been experiencing a major growth in numbers and types of festivals (Van Zyl, 2005). However, even though festivals are growing in numbers and size, little research has been conducted about festivals in South Africa. Rogerson and Harmer (2015) state that it is an oddity that to a large extent festival tourism has been ignored in South Africa, even though festivals have been growing and contributing to the country's local economic development. Rogerson (2014) believes that festivals can represent important levers for contributing to destination-based local economic development.

Kemang (2012) states that festivals in Africa have been practised for a long time and that they are not seen as tourist attractions. However, this is steadily changing; festivals are now becoming tourist attractions because of the number of visitors who come to a developing destination to experience festivals. One such festival that receives international recognition is the Grahamstown National Arts Festival.

The increasing number of festivals in South Africa has led to them competing in the market (Visser, 2005). Rogerson (2015) states that this shows that festival tourism plays an important role in maintaining domestic tourism flow in South Africa. However, Rogerson (2015) further argues that one of the biggest challenges in the realisation of equal opportunities and benefits that come with festival tourism is the uneven distribution of big festivals that favours major urban areas in South Africa, such as Johannesburg, Cape Town and Durban. Rogerson (2015) states that geographical and infrastructural problems are a big contributor to this reality.

Events such as festivals are an important motivator of tourism and feature prominently in the development and marketing plans of most destinations (Getz, 2008). Quinn (2006) states that the role and impact of festivals in tourism have been well recognised, and are increasingly important for destination competitiveness and reinforcing the very strong relationship between festivals and tourism.

Felsenstein and Fleisher (2003) write that local festivals in particular are increasingly being used as drawcards for promoting tourism and boosting the regional economy. Prime examples of South African tourism destinations are Durban and Cape Town that often host major events, such as the Vodacom Durban July and the Cape Town JNB Met. These festivals have been instrumental in promoting these two cities, and contribute to multiple business opportunities for the host nation. The City of East London has hosted a number of events, such as the London Roots Music Festival, the Legends Marathon and the ELPF.

The Importance of Festivals for the Host Community

Festivals are becoming increasingly important to localities and the tourism industry as a whole. This is especially in regional areas where the available sources of income are more limited than in metropolitan areas. Reid (2007) asserts that festivals can provide an array of opportunities for local residents to work with people from other areas. Derrett (2004) adds that



festivals can be used as a tool to provide direction for communities. Festivals allow the host community to reflect and determine a sense of belonging and contribute to cultural tourism (Derrett, 2008). Festivals can thus offer an integrated approach to creating vibrant communities.

Derrett (2008) festivals involve local residents in a shared experience to their mutual benefit by providing both a social function and symbolic meanings. However, Getz (2007) refers to festivals as temporary occasions where people share an experience, removed from ordinary life. Not only do festivals provide opportunities to local communities, but they also provide an opportunity for tourists to participate in the event.

Derrett (2008) agrees that visitors are increasingly attracted to destinations where they can join locals at play. Festivals therefore may play an important role in the lives of the hosting communities, but both positive and negative impacts should be taken into acknowledgement. Jamieson (2014) maintains that if a festival is managed correctly, it will play a significant role in building economic capital for local communities. This seems to be the case only in large scale events, small festivals do not contribute much to the development of the hosting area (Skoultos & Tsartas, 2009). Derrett (2008) the economic benefits and publicity that festivals can generate for a community, can not only have an impact on the location as a developing tourist destination but also feed into the image of a developing destination.

Festivals are seen to generate revenue, encourage investment, boosting the local economy and aid in the extension of the tourist season (Ali-Knight, 2011). All over the world, cities have identified investment in festival tourism and its cultural heritage as a means to facilitate the social and economic regeneration of their cities. Allen, O'Toole, McDonnell and Harris (2002) it has been recognised that festivals have economic but also cultural and social significance for cities and towns hosting them. Hu (2010) argues that successful festivals can help recreate the image of a destination and contribute hugely towards the exposure of a place, aiming to get itself on the world tourism map. Getz (2008) festivals have become one of the fastest growing types of tourism attractions in recent years.

