STAKEHOLDERS' PERCEPTIONS OF THE IMPACTS OF AN OUTDOOR AND WINE FESTIVAL IN THE BREEDE VALLEY OF THE WESTERN CAPE PROVINCE

By

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DECLARATION

I, Shameelah Ismail, declare that the contents of this thesis represent my own unaided work, and that the thesis has not previously been submitted for academic examination towards any qualification. Furthermore, it represents my own opinions and not necessarily those of the Cape Peninsula University of Technology.

27-11-2015

Signed   **Date**

DEDICATION

To my Parents

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I wish to thank the following persons and organisations:

ABSTRACT

The Breede Valley region is located in the Cape Winelands District near Cape Town and has been identified as a wine region with vast diversity and distinctiveness. The lack of research in the field of wine and events in the area gave rise to this study. The event industry in this region is relatively unexploited but in recent years has been revealed to be a major catalyst for tourism and economic development. However, for events to act as a catalyst for tourism and economic development, it is important to have an understanding of stakeholders' perceptions of the impacts of these events. The research therefore focuses on stakeholders' perceptions of the impacts of the Breedekloof Outdoor and Wine Festival (BOWF) hosted in the Breedekloof region in the Breede Valley of the Western Cape Province. Underpinning this study was the understanding that the perceived impacts of the event are pivotal for the future planning, management and sustainability of the event as well as to minimise negative and maximise positive impacts of the BOWF.

The study applied a mixed-methods approach, compiling data through survey questionnaires targeting 341 event attendees, 374 residents, 28 established businesses, 8 sponsors and 15 venue owners. Key informant interviews with the event organiser and direct observations with event attendees and residents were used as methods to collect data, using several sampling methods. A spatially based systematic sampling approach was used for the event attendees and residents' surveys, purposive sampling for the event organiser, venue owners and sponsors, while census sampling was used for the established businesses. For the purpose of the study, 767 respondents were targeted; only 730 responded.

The results demonstrate support of the event among residents from Rawsonville as they perceive the event as beneficial to local businesses in the region. It displays the town and its beauty and does not cause any inconvenience to local lifestyles. However, there were mixed views on inequalities relating to employment opportunities and involvement in the planning and management of the event. Most established businesses, on the other hand, were also not directly involved in the Festival; even though there were opportunities for businesses to optimise profits and engender publicity, most did not use this opportunity to their advantage. The event attendees at the Festival were mostly from the Western Cape, attending the Festival in groups of friends with the large majority spending/planning to spend money at the Festival. The study uncovered the need for a greater commitment towards environmental sustainability. Stakeholders' perceptions of the contribution of the BOWF to the growth and sustainability of event tourism in the Breede Valley were largely positive, most believing that the Festival contributes to the development of events, particularly with its continued

existence. The event organiser rated the overall success of the event as average and highlighted that the Festival attendance was poor, mainly due to the weather for the duration of the event.

The outcome of the research also supports and ensures a broader understanding of the importance of festivals and events in the Breede Valley, including their impacts. To foster common understanding of the event and its impacts, increase business opportunities and ensure that event benefits are distributed equally, stakeholder awareness, involvement and participation are underscored. The results may be used to improve future events and wine festivals in the Breedekloof Wine Valley and broader Breede Valley, ensuring that they contribute to the growth and sustainability of event tourism in the region.

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ABBREVIATIONS AND ACRONYMS

BOWF   Breedekloof Outdoor and Wine Festival

BVM   Breede Valley Municipality

BWT   Breedekloof Wine and Tourism

CBA   Cost-benefit analysis

CDC   Centers for Disease Control and Prevention

CoCT   City of Cape Town

CWG   Commonwealth Games

DEAT   Department of Environmental Affairs and Tourism

EDC   Education Development Centre

EMBOK   Event Management Body of Knowledge

FEMA   Federal Emergency Management Agency

FIFA   International Federation of Association Football

ICC   International Cricket Council

IFRC	International Federation of Red Cross and Red Crescent Societies
IPL	Indian Premier League
IRB	International Rugby Board
IRFU	Irish Rugby Football Union
KKNK	Klein Karoo Nasionale Kunstefees
LTA	Local Tourism Association
MEA	Meetings and Events Australia
MICE	Meetings, Incentives, Conferences and Events
MTB	Mountain Bike
SAPS	South African Police Service
SAT	South African Tourism
SET	Social Exchange Theory
SMARTEe	Sustainable Management Approaches and Revitalisation Tools electronic
ST	Stakeholder Theory
SPSS	Statistical Package for the Social Sciences
SRT	Social Representations Theory
TBL	Triple Bottom Line
UCLA	University of California, Los Angeles
UNEP	United Nations Environment Programme
USAID	United States Agency for International Development
USP	Unique Selling Point
WCG	Western Cape Government
WWF	Wacky Wine Festival
WTO	World Tourism Organization

CHAPTER 1

INTRODUCTION AND BACKGROUND

1.1 Introduction

Stakeholder perceptions of the impacts of events are a key constituent of growth and sustainability of tourism and events for destinations. According to the United Nations Environment Programme (UNEP) and World Tourism Organization (WTO) (2005:2), any form of tourism should be sustainable. UNEP and WTO contend that to ensure tourism becomes more sustainable, the main concern is not merely managing and directing the adverse impacts the industry presents. The concept of sustainability includes the liability of all stakeholders in the tourism industry.

UNEP and WTO (2005:3) note there are many stakeholders (tourism enterprises, local communities, environmentalists, tourists) that may benefit from tourism and events in the effort of embracing sustainability. According to Bryson and Crosby (1992:65), a stakeholder is an individual, a group or institutions that are concerned and influenced by the origin and outcome of a matter. This definition suggests that if an event stakeholder has an interest in a particular event, the stakeholder should be wary and meticulous about the impacts the event may have on a destination. UNEP and WTO (2005) cited merely a few stakeholders above. The nature of the event and the size/magnitude of the event may determine the type of stakeholders and their relevance to the event. In view of the latter, it is critical that stakeholders are aware of the impacts of events that concern them.

Kwon (2002:11) adds that festivals and events play a considerable role in generating employment and income for the hospitality industry, transport and smaller tourism-related retail stores. This assertion reflects events as significant in the economy of a region. As noted by Kwon (2002:10), currently events contribute immensely to the economy of a region. Irshad (2011:1) supports Kwon by arguing that all types of events, whether community events, festivals or arts, can generate employment; sustain local commerce; afford opportunities for participation, skills development, and volunteering; and stimulate social, cultural, economic and environmental development. Thus the more local people and suppliers participate, the larger the economic advantage to the area.

Kwon (2002:11) further emphasises that just as there may be visible positive impacts of events on the local community, there tend to be adverse impacts too. Events may not only play a crucial role in the economy but can have direct and indirect impacts on local

communities. The economic impact of an event has an effect on the local community, not necessarily only through large-scale but also through small-scale events (Kwon, 2002:10).

Events and festivals have been used to attract people to areas that customarily have a seasonal tourist appeal (Janeczko et al., 2002:1). Kwon (2002:7) adds that events influence the extension of the traditional tourist season as well as off-peak periods. Furthermore, events assist in attracting interest and promoting attractions and infrastructure (Irshad, 2011:1). According to Kwon (2002:7), events are associated with novelty, innovation and transformation that stimulate visitors' awareness of a destination and improve both demand and interest. The duration and size of the event may determine the nature of impacts across different stakeholders. According to Janeczko et al. (2002:1):

> The fixed length of events and festivals encourages visitors to attend, often attracting new visitors that would otherwise not experience that particular region. This extra exposure acts as an indirect form of marketing for the region as a whole, offering an opportunity to reach a previously untapped market. These new tourists bring with them new money, further diversifying the market and subsequently increasing both real and potential revenue generation.

It is evident that events can result in huge economic advantages to a region, creating a favourable economic climate. Hence, events play a vital role in the economy by acting as a catalyst for the development of both tourism and the broader economy.

Carnegie (1997:5) states that events may lead to social, environmental and economic impacts. The benefits of events may sometimes only be experienced by a select few or by elite groups. As noted by Dickinson and Shipway (2007:2), people may be impacted by events in various ways and as a result, the benefits may not be distributed evenly. This inequality may result in undesirable impacts in conflict with the success of an event. Carnegie (1997:5) presents a clear picture of inequalities: events produce numerous benefits such as job opportunities; however these benefits are sometimes only experienced by a few. Kwon (2002:11) reveals that potential impacts range from "community resistance to tourism, loss of authenticity, damage to reputation and inflated prices".

Etiosa (2012:29) cites numerous impacts of events and festivals on a host community, while Derrett (2004:39) enumerates the less favourable ones as follows:

> Issues identified include the threat to host communities experiencing tourists as invaders; the loss of privacy; destruction of the culture that attracts visitors as attractions are transformed into a 'museum'; hostility at perceived exploitation, commoditisation and lack of consultation.

Dickinson and Shipway (2007:2) state that the impact of events may manifest prior, during and post the hosting of an event. Besides the impact on the community, numerous other stakeholders such as participants and businesses may also be affected. Nevertheless, the involvement of communities in particular is essential in ensuring that they are aware of the impacts that events present to the area and themselves. Once communities are conscious of the potential benefits of events, they are more likely to become involved. Etiosa (2012:29) emphasises that event managers or organisers should strive to enhance the positive impacts and decrease the negative by anticipating the likely impacts associated with events and managing them effectively to achieve favourable results. Etiosa (2012:29) concludes that to ensure a successful event, the event manager should engage in effective planning and ought to communicate all information regarding events to the relevant stakeholders to prevent exclusion, friction and hostility. This is the challenge that may emerge as a result of possible inequalities in the hosting of events. Carnegie (1997:5) underscores that it is crucial for benefits to be shared by all, and that the shortcomings in the hosting of events are at all times kept to a minimum and controlled effectively. Abroad and generally acceptable practice of hosting events should emerge from the current study.

Events are described as an extensive variety of actions, many which are dissimilar (Irshad, 2011:1). Susic and Dordevic (2011:70) note that events occur annually and encourage tourism in a region by utilising the pulling power of the event held at the destination. Susic and Dordevic (2011:70) conclude that events' "special appeal comes partly from the limited duration and their unique nature that makes them different from permanent institutions and created attractions".

Tassiopolous (2005:4) states that events are becoming a crucial and prominent element of tourism development and marketing strategies. He further notes that event tourism is the term used to describe such an observable fact and refers to event tourism as the "systematic development, planning, marketing and holding of events as tourist attractions". Etiosa (2012:4) agrees that event tourism is the "systematic planning, development, and marketing of festivals and special events as tourist attractions, image makers, catalysts for infrastructure and economic growth, and animators of built attraction". Interestingly, Etiosa (2012:4) further notes that event tourism is at the centre of tourism and event management. According to Tassiopolous (2005:4), the goals for event tourism are as follows:

- To create a favourable image for a destination.
- To expand the traditional tourist season.
- To spread tourist demand more evenly through an area.

- To attract foreign and domestic visitors.

In view of the above, Connell and Page (2010a:5) argue that event tourism creates a sense of place and character, generates a thriving and appealing destination, and amplifies visitor numbers to a destination. Connell and Page (2010a:6) further argue that:

> For tourism organisations and those charged with economic development, the draw of events as a means of promoting destinations is based on the potential benefits emanating from successful event strategies, namely to: develop and expand the visitor market; encourage repeat visits stimulated by an initial visit to attend an event; increase off-peak appeal and volumes of tourist trips, and thereby reduce the problems of seasonality for the tourism industry; create new products and attractions, thereby expanding the destination portfolio; encouraging visitors to spend more time and more money in a destination; and, create an image and brand for a destination, thus providing a stimulus for development in an embryonic tourism destination.

From the above it is evident that events, as a subset of tourism, play a fundamental role in the success of a tourist destination. According to Irshad (2011:1), event and festival tourism is a rapid evolving category of tourism. Irshad (2011:1) agrees with Tassiopolous (2005:4) that "festivals and special events play important roles in destination development, image makers, animators of static attractions, and catalysts for other developments".

For the purpose of this study, one of the largest and most popular annual events in the Breede Valley region was used as a case study. The Breede Valley comprises four towns, namely Rawsonville, Worcester, De Doorns, and Touws River, all located along the N1 highway in the Cape Winelands district of the Western Cape province (see Appendix A). The Breede Valley is situated approximately 112km north-east of Cape Town (Distancesfrom.com, 2014).

The event was hosted in the Breedekloof area. This area consists of the town Rawsonville, as well as Goudini, Slanghoek and the Breede River area (see Appendix B). According to South African Tourism, the area boasts 27 wineries, a third being co-operatives and the others wine cellars and estates (SAT, 2015). Wine tasting is the most popular activity in the area (Breedekloof Wine and Tourism (BWT), 2013). The Breedekloof hosts two annual events, the Soetes and Soup held in July and the Breedekloof Outdoor and Wine Festival (BOWF) held in October (*Worcester Standard*, 2010/2011:15).

The event selected was the 10th annual BOWF which took place between 11 and 13 October 2013. The event hosted festival activities at different wineries in the Breedekloof Wine Region (Rawsonville, Slanghoek, Goudini, and Breede River) and an abundance of outdoor activities and entertainment such as a tagged fishing contest, a 13km mountain bike (MTB)

race and children's entertainment (Botha, 2011:1). A festival pass ensured access to the Festival for the entire weekend as well as free wine tastings at various cellars.

Based on the overview of the region, it is apparent that the Breede Valley is a destination with huge event tourism potential. In view of the latter and in line with the research topic, it is pivotal to assess stakeholders' perceptions of the impacts of an outdoor and wine festival and also as an important element for growth and sustainability of event tourism in the Breede Valley region.

1.2 Definition of key concepts

All definitions and concepts will be defined and explained in relation to the context of the study.

1.2.1 Stakeholder

The *Chambers Concise Dictionary* (2004:1176) defines a stakeholder as "someone who has an interest or a stake in something, especially an enterprise, business". Stakeholders refer to individuals, groups and institutes that must be taken cognisance of by all staff members in a business (Bryson, 2004:22). Ladkin and Bertramini (2002:73) further underline that a stakeholder is a "net to capture the articulate and the silent, the powerful and the powerless and those within a territorial political community and those beyond its boundaries that often hold widely different viewpoints and have differing vested interests". Stakeholders usually have the authority to influence a project or a corporation.

1.2.2 Stakeholder perceptions

Bourne (2009) asserts that stakeholder perceptions may diverge significantly from the reality. It is crucial to take cognisance of this aspect. What stakeholders' perceive as the veracity of a situation may be entirely different from the reality. Nonetheless, Bourne (2009) notes that the stakeholders' account of the truth should be understood. Bourne (2009) further indicates that the perceptions of stakeholders could also be affiliated with their expectations. Bourne concludes that perceptions may be based on prior experience, whether negative or positive, and should not be underestimated. The *Chambers Concise Dictionary* (2004:886) defines perceptions as the understanding of a particular phenomenon.

1.2.3 Sustainability

Sustainability has emerged as a global phenomenon, hence the integration of this concept into the study. According to the North Carolina State University (2013), sustainability is concerned with maintaining a healthy balance in economic, social and environmental matters for present and future wellbeing. The Grand Valley State University (2013) concurs, adding "sustainability is about meeting the needs of today without compromising the ability of future generations to meet their needs".

A definition of sustainability is further found in the WTO's (2013) definition of sustainable tourism: it is "tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities".

1.2.4 Events

Events initially reflected formal procedures and customs unique to the local culture and community of a destination (Brown & James, 2004:54). Etiosa (2012:8) considers events as an opportunity for the public to get together and enjoy amusements, festivities, educational activities, promotions, advertising and reunifications. "Events can be described as transient, and every event is a unique blending of its duration, setting, management and people" (Tassiopolous, 2005:11). The Event Management Body of Knowledge (EMBOK) (2013) adds that events consist of various forms and types such as festivals, sport gatherings, expositions, conferences, community events and special events.

1.2.5 Tourism

The World Tourism Organization (n.d.) defines tourism as:

> The activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited.

Cooper et al. (2008:11) note that definitions of tourism can either be demand or supply driven. In the case of the demand side, they (2008:11) note:

- Tourism arises out of a movement of people to, and their stay in, various places, or destinations.
- There are two elements in tourism – the journey to the destination and the stay (including activities) at the destination.

- The journey and stay take place outside the usual environment or normal place of residence and work, so that tourism gives rise to activities that are distinct from the resident and working populations of the places they travel through and stay at.
- The movement to destinations is temporary and short term in character – the intention is to return within a few days, weeks or months.
- Destinations are visited for purposes other than taking up permanent residence or employment in the place visited.

From the two definitions above it is apparent that tourism is merely the temporary movement of individuals outside their everyday environment to other destinations and with several motives for travelling. The *Chambers Concise Dictionary* (2004:1281) notes that tourism entails a journey undertaken by individuals who wish to visit destinations for the purpose of experiencing enjoyment and to be at leisure. Interestingly, Ntloko (2006:5) notes that the development of tourism has led to numerous definitions of the term and therefore various authors have different opinions and explanations.

1.2.6 Triple Bottom Line (TBL)

The TBL concept manifests throughout the study and is therefore a key concept to clarify at this stage. It incorporates the social, economic and environmental dimensions that set the criteria upon which the impact of events are measured. The three fundamentals are also commonly referred to as the TBL approach. Slaper and Hall (2011:4) note that the TBL is also sometimes referred to as the three P's, namely people, profit and planet.

The definitions above aim to provide an enhanced understanding of the study and ensure transparency of important concepts used frequently within this thesis.

1.3 Rationale for the study

No similar study has been conducted using an event in the Breede Valley region as a case study, thus making this study unique and very useful to tourism and event planners. This research may lead to further development of tourism in more rural areas, thus promoting rural tourism. As noted by Liu (2006:878), tourism has become an alternative for improving rural existence and creating favourable changes in the allocation of income. Liu (2006:878) further highlights that "when a rural community considers tourism as a development tool, unspoilt environments and rurality are advantages". As a result, this study should play a fundamental role in the development of tourism in more rural areas such as the Breede Valley. The current events in the Breede Valley region are small scale; nonetheless the

potential impacts these events may present should not be underestimated. Therefore, by identifying stakeholders' perceptions of the impacts an event may present, it can be determined whether the costs outweigh the benefits and vice versa. Once these results are established, best practices can be formulated to assist event managers and event role players to improve the hosting of not only the case study event but also other events in the region. This approach can also contribute to positive growth and sustainability of the event tourism industry in the Breede Valley.

1.4 Statement of the research problem

No study has been conducted that focuses on stakeholders' perceptions of the impacts of an event in the Breedekloof region. As a result, the study will highlight the social, economic and environmental impacts of an outdoor and wine festival, a common form of event hosted in the Breede Valley, using the BOWF as a case study. The views and perceptions of stakeholders are fundamental elements to consider and assess. Stakeholders are "people with an interest in the research being undertaken" (MacDonald & Headlam, 2008:70). As a result, they generally hold vital information and opinions as most experience an event directly or first hand. Gaining insight into their perceptions will assist the event organising team to identify flaws and resolve them, as well as recognising aspects that work well and reinforcing these. Therefore awareness of stakeholders' perceptions on the impacts of events can help organisers improve their event management and organising skills for current and future events.

Assessing the perceptions of stakeholders on the impact of events is projected as contributing to better planning, organisation and management of events. This may be largely associated with the impacts linked to the hosting of events (social, economic and environmental). Stakeholders are therefore perceived to play an important role, not only in the present hosting of the event but also in the future, hence their perceptions of the BOWF are assessed. Assessing stakeholders' perceptions is also central to the growth and development of this event in the region.

1.5 Research aim

The aim of the study is to investigate stakeholders' perceptions of the impacts of an outdoor and wine festival in the Breede Valley. In achieving the aim of the study, key questions and objectives were posed.

1.6 Research questions

The research questions for this study are:

- What are the stakeholder perceptions of the TBL impacts of the BOWF?

- How do stakeholders perceive the BOWF as contributing to the growth and sustainability of event tourism in the Breede Valley?

- How are local communities and businesses benefiting from the BOWF, if at all?

1.7 Objectives of the study

The objectives of the study are in agreement with the research questions and are outlined below:

- To assess the stakeholders' perceptions of the TBL impacts of the BOWF.

- To ascertain how stakeholders perceive the contribution of the BOWF to the growth and sustainability of event tourism in the Breede Valley.

- To determine how local communities and businesses benefit from the BOWF, if at all.

The study questions and objectives indicated above form the basis from which conclusions are drawn and recommendations proposed.

1.8 Research design and methodology

The researcher made use of qualitative and quantitative methods to obtain data, using both primary and secondary sources to meet the objectives of the study. According to Hancock (1998:2), qualitative data refers to creating descriptions of an observable fact. Fossey et al. (2002:717) agree, noting "qualitative research aims to address questions concerned with developing an understanding of the meaning and experience dimensions of humans' lives and social worlds". Quantitative research, on the other hand, refers to the compilation and examination of statistical information and gathering a limited quantity of data from an outsized sample (George, 2008:108).

1.8.1 Primary data

Primary data refers to new information that has been composed by a researcher for the use of a study (Welman et al., 2005:149). Primary data is used for the purpose of the study and includes survey questionnaires, key informant interviews and direct observations. These methods are explicated below.

1.8.1.1 Survey questionnaires

Survey questionnaires were used to collect invaluable data from key stakeholders. A survey is a technique used to compile data from a sample of individuals (Scheuren, 2004:9). The aim of using such a method is that it permits the researcher to gain insight from stakeholders with regard to the topic. Structured survey questionnaires were distributed to local residents in Rawsonville as well as to venue owners, established businesses, event attendees and sponsors. The questionnaires consisted of both closed- and open-ended questions. Open-ended questions refer to questions posed that allow the respondent to devise his/her own response without having to select from a set of predetermined answers (Ballou, 2008:547). On the other hand, closed-ended questions permit the respondent to select an answer from a number of responses (Welman et al., 2005:175). Reja et al. (2003:159) note there are different purposes for using these two methods of questioning – "one is to discover the responses that individuals give spontaneously; the other is to avoid the bias that may result from suggesting responses to individuals". The surveys were administered by the researcher and a group of fieldworkers during and post the Festival.

1.8.1.2 Key informant interviews

Key informant interviews are interviews conducted with a range of individuals that encompass first-hand knowledge and details regarding a particular matter of interest to your quest and are essentially qualitative in nature (Kumar, 1989; Education Development Center (EDC), 2004; United States Agency for International Development (USAID), 2011; University of California, Los Angeles (UCLA) Center for Health Policy Research, 2012).

A key informant interview was conducted with the event organiser of the BOWF post the event. This method was particularly useful in obtaining detailed information regarding the event and its outcome.

1.8.1.3 Observations

Direct observations were used to gather additional information to support the research findings. Mack et al. (2005:13) highlight that participant observations will yield qualitative data and are mostly used to assist researchers to study the perceptions of a population. The observations were conducted covertly during the events and resident surveys. The researcher observed the behaviour and attitudes of respondents and took notes that were used as data in support of the research objectives. Mack et al. (2005:13) contend

researchers observe what they perceive and experience in a community and make unbiased summaries of their encounters by writing in a notepad.

1.8.2 Secondary data

Hox and Boeie (2005:593) define secondary data as data compiled for an earlier study but used again for a different investigation. Secondary data sources consulted for the purpose of this study included reports, books, conferences and seminar proceedings, journals articles, Internet websites and other theses and dissertations. These sources were used to provide the background to the topic and shed light on existing literature related to the study, thus adding value to the research.

1.8.3 Population and sampling

Mugo (2002:1) explains the difference between population and sampling. According to Mugo, "a population is a group of individuals, persons, objects, or items from which samples are taken for measurement, for example a population of presidents or professors, books or students". The population refers to the focus group that may either depict a nationwide population or an undersized specified group (MacDonald & Headlam, 2008:12-13).

Mugo (2002:1) clarifies that sampling refers to the "act, process, or technique of selecting a suitable sample, or a representative part of a population for the purpose of determining parameters or characteristics of the whole population". Sampling offers knowledge of and insight into an entire population (National Audit Office, 2001:4). It is a segment of the general population that forms part of the survey and with whom you will need to get in touch (MacDonald & Headlam, 2008:12).

It is apparent that a population refers to a large mass of individuals and the process of sampling reflects the selection of only a portion of the population. The population targeted for the purpose of this study comprised local residents, the event organiser, established businesses, venue owners, event attendees, and sponsors. Various sampling methods were applied to the study. A detailed sampling approach is discussed in depth in Chapter 3.

1.8.4 Data analysis

The Statistical Package for the Social Sciences (SPSS) version 23 was used as a tool to analyse all the quantitative data gathered during data collection. The use of this software gave meaning to the results and permitted the analysis and synthesis of the data presented.

The qualitative data were analysed into conceptual categories using the constant comparative method.

1.9 Ethical considerations

According to the National Committee for Research in the Social Sciences and the Humanities (NESH) (2006:5), research ethics is defined as "a complex set of values, standards and institutional schemes that help constitute and regulate scientific activity". NESH (2006:5) further notes the consideration of ethics as fundamental in ensuring autonomy, safeguarding against mutilation and vicious anguish, and strengthening of privacy and close relations.

Ethics constitutes a key element to consider especially when involving the various stakeholders. Thus the study strove to ensure the integrity of the research. Details of how ethical considerations were applied to the study are further outlined in Chapter 3.

1.10 Delineation of the study

The research focused on the key stakeholders of the BOWF and their perceptions of the impact of the event. The researcher engaged with these stakeholders to investigate their perceptions and collect invaluable data. The study was conducted in the Breedekloof area that encompasses Rawsonville, Goudini, Slanghoek, and the Breede River.

1.11 Significance of the study

The Breede Valley has been identified as a region of diversity and distinctiveness. Fostering a better understanding of how events impact on the region may yield better results in promoting the sustainability of both tourism and events. For events to act as a fundamental catalyst for tourism development in the region it is pivotal to have an understanding of current stakeholders' perceptions of the impact of events in the Breede Valley. This was done by the use of an event case study. Results from stakeholders' perceptions of the impact of the BOWF are used to formulate best practice. The results could be used to improve future events and festivals in the Breedekloof Wine Valley and Breede Valley, thus ensuring that they contribute to the growth and sustainability of event tourism in the region. The results will also serve as best practice that other event organisers may draw on, particularly those located in similar locations – rural and semi-urban areas.

The region is relatively untouched and undiscovered and the hosting of events in the region can facilitate the increase of visitors to the area. The results can act as a support to tourism

developers and event managers as they will be able to enhance current events by increasing positive impacts and eliminating negative ones.

Dickinson and Shipway (2007:2) note that in an event framework, events present a variety of positive and negative impacts that may become perceptible before, during and after the event. They state that impacts may have an influence on a range of stakeholders, including participants, local businesses and the host community. The stakeholders identified for the purpose of this study include local residents, event attendees, venue owners, the event organiser, established businesses, and sponsors. Each of the identified stakeholders plays either a direct or indirect role in the success of the events; hence their perceptions of the impact of the events are essential.

1.12 Expected outcomes

The outcomes of the research should contribute to a broader understanding of the importance of events in the area, including their impacts. The results may further contribute to an acceptable framework of hosting events in the region, as events are perceived as major contributors to the economy. Events have the potential to create employment opportunities, market a region, encourage infrastructure development, and attract visitors to an area, thereby multiplying visitor numbers and developing local skills. Events also have the potential to enhance local competitiveness and explore organisational management and hosting of events in the Breede Valley. Nevertheless, it should be acknowledged that there could be negative implications also.

1.13 Chapter outline

The dissertation consists of five chapters as outlined below:

Chapter 1 provides an introduction and background to the study and highlights key concepts that will be addressed throughout the study.

Chapter 2 introduces relevant literature on this subject, including a conceptual framework of important theories that underpin this study. It further highlights key role players of the BOWF and elaborates on the TBL impacts of events on a region. An overview of the Breede Valley and the event location is also provided.

Chapter 3 examines the methodology of the research and the procedures followed to collect the data from the relevant stakeholders and how the data was analysed. The sample size is also highlighted, research instruments are described, and issues of ethics addressed.

Chapter 4 provides the presentation and interpretation of the results collected from the various stakeholders.

Chapter 5 concludes the study and presents pertinent recommendations.

1.14 Summary

In this chapter, the researcher provided the background to the study, supported by relevant literature. The chapter furnished the reader with a greater understanding of the topic and key concepts. It also underscored the importance of this study to the region and the potential benefits that accrue with the correct application of the results.

CHAPTER 2

OVERVIEW OF TOURISM AND EVENTS

2.1 Introduction

This chapter discusses literature relevant to events and tourism. It highlights the key role players in the event and tourism industry and elaborates on the impacts of events on a region – socially, economically and environmentally, setting the basis for this study. The chapter also presents an in-depth account of events and their importance and presents the conceptual framework for the study. The various scales and types of events are also highlighted and the chapter concludes by outlining event-sustainable practices and an emphasis on the growth and sustainability of events.

2.2 Event tourism: the relationship between tourism and events

For the purpose of this study, an overview of events is provided to create a broader understanding of the subject and the dynamics encountered by event organisers. Establishing this background will also allow for a better comprehension of the study results.

Events have developed into a topic of interest and visitors are willing to travel great distances to participate in events of importance (Anttonen et al., 2005:3). The term 'event' has largely been defined in recent years as a pleasurable activity that is well liked in modern society (Goldblatt, 2000:3). Jayswal (2008:252) conversely defines events as "a package carried out with a perceived concept, and then customised or modified to achieving the aim of organising that event". Connell and Page (2010b:2) add that events create value to the tourist's travel experience and may even make up the entire experience when travelling to a destination to visit a local event. Connell and Page (2010b:2) conclude that "an event is a temporary experience based on a unique combination of timing, location, theme, design and ambience created and complemented by participants, spectators and organisers". Jayswal (2008:255) indicates that events are activities that occur at a particular point in time and setting.

Fredline and Faulkner (2000a:60) contend that "events can be seen as an additional element in a destination's tourism marketing mix alongside permanent attractions, both natural and man-made". They further note that there are numerous advantages accompanying the staging of events and these include tourism promotion and fiscal opportunities. Jayswal (2008:252) adds that events entice individuals from other places to take a trip to a

destination and utilise accommodation, hospitality and recreational facilities at this destination and as a result, contribute to its economy. Saayman (2012:2) agrees that tourists engage in travelling activities and on arrival at a destination, spend money on the provision of travel services and therefore are regarded as tourists.

Richards and Wilson (2004:1932) explain that events draw media attention and permit a destination to generate awareness at a much lower cost. Jayswal (2008:252) agrees that when an event receives media coverage, a vision is constructed in the potential tourists' minds and as a result, entices them to visit. Jayswal (2008:252) further contends that the hosting of events brings considerable foreign currency to a destination through the event participants and visitors.

Jayswal (2008:259) notes the following interesting facts about events:

> It provides off-season benefits to the economy. The tourist may visit the destination if any event is on at the destination. It also adds to increase demand of local business whether hotel bookings, food restaurants, transportation. Events also encourage tourists to stay for a longer time at the destination. Events are also a tool to reach [a] specific target market or a wider market [or] both. They reinforce the destination's image. They help in promotion, positioning and branding a destination. The events help to communicate the destination's awareness. They build brand equity. The long-term advantages of hosting an event may be referred as improvement in infrastructure, attractive investment by big companies, quality of life for locals and amazing experience for travellers, [the] destination's brand building and an added value to the city's identity.

Carlsen et al. (2000:77) assert that events have the potential to generate images that entice tourists to a destination pre, during and post the event. Anttonen et al. (2005:5) explain that event tourism assists with the growth of the event industry and capitalises on the benefits associated with the hosting of events in an area. Based on all the benefits highlighted, Anttonen et al. (2005:4) reveal that events offer countless prospects for destinations.

Jayswal (2008:252) clarifies that events consist of a venue, target audience, media and event infrastructure as illustrated below. From Figure 2.1 it is evident that an event comprises an assortment of characteristics which all play a critical role in the success of an event. For a single event there is a flow of pivotal concepts that could be compromised if a single aspect is overlooked.

Events can be considered effective marketing tools. Jayswal (2008:258) states that events have emerged as a key Unique Selling Point (USP) for destinations. The author also mentions that when an event is held, the public receives information about the event which can also be seen as a form of publicity for the event. As a result of the event's being covered

by the media, attractions and attributes of a destination are advertised and will most likely generate a positive reflection of a destination.
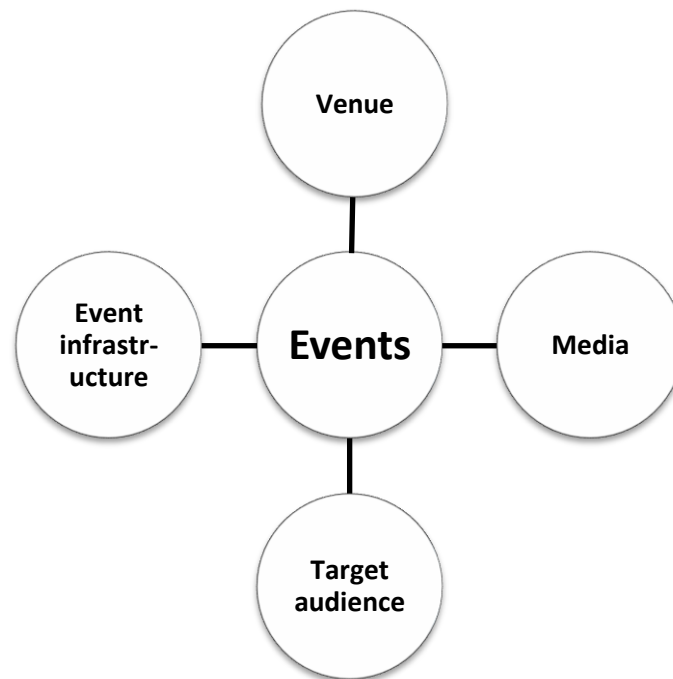
Figure 2.1: Elements of events (Jayswal, 2008:252)

Carlsen et al. (2000:76) draw attention to the increasing need to embrace a strategic approach that will entice, stage and assess worldwide events. Anttonen et al. (2005:5) state that event tourism strategies are very valuable and can assist destinations with the development of realistic event tourism goals as well as identify approaches to attain realistic results in the longer term. Getz (2008:406) notes that events are "highly valued as attractions, catalysts, animators, place marketers and image-makers". Therefore if destinations wish to become recognised, attracting economic and tourism benefits, then the adoption of an event tourism strategy is key.

Connell and Page (2010b:5) conclude that "hosting events can play a key role in building a more attractive and successful destination, and many destinations have embraced events as part of a wider tourism agenda". It is pivotal for destinations to determine what benefits they desire from events and how their value will be quantified (Getz, 2008:407). Event organisers can now also use events as a basis for creating and setting milestones (Richards & Wilson, 2004:1932). Owing to the hosting of events, event tourism has emerged. Spronk and Fourie (2011) note that the increase in tourism has led to the development of event tourism that is concerned with enticing visitors to a destination for the purpose of engaging in event-related activities.

People around the world travel with various motives and because of these visits, destinations have matured, leading to the expansion of the event tourism industry (Etiosa, 2012:1). Event tourism is a relatively new movement and is associated with bringing numerous benefits to a destination. Event tourism as a niche is rapidly evolving globally (Rees, 2000:75). Anttonen et al. (2005:3) define event tourism as a journey undertaken by individuals away from their permanent residence with the purpose of visiting an event in a particular destination or they may be induced to participate in an event when visiting a host destination. Carlsen et al. (2000:76) contend:

> One sector of tourism that is under increasing public scrutiny is the tourism events sector which is responsible for managing and funding major events that attract interstate and international visitors and have substantial economic value to the host destination.

Getz (2008:403) notes that not too long ago, event tourism emerged within the tourism and research public; accordingly its progress has been remarkable. Getz (2008:405) further mentions that event tourism is comprehensive and comprises all planned events in a collective approach to advertising and growth. Connell and Page (2010b:2) elucidate that the "scope of event tourism covers a broad spectrum, including significant international events requiring huge capital investment, which attract enormous numbers of people and global media attention".

Event tourism is an amalgamation of tourism and events. As mentioned previously by Etiosa (2012:4), event tourism is at the heart of tourism and event management. There is a definite strong link between these fields. Getz (2008:405) substantiates this by illustrating in Figure 2.2 that event tourism is at the centre of tourism and event studies. This is an important point to consider as event tourism has characteristics of both events and tourism. Getz (2008:406) shows in Figure 2.2 that events and tourism comprise both the advertising of events to the public and the growth of events for monetary and tourism development.

Getz (2008:422) declares that tourism is very dynamic as it incorporates the travel facet and presents considerable impacts. Connell and Page (2010b:9) agree that "event tourism is now a vibrant and dynamic field of study".

It is therefore vital to generate an understanding of how this vibrant industry or field of study came into being and has developed over the years. Once this understanding is fostered, it will provide an enhanced comprehension of the evolution of events and their importance.
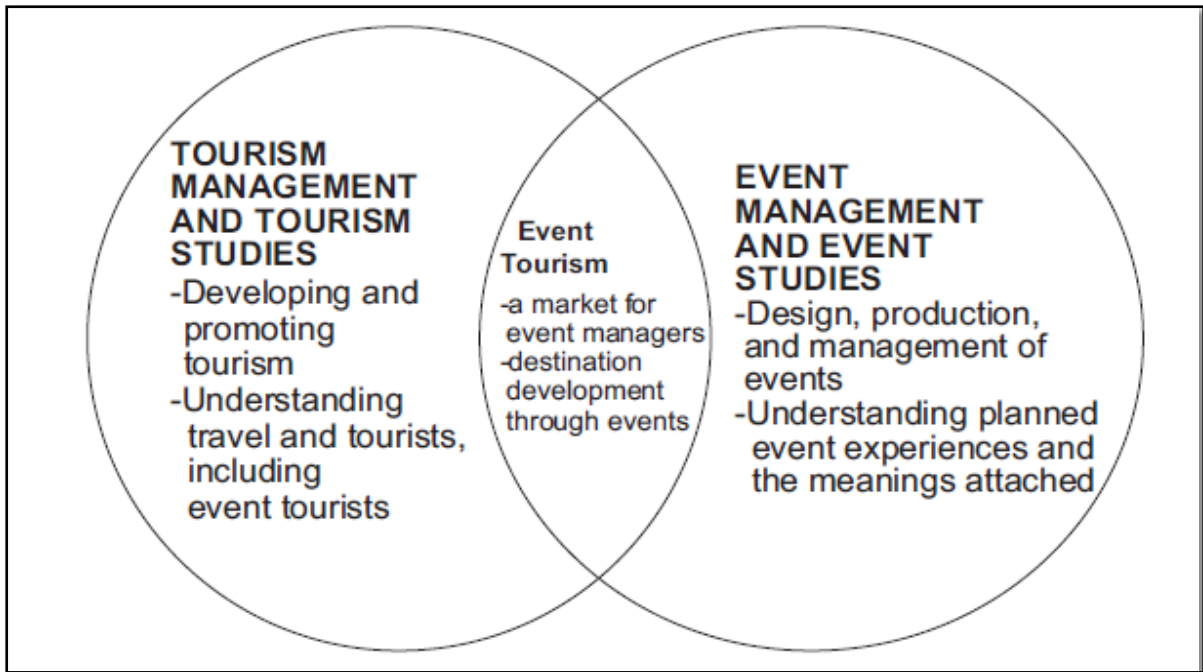
Figure 2.2: Event tourism at the centre of tourism and events (Getz, 2008:406)

2.3 Background to events

This section provides a background to events in the context of the study. It seeks to present a better understanding of events and their numerous forms and scale of operation.

Linking present day dynamics with what happened in the past is essential (Ntloko, 2006:25). However, Ntloko (2006:25-26) argues that the rationale for this linkage is not to spend too much time exploring history, but to acknowledge what has happened in the past and improve the direction for future events. Events are certainly not a new phenomenon. This activity has been executed by many former generations in celebrating special occasions in their lives or commemorating the coming of a new era (Etiosa, 2012:4). Events date back as far as ancient Greece and Rome in the form of cultural festivals, public games, theatrical performances, civic ceremonies, festivals and fairs, court spectacles, pageants as well as in the celebration of political conquests (Gold & Gold, 2010:120). Spectacles, events and festivals became popular in the nineties and led to the development of international fairs, also known as expositions (Connell & Page, 2010b:4). Gold and Gold (2010:123) further elucidate that:

> Theatre and games, key ingredients in ancient Greek life, were just two elements in the enduring cycle of spectacular entertainment of imperial Rome. Others included commemorations, animal displays, gladiatorial contests, triumphal entries, ritual humiliations of miscreants, theatrically staged funerals, mock sea battles in specially constructed aquatic arenas (*naumachiae*), and circuses.

It is apparent that events are no new occurrence but have developed immensely to adapt to modern-day preferences. Etiosa (2012:4) notes "events have become a central part to the way of life of people as there has been [an] increment in leisure and disposable incomes which has led to the rapid growth of public events, celebration and entertainment".

The events industry in South Africa has grown rapidly post-1994, contributing to the development of the country and its ability to host events of different scale. The South African event industry is a lucrative business and a large contributor to the South African economy; therefore the continuous development of this segment is encouraged. The next section explores the event industry in South Africa and its achievements over the years.

2.3.1 The South African event industry

The tourism and event industry is vigorous and ever changing. It has been contested whether tourism and events are in fact an industry (Goldblatt, 2000:2). However, Goldblatt (2000:5) notes that events produce economic impacts in the form of employment and income and as a result may well be regarded as an industry.

Tassiopoulos (2005:25) discloses that the event sector is a highly lucrative source and argues that action should be taken to develop this segment in South Africa. According to the South African Sports Commission (n.d:3), South Africa has embraced the staging of major international events, therefore more events of this nature will be considered and hosted in the country. In recent years, South Africa has effectively hosted major events (in particular sporting events) in the country and has created an outstanding reputation for itself (Morgan, 2014). The event tourism industry has expanded rapidly and is notable for the country's ability to host large-scale events. South Africa hosted major international events such as the Women's World Cup of Golf in 2005/2006 and in January 2006 the only street race in the initial A1 GP World Cup of Motorsport. Spronk and Fourie (2011) list a few other major sporting events hosted by South Africa such as the International Rugby Board (IRB) Rugby World Cup in 1995, the African Cup of Nations in 1996, the International Cricket Council (ICC) Cricket World Cup in 2003 and the World Twenty20 Championships in 2007. In 2009 South Africa hosted the Indian Premier League (IPL), the British and Irish Lions tour, the Confederations Cup and the ICC Champions trophy. Recent events hosted include the 2010 BMX World Championships, the 2010 Fédération Internationale de Football Association (FIFA) World Cup[TM] and the 2012 Africa Nations Cup. Durban is also the official host for the Commonwealth Games (CWG) in 2022.

Du Plessis and Smit (2005:3) contend "South Africa's democratic transition in 1994 created expectations of a dramatic turnaround in the economic performance". The authors also state that South Africa has experienced vast developments since 1994. Tassiopoulos (2005:25) notes "event tourism in South Africa is in its infancy – due to our political legacy – but is estimated to expand even faster than the 10 to 15% annual growth rate predicted for the tourism industry". According to South African Tourism (SAT) (2014), the tourism industry received a substantial boost from the hosting of the 2010 FIFA World Cup^{TM} when 8.1 million international tourists arrived in the country. SAT (2014) further highlights that this growth rate increased in 2011 when 8.3 million foreign visitors entered the country. The growth of tourist arrivals in the country was sustained in 2013 (South African Press Association, 2013). It is evident that events with a magnitude of the 2010 FIFA World Cup^{TM} have the ability to stimulate substantial growth and entice international visitors to the country even years after the hosting of the mega-event. The South African Department of Tourism (Department of Tourism, 2011:28) explains that owing to the hosting of large-scale events, South Africa has enjoyed several benefits over the years – the development of infrastructure for the 2010 FIFA World Cup^{TM} as well as the publicity gained throughout the hosting of this event has increased the country's ability to entice other prospective events to the country.

Even so, the Department of Tourism (2011:28) argues that within a South African context, there are no synchronised attempts to attract international events. The department notes that instead of working together, provinces and cities are constantly competing to host events and as a result, hamper the country's capacity to source further events. Nevertheless, the department notes that the hosting of events in South Africa is an effective technique to attract people to an area and combat the issues of seasonality in the country.

Spronk and Fourie (2011) are of the opinion that because of the successful hosting of events, the country's tourism infrastructure was developed and South Africa was branded in the international arena as a renowned international tourist destination. Given the thriving record of mega-events, South Africa won the bid and hosted the 2010 FIFA World Cup^{TM}. However, major scrutiny and scepticism existed in terms of South Africa's ability to host a mega-event of such a nature and scale. It was able to demonstrate to the international community that despite South Africa's past, a developing country is able to host successful mega-events.

It is imperative that host destinations have a portfolio of events/host annual events, as this is the basis for ensuring the sustainability of events. In so doing the region regularly entices visitors to the destination and contributes positively towards the local economy. Besides the events portfolio of a destination, the Western Cape Government (WCG) (n.d:18) highlights

that it is equally important for a destination to have a balanced events portfolio. Therefore, in a destination that hosts a combination of events, those events should reflect positively towards the economic, social and environmental objectives of an area.

WCG (n.d:5) contends that events in Cape Town and the Western Cape occur intermittently and lack strategic planning; they also suffer from weak investment efforts. Evidently, Cape Town and the Western Cape require a strategy to sustain the continuous hosting of events. This resulted in the development of the Cape of Great Events Strategy. The WCG (n.d:9) thus concurs with the statement made earlier regarding the importance of a portfolio of events and further adds that the aim of this strategy is "the development and management of a portfolio of events and facilities designed to achieve growth, development and inclusivity for the Western Cape's people". The intent of this strategy (WCG, n.d:5-6) is to:

- build on the legacy infrastructure of the 2010 FIFA World Cup™;
- sharpen and focus government's ongoing involvement in facilitating events;
- provide direction for a more co-ordinated and comprehensive approach to facilitation and implementation by government agencies;
- provide direction for a more co-ordinated way of working between public and private sector event stakeholders; and
- ensure that government sees an appropriate return on investment from the funding assistance provided.

According to WCG (n.d:17), there are four categories of events that will serve as the basis of this strategy. These incorporate jewel, incubator, bidding and leverage events as demonstrated in Figure 2.3. Jewel events occur on an annual basis and relate to the distinctiveness of a destination as well as strengthen a destination's profile on the international stage. They also incur large costs to hosts and very likely afford the destination with a competitive advantage. Incubator events, on the other hand, refer to local gatherings on a smaller scale with the aim of establishing and growing a sense of community among people as well as displaying the distinctiveness of an area, thereby creating a sense of place. Even though these types of events do not constantly obtain the required financial support to evolve into signature events, they have the capability to engender considerable impacts. Some events within this category include the Cape Town Carnival, Stellenbosch University Woordfees, Franschhoek Literary Festival and Robertson Wine on the River. The BOWF also fits within this category. Bidding events, as the name implies, refer to once-off events that are bid for and hosted at a destination for a single period. Lastly, leverage events involve showcasing a destination and its offerings to interested/lucrative markets in different

parts of South Africa and abroad. These include the Tourism Indaba, World Travel Market, World Economic Forum, Luanda Jazz Festival and international environmental conventions.

JEWELS	INCUBATOR
JEWELS	**INCUBATOR**
(signature events)	(brewing)
Annual events associated with the area's identity and provide the area with competitive advantages	Smaller events that show potential to develop into jewels
Events Portfolio	
BIDDING	**LEVERAGE**
(major or mega-events)	Occurs outside the destination, but provide platform to promote tourism, trade and investment
Once-off large, compelling, major market events that have to be acquired through a bidding process	

Figure 2.3: The events portfolio (WCG, n.d:19)

After investigating the South African context of events, the next section elaborates on the different sizes and forms of events.

2.3.2 Scale of events

The size of events may range from small scale with very little influence, to events of great magnitude with considerable impact. Events and festivals denote a phenomenon of varying scale, from international gatherings to local celebrations (Wood, 2009:172). According to Allen et al. (2008:12), there are different categories of events as presented in Figure 2.4 that displays the scale of the impact versus the size of the events.

As reflected in Figure 2.4, Allen et al. (2008:12) demonstrate that as the size of events grows, so does the potential scale of impact. The impacts may incorporate social and economic aspects. The impacts referred to include attendance at events, media coverage and profile of an event, and infrastructure development in preparation for the event, including the costs and benefits accruing from the hosting of an event. In short, the size of the event will determine the size of the impact. The potential impacts may either be positive or negative.
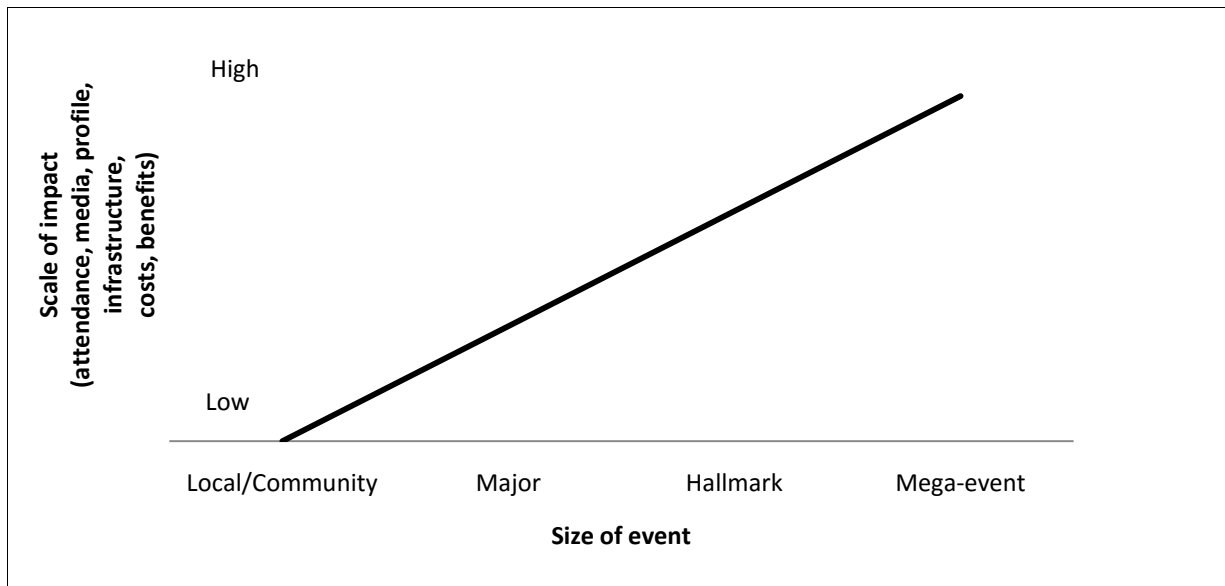
Figure 2.4: Categorisation of events (Allen et al., 2008:12)

It is evident that various scales of events generate dissimilar impacts and as a result an understanding of these different event types and sizes is pivotal. The next section discusses the various scales of events and places the study in context. It is also worth noting that some events mentioned in the subsequent sections have overlapping categories and may fit the description of either mega and hallmark or hallmark and major events.

2.3.2.1 Mega-events

Tassiopoulos (2005:12) defines mega-events as "events that can attract very large numbers of event visitors or have a large cost or psychological effect". Mega-events are the biggest events targeting the global market and have the tendency to increase tourism activities, media exposure and monetary impacts (Van Der Wagen & Carlos, 2005:4). Varrel and Kennedy (2011:1) agree that mega-events are events of large scale, attracting international spectators. Large-scale events have an effect on local economies and attract international media attention; these include events such as the Olympic Games, FIFA World Cup[TM], and World Fairs (Allen et al., 2008, Bramwell, 2010), the Rugby World Cup and the CWG.

Malfas et al. (2004:210) on the other hand segregate mega-events based on internal and external features. Malfas et al. (2004:210) explicate that internal features are concerned with the length and magnitude of an event and with external features that relate to the charisma and impact of events on a destination. Mega-events, according to Chen and Spaans (2009:99), are huge and primarily concerned with promoting local and regional fiscal growth and do this by means of encouraging tourism activities, and by magnetising investment and media interest to a destination. Raj and Musgrave (2009:61) agree with Chen and Spaans

that the economic analysis of mega-events is concerned with the ideology of providing economic benefits to the local community. However the hosting of large-scale events usually disrupts local lifestyles and causes discomfort (Burgan & Mules, 2000b:49). As a result the economic benefits of events are questionable. Janeczko et al. (2002:7) argue that the success of events should not primarily rely on or be assessed based on the positive economic returns generated by a region. They contend that negative social impacts resulting from an event may produce negative consequences for an event and the local destination in the future.

Raj and Musgrave (2009:64) note that events are used as instruments to measure and promote visitors to a locale, thereby boosting the local economy for the host city. However others contest that an event is "a flash in history, so the duration of any increased awareness effects will be limited" (Solberg & Preuss, 2007:220). The hosting of mega-events is concerned with promoting a destination at an international level (Varrel & Kennedy, 2011:1).

Solberg and Preuss (2007:221) argue that events are susceptible to the socio-political environment. The authors highlight that "wars, economic crises, pandemics, terrorist attacks, and other incidents can have considerable effect on the image of a destination". Solberg and Preuss add that terrorism and crime can drastically decrease any tourism activities in a destination. The authors conclude that even if mega-events have the ability to create a favourable image for a destination, such occurrences have negative consequences for tourism in a destination.

The next section explores hallmark events. The difference between hallmark and mega-events may be diminutive but is still worth noting. Hallmark and mega-events, according to Shahwe (2011:4), are occasional/irregular events that attract large crowds for the duration of the event and have a vast impact on the host destination. According to Law (2002:141), mega-events differ from hallmark events because of their "high levels of tourism, media coverage, prestige and economic impact on the host community". Mega-events typically have a cultural or sport theme and include events such as the World Cup, Olympic Games, and international expo's (Silvestre, 2009:5). As highlighted earlier, mega-events are noteworthy, large scale and reputable, and the goal of hosting hallmark events is to enhance social, economic and cultural assets (Åkerlund, 2009:4). Hallmark events are further elaborated below.

2.3.2.2 Hallmark events

Hallmark events are defined by Tassiopoulos (2005:12) as "those events that mark an important historical anniversary". Ritchie (2010:258) refers to hallmark events as large annual or once-off events with a restricted period, created with the primary purpose of improving consciousness, charm and productivity of a touristic place. Anttonen et al. (2005:28) note that this form of event is hosted by a destination with the primary aim of expanding the overall attractiveness of an area, generating consciousness and increasing the profitability of its becoming a tourist destination. Hallmark events swiftly become synonymous with the culture and character of a destination and by extensive media attention, generate consciousness and acknowledgment (Allen et al., 2008:13). They further contend that hallmark events depend on several elements for their success, such as the exclusivity of an event and its eminence to enhance attendance or entice responses.

The staging of hallmark events, according to Walo et al. (1996), calls for the construction of infrastructure and the upgrade of tourism facilities and other resources that incur high operational costs for the host destination. Barghchi et al. (2009:190) agree that large-scale events are exceptionally expensive and prices are continuously increasing. Barghchi et al. (2009:189) also note that very often the infrastructure constructed for the hosting of hallmark events is unusable after the event. For that reason Solberg and Preuss (2007:221) recommend that destinations rather consider investing in infrastructure that is not restricted to the event and that can be used by tourists after the event, thereby obtaining revenue. These facilities incorporate shopping centres, tourist attractions and museums.

It is evident that large-scale events require economic investment to ensure that the destination is able to meet the event's prerequisites. However the construction of new facilities and infrastructural development must be beneficial to local residents and functional after an event. International hallmark events include the Mardi Gras in New Orleans, the Wimbledon Tennis Championships in London, the Roskilde Rock Festival in Denmark as well as other frequent large-scale international sporting events (Åkerlund, 2009:4). Hallmark events within a South African context include the Old Mutual Two Oceans Marathon, the Comrades Marathon, the ABSA Klein Karoo National Arts Festival, the Cape Town Cycle Tour (formerly known as the Cape Argus Pick n Pay Momentum Cycle Tour), the Knysna Oyster Festival and the Cape Town Minstrel Carnival. These are some of the numerous hallmark events hosted annually in South Africa.

2.3.2.3 Major events

Tassiopolous (2005:11) highlights a definition by Jago and Shaw (1998:29-30) that major events are "large-scale (usually national or international) special events which are high in status or prestige and which attract large crowds and media attention". Faulkner (1993:1) mentions that major events usually reflect themes of sport, culture and non-tourism aspects and notes that events of this nature are primarily associated with tourism development. According to Work Safe Victoria (2006:5), major events can be in the form of entertainment, sport or culture.

Van der Wagen and Carlos (2005:5) state that major events are of particular interest to local residents and attract large crowds, thereby generating considerable profits. As major events draw large crowds and media attention, such events contribute favourably to the economy of a region and are associated with direct and indirect benefits (Allen et al., 2008; City of Cape Town (CoCT), 2008). In recent years "major events have become a particularly valuable form of cultural currency, particularly in terms of their image effects" (Richards & Wilson, 2004:1933).