Festivals play an important role in local tourism development, as they are able to draw visitors to the area and attract them to stay longer and spend more in the host community. Allen *et al.*, (2002) festivals also help to create a positive image for the locality and provide a competitive marketing advantage in relation to similar areas. However, not all festivals need to be tourism-orientated; festivals also have other important roles to play, from community building to urban renewal, cultural development to fostering local economy development (Getz, 2008). Festivals generally tend to bring huge economic benefits to an area, as there are more spectators than participants at the event. They have a strong sense of local pride and are recognised internationally, which gives them the potential to have a long-term effect on tourism. For example, the National Arts Festival in the Eastern Cape Province contributes to the local economy and allows local artists the opportunity to showcase their artistic work.

Hosting festivals has become an integral part of every city in South Africa's competitive strategy. Getz (2010) found that cultural festivals have a potential to act as tourist attraction, image building, destination repositioning and community identity. Allen *et al.*, (2002) declare that cultural festivals have become an opportunity where individuals look for and attend festivals that suit their lifestyle and identity. Cultural festivals hold a strong position in the region, attracting swelling number of visitors that support urban rejuvenation including economic growth (Derrett, 2008). Hence, the primary aim of this study was to investigate how festivals can become a niche for local economic development, regarding the East London Port Festival.

Festivals in all communities are increasingly seen as unique tourist attractions. For instance, the International Festival of the Sahara in Tunisia was not initially created to attract tourist, but now is a tourist attraction. Correspondingly, a culture festival can draw in both day and overnight visitors to local tourism destinations, which may otherwise not have been regarded



as tourist attractions. Festivals such as the East London Port Festival, which usually last for a day or more, provide opportunities to tourists to attend the festival. This emphasises the relationship between the destination as a tourist attraction as well as the festival being a draw card for tourism. Pasanen, Taskinen and Mikkonen (2009) argue festivals can only be seen as tourist attraction if a destination is unable to cope with large numbers of tourist in a short period of time. Irshad (2011) on the contraposition that believes festivals attract tourists, who might otherwise never visit the area regardless of whether they are international or local. Developing tourism destination's attractions can be categorised either as primary attractions or supporting attractions, as argued by Ivanovic, Khunou, Reynish, Tseane and Wassung (2009).

Ivanovic *et al.*, (2009) dispute those primary attractions as the pull factor or those that have the ability to motivate tourists to travel to a particular destination while secondary attractions are defined as a second choice, which has been recognised or visited by tourists as a result of the primary attraction. Countries such as Ibiza, festivals and other regional cultural festivals attract audiences, increase tourism and visits to other local attractions (Rentschler, Bridson & Evans, 2015). The dispute in this case is that festivals can attract visitors who may otherwise have limited awareness of a developing destination and contributing to the local economy.

Festivals as a tool for local economic development

Events play a major role in tourism development as they can lengthen tourist seasons, extend peak season or introduce a new season into the life of continuity. According to Bowdin, Allen, Toole, Harris and McDonnell (2001), events can provide newness, freshness and change, which sustain interest in the destination for locals and enhance its attraction for visitors. Event organisers can create a variety of tourism attractions to animate and interpret their products, such as museums, historical districts, resorts, heritage sites, markets and shopping centres, and sports and convention centres. Tourism attractions incorporate events as a key element in their marketing programmes. Festivals offer the potential to foster local organisational economic development, leadership and networking, all of which are vital underpinning of community-based tourism economic development. The consequences of this process is that tourism development is kept within the community's wishes and is more authentic and thus more satisfying to residents and visitors and more sustainable over the long period (Getz, 1997).

Festivals have received growing attention as source of generating a significant amount of revenue, and as a contributor of major economic benefits. Economic benefits include the provision of employment, income and foreign exchange which leads to improved living standards for the local community, as highlighted by Richards and Wilson (2004). Financial and budgeting strategies are crucial in the implementation of events, especially in relation to ensuring returns on investment. Tushar (2012) in order for financial investment to occur one needs to acknowledge that planning and budgeting are intertwined. The good financial planning of financial strategies helps to ensure that an event incurs no loss and that it gains more in terms of profit than might otherwise be attained.