Emery (2002:317) highlights the following by Torkildsen (1994) stating that major events comprise the following elements:

- A clear-cut starting and finishing point.
- Fixed, absolute deadlines.
- One-off organisation, normally superimposed on other work.
- Large risks.
- Many opportunities.

In accordance with what was noted by Emery (2002:317) as highlighted by Torkildsen (1994), Work Safe Victoria (2006:5) adds a few more important aspects that describe major events:

- The requirement for complex planning.
- A high profile that attracts media attention.
- A number of very distinct planning, construction and operational phases before, during and after the event is held.
- A significant and diverse range of stakeholders.
- Large numbers of volunteer and inexperienced staff.
- Potential of national or international focus.
- A time-critical project.

- A broad economic impact on the local, regional, state or national economy.
- The requirement for careful consideration and management of safety risks.

Major events hosted in South Africa include the ABSA Cape Epic, an annual MTB stage race held in the Western Cape; the Dusi Canoe Marathon held over three days in Pietermaritzburg/Durban; and the Surf Ski World Cup in Durban.

2.3.2.4 Local/community events

According to the CoCT (2008:8), a local event is defined as an event that is hosted locally and entices local visitors. The CoCT (2008:8) also refers to community events as events that are hosted within a locality and that interest the local community. Van der Wagen and Carlos (2005:10) refer to community events as minor events, as many community and social gatherings fit within this profile. Allen et al. (2008:14) note that communities may host their own festivals and events, attracting local interest and hosted with the sole purpose of creating social and entertainment opportunities for locals. Allen et al. (2008:14) conclude that community/local events "often produce a range of benefits, including engendering pride in the community, strengthening a feeling of belonging and creating [a] sense of place".

Community events are small and provide opportunities for visitors to engage with local communities and their indigenous cultures. Walo et al. (1996) argue that local events attract a small number of event attendees and therefore there is no need to construct large and lavish infrastructures since available resources will suffice. Local government usually supports local events as they inspire local people, generate new knowledge and promote participation in the arts and in sporting activities (Allen et al., 2008:14-15).

The BOWF demonstrates characteristics of this event category. Even though the Festival thrives within this scale for its intimate and cosy nature, it is not impossible for it to develop into a major event. Based on the Cape of Great Events Strategy of the Western Cape, the BOWF reflects the profile of an incubator event as this is a local event on a small scale, displaying the local region and its culture.

2.3.3 Types of events

Numerous types of events exist, such as special events, festivals, arts events, fairs, exhibitions, meetings and business events, educational events and sports events (Etiosa, 2012:8). Tassiopoulos (2005:13-15) mentions five forms of events that are discussed for the

purpose of this study; these include cultural events, arts events, business and trade events, meetings and educational events, and sport events.

2.3.3.1 Cultural events

Ali-Knight and Robertson (2004:5) refer to culture as a product or course of action, and as a result, the product of a group of people's behaviour. Culture, according to Ali-Knight and Robertson (2004:5-6), includes activities such as sport and music. The authors further note that cultural events may potentially benefit both the arts and tourism industry.

Tassiopoulos (2005:13) mentions that the most widespread form of cultural event is in the form of festivals. Derrett (2004:33) highlights that festivals play an important role in a number of destinations and have become part of their tourism strategies to generate new money for the local economy. Derrett further notes that festivals have the potential to decrease adverse impacts resulting from large crowds visiting destinations and encourage an enhanced association between the host community and visitors. Festivals are regarded as gatherings where both resident and visitor engage in amusing and comforting activities and foster local growth, management and networking among locals (Wang, 2009:13). Allen et al. (2008:15) emphasise that "festivals are important expressions of human activity that contribute much to our social and cultural life". Tassiopoulos (2005:13) states:

> Festivals can thus be defined as celebrations with a public theme where the social and symbolic meaning of the events is closely related to a series of overt values that the community recognises as essential to its ideology and world-view, to its social identity, historical continuity and to its physical survival.

Food and wine festivals are particularly well liked at present and give visitors the opportunity to experience the local tourism product of a destination (Van der Wagen & Carlos, 2005:12). Allen et al. (2008:16) mention that food and wine festivals exhibit and celebrate a region's wine and cuisine. Outdoor and wine festivals have also emerged as a popular trend showcasing a region's wine and hosting a range of outdoor entertainment for the whole family. At an outdoor and wine festival, visitors experience a combination of outdoor activities and entertainment such as sport and adrenaline activities, exhibitions, competitions, live music, archery, pony rides, tractor rides and paintball. Food is also an important component at an outdoor and wine festival with a variety of local cuisines and delicacies to choose from that may be unique to the region. Wine tasting, pairing and blending are highlights of this type of festival where visitors are able to taste award-winning wines from numerous wine cellars in the area. Outdoor and wine festivals are the focus of

this study and the background presented provides an understanding of this type of event at a destination and its importance.

Derrett (2004:33) notes that events provide amusement and festivity to locals regardless of the season. Derrett further declares that communities will only begin to acknowledge locally hosted events, once they understand that festivals are a celebration of themselves and their indigenous cultures. Derrett (2004:33) concludes that "festivals are attractive to communities looking to address issues of civic design, local pride and identity, heritage, conservation, urban renewal, employment generation, investment and economic development".

Tassiopoulos (2005:13) underscores that art, entertainment, sport and recreation are common themes of festivals and are regarded as vital aspects of festival activities. Arts festivals have also gained widespread popularity and comprise a combination of art forms and a number of venues. Arts events are explored in greater depth in the following section.

2.3.3.2 Arts events

Arts and culture is regarded as an imperative and prosperous resource for South Africa, having the ability to generate considerable economic and social advantages for the country (Cultural Strategy Group, 1998:4). Hayter and Pierce (2009:4) mention the social and economic advantages of arts and culture. They note that the economic advantages include employment creation, favourable investment opportunities, stimulating the local economy and the creation of tax revenues. Hayter and Pierce (2009:5-6) indicate further economic advantages such as the provision of assistance to weak parts in the economy of a region, employing and creating capable workers, and attracting foreign currency. Schleter (2011) adds that art and cultural resources sustain employment creation, support local businesses and even out property values.

Hayter and Pierce (2009:4) identify social advantages such the development and improvement of local lifestyles, the development of services and facilities, and the enticement of skilled persons to a region. Schleter (2011) declares that social impacts set the foundation for economic impacts to follow. Hayter and Pierce (2009:33) conclude that the government "can use the arts to boost their economies in a variety of ways, from incorporating arts into economic development and community development plans to supporting arts education and promoting arts assets as boosts to cultural tourism". Ali-Knight and Robertson (2004:3-4) state that arts also symbolises events and festivities and thus vital for commemorating times past and ethnicity of a destination. Ali-Knight and Robertson

(2004:4) further assert that arts encompass an extensive mixture of performance, ranging from visual arts, music and film to modern dance styles.

Tassiopoulos (2005:13) categorises arts events into three different groups:

- Participatory events where there is no separation of audience and performer.
- Performing events, usually involving performers in front of audiences.
- Visual events, including painting, sculpture and handicraft.

2.3.3.3 Business and trade events

Allen et al. (2008:16) declare that Meetings, Incentives, Conferences and Events (MICE) or business events are exemplified primarily through their trade and business philosophy. Allen et al. (2008:17) further note that business events attract business delegates and other visitors to a destination but also stimulate economic growth and generate considerable publicity for a destination. Foley et al. (2010:3) agree that business events have proved an important source of economic benefits. Foley et al. (2010:3) add that their value is often calculated by referring to the "visitor numbers; daily expenditure; nights spent away; and other economic contributions by visitors to business events".

Tassiopoulos (2005:14) contends that fairs are a common form of business event and mainly concerned with business and production, and not with communal festivities as in the past. Tassiopoulos concludes that fairs are also sometimes referred to as exhibitions and reflect an educational practice.

2.3.3.4 Meetings and educational events

Tassiopoulos (2005:14) defines a meeting as a "generic term applicable to a group of people assembled for any purpose, and usually refers to a small private business event". Presbury and Edwards (2005:31) concur that meetings and events involve an assembly of individuals with the intention of engaging in either business or leisure.

There are different types of meetings and Tassiopoulos (2005:14) classifies them as conclave, referring to concealed and confidential gatherings; educational meetings hosted as seminars, clinics, and workshops; and retreats that refer to meetings that move individuals from their usual settings. Tassiopoulos also mentions other forms such as conferences, conventions and symposiums/forums. Meetings, however, are viewed as a component of the broader MICE industry (Presbury & Edwards, 2005:31).

2.3.3.5 Sport events

Sport events are a significant and developing component of the event industry incorporating a range of multi-sport and single-sport events (Allen et al., 2008:17). Tassiopoulos (2005:15) contends that sport events have become a trendy field of sport event management. Gratton et al. (2006:43) agree that sport events have become a well-liked form of event generating widespread interest. Gratton et al. (2006:44) note that sport events, in particular major sport events, call for huge investment in and development of sporting facilities. Nonetheless, Gratton et al. (2006:44) mention that sport events have the capability to develop a unique image and character for a destination, concurrently enhancing its current profile and marketing the destination to the rest of the world.

2.4 Conceptual framework

This section presents the conceptual framework of the study. A conceptual framework refers to the outcome of incorporating various interrelated concepts that elucidate and provide an enhanced comprehension of a particular phenomenon under investigation or even the research problem of a study (Imenda, 2014:189). Two important theories emerge in the subsequent section and include the Stakeholder Theory (ST) and Social Exchange Theory (SET). Furthermore other topics surface, such as the different impacts of events integrated into this section that support the concepts.

2.4.1 Stakeholder Theory (ST)

The ST has become a popular concept and has elicited much discussion among academics and business owners. The ST implies that business managers/owners take cognisance of the needs and welfare of their stakeholders when making decisions that will affect them (Jensen, 2002:236). Its purpose is to steer the organisation in the intended and desired path (Donaldson & Preston, 1995:70). Freeman (1994:413) refers to the ST as the presentation of a variety of narratives elucidating possible ways to exist. It has become a key consideration for businesses and stakeholders alike as they have become anxious about the permanence of economic structures (Fontaine et al., 2006:33). Fontaine et al. (2006:15) mention that the relationship between a firm and its stakeholders is noteworthy and can be very useful in revealing the principles and ethics of an organisation.

Stakeholders are commonly referred to as "individuals or groups who can substantially affect, or be affected by, the welfare of the firm – a category that includes not only the financial claimholders, but also employees, customers, communities and government

officials" (Jensen, 2002:236). Fontaine et al. (2006:6) agree that the most likely stakeholders of a firm include its customers, the broader community, its employees, suppliers and shareholders. These are individuals or a collection of individuals that possess shares in a business's operations (Donaldson & Preston, 1995:67). Fontaine et al. (2006:125) further explain that the growth and sustainability of an organisation necessitate and rely on the acquisition of vital resources from these stakeholders. However, the theory does not suggest that all stakeholders should be evenly engaged and participate in all business actions and choices (Donaldson & Preston, 1995:67).

The ST originated from the rebuttal of the notion that businesses should be concerned with the interests of a single stakeholder and has developed into a recurrent approach adopted to deal with matters pertaining to corporate responsibility (Wijnberg, 2000:329-330). Within a corporate responsibility frame, Damak-Ayadi and Pesqueux (2005:6) divide the ST into two parts. The authors first describe the empirical approach whereby the theory implies that the needs of the company are considered first, followed by those of the stakeholders in their order of importance. It is fundamental that an organisation maintains a healthy and balanced relationship with stakeholders to avoid conflict and antagonism and retain stakeholder loyalty. Secondly, Damak-Ayadi and Pesqueux refer to the normative approach and refer to the organisation and stakeholder relationship, affirming that a company is responsible to its stakeholders. The typology presented by Damak-Ayadi and Pesqueux describes the different approaches to the ST.

Donaldson and Preston (1995) clearly distinguish between three approaches to the ST. These are the normative, instrumental and descriptive approaches. These concepts have been widely examined and discussed and have generated substantial arguments among academics and theorists relating to their precision. In any case, Donaldson and Preston (1995:70) note that the ST may either take a descriptive or empirical form that would explain business activities or attributes. In agreement with the descriptive/empirical form, Donaldson and Preston (1995:71-72) clarify that the instrumental form would examine the relationship between ST management and the attainment of company goals and "if you [your company] want to achieve (avoid) results X, Y, or Z, then adopt (don't adopt) principles and practices A, B, or C". However, Donaldson and Preston (1995:71-72) argue that the normative form of the ST is at the heart of the theory and focuses on understanding the purpose of business activities and provides recommendations such as "do (don't do) this because it is the right (wrong) thing to do".

Donaldson and Preston note that the three approaches are interconnected as illustrated in Figure 2.5. Donaldson and Preston (1995:74) explain that the descriptive aspect is located on the perimeter of the shell and accordingly deals with matters and relationships that exist/ occur in the outer sphere. The precision of the theory's descriptive form is sustained at the second point, the instrumental aspect that suggests that "if certain practices are carried out, then certain results will be obtained". At the centre of the diagram, the normative aspect is observed which is regarded as the heart of the theory and presupposes that "managers and other agents act as if all stakeholders' interests have intrinsic value".
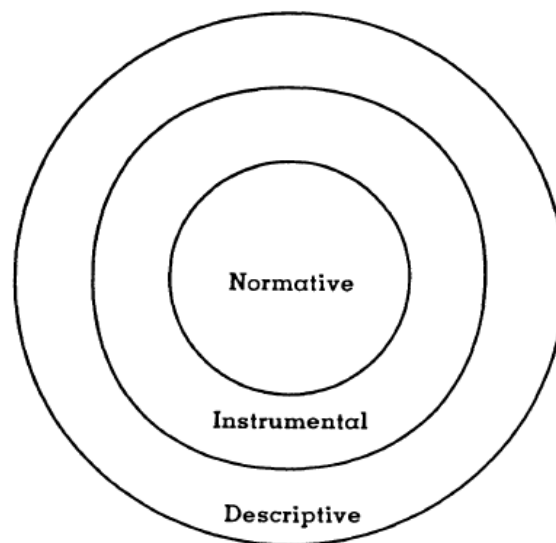
Figure 2.5: Three aspects of stakeholder theory (Donaldson & Preston, 1995:74)

Jones and Wicks (1999:206) elaborate on the theory, arguing that the three dimensions developed from the ST function as a whole and not in isolation. They refer to a convergent ST that would integrate the instrumental and normative concepts. Jones and Wicks (1999:207) note that "firms/managers should behave in certain ways (normative), certain outcomes are more likely if firms/managers behave in certain ways (instrumental) and firms/managers actually behave in certain ways (descriptive/empirical)".

Freeman (1999:233) concurs that the convergent ST presented by Jones and Wicks can be of considerable use but identifies a limitation to their version. Freeman makes it clear that Jones and Wicks' effort of hypothesising is off centre on two accounts because their analysis is structured on the Donaldson and Preston typology of normative, instrumental and descriptive approaches to the ST as well as the relationship that exists between instrumental theory and ethics. Since the normative approach is concerned with ethics, principles and philosophy (Fontaine et al., 2006:14), Freeman notes that these assertions by Jones and Wicks create much hesitation/uncertainty. Freeman further suggests that the development of

convergent theories is inconsequential and there is a greater need to establish narratives of a divergent nature that will depict diverse ways to understand a firm from stakeholder perspectives.

In addition to Freeman's (1999) views of the convergent ST of Jones and Wicks (1999), claiming that there are definite associations among the instrumental and normative theory, Donaldson (1999) makes an interesting contribution to this analysis. Donaldson (1999:237) notes that such associations may very likely depend on fortuitous analogies that may perhaps be captivating but in the long term not sustainable. Donaldson does however mention that a divergent theory is more useful and conceivable compared with a convergent theory. Donaldson (1999:237) concludes that "today's ST needs industrial strength glue, one that will hold the parts of the theory together with logical rigour".

The ST plays an important role in the development of this study as the research places considerable emphasis on the importance of and need for stakeholder involvement to contribute to the growth and sustainability of event tourism. Stakeholder involvement is a vital consideration for the success and sustainability of events and stakeholders ought to participate in activities and decisions that will directly or indirectly affect their wellbeing. ST established a foundation for the study and it was thus necessary to acknowledge it. Nevertheless, it is indispensable to recognise who the key stakeholders are in an event/project and this requires the performance of a stakeholder analysis.

It is both crucial and useful for event organisers to conduct a stakeholder analysis to identify the key role players that ought to be involved in an event/project. A stakeholder analysis will recognise all the direct and indirect individuals/organisations that have a stake in the activities of a firm or a specific undertaking (Golder & Gawler, 2005:1). It incorporates the methodical accumulation and examination of qualitative data that will ascertain who the key stakeholders are that should be considered for a project or organisation (Schmeer, 1999:3). This method assists in recognising the main individuals/organisations whose approval and support are necessary for the sustainability of a project (Thompson, 2011:1). In essence, a stakeholder analysis simply entails identifying who needs to be taken into consideration and who will be affected by choices/changes that are made (Crosby, 1991:1). The ultimate objective of the stakeholder analysis is also "to develop a strategic view of the human and institutional landscape, and the relationships between the different stakeholders and the issues they care about most" (Golder & Gawler, 2005:1). It is imperative to determine at the commencement of a project who ought to be involved, and how and at what stage the

stakeholder analysis should be conducted (Bryson, 2004:27). According to Golder and Gawler (2005:1), a stakeholder analysis can help discover the following:

- The interests of all stakeholders who may affect or be affected by the programme/ project.
- Potential conflicts or risks that could jeopardise the initiative.
- Opportunities and relationships that can be built on during implementation.
- Groups that should be encouraged to participate in different stages of the project.
- Appropriate strategies and approaches for stakeholder engagement.
- Ways to reduce negative impacts on vulnerable and disadvantaged groups.

Thompson (2011:1) identifies three important steps to conduct a stakeholder analysis. The first step includes the identification of key stakeholders. During this process, the stakeholders affected by a project/programme and its success or failure should be recognised and listed. The second step identified by Thompson (2011:2) is the prioritisation of vital stakeholders and entails identifying only the stakeholders that will be most affected by or interested in a project. The last step involves an understanding and knowledge of important stakeholders. This stage entails finding out more about the key stakeholders such as their perceptions and outlook on the proposed project as well as the way forward to correspond with and involve them. There are several techniques for conducting a stakeholder analysis and these include focus groups, workshops and interviews (Golder & Gawler, 2005:2).

It can be argued that a stakeholder analysis lies at the heart of a project/event in identifying relevant and fundamental stakeholders. It avoids conflict and resentment towards an event/ project and can contribute towards a positive and successful outcome.

Event stakeholders are vital role players in the success of events. A stakeholder is defined as any individual who has a general interest in an assignment and is directly or indirectly affected by the results (Gray, 2007:4). The Corporation for National and Community Service (2013:1) agrees that a stakeholder is regarded as any individual, whether a volunteer or employee, that is directly affected by a business's actions and judgements. Bryson (2004:22) refers to stakeholders as individuals or organisations that should be noted and taken cognisance of by administrators, persons in charge and personnel at the forefront of establishments. Presenza and Iocca (2012:26) note that stakeholders are vital to the success of events and festivals.

Events and festivals will cease to exist without the support of vital stakeholders such as government bodies, the media, local communities and sponsors (Wang, 2009:25). Goldblatt (2000:6) says that event stakeholders may also range from "politicians, to volunteers, vendors, regulatory officials, government officials, representatives of the media and a host of others too numerous to name". There are also other crucial role players that should be taken into account such as event organisers, event management organisations, event suppliers, event venue owners, regulatory bodies and important industry associations (Etiosa, 2012:6). "Organising a festival is executed by a coalition of stakeholders involving public, private, and voluntary organisations; for example the festival organisation, artists, sponsors, suppliers, public authorities and tourism traders" (Presenza & Iocca, 2012:27). Gray (2007:4) declares that:

> Stakeholders may be existing or potential customers or end-users of the product, employees, suppliers, shareholders, or those that define policies or have financial leverage. Those responsible for undertaking public participation often categorise stakeholders into 'groups' based on a number of factors including geographic boundaries or location, recognised bodies or institutions, income groups, land ownership or occupation, legal requirements, and real or perceived views of the issue under dispute. The nature of this classification means that these stakeholder groups are usually not homogeneous entities.

Boatright (2006:108) contends that stakeholder relations are essential and should be managed effectively with the primary intent of benefiting stakeholders. Boatright further declares that such relations should not predominantly be concerned with attending to the interests of individual stakeholders but with gaining collaboration amongst all stakeholders and their interests. If the interests of stakeholders are disregarded, an organisation is bound to experience difficulties and this may lead to catastrophic consequences (Boatright, 2006:108). Event organisers must strive to reduce clashes and conflicting interests among various stakeholders as friction may occur in the contest for several leisure activities and other amenities (Derrett, 2004:36).

It is important to note that all stakeholders may not always be equal as they have diverse roles and responsibilities. Presenza and Iocca (2012:27) declare that management need to rank their stakeholders and concentrate on the individual efforts. "A more successful event can eventuate when the needs of each stakeholder are understood and a satisfactory investment can be made by each" (Derrett, 2004:36).

The stakeholders important for the development and success of events are examined next.

2.4.2 Event stakeholders

The following stakeholders are key to the success of an event and have a stake in the final outcomes.

2.4.2.1 Government

The role of government in festivals and events is predominantly of a supportive nature (Wang, 2009:26). According to Wang (2009:26), the government may supervise events and festivals to certify that an event is executed in the most robust manner possible.

Wang (2009:26) declares that local government may acquire even more roles in festivals. These roles include:

- Funding festivals in the form of subsidies.
- Use of investment for festivals sufficiently and efficiently.
- Supervising festivals by using economic levers of regulation administrative measures as to avert investors, sponsors and participators from losing sight and undergoing errors.
- Promoting incentives for all participants involved in festivals.
- Providing unique local resources, including industrial, cultural and tourism resources to support festivals with the aim of attracting more visitors to events.

It is important to bear in mind that not all governments will play exactly the same roles. Governments continuously use events as strategies for development. Some governments may have a more active and hands-on approach to events while others may be very inactive. However, Solberg and Preuss (2007:231) contend that local government may provide subsidies for events; however this is a very daunting and complex task as most governments are uncertain whether or not to support events and what constitutes a sufficient subsidy.

On the one hand, Solberg and Preuss (2007:231) note that if government becomes too stringent it may lose out on profitable opportunities. On the other hand, they contend that if government becomes too indulgent, it might be sponsoring events that are not able to reap expected benefits. Therefore, sustainable events are key for attracting government sponsorship and should be able to yield a return for government.

The role of local government/BVM is merely that of a supportive marketing function and it markets the BOWF through the BVM tourism office (word-of-mouth, brochures/flyers and posters).

2.4.2.2 Local community/residents

For the purpose of this study, the local community/residents refer to individuals who reside within the region or immediate vicinity where an event is hosted. These groups of people share similar characteristics and are directly or indirectly affected by the hosting of the event. According to Aref et al. (2010:155) a community is regarded as people who reside or are employed in an area and who may have mutual beliefs or customs. Aas et al. (2005:30) agree that a community may refer to a particular geographic region where individuals that enjoy similar attributes and concerns reside. Furthermore the community may also share a common belief, ethnicity or livelihood (*Chambers Concise Dictionary*, 2004:244). Mattessich and Monsey (1997:56) note that a community simply refers to "people who live within a geographically defined area and who have social and psychological ties with each other and with the place where they live". It should also be noted that within a South African context, communities might share the same geographic spaces yet be extraordinarily diverse. Regardless of geographic space, social class, race, age or even gender, communities may have vastly different perceptions and views of society and the rest of the world. This is partially due to life experiences and unique encounters, interests or goals.

An understanding of the perceived role of the local community in events is therefore essential. It is very important that the local community is first and foremost educated about events: their impacts, benefits and importance. Residents may well be experiencing the benefits and impacts of tourism (or events) for the first time (Harrill, 2004). Wisansing (2008:52) says the community should have some form of readiness for tourism or events. Once the community is educated about events and what they entail, community involvement is likely to follow. "Different terms, such as community development, public participation, and community empowerment, are used to denote the involvement of people in local affairs" (Wisansing, 2008:47). As soon as the community becomes involved, community participation often results. Community participation refers to individuals residing in an area directly or indirectly participating in decision-making activities, whether tourism-related or not, and who may either manage a tourism business or be employed in the tourism industry (Muganda, 2009:53). Community participation ensures capacity building, empowerment and transmission of critical skills to community members (Madonsela, 2010:6). The community must be active role players in the planning, management, implementation and evaluation of

an event. Madonsela (2010:3) points out that community participation is connected with change, whereby citizens who were previously excluded from decisions are able to participate in processes that may concern them directly or indirectly.

"Communities, particularly rural ones, are often at the front line in service provision but last to receive benefits from that effort" (Mitchell & Reid, 2001:113-114). The role of communities should extend beyond merely just their involvement and participation but should incorporate elements of decision making. This is a fundamental aspect to consider. As tourism activities increase, local people may find the number of tourists in their domain annoying; tourism may then well become a concern (Harrill, 2004). Similarly, the hosting of events that would attract large crowds could potentially infuriate and agitate the local people. Local communities are regarded as vital stakeholders in event tourism. For the BOWF, the community stakeholders include every rightful citizen from the Breedekloof region (including employees at event venues, established businesses, and even community leaders/representatives).

2.4.2.3 Event organiser

In the context of the study, an event organiser relates to an individual or group of people that have the authority to plan and host an event. Shone and Parry (2013:22) define an event organiser as "the individual, or organisation, who promotes and manages an event". The event organiser bears several responsibilities and will be held accountable for any aftermath that manifests as a result of the event. Event organisers may also employ a team to assist with the implementation of tasks to ensure that the event is a success.

Getz (2008:406) states that within the event industry there are various role players responsible for the successful implementation of events. These role players include an event tourism planner, event facilitator/coordinator and a tourism event producer. Each of these role players has an individually assigned role and responsibility for the successful implementation of events. Getz (2008:406) underlines that the event facilitator/coordinator generates event awareness and assists destinations in attaining their potential as well as communicating with venue owners and sport and event organisations. The tourism event producer, according to Getz, creates an event and liaises with numerous event stakeholders. Lastly, Getz reveals that the event tourism planner, in this case the CEO of BWT, will generate an event strategy for the region and classify events as a tool to create an image/brand to be used for the expansion of the destination's product.

2.4.2.4 Established business

Tourism-related businesses may be regarded as stakeholders within the event tourism industry; however other industries may also be affected and should not be disregarded. The established businesses refer to restaurants, farm stalls, accommodation establishments and wine estates that operate in the Breedekloof region. Derrett (2004:48) mentions that the business community's involvement in events and festivals should also be taken cognisance of. Derrett (2004:48) also notes that the private sector has a vital role to play for events to be hosted successfully and concludes "businesses provide a variety of support mechanisms, cash, in-kind sponsorship, influence and reflection of community attitudes".

2.4.2.5 Sponsor

Sponsorship is defined by Geldard and Sinclair (2002:3) as follows:

> The purchase of the usually intangible, exploitable potential (rights and benefits) associated with an entrant, event or organisation, which results in tangible benefits for the sponsoring company (image/profit enhancement).

Allen et al. (2008:135) note that large corporations have moved away from viewing sponsorship as a public relations tool that creates benevolence and now consider it as a promotional instrument that exists within the marketing mix. Geldard and Sinclair (2002:2) reveal that sponsorships have the capacity to foster a relationship between a business and its target market by using a more personal approach. Geldard and Sinclair (2002:2) note that businesses are eager to link themselves with events, people and other establishments with the prime intent of increasing sales, introducing new merchandise or enhancing the image of the business. Event sponsorship provides financial or in-kind support and could also be a mixture of the two (Charles Sturt University, 2008:20).

Allen et al. (2008:135) indicate that sponsoring large events has become a popular approach in increasing sales and enhancing brand consciousness. Sponsors have enlarged both their total spending and their expectations; for this reason, in an attempt to gain a competitive advantage, event managers should become familiar with these expectations (Masterman, 2004:260). Masterman (2004:260) explains that "sponsors have objectives that fit into one or more of these areas: to increase product or corporate awareness, to develop product or corporate image, to drive sales, or to develop market position". Geldard and Sinclair (2002:5-6) elaborate on the reasons for sponsorship, such as customer and brand consciousness, naming rights, good relations among communities, exclusivity, access to target markets, cost effectiveness, product demonstration and relationship marketing. The sponsors of the BOWF

were local businesses in Rawsonville as well as other organisations located in the Western Cape province that are in the business of wine production, irrigation and other general commodities.