There are also negative impacts of events. The larger the event, the larger the potential costs that is involved. Preuss (2007) asserts that events are extremely expensive to host. Besides the development costs of the infrastructure, the crowds that are associated with such events require government expenditure on public safety, on sanitation and on public transportation. While money might be spent in the local economies during festivals, the local residents might not, in fact, benefit from such income.

Festivals also have the potential to create negative impacts in the communities they are held. During festivals and events there can be traffic congestion, parking problems, crowding in local shops and local facilities, which can disrupt the lives of the locals. Small, Edwards and Sheridan (2005) festivals and events have the potential to destroy economic structures of the locals by allowing for the commoditisation of economic and culture to meet the needs of an



increasing number of visitors. Economic problems, such as inflation and high costs, can make locals vulnerable and promote a growing level of local hostility towards visitors who become symbols of negative change

The event industry is reshaping and re-aligning itself to emerge as an industry that involves strategic marketing and communication tools that can provide prospects for sharing knowledge that engage new audiences and that raise an organisation's profile (Getz, 2008). With the advent of various knowledge domains in the managing of risks and other marketing facets, event management strategies are exceeding the traditional conventions of event management. Event managers in the modern era have to be multifaceted by processing knowledge of a target market segment strategy and service analyses that will help elevate the negative impacts that occur during festivals and events.

Research Methodology

In order for this study to examine the phenomenon of festival tourism in East London, various research methods had to be utilized. The study employed quantitative and qualitative approaches- this a mixed methodology was employed. The accuracy of the results of the assessment of the economic impact of the East London Port Festival depends both on the completeness and relevance of the components of festivals expenditure mobilized by the event, and their correct measurement, and on the appropriateness of the purposive sampling technique used to assess their effects on the local economy in which it is applied. A purposive sampling technique was used by the researcher to collect data at the East London Port Festival.

A description of the main choices made in this case study with reference to both the above aspects follows below. However, first of all, the description on the methodology used to estimate correctly the number of visitors to the event, with particular reference to the economic aspects deriving from the event attendee's demographic, qualification background and spending patterns. The study consulted both primary and secondary data sources to understand this phenomenon, such as academic journals, articles and books. A questionnaire was utilized by the researcher to collect the needed data.

Findings

This section presents the data analysis and findings that were obtained in the field, with specific focus on the local economic development of a developing tourism destination. The study sought to ascertain how festivals can become a niche for local economic development, using a case study of the ELPF in East London. Tables and graphs have been utilised to present the data and results of the study.

The findings of the study elucidates that festivals, especially the East London Port Festival can potentially become an economic development driver for tourism destinations. By understanding what the respondents ages are, their levels of education, the activities they participated in, who they were attending the festival with, their spending patterns and whether the East London Port Festival is indeed considered to be creating opportunities.



Age of the respondents

Table 1: Age profile

Age	Frequency	Percent	Valid Percent
18-29	66	43.1	43.1
30-39	39	25.5	25.5
40-49	18	11.8	11.8
50-59	19	12.4	12.4
60-79	8	5.2	5.2
80	3	2.0	2.0
Total	153	100.0	100.0

The respondents were asked to indicate their age, as shown in Table 1 above. The results of the study report that the highest percentage of respondents (43%) was 18 to 29 years old. A further 26% of the respondents were 30 to 39, while 12% were centrally located in the age category of 40 to 49 years. Surprisingly, 12% of respondents were in the category of 50 to 59. Only 5% of respondents few were 60 to 79 years old. Only 2% were more than 80 years old. Such findings suggest that more young adults attended the festival as the activities at the festival were more attractive to the youth market in comparison to the older generation.

Level of education of the respondents

Table 2: Level of education

Level of education	Frequency	Percent	Valid Percent
GRADE 10 OR LOWER	19	12.4	12.4
GRADE 12 OR MATRICULATION	48	31.4	31.4
NATIONAL DIPLOMA	31	20.3	20.3
DEGREE	19	12.4	12.4
POSTGRADUATE	16	10.5	10.5
OTHER EDUCATIONAL QUALIFICATIONS	20	13.1	13.1
Total	153	100.0	100.0

Table 2 above presents the respondent's levels of education. The study shows that the highest percentage 31% of respondents have a Grade 12 or matriculation qualification .12% of respondents have Grade 10 or a lower qualification, while 20% have a National Diploma qualification. In addition, 12% of respondents have a degree qualification, while 11% have a

postgraduate qualification. Furthermore, 13% of respondents had other forms of educational qualifications. Such findings demonstrate that respondents had a high level of education.

Respondents attending the festivals

Figure 1: The festival respondents attending the festival

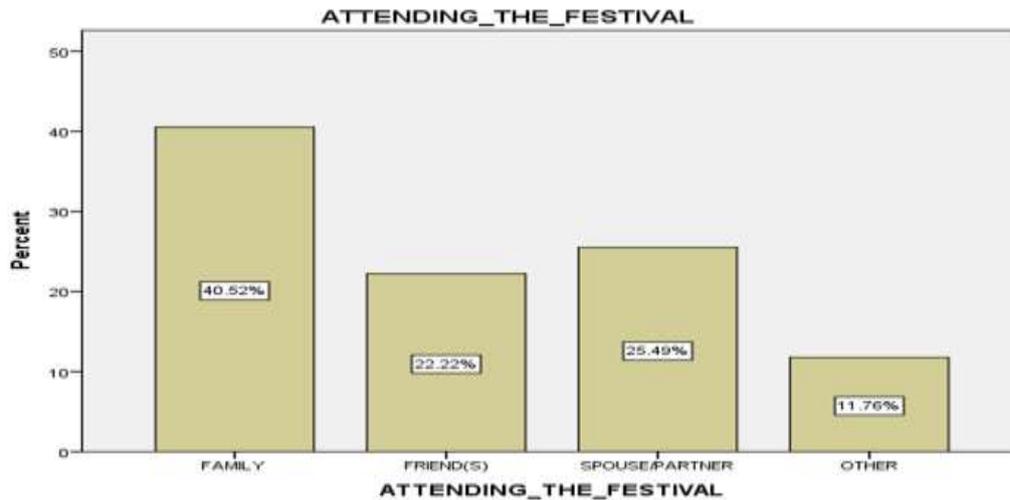


Figure 1 reflects who the respondents were attending the festival with. The highest percentage of respondents (41%) were attending the festival with family, while 22% of respondents were attending the festival with friends. 26% of respondents were attending the festival with their spouse/partner which forms part of family. However, 12% of respondents were attending the festival with people that they did not want to specify. The findings show that respondents mostly attended the festival with family. Such findings show that the ELPF is an event that is more attractive to families. This festival could potentially attract repeat visitation as it appeals to families who can treat it as a family event.