2.4.2.6 Attendees

Shone and Parry (2013:9) define attendees as "a group of people attending an event, for a range of purposes, from watching the event take place, to actively participating in some or all of the event's activities". Event attendees are important stakeholders as their attendance is essential to the success of an event. The experience of event attendees will determine whether they will return to a destination or a particular event, and as a result, their perceptions are pivotal. Thus the attendees of the BOWF are included as an important stakeholder group.

Attendees to the BOWF can be defined as either the following three categories. Attendees could either be day visitors travelling from another town/city to visit the event and return home the same day. Local residents on the other hand reside in the same town/city the event is held and overnight visitors travel from another town/city to visit the event and overnights in that town/city where the event was held.

After discussing the key stakeholders/beneficiaries of an event, it is necessary to determine how these stakeholders may potentially be influenced by the impacts of an event. The next section examines the impact of events on an economic, social and environmental level. It will also elaborate on SET and discuss the importance of event sustainability and growth.

2.4.3 Impact of events

The impact of events is among the most crucial considerations when evaluating their success. Impacts are in essence the aftermaths of a particular phenomenon (Wood, 2009:175). According to Getz (2000:21) there are various movements and forces that may impact on an event and these are unremittingly transforming. For this reason, it is imperative to anticipate the likely impacts associated with a particular event. This will permit event organisers to be better prepared and alleviate the probability of problems arising from the staging of events.

Getz (2008:422) declares that the ecological, cultural and social impacts of events have largely been ignored. Getz (2008:419) further contends that the aim of event tourism mainly is concerned with gaining economic advantage; however the impact socially, culturally and

environmentally is also key and should be considered. Wood (2005:38) mentions that most tourism research studies centre on the economic impact of events. Delamere (1999:1) explains that economic aspects are pivotal; yet social impacts may have a substantial effect on local residents.

The TBL has been approved as a structure to support organisational anxiety regarding sustainability (Vanclay, 2004:27). The TBL is a practice that aspires to "report, assess and improve organisational performance in relation to sustainability" (Potts, 2004:1). The TBL is a rather straightforward and well-liked approach to systematise all ideas and actions pertaining to sustainability (Mitchell et al., 2008:67). It can be brought into play by numerous stakeholders such as government bodies, non-governmental organisations or other companies (Slaper & Hall, 2011). Local government has acknowledged the TBL as an accepted method to report whether development is moving in the direction of sustainability or not, as well as integrating TBL values within an organisation (Potts, 2004:1). The TBL is a set of values that also directs governmental, community, organisational and industrial achievements (ACT Government, 2011:7). Mitchell et al. (2008:67) note that "the pursuit of sustainable development is more than just reconciling potential conflicts between economic growth and ecological sustainability; there is a social dimension to sustainability".

Just as there might be noteworthy positive impacts of events, there could be impacts that are unfavourable. An important consideration would be whether to continue with an event irrespective of the likely implications. However an event organiser might decide prior to the staging of an event to execute a cost-benefit analysis (CBA). This approach is merely the making of logical decisions (Treasury Board of Canada Secretariat, 1998:8). Raj and Musgrave (2009:60) define a cost-benefit analysis as "a formal discipline used by event organisers to help assess or evaluate a project or business activity and make objective economic decisions". The analysis will evaluate the relevant costs against the benefits and ascertain whether the benefits exceed the costs. According to the Department of Environmental Affairs and Tourism (DEAT) (2004:4) a CBA is "a tool used either to rank projects or to choose the most appropriate option". The judgement or positioning refers to the anticipated fiscal costs and benefits.

Wang (2009:24) notes important costs and benefits associated with events, stating that events may create employment for locals, stimulate the local economy, present funding opportunities, generate community sense of pride, promote inter-cultural communication, attract investment to the destination and generate positive publicity through media partners. However, Wang (2009:24) emphasises that negative repercussions do exist and include the

costs associated with services rendered for the event, advertising costs, entertainment, crowding, traffic congestion, high crime levels and noise pollution. The identification of the target market for festivals and events can potentially assist with decreasing negative and increasing positive impacts (Derrett, 2004:35).

The next section elaborates on the expected impacts of events and festivals within a social, economic and environmental context.

2.4.3.1 Social impacts

The term 'social' merely refers to "social dimensions of a community or region and could include measurements of education, equity and access to social resources, health and well-being, quality of life, and social capital" (Slaper & Hall, 2011). Social impacts reflect the impacts of a particular phenomenon on local residents in an area. The impacts may be two-fold and can either be a benefit to the community or can cause an inconvenience to the lives of locals.

Fredline and Faulkner (2000a:60) state:

> It is vital that governments and event organisers consider all of the potential impacts an event may have on the host community. Clearly there is a moral obligation to ensure that events do not substantially disadvantage local residents but, more pragmatically, dissatisfaction amongst the community is likely to have negative implications for the sustainability of the event in the long-term.

Fredline and Faulkner (2000a:70) contend that an enhanced comprehension of the likely impacts of events on the local community's wellbeing is fundamental to the success of events. Community lifestyles may be interrupted beyond what is tolerable to the community (Gupta, 2007a:115). As a result, consciousness regarding the social impacts of events and community perceptions thereof may decrease the level of intrusion to local lifestyles, enforcing a healthier sense of balance (Delamere, 2001:25).

It is imperative that events generate positive perceptions among locals. "It is true to acknowledge that the interaction of people of different cultures and lifestyles will inevitably introduce change and will affect the perceptions and attitudes of each participant" (Tassiopoulos & Johnson, 2009:78). Waitt (2003:195) notes that positive perceptions manifest when a balanced relationship exists between two parties in an interchange. Waitt (2003:195-196) attests that negative perceptions, on the other hand, could result when the opposite takes place and low social power exists among vital stakeholders; the gain from the interchange then diminishes. Perceptions play a crucial role and event organisers should be vigilant of negative perceptions that exist among communities. Waitt (2003:196) concludes

that residents will demonstrate positive behaviour and outlooks if the outcome anticipated for the event is positive.

Event organisers need to be aware of the likely adverse event impacts to the community. Event organisers ignorant of this issue may experience severe ramifications in terms of the success of an event in the short and long term. Besides event managers, the host community should also be cognisant of the social impacts events present if legacies of events are to be created and considered optimistically (Tassiopoulos & Johnson, 2009:88). Mason and Beaumont-Kerridge (2004:316) mention that to ensure the success of festivals and events, the support and participation of local communities are essential. Event organisers must strive to obtain the community's full support to ensure the success of an event (Ntloko & Swart, 2008:90). Ntloko and Swart (2008:90) strongly encourage community sessions and involvement as these will assist in identifying the community's perceptions of the event and their comprehension of the impacts it presents. Effective discussions and involvement of local residents can potentially alleviate negative socio-cultural impacts resulting from the hosting of festivals and events (Arcodia & Whitford, 2010:10). Besides the community, constant discussions among stakeholders are vital and can be completed through generating consciousness and by frequent updates with stakeholders that will potentially decrease adverse effects and promote cooperation (Derritt, 2004:36).

Evaluating the perceived socio-cultural impacts of events is important in determining the level of impact and local residents' perceptions (Small et al., 2005:68). Anttonen et al. (2005:4) underline that the social and cultural impacts associated with the hosting of an event should not be underestimated and should be taken cognisance of.

The diffusion of information to local communities regarding the benefits of events is essential (Bull & Lovell, 2007:239). Faulkner (1993:12) underscores that events may bring considerable tourism development benefits to a destination but it must be kept in mind that these benefits may only manifest if an event is implemented successfully.

Besides the positive impacts, Delamere (1999:1) emphasises that events may also generate negative impacts. Delamare (1999:1) notes that event organisers should not compromise the community's interests in the quest to satisfy the needs of visitors. Event attendees might bring with them their own customs and traditions that local residents are not familiar with and as a result, may manipulate both the host and guest in a positive or negative manner (Tassiopoulos & Johnson, 2009:80). Delamare (1999:1) concludes that the community's perceived impacts of events and the power over such impacts will determine whether the community will accept or rebuff an event.

Faulkner (1993:12) notes that if the likely detrimental impacts are not controlled effectively they might develop beyond the control of the event manager and place the destination at risk. Faulkner (1993:12) supports this by explaining that:

> If event organisers and the tourism industry are not sensitive to community attitudes and concerns, and if they do not take appropriate remedial action where there is a need to do so, a hostile community reaction could undermine the efforts. If, for instance, the staging of an event involves a high incidence of negative social impacts, then a significant portion of the community could become alienated and openly hostile. This would ultimately affect relations between visitors and locals, and leave some visitors with a negative impression of the local tourism product.

Kwon (2002:11) points out other unpleasant impacts of events on the community such as "community resistance to tourism, loss of authenticity, damage to reputation and inflated prices". According to Tassiopoulos and Johnson (2009:77), the interaction between local residents and event visitors may either be positive or negative; hence the level of interaction and disparity in ethnicity plays a consequential role. Kwon (2002:13) indicates that local communities are usually the victims as tourists often destroy cultural facilities. Ohmann et al. (2006:135) reveal that the displacement of residents is among the most detrimental impacts of the hosting of events. Festivals and major events may cause the displacement of locals in an effort to revamp host cities (Mason & Beaumont-Kerridge, 2004; Smith, 2009). Tassiopoulos and Johnson (2009:79) mention other major negative social impacts of events such as sexual exploitation, health risks, crime and destruction, disrupting local lifestyles, standardisation, and commodification.

Raj (2003:2) claims that events are essential instruments to lure tourists to a destination. However, Raj (2003:5) argues that events may become disadvantageous to local residents who experience large crowds entering towns/cities for the duration of an event. Events create interaction between locals and visitors and may result in social change (Tassiopoulos & Johnson, 2009:77). Raj concludes that huge influxes of people may exacerbate criminal acts, traffic congestion and vandalism.

Small et al. (2005:67) assert that events place destinations and local residents in the public eye and as a result may have social implications on a host destination. Small et al. (2005:67) note that the closer the community is located to tourist movements, the larger the likely impacts, positive or negative. Ntloko and Swart (2008:90) concur that community awareness of the event, especially that of residents residing in the immediate vicinity of the event, results in more positive attitudes.

The host community's principles and prospects must be in accordance with a proposed event to prevent a sense of exploitation by locals (Williams et al., 1995:13). To avoid the extent of negative impacts towards the local community and enable them to become more tolerant, community involvement is fundamental. Once local residents become more involved in an event, their knowledge of the potential costs and benefits associated with events becomes superior and may potentially lead to a decline in the level of disagreement between inhabitants and event organisers (Ntloko & Swart, 2008:90). Ntloko and Swart further note that alleviating the possible conflict may potentially create a more enthusiastic event organiser and resident. Community involvement will permit communities to become more cognisant of the impacts events may present and improve their knowledge of how they can benefit from events. Active involvement of local residents in the event-planning process may result in an improved community life force and collaboration (Walo et al., 1996).

The Shoalhaven City Council (2011:3) state that community involvement is key and contributes to a more successful event. The Shoalhaven City Council further argues that if communities are more involved in the planning of events, involvement might transform into a sense of ownership. Ntloko (2012) supports the former statement declaring that community involvement may lead to community participation. Once communities participate in the events-planning process, it may lead to unity among locals and foster a sense of pride and acceptance, which in turn moderates delinquent behaviour (Wood, 2009:172).

Jayswal (2008:258) notes that if events are planned aptly, the proposed event may generate considerable social and economic benefits for the local community. Jayswal (2008:258) concludes that "if events are poorly understood (and planned), communities run the risk of missing an important economic opportunity; while at worst they may even experience some degradation in quality of life and economic costs". Williams et al. (1995:13) agree that in the event of proper planning and awareness, locals are more likely to experience enduring societal benefits. Tassiopoulos and Johnson (2009:79-80) reveal some important positive social impacts of events and mention that events create civic pride, socio-cultural awareness, shared infrastructure and socio-cultural support in the form of funds. Festivals provide residents with the opportunity to engage in festivities and at the same time residents may be employed by the locally hosted event (Derrett, 2004:40).

In conclusion, Wang (2009:20-21) illustrates the following advantages of events and festivals:
- Develop local and national character.
- Cultural image is improved by means of festivals and events.

- Local talent is encouraged if festivals and events are successful.
- They promote public education.
- They afford a podium for multi-cultural communication.

2.4.3.1.1 Social Exchange Theory (SET)

SET, together with the aforementioned ST, establishes a fundamental basis for this study and a viewpoint from which the study is examined. SET is very useful to the research as it explicates the nature of residents' and businesses' perceptions towards the impact of festivals/events and underscores the importance of residents and businesses to the success of events in the case study. Understanding local residents' and businesses' perceptions can aid tourism developers, even event organisers, in their effort to gain local support (Aref & Redzuan, 2009:208). Perceptions are not necessarily produced through direct exchanges with people and can originate from the experience and views of others (Rädulescu, 2014:25). Notably, SET can, and for the purpose of this study will apply to business perceptions of events as well.

Social impacts are generally concerned with residents' or businesses' perceptions and their perceptions are largely influenced by this exchange, therefore the theory will be discussed in this context. Several theories/models have been used to analyse and expound residents' perceptions of tourism or even events (Aref & Redzuan, 2009:209) such as Doxey's (1975) Irridex Model; however SET has been particularly valuable and has played a meaningful role (Rädulescu, 2014:20).

SET has gained significant attention and dates back to almost a century ago when scientists as well as the general public discovered that human beings behave and reason logically (Holthausen, 2013:3). SET originates and embraces the fields of sociology, economics, anthropology and psychology (Blosser, 2009; Yutyunyong & Scott, 2009) and is considered a powerful theoretical paradigm to comprehend human actions (Cropanzano & Mitchell, 2005:874).

Its "fundamental premise is that human behaviour is an exchange of rewards between actors" (Zafirovski, 2005:1). The theory essentially refers to an exchange between parties. These parties would thus interact during this exchange (Blosser, 2009:16). This interaction plays a fundamental role in the development of tourism/events. Therefore the theory expounds key associations among host perceptions of tourism impacts and their desire to participate in tourism development (Aref & Redzuan, 2009:209). Each role player has useful resources that may benefit another and carefully considers what he or she is able to share

within this exchange (Lawler & Thye, 1999:217). The theory "assumes that social relations involve exchange of resources among groups seeking mutual benefits from exchange relationships" (Yutyunyong & Scott, 2009:3). However, this exchange is only entered into once the impacts are viewed as positive by residents or businesses; then again, if the impacts are seen as undesirable, residents or businesses will refuse to enter into such an exchange especially if they've had previous unsuccessful engagements (Rädulescu, 2014:23). The exchange is weighed on the basis of the negative and positive gains or the cost and benefits accompanied by the interaction (Yutyunyong & Scott, 2009:6). In other words, people will measure the interaction/association from a cost-benefit point of view (Blosser, 2009:17). In so doing, they will then reach certain conclusions (Holthausen, 2013:3). If the benefits surpass those of the costs as a result of the exchange, people will assess the interaction as positive, but if the costs outweigh the benefits, the exchange will very likely be perceived as negative (Yutyunyong & Scott, 2009; Brida et al., 2011). "If the outcome is perceived to be positive by all parties (the benefits outweigh the costs), then an exchange is entered into" (Blosser, 2009:17). Therefore the rationale for the interchange is to reduce all costs and increase benefits, thereby ensuring that social interactions remain constructive (Dinaburgskaya & Ekner, 2010:6). If the costs overshadow the benefits, no exchange is entered into (Blosser, 2009:17). An equitable relationship can also be expected when the costs and benefits are balanced (Yutyunyong & Scott, 2009:5). Equality within the social exchange is a key ingredient to ensure the prolongation of the interaction (Searle, 1990:1). "In essence, this framework views the relationship between residents and guests in terms of a trade-off between costs and benefits on both sides, with the outcome for either party depending on the final overall balance between costs and benefits" (Faulkner & Tideswell, 1997:7).

Within a tourism and events perspective, Yutyunyong and Scott (2009:3-4) note that once the benefits outweigh the costs, residents and businesses are more likely to support tourism or events in a region, thus making perceptions of the likely impacts of tourism, or events for that matter, indispensable. Brida et al. (2011) concur that the theory implies that the cost and benefits of tourism are assessed and if positively perceived, residents' and businesses' behaviour towards tourism will also be positive. The cost and benefits that result from the exchange are incessantly reassessed by the relevant parties involved in the interaction, developing into an ongoing practice where residents and businesses examine the impact of tourism or events on the local people (Blosser, 2009:ii). Faulkner and Tideswell (1997:3) indicate that tourism impacts necessitate a constant examination to ensure that costs or negative impacts are reduced and benefits or positive impacts enhanced.

Zafirovski (2005:15) reveals that SET is evaluated on two levels: "The first level pertains to the treatment of human behaviour or social life as exchange; the second to the reduction of social interaction or 'exchange' to economic transaction or a psychological process." There are limitations to the use of SET or this particular model, such as the "assumption that individuals' perceptions are formed in an objective way, based on the information they obtain and do not depend on their emotional satisfaction" (Rädulescu, 2014:24). Lawler and Thye (1999:218), on the other hand, contend that emotions play a key role in the exchange relationship as they infiltrate this process and influence the outcome. Economic rewards may not be the only benefits from the exchange relationship; often residents seek social rewards (Gächter & Fehr, 1999:342). Residents' perceptions are embedded in their wants and desires that may explain the reason for the interaction that holds positive economic and social impacts (Rädulescu, 2014:23).

Doxey's Irridex Model or Irritation Index (1975)

Several authors (Faulkner & Tideswell, 1997; Shariff & Tahir, 2003; Wang et al., 2007; Monterrubio-Cordero, 2008; Zhang, 2008; Akkawi, 2010; Rädulescu, 2014) have reflected on one of the first models developed to evaluate the attitudes of residents to tourism. This is known as Doxey's Irridex Model or Irritation Index (1975). The model implies that the viewpoint of residents towards tourism transforms and consequently becomes more negative as a destination attracts more tourists and development (Wang et al., 2007; Akkawi, 2010). Tourism development in a destination might be negatively perceived by residents if negative impacts are encountered and can generate annoyance or frustration among locals (Monterrubio-Cordero, 2008; Akkawi, 2010). "Communities pass through a sequence of reactions as the impacts of an evolving tourism industry in their area become more pronounced and their perceptions change with experience" (Faulkner & Tideswell, 1997:6). The model is said to go through a series of four stages that describe residents' reactions towards tourism/tourism development and tourists (Monterrubio-Cordero, 2008; Zhang, 2008). According to this theory, residents move between the four stages, initially experiencing euphoria, followed by apathy, irritation or annoyance, and lastly antagonism (Faulkner & Tideswell, 1997; Shariff & Tahir, 2003; Wang et al., 2007; Monterrubio-Cordero, 2008; Rädulescu, 2014). Zhang (2008:18) further explains the stages as residents feel "euphoria (delight in the contact), apathy (increasing indifference with larger numbers), annoyance (concern and annoyance over negative impacts of tourism such as price increase, crime and culture dilution) and antagonism (aggression to tourists)". A particularly developed tourism destination/industry will experience the impacts more intensely and leave locals with exceedingly negative views (Rädulescu, 2014:20). At first residents are optimistic, very soon they become ill tempered, and finally they display complete antipathy (Shariff &

Tahir, 2003:14). Despite its usefulness, some authors (Faulkner & Tideswell, 1997; Akkawi, 2010; Rädulescu, 2014) have noted that the model exhibits several limitations. Akkawi (2010:25) reveals two limitations: firstly that the model implies that residents from a certain community share identical attributes and perspectives; secondly the model does not acknowledge that these communities, along with the tourism industry, acclimatise and develop. Faulkner and Tideswell (1997:2) agree that residents acclimatise to the development of tourism and the influx of tourists, thus establishing pliability and accepting the impacts. Rädulescu (2014:22) concurs that the model presupposes that the views of all residents from a certain community are identical. It can be said that residents from the Breedekloof region, considering the number of years the BOWF has been hosted, fit well within the last two stages of the model. They may in all likelihood experience slight annoyance and antagonism, not necessarily with tourists to the area, but with the management of the BOWF.

Regardless of its limitations, the model has gained considerable attention and stirred many debates. The same can be said of SET, but owing to the limitations of this theory, Akkawi (2010:28) notes that Social Representations Theory (SRT) has also often been used as a different and valuable framework. This theory is discussed in the next section.

Social Representations Theory (SRT)

People everywhere use representations as methods to make sense of and comprehend all things in their immediate environment (Fredline & Faulkner, 2000; Zhang, 2008; Akkawi, 2010); representations thus constitute a process whereby people comprehend their social milieu (Maury, 2007:5). Besides representations, "the social element referred to the fact that these representations were shared by groups within a society and helped facilitate communication" (Zhang, 2008:19). Höijer (2011:4) also notes that as the name implies, social representations represent things of social or cultural importance. They also describe how communities or people in social groupings can share general goals of things (Maury, 2007:7). "A social representation is a collective phenomenon pertaining to a community which is co-constructed by individuals in their daily talk and action" (Wagner et al., 1999:96). It provides convoluted methods to consider and examine different matters and concerns (Yutyunyong & Scott, 2009:9).

Akkawi (2010:28) notes that the perceptions of residents regarding topics such as tourism are determined and influenced by direct relations and encounters with tourists. Fredline and Faulkner (2000b:767) contend that the unknown is converted into the known, "as objects and events are recognised on the basis of past experiences, and prior knowledge serves as the

reference point for new encounters". As people comprehend and make sense of all things around them, SRT, according to Breakwell (1992:2), focuses on exploring the substance of the representation instead of foreseeing what the substance possibly entails. Höijer (2011:4) professes that people endure diverse experiences/encounters that establish new knowledge and understanding, concurrently shaping perceptions and beliefs.

Fredline and Faulkner (2000b:767-768) note three different sources of social representations: direct experience, social interactions and the media. Direct experience involves a direct encounter with a particular occurrence; social interactions pertain to the interface with different individuals, figures or groups; while the media influence thoughts and views of people by using various methods of communication to convey stories.

Fredline and Faulkner (2000b:767) reveal the following important details regarding the cohesiveness of groups and refer to Moscovici's (1988) three levels of consensus:

> Not all groups are uniformly cohesive and, as a consequence of this, Moscovici (1988) has proposed three levels of consensus of social representations. "Hegemonic" representations are described as stable and homogeneously accepted by the whole community, "emancipated" representations exist when subgroups have somewhat differentiated opinions and ideas, and "polemical" representations exist in the context of group conflict, with subgroups having opposing outlooks.

Like the aforementioned theories and models, SRT also has limitations, and as claimed by Breakwell (1993:2), the theory fails to elucidate why certain representations are shaped the way they are.

This section explored the different models and theories that formed a vital part of the study. It can be said that SET is among the most important and valuable theories examining the perceptions of residents towards tourism. Saveriades (2001:23) contends that local residents favour tourism development because it holds considerable economic, social and psychological potential that enhances local welfare, adding that even if tourism is forced upon a community, residents still have a chance to assess the interaction and use this chance to capitalise on the prospective benefits. Events and tourism can be disruptive to local lifestyles and SET is therefore a suitable theory to explore host–guest dynamics. Event organisers and tourism developers should ensure that in the exchange that occurs between host and guest, the benefits need to outweigh the costs and equal benefits should be distributed to both parties for them to enter the exchange. Fredline and Faulkner (2000b:765) note that "resident reactions to recurring events become less negative over time largely because organisers become more experienced at minimising disruptive effects of the event and marketing it to the local public".

2.4.3.2 Economic impacts

Slaper and Hall (2011) explain that economics concern the flow of money. Janeczko et al. (2002:4) note that economic impacts may vary, based on the nature of an event and the target market. Janeczko et al. (2002:4) contend the size of an event is proportional to the size of the impacts the event may present. Ntloko (2006:40) concurs that the magnitude and type of event will determine the potential economic impact.

The impact of a large-scale event will most likely be vast. Wang (2009:17) notes that economic impacts are of great importance and are calculated based on investment or overheads. Wang makes it clear that the primary rationale for staging events is merely to gain a profit and concurrently encourage the growth of the local economy. Derrett (2004:48) also notes that events and festivals create employment, the circulation of revenue and disbursements, and investment in local infrastructure, facilities, sponsorships, advertising and government funding.

Economists and economic development agencies refer to events as adding exceptional capital value to the economy and businesses (Getz, 2000:18). Based on these grounds, governments use events as a mechanism for industrial and economic development and as a result overheads are vindicated in relation to the economic impacts an event may have for an area (Burgan & Mules, 2000b:46). Raj (2003:2) concurs that governments are active supporters of events and have integrated them into strategies to develop the economy, cultural tourism and the country as a whole. When considering financial support for events, the aim of local government is to generate employment and create regional revenue (Burgan & Mules, 2000b:46). Burgan and Mules (2000a:52) note the following about major events:

> When undertaking an economic evaluation of a major event there are two key issues that need to be addressed to provide appropriate estimates of economic impact. Firstly, one must provide an estimate of how many people came to the event, including why they came, and where they came from. This area of questioning provides the basis for estimating how much tourism has increased as a consequence of the event. Secondly, information is needed on how much the attendees spend during their visit – leading to estimates of what they spend because of the event.

Preuss et al. (2007:23) concur that "an important component of economic impact calculations involves estimating the number of people who come specifically to see the event and bring fresh money into the host city". However they assert that the identification of visitor numbers attending an event may be very complex, especially for non-ticketed events.

Janeczko et al. (2002:11) state that economic impacts may be presented in two forms, namely primary and secondary economic impacts: the primary is concerned with the direct

economic impacts of an event while the secondary represents the influx of new money into a region's economy. According to Wang (2009:17), events attract considerable investment to a destination, concurrently generating new job opportunities and enhancing the quality of life for locals. Wang (2009:17) notes that events have a positive impact on the growth of financial systems of tourism for local communities; this creates a ripple effect that extends across different industries, benefiting all.

Etiosa (2012:3) argues that as events present considerable economic benefits to a destination and the host community, it must be kept in mind that economic benefits may also carry long-term disadvantages for local residents if events are not planned and managed well. Aspects such as "infrastructural breakdown, solid waste disposal after large-scale events have been held in a community or other forms of environmental pollution caused by the events to the community, can cost the community a lot". Even though an event may generate large economic benefits, the outcome may not necessarily certify that the benefits surpass the costs (Solberg & Preuss, 2007:231). It is essential that all likely impacts are identified and considered to prevent detrimental impacts resulting from events to militate against the future success and existence of events. The success of festivals and events is calculated based on financial input and the event role players (Brown & James, 2004:55). "Success is often defined in terms of the spectacle, economic benefit and crowd numbers" (Work Safe Victoria, 2006:2). Nonetheless the safety ranking of an event is also an essential determinant of success.

The discussion regarding economic impacts of events has been considered primarily due its tangible aspects. It should therefore be kept in mind that the main focus and intention of the study is not to determine the economic impacts (direct or indirect) of the event but to assess the perceptions of such economic impacts. However it was deemed necessary to state the likely tangible economic impacts to establish a foundation for the study and furnish the necessary background.

Besides the tangible economic impacts, there are considerable intangible economic benefits that are equally important. Wang (2009:19) supports this view: the impact of events stretches far beyond monetary requisites and can contribute towards the improvement of community wellbeing by reinforcing communication channels between countries and destinations, improving consciousness of different cultures and fostering a sense of pride among locals.

2.4.3.3 Environmental impacts

The environmental variable is concerned with "the measurements of natural resources and reflect potential influences to its viability" (Slaper & Hall, 2011). The relationship between the environment and event tourism is complex and according to Case (2013:1) the relationship may also be viewed as cooperative. The same is assumed for the relationship between tourism and the environment. This relationship is also complex as well as susceptible and intimate (Rad & Aghajani, 2010:39).

Case (2013:12) briefly explains the relationship between an event and the environment in Figure 2.6. The author notes that an event may use the natural environment as a venue as well as other resources to host an event of a permanent or temporary nature; this may place tremendous pressure on resources, especially those with limited existence. Dávid (2009:67) adds that events (like the BOWF) can take place indoors, outdoors, in an urban or a rural setting, and could lead to some form of erosion. Dávid further argues that if a green open field is used as a venue for an event, the onrush/flow of visitors can generate density with a reverse effect than that of erosion, thus preventing the ground from preserving its regular water balance.

Events have the potential to establish legacies and can result in urban regeneration that may have several positive as well as negative implications. According to the European Commission (2006:1), events call for the development of infrastructure for venues such as stadiums that may hold negative consequences for the environment.

Case distinguishes between two levels/degrees of impact, namely micro and macro. Case (2013:51) clarifies that "micro impacts will be those that occur at the site itself, the immediate surroundings and any relevant catchment areas such as river basins or transport networks up to a distance of 25km". Case (2013:74) further explains that macro impacts reflect those not solely at local level but those on a global scale. Micro-impacts include rubbish, noise and light that occur as a result of the hosting of an event; at the same time there are macro-impacts that may surface because of the hosting of events. These are more severe and could be detrimental to an area; they include acid rain and the discharge of carbon dioxide that may have serious health implications. In terms of environmental constraints and determinants, events can contribute to environmental changes that could ultimately result in changes in the weather patterns, landscape and tides. Lastly, events influence the supply chain, including that of food, information technology and utilities.

Events have the potential to attract masses of people to a region, resulting in a demand for certain resources, and leading to the production of waste and problems with transportation (European Commission, 2006:1). According to Jones et al. (2008:7-11) events contribute to environmental impacts through traffic and transportation, energy use, food consumption, air pollution, waste management, water use (consumption and pollution) and noise pollution (traffic management, crowds and noise).
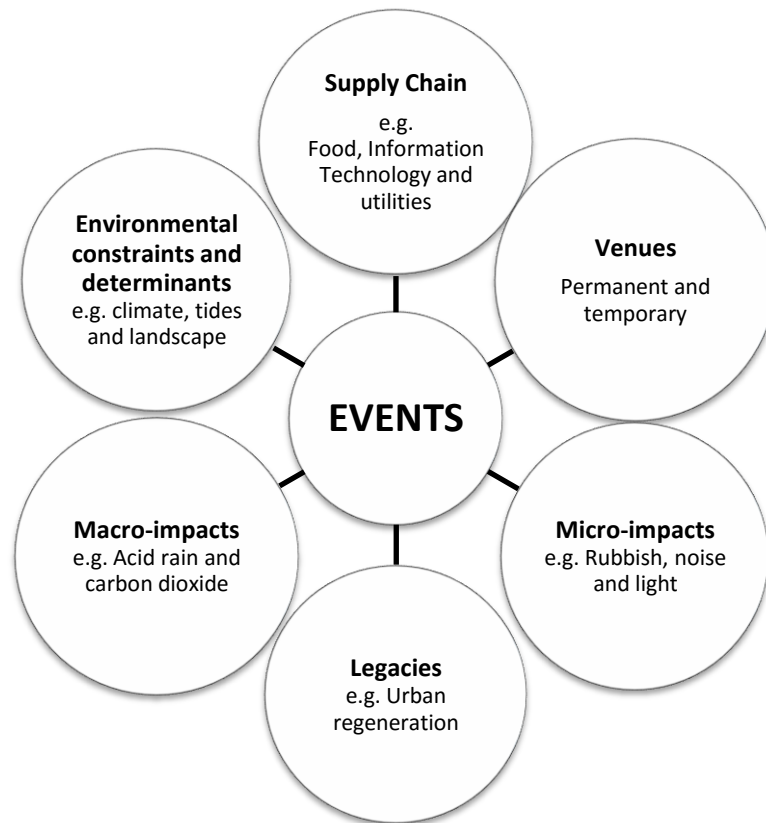
Figure 2.6: Relationships between events and the environment (Case, 2013:8)

Dávid (2009:68) agrees and adds "the use of accommodation and catering facilities, travelling, participation in the festival itself – and the operation of the necessary infrastructure may result in significant impacts on the environment". Dávid (2009:68) further explains that an event may use local resources to host an event. If not managed sustainably, this may lead to the loss of sensitive resources. Dávid (2009:68) notes the following regarding the reduction of natural resources:

> The depletion of natural resources is accelerated by the use of fossil fuels in transportation, the heating of accommodation and the operation of catering facilities (which are usually non-renewable energy sources like coal, crude oil or natural gas). In more environment-friendly solutions, heating and energy consumption is based on hydro, solar or wind energy. Wasteful and careless use of the drinking water supply significantly impairs the effectiveness of water management, and decreases available freshwater resources. The wasteful use of

the water supply could be avoided by a more environmentally friendly attitude and modern technology.

Dávid (2009:66) indicates that the relationship between an event and the environment may be either direct or indirect. Events produce urban regeneration such as sports facilities, transport, housing, cultural infrastructure and environmental improvement and may all have direct or indirect impacts on the environment (Case, 2013:74). Lastly, Case (2013:113) states that in an attempt to address environmental problems, legislation pertaining to events should be promulgated.

Events may be short-lived but the environmental impacts that surface as a result of preparing for the event may pose ongoing repercussions (European Commission, 2006:1). Therefore, environmental concerns should be raised and taken note of at the initiation phase.

Events and festivals have the potential to place tremendous strain on the environment (Derrett, 2004:44). The environment may be either a man-made or a natural milieu. Either of these settings is susceptible to negative impacts that manifest owing to the hosting of events. Langen and Garcia (2009:9) point out that the environmental impacts of events have received little attention. Such impacts are therefore an important consideration when measuring the impact and success of events.

Musgrave and Raj (2009:1) note that sustainability is a vital consideration and should be integrated within the business and staging of events. Therefore in the next section, the greening of events and its relevance is discussed because of its important role in current and future events. Musgrave and Raj (2009:2) explain that sustainability is associated with environmental impacts such as "the consumption of natural resources and the deliberation of pollution and energy use, the concern for social inclusion and distribution of wealth, coupled with the economic themes of growth and longevity". Sustainability reflects a practice that must be retained for an indefinite period and the same applies to sustainable events (Smith-Christensen, 2009:23). Smith-Christensen (2009:25) contends that sustainable events have predominantly been used in an effort to generate environmental awareness. Musgrave and Raj (2009:3), on the other hand, declare that events may potentially harm natural assets and such impacts may be irremediable; nevertheless for sustainability to prevail, events must be staged within acceptable limits. As a result, event organisers have a vital role in terms of promoting a responsible approach among visitors attending an event; furthermore the necessary actions such as waste management, signage, information and minimising detrimental impacts on natural surroundings should still be executed (Derrett, 2004:44).

A healthy symbiotic relationship is essential, but achieving symmetry may not always be effortless. Several impacts manifest in the short term but most can over time destroy the environmental resources. Dávid (2009:67) also mentions that physical impacts "like other impacts on the environment – are complex: there can be local and global impacts, direct and indirect impacts reversible and irreversible, favourable (positive) and unfavourable (negative) impacts". Dávid (2009:67-68) refers to vital impacts on the environment such as air quality, the ecological state, water pollution, exhaustion of natural assets and flora and fauna. Other negative environmental impacts include environmental degradation, noise pollution and congestion (Arcodia & Whitford, 2010:9). Mason and Beaumont-Kerridge (2004:316) also note that festivals and events may create traffic jams, waste problems, noise pollution and unappealing behaviour such as discourteous and vulgar conduct among attendees and even local people.

Cooper et al. (2008:163) note that despite the activities at an event, there are other tourism activities that occur as a result of tourists visiting attractions at a destination and that place scarce natural resources at risk. Dávid (2009:68) attests that activities associated with events such as hospitality, movement between places, and participation in event activities have major environmental implications. According to Dávid (2009:68), when event visitor numbers exceed the environment's carrying capacity, the environment suffers. In conclusion, Dávid (2009:68) states that such impacts may result in "land degradation (erosion), increased pollution, discharges into the soil, natural habitat loss, increased pressure on endangered species and heightened vulnerability to forest fires". It is apparent that if environmental impacts are not considered, this may result in a multitude of negative impacts and dissatisfied residents because of a lack of essential resources. Outdoor festivals ought to indicate how they plan to manage diverse environmental concerns that can impact a region (Walters & Raj, 2004:364).

Nonetheless, if the environment is taken seriously, events may be of great benefit. The environment may also be positively influenced by events as event tourism encourages the attainment of protected status and the preservation of precious natural habitats (Dávid, 2009; Case, 2013). Events may also enhance community wellbeing and lead to the enrichment of local tourism infrastructure and venues (Arcodia & Whitford, 2010:9). Other positive impacts encompass the promotion of conservation actions, the preservation and conservation of sensitive areas, the development of physical infrastructure and the development and upgrade of new facilities.

In conclusion, the International Olympic Committee (2005:6) notes the following concerning environmental impacts:

> Numerous major international conferences and countless scientific research projects have, over the past few decades, underscored the urgent need to address these issues on the basis of a coherent and world-wide approach, and urged the different players of society to adopt concrete measures to reduce their negative impacts on the environment, thereby ensuring the well-being of present and future generations.

2.5 Sustainability and growth

The growth and sustainability of tourism and events are paramount to a successful tourism and event industry. The following section elaborates on these important concepts.

As the concept of sustainability materialised, it developed into a topic broadly discussed amongst academics and evident in present-day tourism and development literature (Page & Thorn, 1997:59). Monash University (2009:4) defines sustainability as the effort made to use natural assets in the present day sparingly and in smaller quantities so that they may also be available for generations to come. Sustainability entails economic, social and environmental facets and to certify that long-term sustainability ensues, these three aspects must be compatible (WTO, 2013). Sustainability is concerned with integrating and finding the equilibrium among economic, social and environmental dimensions, also known as the TBL, and by effectively utilising natural assets (Ahmed & Pretorius, 2010:274).

Ratanakomut (2006:2) notes that sustainability is concerned with the preservation and growth of the economy of a region, ensuring a beneficial and proportional association. It is simply an approach to certify that future interests are protected (Crul & Diehl, 2006:22). It may even be regarded as a means of tackling negative impacts that result from tourism or events, hence retaining the feasibility of the industry (Liu, 2003:460). Ratanakomut (2006:2) declares that this concept has largely been approved by the international community and notes the following concerning sustainability:

> It represents efforts to create a new kind of development that sustains the natural environment instead of depleting it. Instead of batting between conservation and development, sustainability represents the hope of finding different ways to make decisions, measure results, and ascribe value all in the service of achieving a healthy balance for this and future generations.

According to the Trade and Development Board (2013:14), the impacts on the environment, whether man-made or natural, are probably the most severe negative impacts resulting from tourism activities. "As it is energy- and water-consuming, produces large amounts of waste

and affects cultural heritage by attracting large crowds of people to these sites, tourism can cause considerable environmental and cultural heritage damage."

Growth and sustainability are two interrelated concepts and must be distinguished from each other. The *Chambers Concise Dictionary* (2004:518) refers to growth as a considerable enlargement and mentions that it can either refer to economic escalation or productivity. For a tourism destination to grow, sustainability is key. Sustainable tourism, for instance, will necessitate sustainable growth of the tourism industry, which comprises "tourism's contribution to the economy and society and the sustainable use of resources and environment" (Liu, 2003:462). Without sustainable use of tourism resources, the tourism industry of a destination is bound to be short-lived and will eventually become unsustainable. So to ensure that a destination demonstrates healthy growth, sustainable use of resources is pivotal. Hence sustainable practices are largely encouraged. Crul and Diehl (2006:15) reveal that sustainable approaches to the tourism industry have become paramount in an attempt to resolve social and environmental dilemmas. However, to ensure the successful implementation of sustainable practices, Liu (2003:472) notes that an objective outlook in respect of sustainability is imperative.

2.5.1 Sustainable tourism and sustainable tourism development

In the current day, sustainability has become an important consideration, not only for tourism but for events also. Neto (2003:6) mentions that globally, tourism has become an enormous economic catalyst but concerns have been raised regarding the unsustainability of tourism undertakings. As was mentioned in Chapter 1, the World Tourism Organization (2013) defines sustainable tourism as "tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities". According to Groupe AMNYOS Consultants (2007:2), sustainable tourism must attain a sense of balance amongst economic, socio-cultural and environmental sustainability. Groupe AMNYOS Consultants (2007:2) notes that sustainable tourism will cease to exist without the continuing involvement of all three role players.

It is worth noting that the concept of sustainable tourism refers to sustainability within a tourism context but events may well be regarded as a sub-category of tourism, testifying to the importance of event sustainability also. Nevertheless, Liu (2003:461) attests that sustainable tourism incorporates numerous tourism forms; henceforth it must add to and be well matched with sustainable development. UNEP and WTO (2005:2) argue that sustainable tourism goes beyond overseeing and dealing with negative repercussions but is

to the benefit of local residents socially, economically and environmentally. Besides the positive contribution of the tourism industry, tourism also generates severe negative impacts, and as a result, sustainable tourism is a necessity to decrease the negative impacts and increase the positive effects on the ecological and societal dimensions in the future (Trade and Development Board, 2013:16).

WTO (2013) notes that sustainable tourism is not a once-off activity but an on-going procedure of monitoring and evaluation as well as taking corrective action when the need arises. Tourism ought to "maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness of sustainability issues and promoting sustainable tourism practices among them" (WTO, 2013). UNEP and WTO (2005:3) reveal that sustainable tourism may be beneficial to various stakeholders:

- Tourism enterprises
- Local communities
- Environmentalists
- Tourists

UNEP and WTO (2005:3) argue that government plays an important role in ensuring that sustainable tourism is responsible for creating a platform that will stimulate stakeholders to address sustainability matters.

Neto (2003:6) declares that because of concerns of unsustainable tourism, the requirement to promote sustainable tourism development has occurred as a means of reducing environmental impacts and capitalising on socio-economic benefits. Sustainable tourism development aims to please visitors and host countries while safeguarding opportunities for generations to come (Presbury & Edwards, 2010:5). Lui (2003:467) mentions that "sustainable tourism development requires simultaneously meeting the needs of the tourists, the tourist businesses, the host community and the needs for environmental protection". Liu claims the assimilation of such requests may result in an approach adopted that will enhance community wellbeing and worth, concurrently enhancing visitor experience, conserving the environment and ensuring a profitable tourism industry. The active involvement of potential stakeholders is essential as it will ensure the successful implementation of sustainable tourism development, however not disregarding the importance of robust leadership to guide this group (WTO, 2013). UNEP and WTO (2005:11) conclude that stakeholder involvement and participation is key to ensure sustainable tourism development.

Sustainable development in its simplest form constitutes three concepts. These three concepts, according to UNEP and WTO (2005:9) are economic, social and environmental sustainability. The three concepts are inter-reliant but can either be in conflict or equally supportive; nevertheless symmetry among the three dimensions is pivotal. Social and environmental concerns were blatantly disregarded in the past in an attempt to develop the economy, but sustainable development has now become a priority (Dodouras & James, 2004:1). Symmetry amongst economic, socio-cultural and environmental goals is key if events wish to successfully add to sustainable development as well as capitalise on the positive and decrease harmful impacts (Smith-Christensen, 2009:25).

It is evident that sustainability is a crucial element to consider, not only for tourism but also for events. If tourism is not managed sustainably, the success of the industry is questionable. More importantly, if events are not managed sustainably, their success may be compromised. The next section focuses on the sustainability of events and practices that should be implemented to ensure an economically, socially and environmentally friendly event.

2.5.2 Event sustainability and event greening

The sustainability of events is of cardinal importance. If adequately implemented, it may assist with the protection of the environment; bring about positive change beyond the scope of the event; save time; reduce expenses; and set leadership positions (Denver 2008 Convention Host Committee Greening Initiative, 2008:5). "A sustainable event conserves and restores resources, honors and supports those involved, adds value to the local economy, and educates participants about the benefit of sustainability" (Concern Inc, 2003:1). As was highlighted earlier by UNEP and WTO (2005:9), sustainability incorporates economic, social and environmental dimensions. Hence the sustainability of events will rest upon successfully addressing and fulfilling these three attributes.

A popular concept known as 'event greening' has emerged. It is defined by the City of Cape Town (2010:3) as "the process of incorporating socially and environmentally responsible decision-making into the planning, organising and implementation of, and participation in, an event". Greening is a broad concept used to reflect actions that will be advantageous to the environment (Nedbank, 2010:10). Graci and Dodds (2008:1) explain that a green event or festival uses environmentally friendly efforts to decrease harmful impacts to the environment and includes practices such as decreasing waste, water and energy use, utilising unprocessed food, educating the public about environmental impacts, sourcing products

locally and making use of local suppliers. Borchers et al. (2011:25) note that in the process of greening an event, environmental principles come into play. Borchers et al. (2011:25) contend that the main reasons why event greening is such an important consideration is that it has the potential to do the following:

- Improve the resource efficiency of the entire event and supply chain management.
- Reduce negative environmental impacts, such as carbon emissions, waste ending up on landfill sites, and the effect on biodiversity.
- Increase economic, social and environmental benefits (TBL).
- Enhance the economic impact, such as local investment and long-term viability.
- Strengthen the social impact, such as community involvement and fair employment.
- Improve sustainable performance within an available budget.
- Present opportunities for more efficient planning and use of equipment and infrastructure.
- Reduce the negative impact on local inhabitants.
- Protect the local biodiversity, water and soil resources.
- Apply the principles of eco-procurement of goods and services.
- Raise awareness of sustainability.

It is worth noting that the focus is primarily environmental; however there are considerations of social and economic aspects also.

Event greening involves commitment from event managers to carefully plan events in such a fashion that it will encourage sustainable development (Ahmed & Pretorius, 2010:289). According to the CoCT (2010:5), event greening entails the execution of sustainable methods that will incorporate a healthy balance amid the conservation of the environment, allowing for societal growth and an advantageous economic climate. Borchers et al. (2011:25) add that sustainable development is a key constituent in all event operations in an attempt to ensure that all event functions remain as environmentally responsible as possible.

Event greening principles must be implemented at the initiation phase and allow for the participation of all stakeholders (CoCT, 2010:3). To enhance the prospect of successfully implementing sustainable measures, the participation of all relevant stakeholders is key (UNEP, 2012:17). Event greening practices present considerable advantages to stakeholders such as reducing costs, generating a positive image of a destination, creating consciousness, improving the environment, persuading other event organisers to follow similar methods, advancing future opportunities and creating societal benefits (CoCT, 2010;

UNEP, 2012). It is therefore pivotal to take cognisance of event greening as events may have considerable negative environmental impacts on a destination when not managed appropriately. Event greening practices should not be viewed as a panacea but as a means of alleviating and better managing unfavourable environmental impacts. Implementing these practices may advance the event organisers' control over negative event impacts and improve the likelihood of success.

As events are associated with both negative and positive impacts, sustainable planning is a key consideration. According to UNEP (2012:1-2), event organisers can decrease these negative impacts by persuading stakeholders and others to adopt a more sustainable lifestyle. The CoCT (2010:5) states that event organisers have power over the level of sustainability of an event and as a result should not miss out on this opportunity. According to UNEP (2012:21-22), the main environmental and social impacts that ought to be addressed include the reduction of energy use, waste generation, water use, indirect environmental impacts (soil, water, air) and the increase of social benefits to locals.

The following event greening practices as outlined by the CoCT (2010:5) should also be taken into account:

- Eco-procurement
- Waste minimisation and management
- Water conservation
- Energy efficiency
- Emissions reduction
- Biodiversity conservation
- Social and economic development

Taking note of event greening measures can potentially reduce negative TBL impacts and ensure a more sustainable event. In an effort to implement greening initiatives, event organisers should carefully consider the selection of venues, accommodation, transportation, waste management, exhibition production, marketing and communications, equipment and supplies, supplier and procurement management, as well as food and beverages (Monash University, 2009; Nedbank, 2010).

Owing to their size and potential impact, large-scale events have implemented programmes to generate awareness of environmental concerns. Programmes as such can be applied to smaller-scale events as well. Nevertheless, Ahmed and Pretorius (2010:274-275) mention programmes such as the FIFA World Cup's[TM] 'Green Goal' and Olympic Games' 'Green

Games' programmes. Ahmed and Pretorius (2010:290) note that these programmes are concerned with generating environmental knowledge and understanding.

According to Borchers et al. (2011:34) the Cape Town Green Goal Programme was the first of its kind implemented in South Africa to decrease environmental footprints and encourage sustainability. Other events, according to Borchers et al. (2011:26) that used similar approaches were the 2006 FIFA World Cup™ in Germany and the Commonwealth Games in India that integrated a Green Games strategy aimed at decreasing carbon footprints. Other smaller events in Cape Town and in the Western Cape that adopted similar strategies include Rocking the Daisies in Darling, the Old Mutual Two Oceans Marathon, and Cape Town Cycle Tour.

2.6 Summary

This chapter provided the background to important elements concerning event tourism, thereby establishing the basis for this study. It discussed the key role players in the event and tourism industry and highlighted the impacts of events – socially, economically and environmentally. A conceptual framework brought to light key theories underpinning this study. Furthermore, the diverse scales and types of events were discussed and the chapter concluded by providing important event sustainable practices. The next chapter outlines the methodologies used in this study.

CHAPTER 3

METHODOLOGY

3.1 Introduction

This chapter provides a summary of the methods used to successfully carry out the study. The methods identified have been selected with the primary intent of answering the following research questions:

- What are the stakeholder perceptions of the TBL impacts of the BOWF?

- How do stakeholders perceive the BOWF as contributing to the growth and sustainability of event tourism in the Breede Valley?

- How are local communities and businesses benefiting from the BOWF, if at all?

The study investigated stakeholders' perceptions of the impacts of an outdoor and wine festival in the Breede Valley. This was undertaken to improve future events and festivals in the Breedekloof Wine Valley and the broader Breede Valley, thus ensuring that it contributes to the growth and sustainability of event tourism in the region.

The chapter elaborates on the methods that were used for the study and why it was most effective for collecting the required data. It is important that the correct methods are used to achieve the desired results and as a range of stakeholders formed part of the study, several methods were used and are explained in this chapter.

3.2 Study area

This study was conducted in the Breede Valley region in the Western Cape Province. The Breede Valley consists of four towns, namely Rawsonville, Worcester, De Doorns, and Touws River, located along the N1 highway approximately 112km north-east of Cape Town (Distancesfrom.com, 2014). The Breedekloof region is divided into four parts (Goudini, Slanghoek, Rawsonville, and the Breede River area). Figure 3.1 illustrates the Breedekloof region and its location along the N1 highway, including the location of the town Rawsonville.

Figure 3.1: Breedekloof area located along N1 Highway

3.2.1 Breedekloof Wine and Tourism (BWT)

Breedekloof Wine and Tourism (BWT) is the Local Tourism Association (LTA) responsible for marketing and branding the Breedekloof region that consists of Rawsonville, Goudini, Slanghoek, and Breede River. Tassiopolous and Haydam (2006:61) note that BWT, previously known as Rawsonville Wine and Tourism, was initiated in October 2003 as the official body to market and promote the region as a tourism and wine destination. Tassiopolous and Haydam (2006:62) also note that "the aim of this marketing initiative was firstly to brand the Breedekloof as a new wine region and, consequently, that it will attract more tourists to the area".

The Breedekloof region is renowned for its wineries; it boasts 27 wine estates and is one of the largest wine-producing regions. The Breedekloof Wine Route has been operational since 2002 (South African Tourism (SAT), 2015). According to BWT (2015), the wine produced in this region includes white wines (Sauvignon Blanc, Chenin Blanc, Chardonnay, Semillon and Viognier) and red wines (Cabernet Sauvignon, Pinotage, Merlot, Shiraz, Petit Verdot, Malbec and Barbera). Besides the wineries, the region offers something for everyone. Visitors to the Breedekloof can enjoy anything from MTB, 4x4 adventures, hiking trails, bird watching,

canoeing, fly-fishing, arts and crafts, coffee shops, restaurants, bistros, horse trails, picnics, and exclusive guided wine tours.

3.2.2 Breedekloof Outdoor and Wine Festival (BOWF)

After comprehensive discussions and careful planning, BWT decided to host an annual outdoor and wine festival with the aim of developing tourism in the region; as a result, the BOWF was launched in October 2004 (Tassiopolous & Haydam, 2006:62). This event was selected as a case study owing to its popularity, magnitude and high attendance. The BOWF showcases the region's diversity and distinctiveness as well as generating awareness of BWT and the Breedekloof Wine Valley.

The study surveyed the 10th annual BOWF from 11–13 October 2013. Attendees simply purchased a festival pass of R100.00 for adults and R50.00 for children from the ages of 6–18 and had access to the event for the entire weekend. The event was hosted at 15 different venues (12 of these wine farms) and visitors moved between these venues to experience an assortment of entertainment, activities, farmers markets and free wine tastings. At the Festival, attendees were entertained with live music/concerts, food stalls and wine tastings. There were also competitions such as the Slanghoek MTB Classic (13km, 33km and 60km route) and a tagged fishing competition. Furthermore visitors were able to enjoy a raisin-spitting competition, sumo-suit fighting, rodeo-bull riding, paintball shooting, a cobra car display, 4x4 challenge, bugslide for kids, jumping castles and sand art (*Cape Town Magazine*, 2015). Other activities included quad-biking, helicopter flips, archery, clay-pigeon shooting, pony rides, magic shows, tractor rides, farm animal petting and face painting (SA-Venues, 2015).

Tassiopolous and Haydam (2006:62) note that in former years, the BOWF had been hosted at several venues in the region; in 2004 and 2005 it had a single venue where all event activities and entertainment took place. They further state that when the event moved to the different event venues, venue owners became responsible for their own activities and entertainment. This led to a decrease in the diversity and number of activities and entertainment.

The BWT hosted the final BOWF in October 2013, which was an unanticipated outcome that manifested after this study had been conducted. The results could therefore serve as a basis for stakeholders to engage in discussions for re-establishing the BOWF, taking into consideration the key findings of this study. Furthermore, throughout the year the region still

hosts several other small-to medium-sized festivals, including the Soetes and Soup Festival held annually in July, which could also benefit from the research findings of the 2013 BOWF.

3.3 Research design and methods

In social research, the design is a fundamental element to address prior to the data collection and analysis phase (De Vaus, 2001:9). The research design, according to Whittemore and Melkus (2008:11), refers to "the overall plan for conducting a study that will optimize the ability to achieve the study purpose and obtain accurate results". De Vaus, (2001:9) makes it clear that the research design consist of a work plan and outlines what is needed to finish a study. The author further declares that the design ensures that the results acquired allow for a clear and definite response to the research question. The researcher may decide to use different research designs that will be determined by the research problem and the reason for the investigation (Whittemore & Melkus, 2008:11). Whittemore and Melkus (2008:2) note that when conducting research, the design must be done attentively and the research carried out thoroughly to ensure that precise and generalisable results are obtained.

According to De Vaus (2001:9), the research design varies from the research method of acquiring data, and if a distinction is not made between the two, it may result in inadequate assessment of the design. De Vaus (2001:10) argues that designs are frequently associated with qualitative and quantitative methods. De Vaus (2001:16) notes that whichever research design is selected, any data collection method may be deployed and can utilise data of a qualitative or quantitative nature. Creswell (2003:17) mentions different methods of data collection and analysis such as quantitative, qualitative and mixed methods. The author notes that "the choice of methods by a researcher depends whether the intent is to specify the type of information to be collected in advance of the study or to allow it to emerge from participants in the project". The research methods are important as they assist the researcher to conduct the study and collect the required data.

The methods used for the purposes of this study were both qualitative and quantitative. Two approaches are used to accumulate a combination of knowledge and intellect on a subject (Ritchie, 2003:38). This approach is also referred to as triangulation. "Triangulation involves the use of different methods and sources to check the integrity of, or extend, inferences drawn from the data" (Ritchie, 2003:46). Combining the two research approaches is also referred to as pluralistic research (Directional Insights, 2015:1) or mixed methods (Creswell 2003; Whittemore & Melkus, 2008).

Qualitative research is used to understand a particular problem and identify likely ways to resolve issues, while quantitative research is used to comprehend the magnitude of the subject and the level of assistance or aid necessary for the identified resolutions (Directional Insights, 2015:1). Yoshikawa et al. (2008:345) note quantitative data comprise information gathered numerically, while qualitative data do not focus on such numeric depictions. According to Jackson et al. (2007:22), over the years researchers have argued that the key difference between qualitative and quantitative research is that they fail to share similar epistemologies. Epistemology is "the philosophical theory of knowledge" (*Chambers Concise Dictionary*, 2004:390). Mack et al. (2005:5) add that these two types of research differ from each other in the following respects:

- Objectives
- Questions posed
- Data collection instruments used
- Data produced
- Flexibility built into study design

Jackson et al. (2007:22) explain that the primary difference lies in the method and methodology. They note that the method refers to the technique used to gather data, while methodology reflects the reasons for the compilation of data in a particular fashion.

Qualitative research intends to identify characteristics of society by using techniques that will produce words (Patton & Cochran, 2002:2). Similarly, Mack et al. (2005:5) note that qualitative research aims to comprehend an issue from the viewpoint of the people that are involved. Mack et al. (2005:1) also state that this type of research is very useful when gathering detailed information regarding the morals, beliefs and conduct of a certain group of people. "Qualitative research aims to address questions concerned with developing an understanding of the meaning and experience dimensions of humans' lives and social worlds" (Fossey et al., 2002:717). Qualitative research methods address research questions that involve describing social phenomena and the particular circumstances (Snape & Spencer, 2003:5).