Spending patterns

Figure 2: Spending patterns

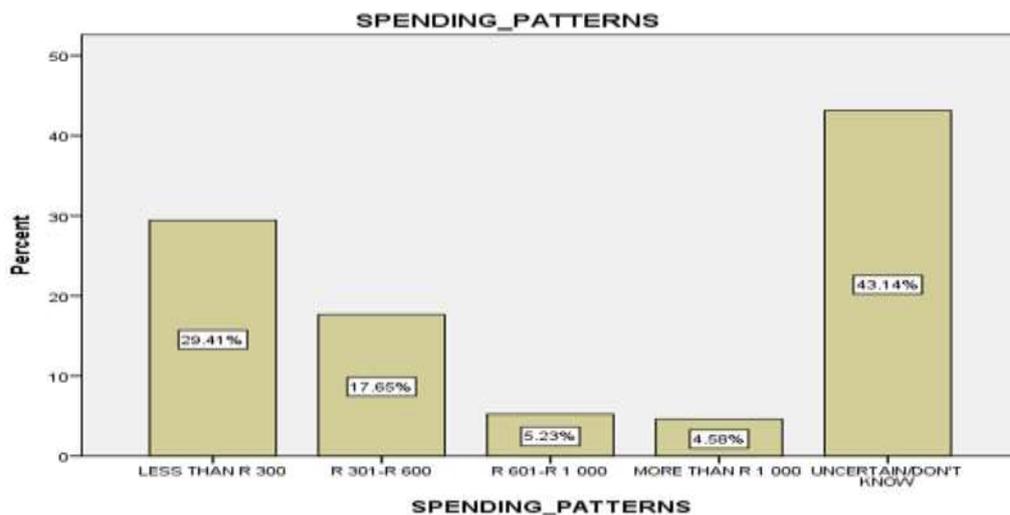
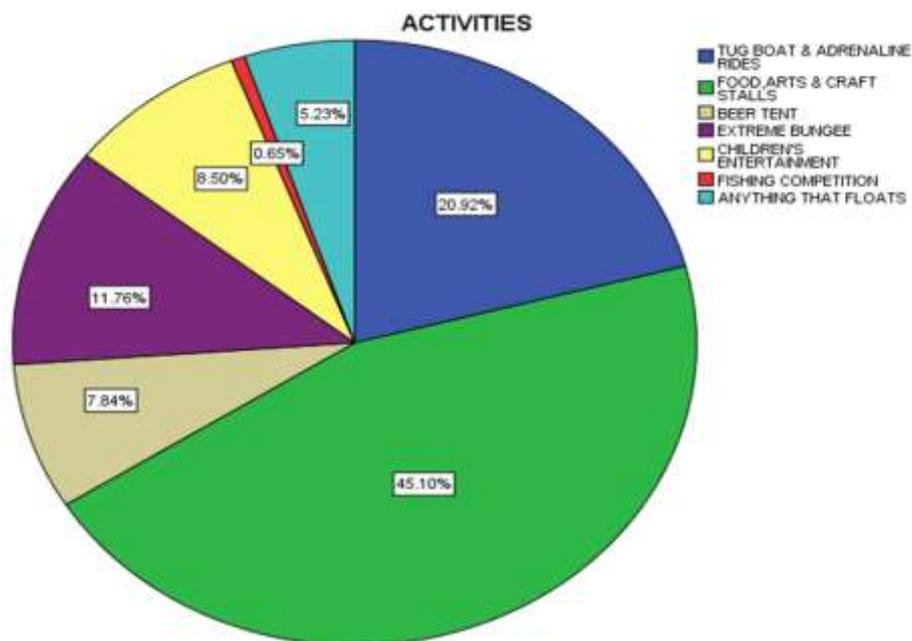


Figure 2 depicts the spending patterns of respondents while at the festival. This study found that 30% of respondents intended to spend less than R300, while 18% of respondents intended to spend from R301 to R600. With 5% indicating between R 601-R 100. Furthermore, 5% of respondents intended to spend more than R 1000.

However, the highest percentage (43%) of respondents were uncertain/did not know of the amount of money they intended to spend at the festival. This study found that a majority of festival attendees did not know how much they spent at the festival. Festival attendees were too busy enjoying themselves and were unaware of how much money they were using.