Quantitative research involves numerics, sizes and figures and is useful when quantifying the participant's behaviour, feelings and frame of reference (Shields & Twycross, 2003:24). Tewksbury (2009:39) states that quantitative research methods focus on portraying a phenomenon in numerical format and that this type of research uses a more scientific approach when engaging in social sciences. Sukamolson (n.d:4) notes that there are different forms of quantitative research ranging from survey research, correlational research,

experimental research and causal-comparative research. For the purpose of this study, survey research will be used. Sukamolson (2007:4) further mentions that this type of research makes use of scientific sampling and questionnaire design in an attempt to quantify the features of a population.

3.4 Data collection methods and techniques

For the purpose of the study, survey questionnaires, key informant interviews and direct observations were used to collect data from respondents.

3.4.1 Questionnaires

Siniscalco and Auriat (2005:3) explain that "a formal standardised questionnaire is a survey instrument used to collect data from individuals about themselves, or a social unit such as a household or a school". Siniscalco and Auriat (2005:3) further note that the questionnaires given to respondents are standardised because respondents receive identical questions and identical methods of coding responses are used. Curtis (2008:2) mentions that a survey is a very popular method of gathering primary data. The author elaborates on a variety of survey methods that may be used, including telephone surveys, mail surveys, Internet surveys, dot surveys and face-to-face interviews. Curtis concludes that surveys can also be less formal, such as observation and informal interviews.

A structured survey questionnaire was presented to respondents with both closed- and open-ended questions. The survey questionnaire was administered by the researcher and a group of fieldworkers to event attendees and residents on a face-to-face basis. Other stakeholders such as established businesses, sponsors and venue owners were able to decide whether they preferred the questionnaire via facsimile, telephonic, electronic or face-to-face contact, depending on their time and availability to complete the questionnaire. The survey questionnaires are discussed in detail in Section 3.6.

3.4.2 Interviews

A key informant interview was conducted with the event organiser of the BOWF to receive valuable and more detailed information pertaining to the event. A structured interview is a process whereby an interviewer compiles a set of fixed questions (an interview schedule) that is posed to a respondent on a face-to-face basis; however, the interviewer must follow the order and the exact questions as they appear on the interview schedule (Welman et al., 2005:165). This leaves scope for little or no deviation for the interviewer and interviewee.

3.4.3 Observations

Direct observations refer to analysing/investigating people in direct contact (Welman et al., 2005:166). According to Tewksbury (2009:39), observation constitutes watching the behaviour and relations of individuals and is a method of collecting data that may seem effortless but is actually a very intricate task in collecting systematic information. Tewksbury (2009:44) explains that observational research can either be done covertly, that is, observing secretly, or overtly, that is, observing openly. The author concludes that the observational researcher simply creates notes that will serve as data to use. According to the Centers for Disease Control and Prevention (CDC) (2008:1), observations conducted covertly have the benefit of capturing data when people are in all probability acting more naturally and comfortably, compared with those conducted overtly, when they are fully aware of being observed. Direct observation refers to examining a phenomenon as it occurs, while indirect observation refers to examining the effects of a phenomenon that happened. The USAID Center for Development Information and Evaluation (1996:1) notes direct observation may have the benefit of observing people, an event, practice or organisation in their normal environment and may contribute towards a better comprehension of the overall study matter. However, a disadvantage may be that direct observation may be prone to observer prejudice/bias.

The researcher made use of covert direct observations to observe the behaviour and interactions of visitors to the Festival and also of local residents in Rawsonville. This method was selected to collect additional information to support the research findings.

3.4.4 Primary and secondary data

Both primary and secondary data were used in this study. "Primary data are data that are collected for the specific research problem at hand, using procedures that fit the research problem best" (Hox & Boeie, 2005:593). Primary data seeks to solve a current dilemma and the research is directed by a researcher, academia or marketing corporation (Curtis, 2008:2). Primary data used for the purpose of the study included survey questionnaires, key informant interviews and direct observations.

Hox and Boeie (2005:596) state that data created by other researchers or compiled for a different use may also be exploited. This is known as secondary data. Secondary data refers to existing data that has been prepared by another researcher and is obtainable in an electronic or published format (Curtis, 2008:1). Secondary data sources consulted for the study included books, journals, articles, the Internet and dissertations. These sources were used to provide background to the study and broaden the knowledge of the researcher.

3.5 Process preceding the Festival

Prior to the Festival, it was vital to collect information regarding the Festival to ensure the event and its purpose were fully understood, and dynamics considered. Generating awareness of the study and fostering a good relationship among all stakeholders were imperative to ensuring that the study was well understood and supported. This process was also important when considering issues of ethics and gaining approval to conduct the study. Contact was made with all stakeholders either electronically, telephonically or face-to-face. The event organiser, venue owners and established businesses were well informed about the study before the data-collection phase commenced, while sponsors, residents and event attendees were informed during the data-collection stage. Extensive contact was made with the event organiser to gain insight into the logistics surrounding the planning and management of the Festival but also in understanding the Festival as a case study in events.

The Breede Valley Municipality (BVM) was informed of the study and approval was obtained by means of a written letter from the Tourism Department (Breede Valley Tourism) (see Appendix E).

Fieldworkers assisting with the collection of data for the study were well informed regarding the modus operandi of the surveys and received background information concerning the Festival as well as possible problems they might encounter.

3.6 Field study course of action

For data-collecting purposes, questionnaires and an interview schedule were designed. They included the following:

- Event attendee questionnaire
- Resident questionnaire
- Event organiser interview schedule
- Venue owner questionnaire
- Established business questionnaire
- Event sponsor questionnaire

Written consent was obtained from stakeholders prior to participation. If respondents felt uncomfortable with the questions during the survey, they were able to withdraw from their participation or leave sensitive questions unanswered. Respondents were briefed about the study and assured of confidentiality and anonymity.

Various stakeholders were approached at different intervals that spanned two months (October and November 2013). The Festival took place from 11–13 October 2013 and the surveys followed shortly thereafter.

The researcher was on site throughout the duration of the event for observation and taking notes of all activities at the different event venues. The researcher was also present during all the face-to-face surveys that followed after the Festival. The different questionnaires as highlighted above are discussed in the next section.

3.6.1 Event attendee questionnaire

This questionnaire was designed for the event attendees. The questionnaire aimed to elicit visitor views and perceptions regarding the Festival. Other issues raised in the questionnaire included:

- awareness and knowledge of the event;
- demographic profile;
- expenditure levels; and
- overall experience and satisfaction levels.

In addition to the above, visitors were able to share their perceptions of the event and how they felt the Festival could be improved. The views of visitors are pivotal and can help to improve the BOWF and other future events in this region. Visitors experience the product or event first hand and are therefore able to provide valuable feedback.

Event attendees were surveyed for the entire duration of the Festival which was three days. Before the data collection process commenced, venue owners were informed of the presence of fieldworkers at the venue. Refer to Appendix F1 to view the event attendee questionnaire.

3.6.2 Resident questionnaire

Residents play a vital role in the success of an event. A lack of involvement may result in the disruption of local lifestyles and lead to extreme hostility. According to Gupta (2007b:265), "a major phenomenon seen in many destination areas, but especially in the developing regions, is growth of resentment and hostility towards the tourist on the part of the local resident". The author contends that feelings of hostility and resentment from locals are exacerbated when big crowds enter a tourist destination within a confined space. If residents start to convey antagonism towards visitors, it could generate a sense of their feeling unwelcome and they may be hesitant to return to a destination. Among all other resources vital to the

development of tourism in a destination, residents are fundamental role players, since it is within their domain that tourism (and event) undertakings occur (Muganda, et al., 2013:55). According to Apleni (2013:8), "community participation is a crucial determinant to ensure that the benefits local communities get from tourism are guaranteed, and their lifestyles and values are respected". It was therefore crucial to conduct a resident survey that investigated residents' perceptions to ensure that resident participation is at the forefront of all future tourism and event endeavours.

The majority of the residents reside in Rawsonville and the selection was done on the basis of the proximity of residents to the event venues as well as the statistics supplied by the BVM. Residents that were surveyed included historical racial categories in South Africa (coloured, African, white, Indian/Asian and other foreign nationals). The questionnaire raised issues such as:

- community perceptions and knowledge of the event;
- community awareness of the festival;
- community level of involvement;
- festival impact on the community;
- community benefits associated with the festival; and
- community satisfaction with the event.

Permission from the BVM was obtained and a formal approval letter to conduct the study was provided (see Appendix E). The South African Police Service (SAPS) of Rawsonville was notified of the study and the implementation of a resident survey in the region. A copy of the letter of acceptance from BWT and the BVM (see Appendix D & E respectively) were kept with each fieldworker in the event of residents questioning the authenticity of and approval for the study. The resident survey was conducted one to two weeks after the Festival and spread over four days. Refer to Appendix F2 to view the resident questionnaire.

3.6.3 Event organiser interview schedule

The organiser of the Festival is one of the most influential stakeholders. The purpose of the event organiser interview schedule was to gain insight into the organiser's views and perceptions of the Festival and this was achieved through a scheduled meeting between the organiser and the researcher a week after the Festival. Important issues discussed during this meeting included:

- event planning and management overview;
- event expenditure;

- marketing tools;
- stakeholder involvement;
- event satisfaction levels and success;
- problem areas; and
- lessons learned.

Refer to Appendix G to view the event organiser interview schedule.

3.6.4 Venue owner questionnaire

The venue owner simply refers to the owner of the venue or established business that hosted activities and formed part of the broader Festival. The venue owners had their individual activities at their establishments, which meant that they had an individual from their staff assigned to organise the activities on behalf of the business. Only registered members of BWT, an LTA, were at liberty to participate in the Festival by hosting activities at their establishment. Therefore, the venue owners were identified as stakeholders that had organising and business-related importance, and bearing this in mind, the venue owner questionnaire was created. The purpose of this questionnaire was to gain insight into the venue owners' perceptions regarding the Festival and understand their perceptions from a business and organiser point of view.

Venue owners are crucial stakeholders as they are directly involved in and influenced by the Festival. Their perceptions are a direct reflection of the event and can ultimately determine whether the Festival is a success or a failure. Venue owners invest large sums of money into the Festival in an effort to gain a profit and therefore hope to see positive results. Important issues discussed in the questionnaire included the following aspects:

- Expenditure patterns
- Sponsorship
- Additional employment
- Event satisfaction levels
- Environmental sustainability
- Event impacts

Venue owners include owners of wine cellars, wine estates, restaurants, travel and tours, and accommodation establishments. The surveys were conducted after the Festival electronically, telephonically and through face-to-face meetings. Refer to Appendix F3 to view the venue owner questionnaire.

3.6.5 Established business questionnaire

Established businesses consisted of wine cellars, accommodation establishments, restaurants, tour operators and shuttle services. It was vital to ascertain the correlation between established businesses and the hosting of the Festival. This would determine if the businesses in the region, whether members of the BWT body or not, benefit from the Festival. It was also crucial to determine if the Festival created opportunities for business growth. The businesses selected were all tourism related. The different event venues were scattered across the Breedekloof region and were in close proximity to most of the tourism-related businesses. Businesses were selected on the basis of their operating hours during the Festival as they had to be open for the duration of the Festival and at least within a 5km distance from event venues.

The businesses identified and selected for the study were all well established in the tourism industry. The questionnaires were conducted after the Festival electronically, telephonically and through face-to-face meetings. The purpose of the questionnaire was to identify the businesses' involvement in the Festival whether directly or indirectly and to determine if they had gained from the event. The questionnaire included the following items:

- Business involvement
- Event satisfaction levels
- Direct employment opportunities
- Business revenue

Refer to Appendix F4 to view this questionnaire.

3.6.6 Event sponsor questionnaire

There are no affiliated reputable organisations or sponsors for the overall Festival but most venue owners had their individual sponsorships. As most venue owners were reputable establishments, they were associated with highly regarded organisations as sponsors for their Festival activities. Gaining insight into the views and perceptions of sponsors was imperative. The event sponsor questionnaires were conducted after the Festival; however most venue owners did not disclose the identity of their sponsors in an effort to protect their alliances and these had to be eliminated from the sample as noted in the next section. Refer to Appendix F5 to view this questionnaire. The questionnaire included issues such as:

- sponsorship type and value;
- sponsorship objectives; and

- sponsorship satisfaction levels.

3.7 Population and sampling

The population refers to the total unit of analysis from which inferences will be made, whereas the sample reflects a smaller representative portion of that total unit/population (Molenberghs, n.d:48). Latham (2007:2) also notes that selecting a sample will entail obtaining a sample that will correspond with or characterise the population from which it was drawn and utilise the data that was gathered. The sample size to match the population number was selected at a 95% confidence level (Isaac & Michael, 1981:193). The population size, targeted sample and actual respondents are shown in Table 3.1 below.

Table 3.1: Population, targeted sample and actual sample

Stakeholders	Population	Targeted sample	Actual sample
Event attendees	2000–2500	341	322
Residents	13752	374	374
Event organiser	1	1	1
Event sponsors	22	8	0
Established businesses	39	28	22
Venue owner	15	15	11
TOTAL	**16 329**	**767**	**730**

3.7.1 Sampling methods

Two types of sampling methods exist: probability and non-probability sampling (Latham, 2007:2). The sampling method to select will rely primarily on the objective of the research (Fairfax County, 2012:3). Probability is the sampling method applied when the researcher can determine the probability that any unit of the population will be incorporated in the sample so each unit thus has an equal chance to participate (Welman et al., 2005; Barreiro & Albandoz, n.d). On the other hand, this cannot be determined with a non-probability sampling method. With non-probability sampling the research results cannot be generalised and the findings will be restricted only to the individuals that were sampled (Fairfax County, 2012:2). Ritchie et al. (2003:78) explain that probability sampling is a more accurate method but proves to be unsuitable when implementing qualitative research. According to Ritchie et al. (2003:78), for a qualitative research study the non-probability sampling method is more suitable. Ritchie et al. (2003:108) contend that probability sampling is used in quantitative

research, especially in surveys. This creates a sample that is representative of the population from which it was drawn.

For the purpose of the research, probability as well as non-probability sampling was applied to support the qualitative and quantitative nature of the study. The specific sampling methods used to collect data are aligned with the broader objectives of the study and highlighted in Table 3.2 below.

Table 3.2: Sampling methods used for each questionnaire

Name of the questionnaire	Sampling method
1. Event attendees	Spatially based systematic sampling
2. Residents	Spatially based systematic sampling
3. Event organiser	Purposive sampling
4. Venue owner	Purposive sampling
5. Sponsor	Purposive sampling
6. Established business	Census sampling

Table 3.2 demonstrates that questionnaire 1 and 2 used spatially based systematic sampling, also classified as a probability sampling method. Spatially based implies that the entire geographic area under study has been surveyed. Systematic sampling refers to "sampling every k^{th} item in a population after the first item is selected at random from the first k items" (Pepe, n.d:1). For questionnaire 1, every 10th respondent at the event was selected to complete a questionnaire. For questionnaire 2, every 5th dwelling was selected and only one respondent per household targeted.

For questionnaire 3, 4 and 5, the purposive sampling method was used. Ritchie et al. (2003:107) mention that purposive sampling is also referred to as criterion-based sampling. According to Marshall (1996:523) it is known as judgement sampling. Ritchie et al. (2003:79) note "members of a sample are chosen with a purpose to represent a location or type in relation to a key criterion". The sample chosen should be most useful to attain research objectives (Marshall, 1996:523). Respondents are chosen on the basis that they are able to produce data that is very valuable for the research study (Patton & Cochran, 2002:9).

For questionnaire 3, there was only one overall event organiser that was surveyed. In terms of questionnaire 4, all 15 venue owners that hosted activities were approached and formed part of the sample. For questionnaire 5, the venue owners that disclosed the identities of their sponsors were approached.

Lastly, for questionnaire 6 the entire population of tourism-related businesses was selected to form part of the study. This was a small population size and therefore all the businesses were able to form part of the sample. "If the population is small, a census may be preferable" (Statistics Canada, 2010:20). The sampling method that was therefore applied was census sampling. Census sampling gathers data from the entire population under study (Franklin & Walker, 2010:19). Parker (2011:4) notes that by using census sampling, all units have an equal chance to participate, sampling error is reduced and a census survey is considerably easier to manage. However only the businesses open for the duration of the Festival were able to participate in the study. The tourism-related businesses comprised accommodation establishments, restaurants, wine cellars, tour operators, and shuttle services.

3.8 Data analysis

SPSS version 23 was used as a tool to analyse all the data collected. The analysis and synthesis of the data provided meaning to the results. The qualitative data were analysed into conceptual categories using the constant comparative method.

3.9 Ethical considerations

Ethical considerations are vital to ensure that the integrity of the study remains intact. To consider and support ethical concerns, all information provided by participants remained confidential. The identification of businesses, sponsors and persons responsible for the organisation of the event remain classified. Canterbury Christ Church University (2006:2) emphasises that it is the responsibility of the researcher to ensure that the privileges and welfare of participants are identified and remain unharmed.

A letter (see Appendix C) was forwarded to BWT, seeking approval to conduct the study. BWT duly gave permission (see Appendix D). A letter of consent was also received from the BVM with authorisation to conduct this study in the Breede Valley (see Appendix E).

Patton and Cochran (2002:5) note that researchers are liable to their respondents, equals and to those who take delivery of research results. Patton and Cochran (2002:5) argue that participants in the study should give their approval without restraint. Patton and Cochran (2002:5) also emphasise that respondents should, as a minimum, provide oral consent, if written consent is problematic. The researcher must acquire respondents' informed consent. Lewis (2003:76) emphasises the importance of informed consent in ethical considerations. "Informed consent comprises three major elements – information, voluntariness and comprehension" (Canterbury Christ Church University, 2006:3). According to Lewis

(2003:66-67), the researcher should provide participants with details regarding "the purpose of the study, the funder, who the research team is, how the data will be used, and what participation will require of them – the subjects likely to be covered, how much time is required and so on". All these ethical aspects were taken into account when the study was conducted.

It is crucial to protect the identity of respondents that participate in the study and they should be assured of anonymity and confidentiality. According to Canterbury Christ Church University (2006:3), obtaining ethics approval for research involving human respondents at this university is pivotal, and is based on the following grounds:

- To protect the rights and welfare of participants and minimise the risk of physical and mental discomfort, harm and/or danger from research procedures.
- To protect the rights of the researcher to carry out any legitimate investigation as well as the reputation of the University for research conducted and/or sponsored by it.
- To minimise the likelihood of claims of negligence against individual researchers, the University and any collaborating persons or organisations.
- Research funding bodies and refereed journals increasingly require a statement of ethical practices in applications for research funds and/or as a condition for publication.

3.10 Summary

This chapter provided an introduction to the case study and methodology of the study. It presented an overview of the research design, and methods deployed to collect the data. The chapter also highlighted the research procedure before, during and after the Festival. It further discussed the sampling methods implemented. The chapter also noted that SPSS was used as a tool to analyse the data collected. The constant comparative method was used to analyse the qualitative data. The next chapter discusses the research findings extrapolated from the data.

CHAPTER 4

ANALYSIS AND INTERPRETATION OF DATA

4.1 Introduction

This chapter presents the data compiled during the data-collection phase. It describes the findings on the different stakeholders' perceptions of the BOWF in the Breede Valley region. The chapter includes the analysis and interpretation of the data collected from the following stakeholders:

- Event attendees
- Residents
- Established businesses
- Venue owners
- Event organiser
- Event sponsors

Event attendees refer to the people who attended the event and include day visitors, overnight visitors and local residents. Attendees were surveyed for the duration of the BOWF at the various event venues. Their participation was voluntary and only respondents that agreed to participate in the study responded to the questionnaire.

Local residents are equally important stakeholders in ensuring the success of an event. The lack of local input can result in severe ramifications for events. Local residents are regarded as the people that reside in the Breedekloof region and who may be directly or indirectly affected by the hosting of the BOWF. Local residents were surveyed in their neighbourhood after the Festival. Similarly, only residents that agreed to participate in the study completed a questionnaire. Demographics and further details regarding event attendees and local residents are discussed in the relevant sections in this chapter.

The established businesses operate private businesses in the region, some much closer to the event than others. Figure 4.1 illustrates the businesses that participated in the study. Most businesses that participated were accommodation establishments (77.3%), followed by restaurants (9.1%) and travel and tour companies (9.1%). Few wine estates/cellars (4.5%) formed part of the established business survey as most were integrated into the venue owner sample. As the entire population of tourism-related businesses was selected to form part of the study, a census sampling method was deployed. However, only those businesses open for the duration of the event and willing to participate in the study were targeted.

Venue owners had a similar function to that of the established businesses, with the exception that venue owners were among the official hosts presenting a variety of activities at their establishments and received media coverage through the official organising body, BWT. As illustrated in Figure 4.2, the venue owners consisted primarily of wine estates/wine cellars (81.8%); this was inevitable, given the nature of the festival. This selection was not determined by the researcher but by the existing event venue owners that participated in the Festival. It is important to note that only the venue owners that made themselves available for the study formed part of the sample. This may be regarded as a limitation to the study and is explored further in Chapter 5.
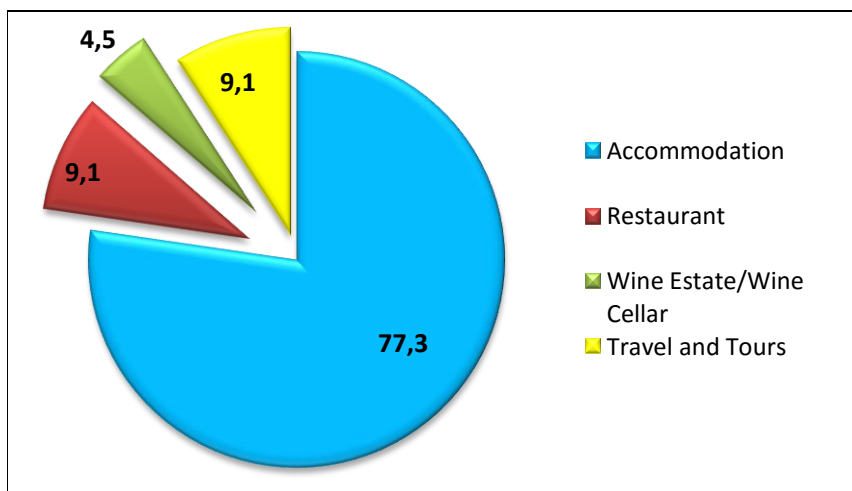
Figure 4.1: Type of established business used in sample (in %, *n*=22)
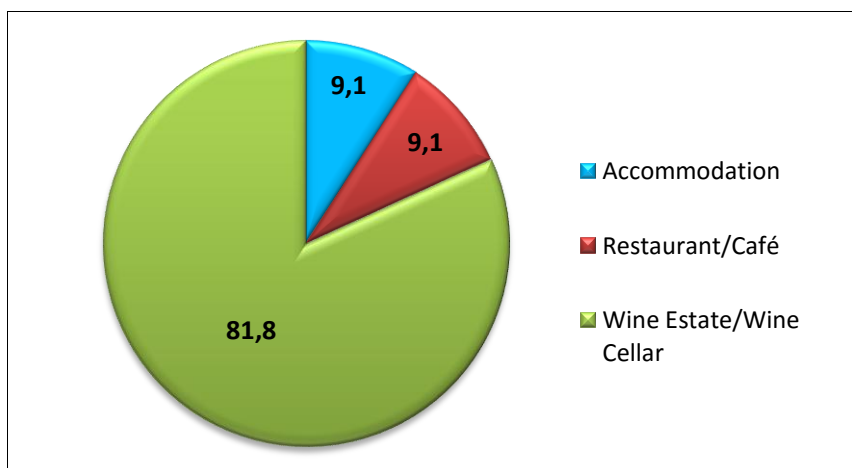
Figure 4.2: Type of businesses (venue owners) used in sample (in %, *n*=11)

BWT, the official event organising body of the BOWF, is responsible for the planning, organising and marketing of the event along with the support of the venue owners and BWT committee members. The event organiser or event manager is the most important stakeholder in the planning and management of an event as noted by Gascoyne

Development Commission (n.d:6). He/she is accountable for the management and organisation of the event (Salford City Council, 2013:1).

The sponsors do not fund the broader event, but the individual venue owners' activities and entertainment. Even though there were sponsors sponsoring the different event venues and activities, no support was obtained from sponsors to participate in the study and share their views, as none agreed to participate in the study. This is a limitation to the study and is explained further in Chapter 5.

The results for each stakeholder questionnaire are discussed according to themes, thus presenting a thematic analysis of the data. Together with this discussion, a comparative analysis follows, comparing attributes among different stakeholders. The comparison of different stakeholder views is imperative and may be very useful when wanting to identify vital analogies and contradictory perceptions. Mills et al. (2006:621) agree that the aim of comparative analysis is to discover resemblances and differences in research. Collier (1993:105) notes that the use of comparisons in research is a vital instrument of analysis. "Comparison in sociology is inescapable" (Mills et al., 2006:619). It comprises a unique method to comprehend a social occurrence (Ragin & Rubinson, 2009:13). Collier (1993:105) clarifies that "it sharpens our power of description, and plays a central role in concept-formation by bringing into focus suggestive similarities and contrasts among cases".

Following the stakeholder analysis are the researcher observations. This section examines the observations conducted during the event attendee and resident surveys.

4.2 Demographic profile of stakeholders

This section discusses the race, gender, age, level of education and employment status/ occupation of event attendees and residents. A comparative analysis follows.

4.2.1 Race and gender

Figure 4.3 demonstrates the historical racial classification of the event attendees to the Festival (*n*=322), showing the makeup of the three historical racial categories of event attendees. The majority of respondents were white (68.0%), the second highest were coloured (30.1%), followed by African (1.9%). This is a clear indication that most respondents who attended the Festival were white. These findings support the results of Tassiopolous and Haydam (2006:58) who conducted a study of adventure tourism attendees using the BOWF as a case study. This study was carried out in 2004 and 2005 with the aim of establishing the profile and perceptions of attendees at the BOWF. It further wished to

establish whether adventure tourism could be used as a tool to distinguish the Breedekloof region from other destinations through a unique feature/niche area (adventure tourism). The BOWF at the time (2004 and 2005) was largely viewed as a sport and outdoor lifestyle event, setting the basis for the study. This study revealed that most attendees at the BOWF in 2004 and 2005 were white (83.5%) followed by coloured (15.5%) and African (0.5%). There was a discernable decrease in white respondents at the BOWF and an increase in coloured and African attendees in 2013. The event has grown over the years, gaining popularity and attracting diverse historical racial classifications.

Figure 4.4 demonstrates the historical racial classification of local residents. The majority were coloured (81.0%), supported by statistics provided by Statistics South Africa (2013c) that coloureds constitute the predominant population in the town (81.0%). The second highest was the white population (10.4%), followed by the African population (8.3%), other (foreign nationals) (0.3%) and lastly Indian/Asian (0%). The sample reflected the demographic profile of the residents in the area.

In terms of the gender of respondents at the Festival, 52.8% were male and 47.2% female; hence there were slightly more males in attendance. Tassiopolous and Haydam (2006:64) found that in 2004 and 2005, 57.4% females and 42.6% males were included in the sample.

The gender of residents from Rawsonville was nearly equally split, with 50.8% males and 49.2% females that participated in the study.
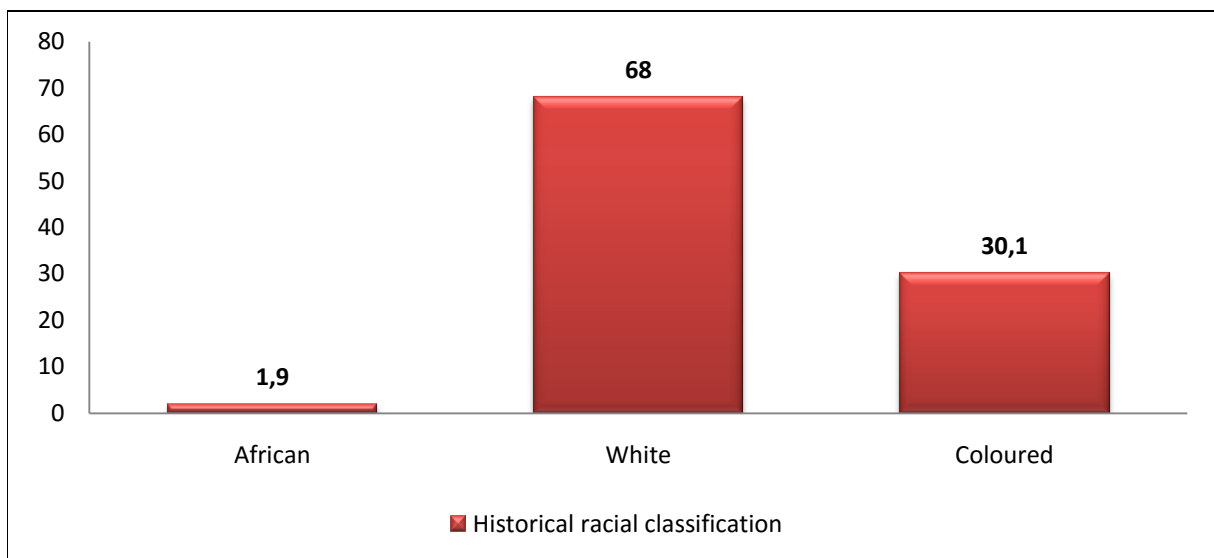
Figure 4.3: Historical racial classification of event attendees (in %, *n*=322)
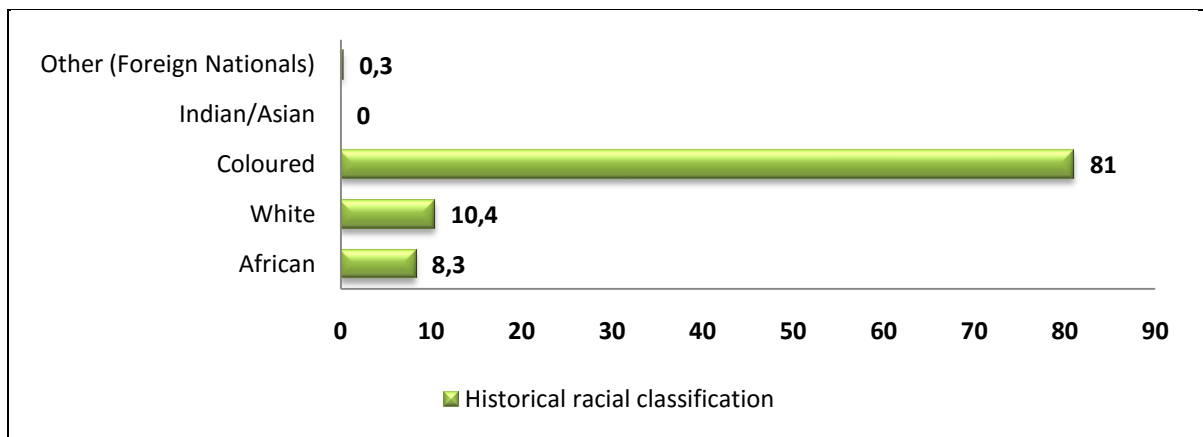
Figure 4.4: Historical racial classification of residents (in %, _n_=374)

4.2.2 Age

The Festival was mostly attended by event attendees between the ages of 21–30 years (39.8%). This reflects that the Festival offers activities that lure this particular age category. Interestingly, Dodd et al. (2006) reveal that generally the majority of consumers who drink wine are approximately 40 years of age. This study shows that most respondents who attended the event were younger than 40. Dodd et al. (2006) therefore note that events that lure younger attendees present a platform to educate this market about wine, thus altering their behaviour and choices and increasing wine sales. Event attendees in the following age ranges were also in attendance: 41–50 (18.3%), 31–40 (16.8%) and 18–20 (16.1%) with an average age of 32.67 years. Tassiopolous and Haydam (2006:64), on the other hand, discovered that the event was mostly attended by event attendees between the ages of 36 and 50 years (36.7%) followed by 26–35 years (28.4%) and 18–25 (20.7%). Evidently, as the event grew post 2005, it began to attract a younger market and fewer mature respondents.
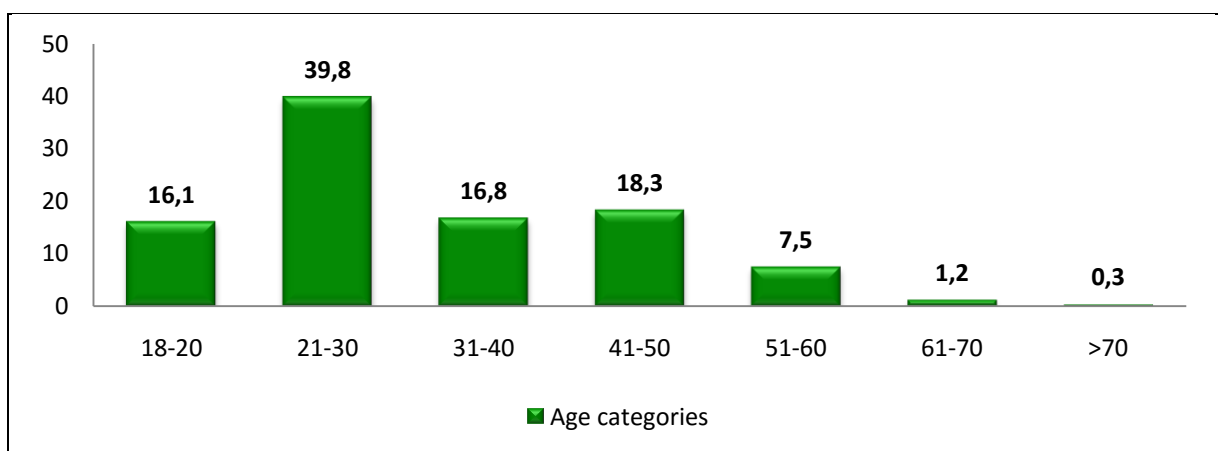
Figure 4.5: Age categories of event attendees (in %, _n_=322)

Among the residents, there were mixed age categories. Most were from 41–50 years (27.3%) followed by 21–30 years (24.6%) and 31–40 years (21.1%), with an average age of 41.11 years.
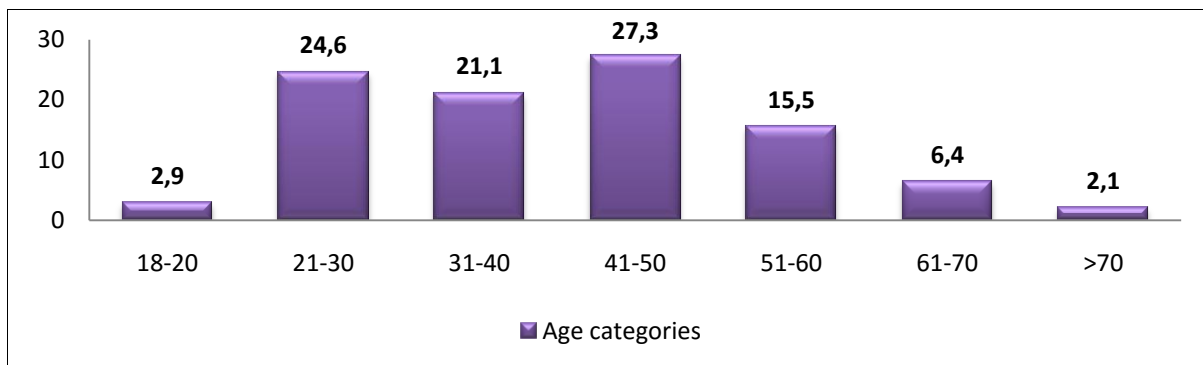
Figure 4.6: Age categories of residents (in %, *n*=374)

4.2.3 Level of education

Most event attendees' (28.9%) highest level of education was Grade 12, which is a direct reflection of the highest employment category (student/scholar) in Figure 4.9. The certificate/diploma category follows closely (22.0%). It is evident that most festival attendees (85.6%) have completed school (28.9%), have at least a certificate/diploma (22.0%), an undergraduate degree (18.9%) or a postgraduate degree (15.8%). Only a few of the event attendees (14.3%) have either completed partial primary school (2.5%), primary school (10.9%) or have no formal education (0.9%). This suggests that most visitors to the Festival are educated and have professional careers with a greater likelihood of a disposable income.

Local residents, on the other hand, had mixed educational backgrounds. Most had completed only primary school (34.8%), followed by secondary school (21.7%). The number of those with a tertiary education (20.0%) is very low in comparison with those respondents that either completed school or had some schooling (71.5%). This suggests that most residents leave or complete school and then remain unemployed or search for work, instead of continuing their education at tertiary level.

According to Statistics South Africa (2013b), most residents in Rawsonville have only some primary school education (32.1%) and some secondary school education (27.5%). A total of 8.0% have completed primary school and 9.5% secondary school. Only 2.3% have completed higher education, while 6.5% have no formal schooling.

The results of the study confirm the statistics of Statistics South Africa as most residents in Rawsonville only completed primary school partially or high school partially (59.6%)

compared with those that indeed completed their secondary and primary level education (17.5%).
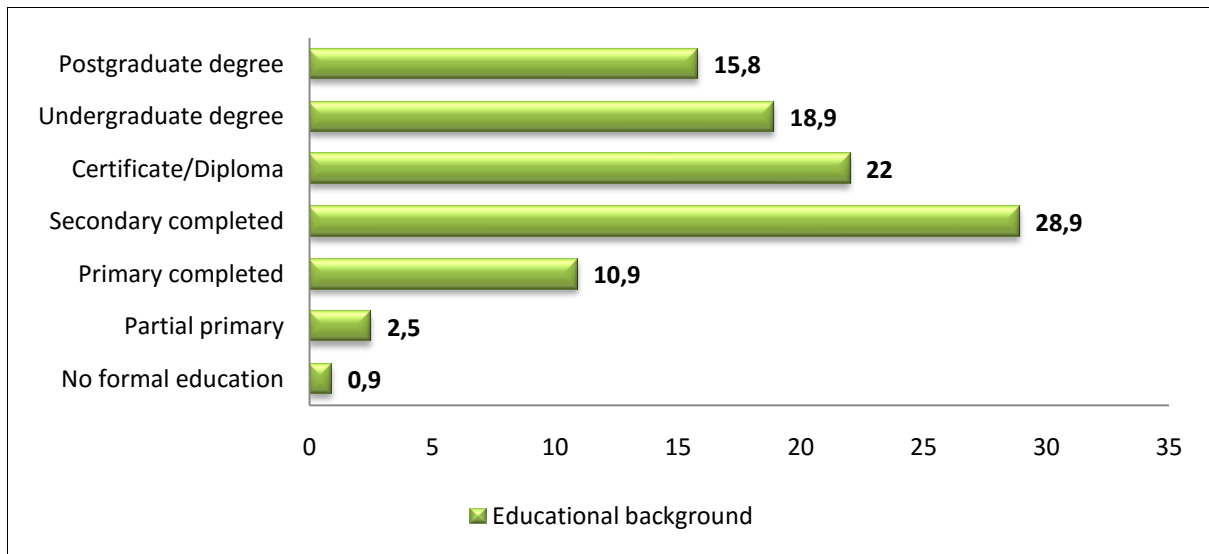
Figure 4.7: Highest education level completed by event attendees (in %, _n_=322)
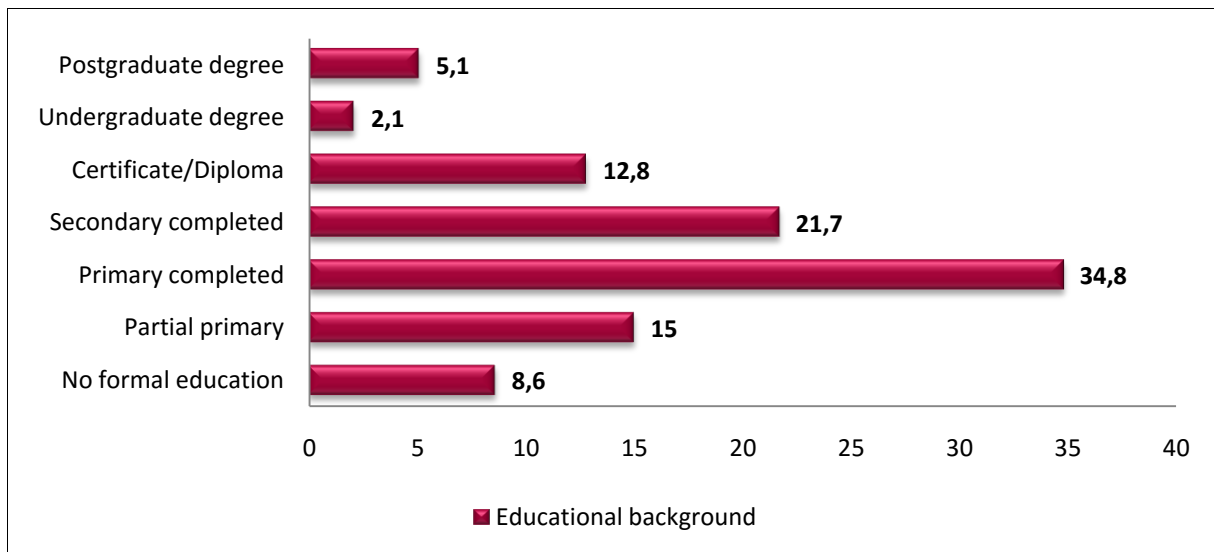
Figure 4.8: Highest education level completed by residents (in %, _n_=374)

4.2.4 Employment status/occupation

It is evident from Figure 4.9 that event attendees were mostly students/scholars (27.3%). This is due to the nature of the Festival and the activities that entice this particular market segment. It is followed by respondents with professional careers (23.3%) as it provided this market with an opportunity for entertainment and socialisation. This is a contributing factor for mostly whites attending the event, and not many locals, who are coloured. The Festival therefore particularly attracted attendees (professionals) with a disposable income and extra

money to spend on recreational activities. A disposable income refers to the outstanding amount after the deduction of taxes from the overall gross income (DaveManuel.com, 2014). The Organisation for Economic Co-operation and Development (OECD) (2011:24) mentions that a "disposable income can be seen as the maximum amount that a unit can afford to spend on consumption goods or services without having to reduce its financial or non-financial assets or by increasing its liabilities". However, it is also important to note that 14.0% of attendees were unskilled, which reflects lower levels of disposable income as well.

As the results in Figure 4.8 confirm, 8.6% of the local residents had no formal education, 15.0% completed only partial primary school and 34.8% completed primary school, it is understandable that most respondents as illustrated in Figure 4.10 are employed as labourers/unskilled workers (37.4%), and that 22.2% of respondents are unemployed. It is also apparent that among the respondents that completed secondary school and continued to a tertiary level (41.7%), there were 20.1% of the respondents that had professional occupations.

As shown in Figure 4.9, the Festival was mostly attended by those with professional careers who were white, but not by many locals who were coloured. This is evident in Figure 4.10 as most local residents are labourers/unskilled workers (37.4%) followed by those with professional careers (20.1%). As the Festival mostly attracted attendees with professional careers, they most likely have a disposable income and extra money to spend at the event.
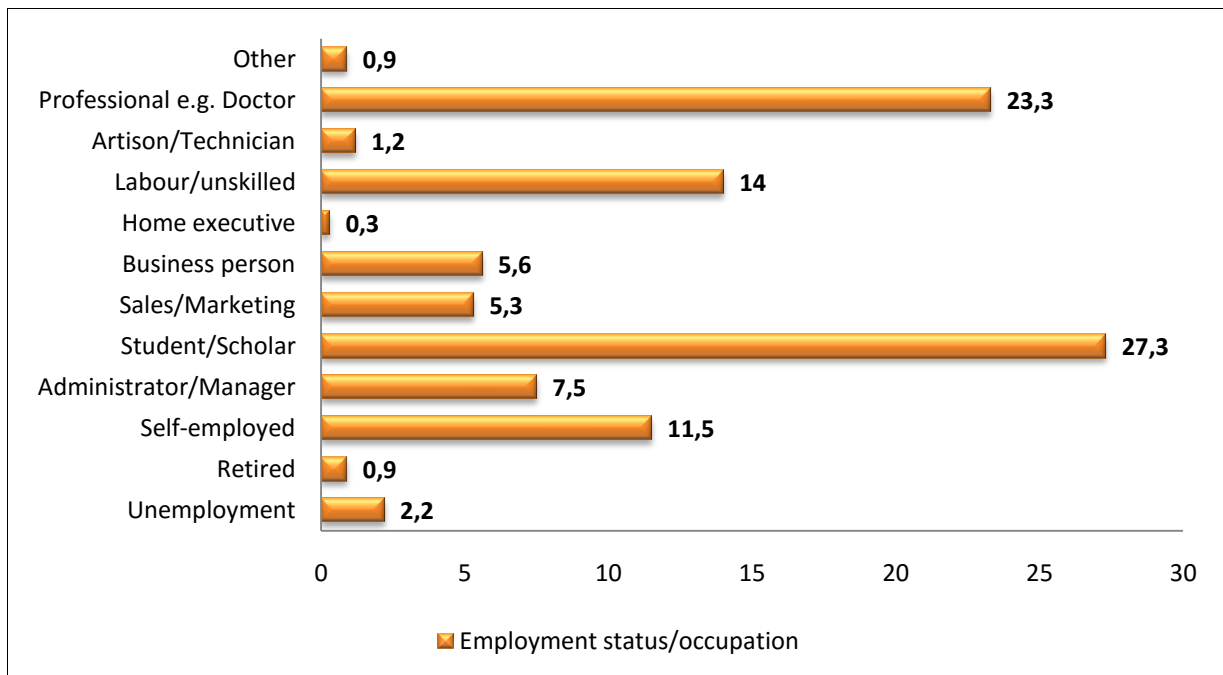
Figure 4.9: Employment status/occupation of event attendees (in %, *n*=322)
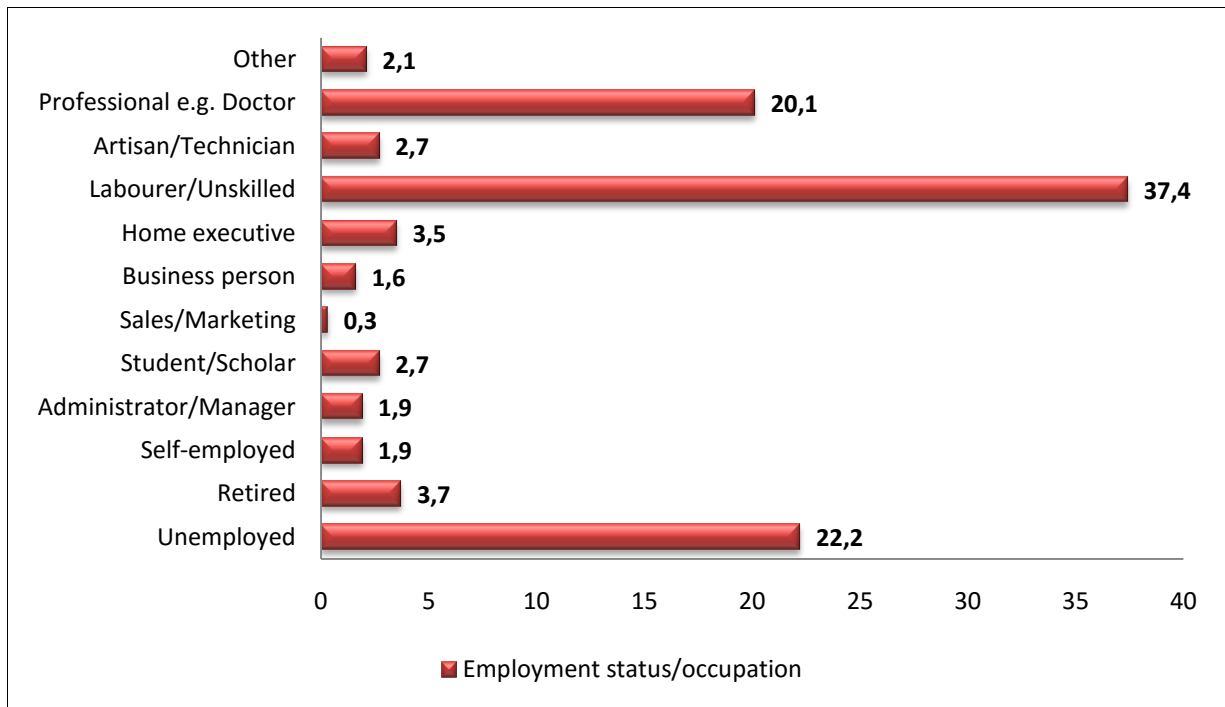
Figure 4.10: Employment status/occupation of residents (in %, *n*=374)

4.3 Event awareness and attendance

The next section highlights the event awareness and attendance among event attendees, residents and established businesses.

Most event attendees, as shown in Figure 4.11 became aware of the event by word-of-mouth (69.8%), which was by far the most popular medium. It is evident that word-of-mouth plays a considerable role as a marketing tool. The results support Jain's (2012:65) assertions that word-of-mouth is a promotional strategy conducted by consumers themselves and at no cost, and therefore important to raising awareness of events. Jain contends that consumers satisfied with a product will share their experience or memory with other people and direct them to a company's products, simultaneously providing positive remarks in respect of a business and its products. Hence the success of the event and the perceptions of visitors attending the Festival are crucial. As most event attendees (69.8%) in Figure 4.11 became aware of the event through word-of-mouth, it is important that visitors enjoy the Festival, as they will most likely spread the word if the experience was pleasant. It should also be noted that if the opposite was experienced, visitors may share their negative experience and could deter existing and potential visitors from attending the Festival in the future. "Ultimately, negative attitudes towards the event and the visitors can create problems and endanger the sustainability of the festival" (Slabbert & Viviers, 2011:1109).

Tassiopolous and Haydam (2006:69) note that in 2004 and 2005 attendees at the BOWF became aware of the event through the Internet, newspapers, radio, magazines, sports clubs, emails, banners and word-of-mouth. Evidently as the event grew and gained popularity, word-of-mouth (non-participants 57.0%) became a more powerful and widespread source of information.

It was important to verify whether event attendees had indeed attended the Festival previously, which would suggest that respondents enjoyed the Festival on a previous occasion and decided to revisit, thus contributing to the high levels of word-of-mouth promotion. It is imperative for an event to generate repeat visits, which supports the importance of a successful event.
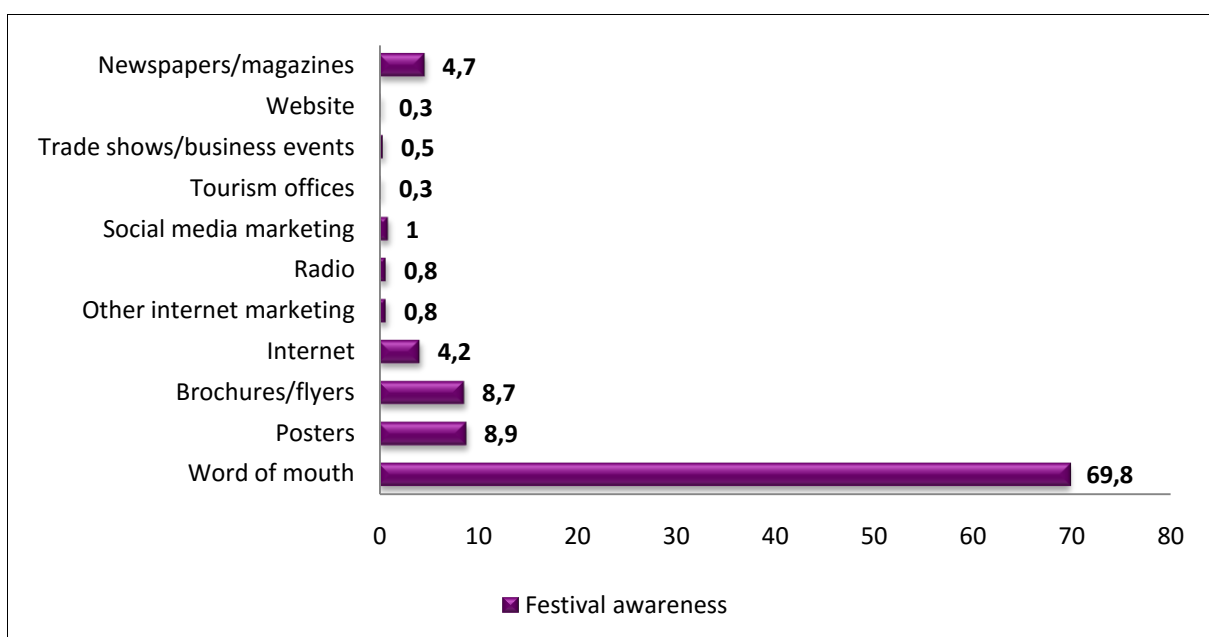
Figure 4.11: Medium for event attendees' awareness of Festival (in %, *n*=322)

Many event attendees (64.9%) indicated that they had indeed been to the Festival previously, thus the high level of word-of-mouth promotion is not surprising. Even though 35.1% stated that they had not attended the event previously, the results still indicate that most event attendees return to enjoy the Festival. Figure 4.12 indicates that 63.5% of the event attendees visited the town for the Festival. A further total of 15.5% visited the Festival for the wine experience. This still shows that visitors to the Festival are primarily interested in the event.
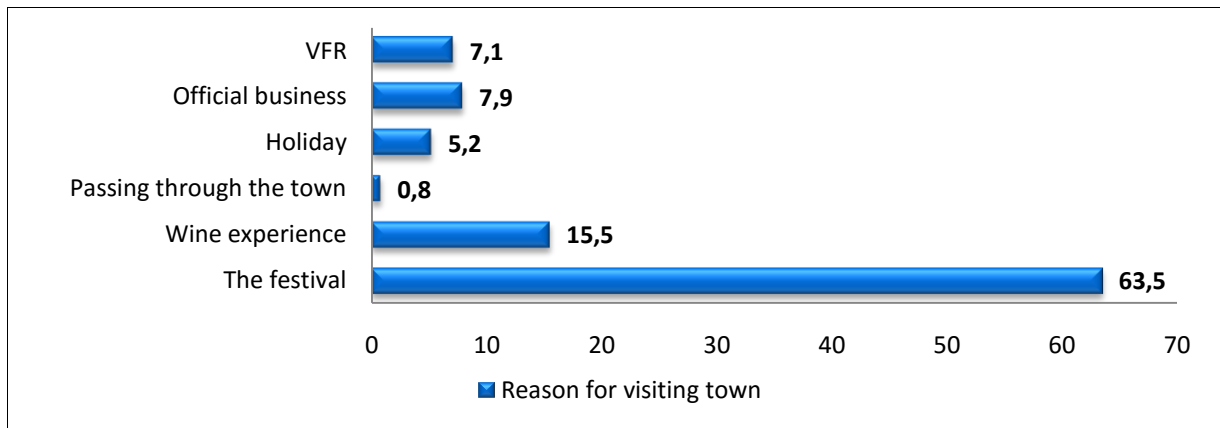
**Figure 4.12: Event attendees' reasons for visiting the town (in %, *n*=322*)*

In terms of the event attendees' primary reasons for visiting the Festival, entertainment (26.6%) and wine (26.2%) were most prominent, followed by relaxation (23.0%). Nevertheless, other reasons for visiting the Festival were for adventure (9.6%), family activities (9.4%) and sport (5.3%). Saayman (2011:109) mentions in a study conducted on the Cultivaria Arts Festival in Paarl (offering a mixture of arts, food and wine) that attendees' reasons for visiting an event/festival are vital for the formation of a marketing plan, thereby also satisfying the desires of the target market. Saayman notes that attendees who attended this event did so on the basis of "event attendance, cultural exploration and escape". Similarly, a study conducted on the Klein Karoo National Arts Festival (KKNK) by Saayman et al. (2012:150) shows that visitors who attended the event did so on the basis of "festival attractiveness, novelty, escape and socialisation", virtually similar to their motives for attending the preceding event. Evidently, both events offer an escape; as a consequence, Saayman (2011:117) argues that an event like the Cultivaria Arts Festival ought to use its novelty when positioning the event, as several events and destinations for the most part offer visitors an escape. The same can be applied to the BOWF.

It is important to identify whether residents of a host destination are aware of an event. A lack of awareness signifies that there may be a lack of community involvement and participation. "Community involvement provides a forum for residents to become informed about civic affairs and actively involved in making decisions that ultimately impact their community" (Sustainable Management Approaches and Revitalisation Tools electronic (SMARTEe), 2010:5). Community participation denotes the involvement of local people so they can influence decisions that will impact their lives (Burns et al., 2004:2).

A lack of awareness may also indicate a lack of communication from the event management team. Effective communication with stakeholders is indispensable and they should be informed of a project to obtain their trust, approval and support to ensure that the project will

be a success (SMARTEe, 2010:5). If locals are not notified and engaged in projects that may have an impact on them, it may result in constraints, since locals may become uninterested or establish resistance towards a project.

Most residents were aware of the BOWF (71.4%). Nevertheless, awareness is simply not enough. Residents should be encouraged to attend and participate in the event; accordingly awareness should be transformed into attendance. Small and Edwards (2006:1) also note that events/festivals afford attendees the chance to socialise and mingle with different people.