Activities

Figure 3: Activities at the ELPF

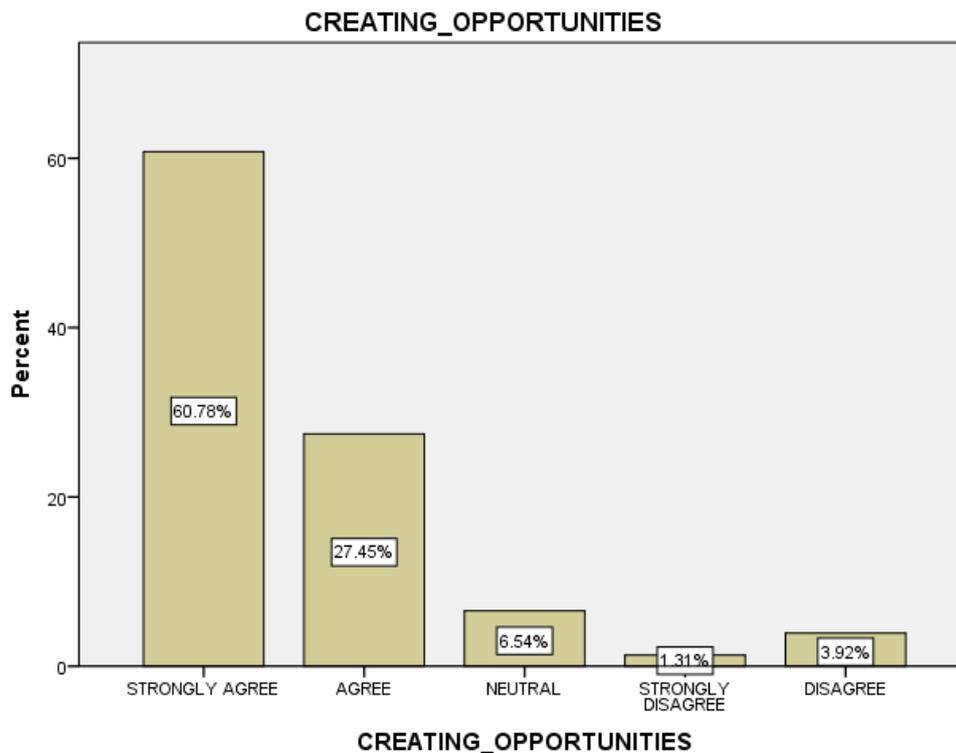


Respondents were asked to indicate the activities that they participated in, as shown in Figure 3. The study shows that the highest percentage (45.10%) of respondents visited the food, arts and craft stalls. While 20.92% of respondents participated in tug boat and adrenaline rides, 7.84 % used the beer tent, 11.76% took part in the extreme bungee jumping activity, 8.50% used the children's entertainment, and 0.65% took part in the fishing competition. The study also showed that 5.23% of participated in the anything that floats activity.

The findings suggest that a majority of respondents participated in and contributed to the entrepreneurial growth of small businesses in festivals by buying from food and items from arts and craft stalls. Such findings suggest that activities appealed more to the female and children market who accessed the food, arts and craft stalls. It also shows that the ELPF is creating and promoting entrepreneurial opportunities.

Creating opportunities

Figure 4: Creation of opportunities at the ELPF



Respondents were asked to reflect on whether the ELPF is creating needed opportunities, as displayed in Figure 4 above. This study shows that 60.78% of respondents strongly agree that the festival is creating opportunities, followed by 27.45% of respondents only agreeing on the festival creating opportunities. In the study, 6.54% of respondents were neutral on whether the festival was creating opportunities and 1.31% of respondents strongly disagreed on the festival creating opportunities. 3.92% of respondents only disagreed that the festival creates opportunities. The findings demonstrate that festival attendees seem to agree that the festival is creating and promoting opportunities for entrepreneurs in the developing tourism destination, which all leads to the development of the local economy and ultimately the national one.

Conclusion and Recommendations

It is very important that events tourism managers, organisations and parastatals take cognisance of the economic impacts that are associated with the planned event. Planning and management must take a holistic approach in the planning stages of the festival. Furthermore, there is a need to develop a local economic development plan to maintain the economic appearance of the host area on an on-going basis by the private and public sectors. There should be wide consultation on the economic strategy and local people and organisations should have the opportunity to influence it. This will help adapt the strategy to local needs and opportunities and build its legitimacy and local support.

Strategies for festival local economic development should be linked with opportunities for emerging surrounding sectors in the tourism industry. Festival economic strategies should emphasise economic activities that build on local resources and initiative. In particular, it is



important to focus on developing a solid foundation for entrepreneurs and raising the skills and productivity of local people in order to curb triple threat challenges such as poverty, unemployment and inequality.

There needs to be development and promotion of local economic development initiatives to help achieve sustainable development by introducing forward festival planning to the area in consultation with local people, and by helping to overcome local economic problems. It is hoped that the study will provide a foundation for event organisers, local municipality decision-makers and other stakeholders involved to be utilised in the planning, promotion and presentation of future festivals. The study also forms a solid foundation for further studies to be conducted in the Eastern Cape Province, which suffers from high levels of poverty.

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