Figure 4.13 shows that most residents became aware of the event through word-of-mouth (43.9%), followed by posters (34.6%) on lampposts in the towns of the Breede Valley. A few respondents (13.9%) learned of the event by means of flyers/brochures that were distributed. Advertisements of the Festival were also placed in local newspapers and 5.4% of respondents became aware of the event through this medium.
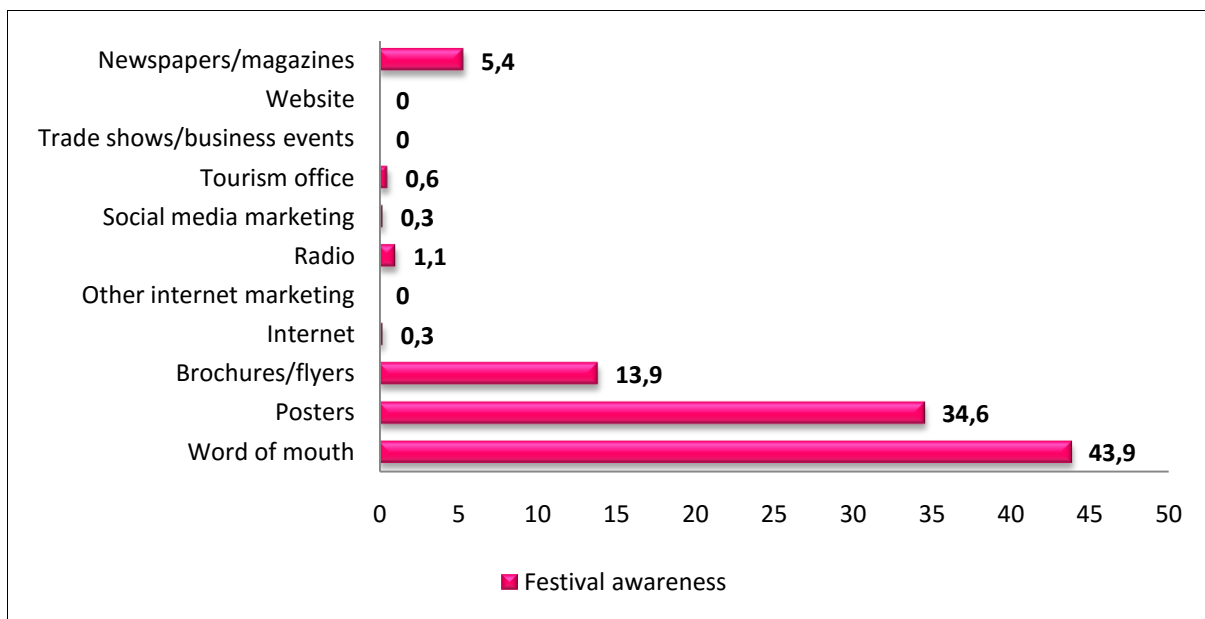
Figure 4.13: Medium for residents' awareness of the Festival (in %, *n*=267)

Some residents (43.1%) indicated that they had attended the BOWF previously, but most (56.9%) had not attended. Cross-tabulation analysis by historical racial classification based on previous event attendance (Table 4.1) reveals that among the residents that attended, white respondents were mostly drawn to the event, whereas the African and coloured respondents were far less attracted. Disposable incomes can play a significant role in this regard as well as overall interest in the Festival and time available to spend at the event.

Table 4.1: Cross-tabulation of residents' previous event attendance by historical racial classification (in %)

		Previous attendance	
		Yes	**No**
African	*n=18*	55.6	44.4
White	*n=39*	71.8	28.2
Coloured	*n=209*	36.8	63.2

Among those residents (56.9%) that indicated that they had never been to the BOWF, 46.4% pointed out that the reason for this was that they did not want to attend this event. A further 35.1% stated that they were too busy or that entrance to the Festival was too expensive (11.3%).
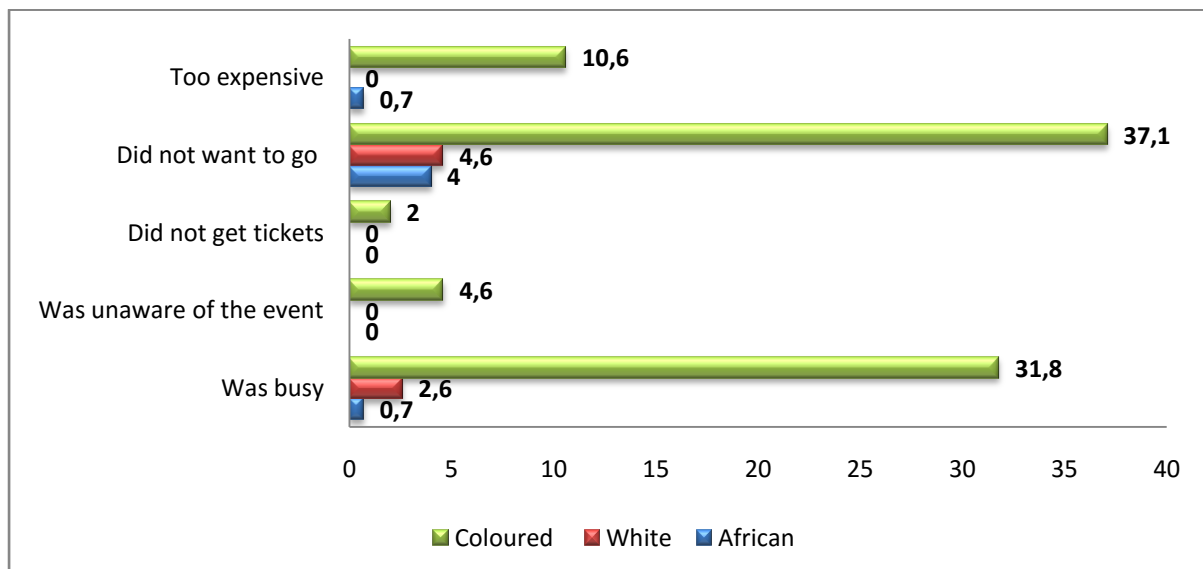
Figure 4.14: Residents' reasons for not attending the BOWF by historical racial classification (in %, *n=149*)

Figure 4.14 demonstrates the aforementioned responses by historical racial classification. From this figure it is clear that the coloured respondents, although they formed a larger portion of the sample due to their population size, had the highest responses. Most coloured residents did not want to attend the event (37.1%), while others claimed that they were busy (31.8%). It is important to comprehend why respondents do not want to attend. They should be encouraged to alter this behaviour and be informed of the benefits of attending.

All the established businesses (*n=22*) were aware of the BOWF as most (36.0%) indicated in Figure 4.15 that they are members of the LTA–BWT. Word-of-mouth advertising (26.0%) again played a fundamental role in generating awareness of the Festival, followed by the visibility of posters (12.0%) and newspapers (8.0%).
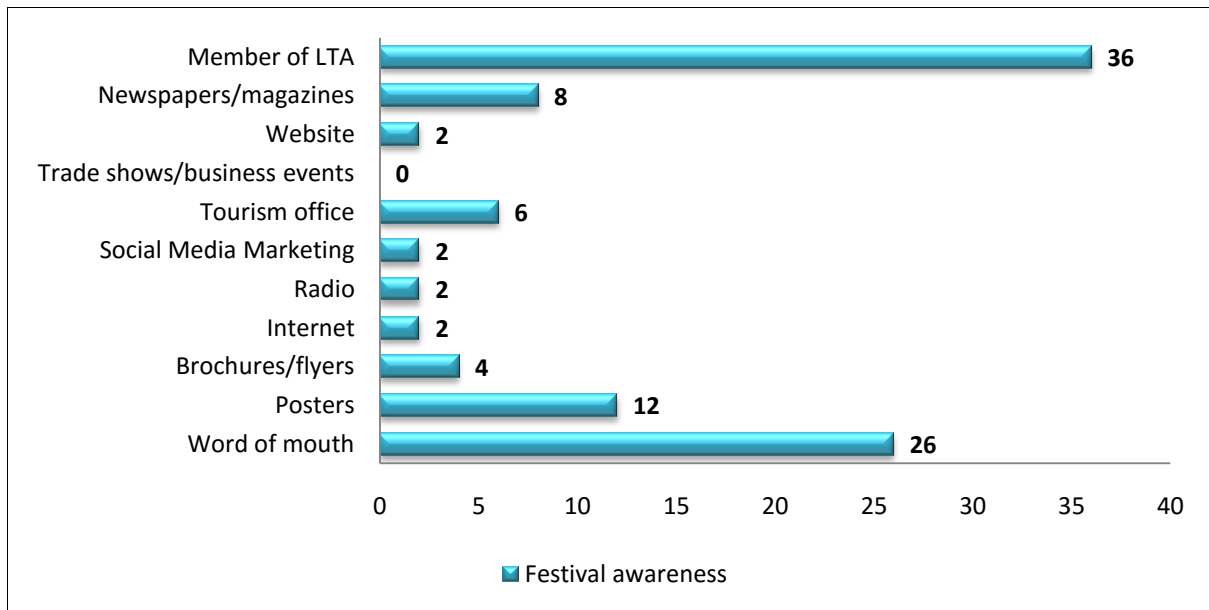
Figure 4.15: Medium for established business awareness of Festival (in %, *n*=22)

The next section provides a comparative examination of stakeholder responses in terms of event awareness and attendance. It presents a comprehensive summary of stakeholder responses, highlighting similar views and perceptions as well as indicating divergence.

Event awareness

Stakeholders were requested to declare their level of awareness of the Festival hosted in their region. These stakeholders included established businesses and residents. All established businesses (*n*=22) were aware of the event and most residents (the majority, 71.4%) as well. Residents have different objectives from those of established businesses. While residents may be preoccupied with earning a living and covering expenses, established businesses should be constantly aware of opportunities such as the BOWF to capitalise on and enlarge their profits.

Establishing whether stakeholders are aware of an event is vital, but ascertaining how they became aware is equally important. This allows the event organiser to identify which marketing methods are most predominant and to reinforce those methods to reach an even larger audience. Event attendees, residents and established businesses were requested to identify how they became aware of the BOWF. Word-of-mouth appears to be the most predominant marketing tool among event attendees (69.8%) and residents (43.9%). Both event attendees (8.9%) and residents (34.6%) cited posters as the second highest response.

However, most established businesses (36.0%) declared that they became aware of the BOWF because they are members of BWT. Word-of-mouth (26.0%) and posters (12.0%)

followed. Businesses that are members of BWT are continuously notified of all activities and events that occur in the region which may not be the case for residents and event attendees. Evidently word-of-mouth and posters are common marketing methods which appear to be most successful in terms of generating awareness of the BOWF among the aforementioned stakeholders.

Determining stakeholders' previous attendance at the event is important. Event attendees and residents were requested to respond to this question and confirmed that visitors that had been to the event, returned to experience the Festival again. It is apparent that more event attendees (64.9%) had attended the event previously compared with residents (43.1%). The likely reason for this is that event attendees surveyed at the event are more likely to return as they have been exposed to the Festival.

Event attendance

This section examines the event attendance of stakeholders at the BOWF and also includes the event organiser and established businesses' satisfaction regarding event attendance figures.

Event attendees (64.9%) mostly had attended the festival previously compared with residents (43.1%). Of those residents that had attended the event in the past, the white race dominated. It should be noted that the type of event and diversity of activities largely influence the type of attendee that will be attracted.

In terms of the attendance levels, the event organiser was particularly dissatisfied with event attendance. This was due to the inclement weather. On the other hand, some (45.5%) established businesses were satisfied with event attendance, while others (45.5%) were not sure. Those that were dissatisfied (9.1%) claimed that the attendance was very poor and the event was only half full. It is clear that both stakeholders had varying views. The main reason for this is that the established businesses are not directly involved in the event and may perceive attendance differently from the event organiser who is directly involved with the Festival and the number of tickets sold. Established businesses were also busy at their own establishments during the event and may have been unaware of what was happening at the event venues. Their perceptions of the event would therefore be based on their experience at their own establishments. This question was not posed to the venue owners.

4.4 Event spending patterns/expenditure

This section highlights the spending patterns/expenditure levels of event attendees, venue owners and the event organiser.

Figure 4.16 portrays the type of visitor to the Festival. There are three types of visitors to the Festival: the day visitor, overnight visitor and local resident. The day visitor is not from Rawsonville (not a local resident) and merely visits the town/region where the event is held for the day and then returns to his or her permanent residence. An overnight visitor is from another town/city but will overnight in the town/area where the event is held. A local resident, on the other hand, is from the Breedekloof region and resides in this area only.

It is apparent that most event attendees were day visitors (44.7%), followed closely by local residents (38.8%) and overnight visitors (16.5%). Joubert (2012:50), from the results of a study conducted on the Robertson Wacky Wine Festival (WWF), demonstrates that most event attendees at this event were also visitors (87.0%) as opposed to local residents (13.0%). It appears that local residents expressed less interest in wine festivals such as the BOWF and WWF. Both festivals offer a unique wine-tasting experience at the various wine estates in their regions, including a variety of outdoor entertainment and activities. The results thus confirm the need for greater awareness of and interest among local people of wine festivals hosted in their area, and their attendance should be encouraged. This could be both financially beneficial for the region and would stimulate local pride.

When considering day visitors and overnight visitors, it is apparent that the Festival is visited mostly by individuals residing outside the Breedekloof region (61.2%) as opposed to those living in the area (38.8%). Day and overnight visitors are strongly encouraged to visit the Festival as they may potentially contribute positively in terms of tourism spend and additional spending in the local economy.
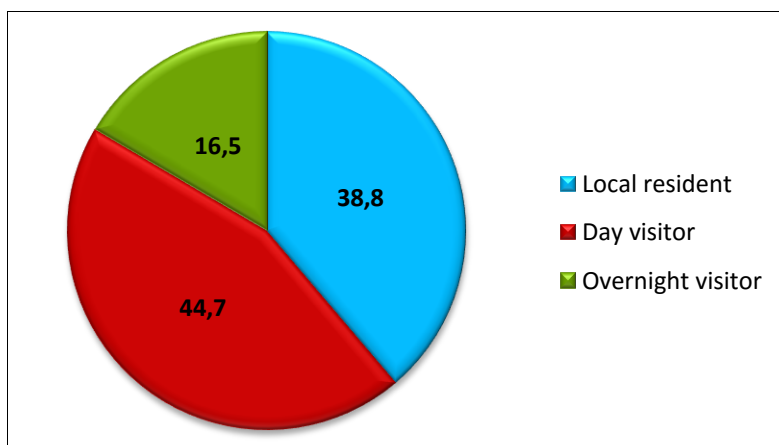
Figure 4.16: Type of visitor (in %, *n*=322)

Figure 4.17 demonstrates that the Festival was mostly visited by individuals from the Western Cape province (93.9%). Findings from Joubert's (2012:50) study on the WWF confirm that most visitors are also from the Western Cape province. This could be due to the distance of travel and market reach. It is clear that the BOWF itself does not have such a strong pulling power to attract visitors from outside the Western Cape. The time of year may also have had a larger impact on the choice to visit the event as it occurred during the off-peak season. Nevertheless, events are important in providing opportunities for local tourism.
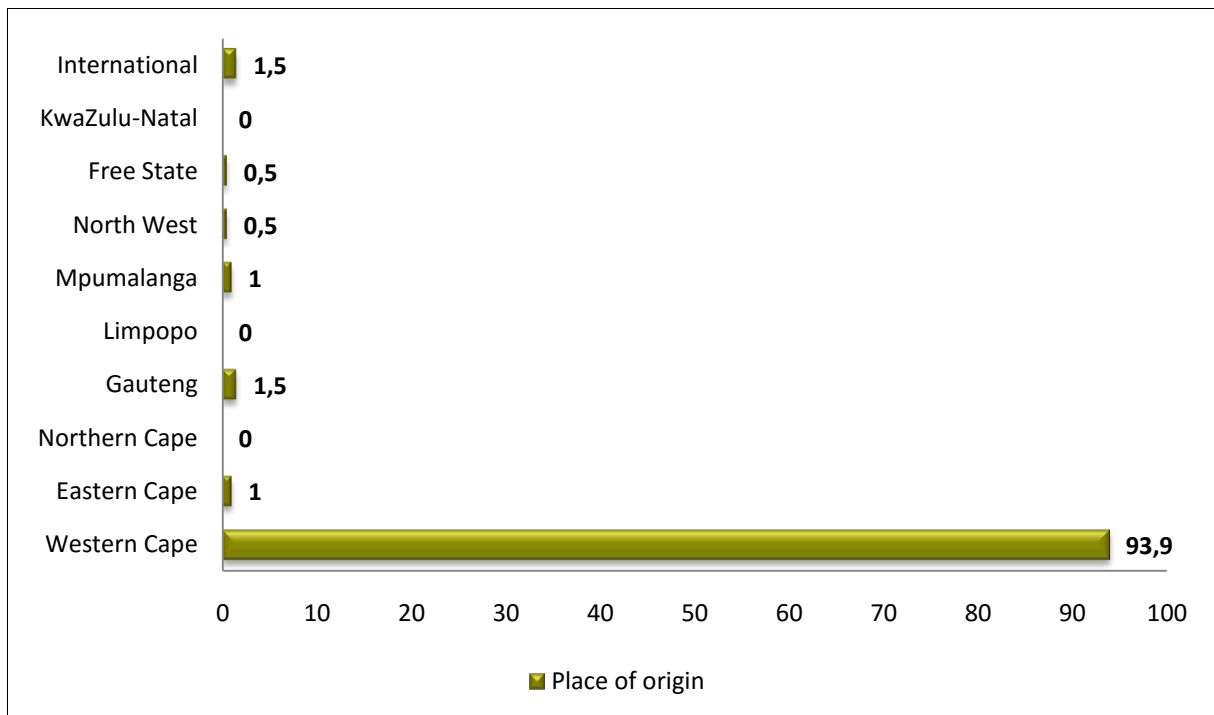
Figure 4.17: Event attendees' place of origin (in %, *n*=197)

As shown in Figure 4.18, most overnight visitors (29.6%) stayed with friends and family, as this incurred no expense. This poses a threat considering that potential profits for accommodation establishments are lost. Camping (25.9%) and holiday resorts (22.2%) also appear to be very popular forms of accommodation enjoyed by visitors to the Festival. Less expensive accommodation options allow people to spend their disposable incomes elsewhere on other products/services in the local economy.

Tassiopolous and Haydam (2006:67) reveal that most respondents at the BOWF in 2004 and 2005 stayed with family and friends or camped in the region; a similar trend was noted in this study. Camping is a popular activity in this region, considering the tranquillity and natural surroundings.
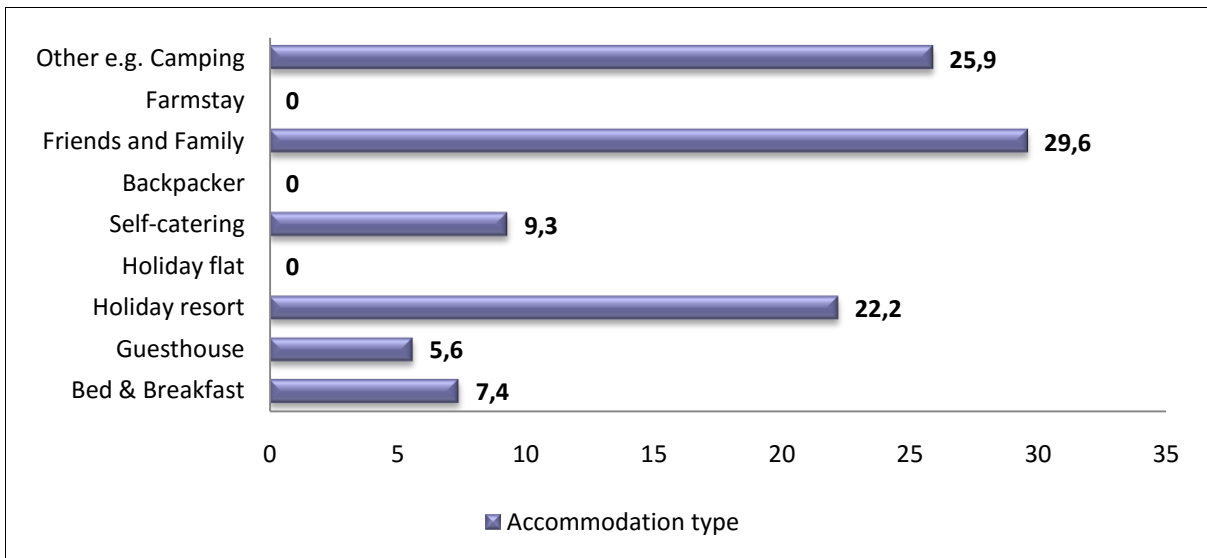
Figure 4.18: Overnight visitor accommodation type (in %, *n*=54)

The duration of the Festival was three days. Friday was an ordinary workday and attendance at the Festival was relatively low, with only limited activities and entertainment at various venues. Officially, the Festival started on Saturday with the bulk of activities and entertainment available to festival attendees. The event concluded on Sunday after lunch, only some venues closed. From Figure 4.19 it is evident that most overnight visitors (77.4%) preferred to stay for two nights. As Festival activities started early on Saturday morning, visitors would most likely stay over on the Friday and Saturday and return home on the Sunday. Conversely, the findings by Tassiopolous and Haydam (2006:66) revealed that most attendees visited the festival for only one day and very few visited for two days. This may indicate that the event has become more popular over the years or activities have expanded and now attract more visitors for a longer period.
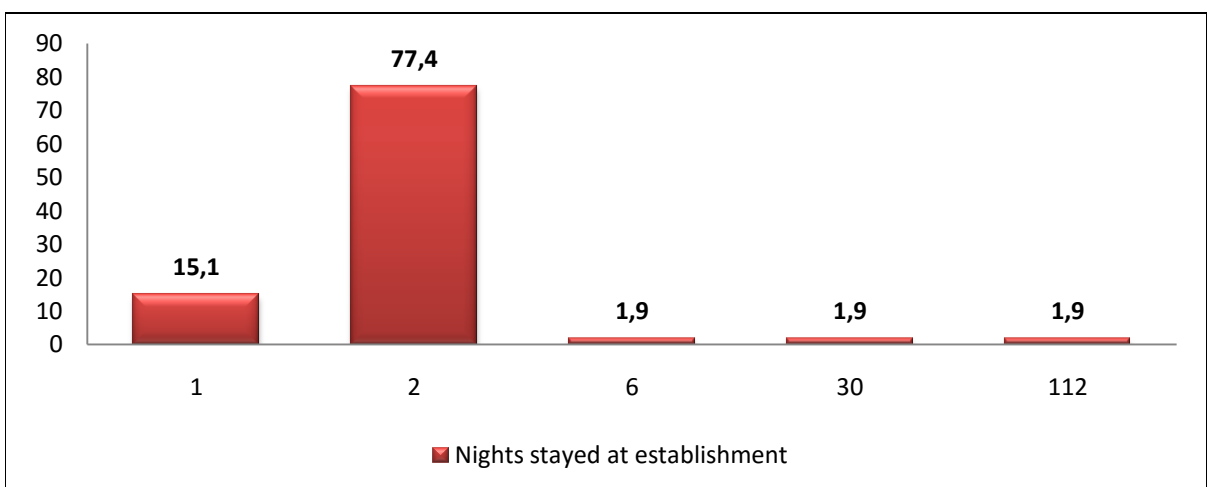
Figure 4.19: Nights stayed at establishments (in %, *n*=53)

The Festival was mostly visited by individuals in groups (89.1%) as opposed to those visiting alone (10.9%). These results support the findings of Tassiopolous and Haydam (2006:66) that most respondents in 2004 and 2005 visited the Festival in groups of about two to three persons. This can be expected considering the nature of the event. The results thus confirm that the Festival is a social gathering where people meet/interact and enjoy good food and taste award-winning wines in beautiful surroundings. People are afforded the opportunity to participate in social events, including revelry and mixing with people (Small & Edwards, 2006:1).

As highlighted in Figure 4.20, respondents prefer sharing their Festival experience with friends (39.7%), family (19.2%) or family and friends together (28.9%). Fewer respondents attended the Festival with business motives (11.1%) or attended with a social group such as a school or church group (1.0%).
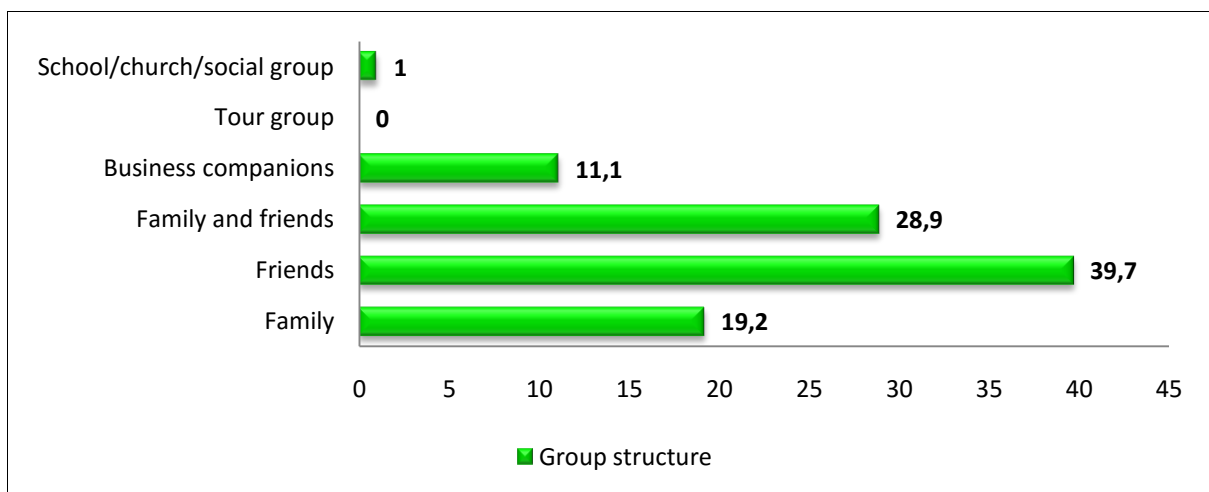
Figure 4.20: Event attendees' group structure (in %, *n*=287)

Attendees were asked whether they had spent money at the Festival or were planning to and the large majority (91.0%) replied in the affirmative. This indicates that money was circulated in the region and at different event venues.

Table 4.2 reflects the items attendees spent their money on. These include food and beverages, entertainment, wine, souvenirs, arts and crafts, and transport. As seen in Table 4.2, most attendees spent from R1–R100 on different items (65.0% on souvenirs, 62.5% on arts and crafts, 62.3% on food and beverages, 61.1% on entertainment, 44.7% on transport, and 35.9% on wine), followed by R101–R200 (36.7% on transport, 30.4% on wine, 29.2 % on arts and crafts, 22.2% on entertainment, 21.7% on food and beverages and 20.0% on souvenirs). Tassiopolous and Haydam (2006:69) disclose that in 2004 and 2005 attendees mostly spent money on food and beverages. The same can be said for the attendees in

2013, where food and beverages, wine, and transport were important expenditure categories with the highest number of responses among attendees as opposed to entertainment, arts and crafts and souvenirs, with fewer responses.

With regard to transport, attendees that were local residents spent mostly from R1– R100 (*n*=34) and R101–R200 (*n*=15*)*, whereas visitors spent from R1–R100 (*n*=33), R101–R200 (*n*=40) and R201–R300 (*n*=16). This implies that visitors spent more than locals on transport, which is to be expected.

The free wine tastings were a key incentive for attending and included in the entrance fee (R100). Nevertheless, 181 respondents still indicated that they spent money on purchasing additional wine at the Festival, with 35.9% who spent between R1 and R100 and 30.4% who spent between R101 and R200 on wine merchandise.

Events and festivals are prompt and efficient strategies to generate awareness and attract people to a region/destination (Esu & Arrey, 2009:122). Moreover, events and festivals have the potential to contribute positively towards the economic climate of a region by providing job opportunities for the local people and also showcasing the local community and culture (Ukwayi et al., 2012:74). Kulkarni and Bhopatkar (2013:1) agree that events are a tool to generate tourism awareness and stimulate the local economy. Kulkarni and Bhopatkar further argue that events and festivals not only draw visitors to a region but support the growth and improvement of the local community. Nevertheless, the hosting of wine festivals in particular is an attempt to boost wine sales and furthermore generate awareness of and promote local wines. "A wine festival's ultimate aim is to increase wine sales and to satisfy visitors' needs by creating an exceptional experience" (Marais & Saayman, 2011:150). It is merely an effort to engender repeat/future wine purchases and can be advantageous to local businesses.

It is important that the BOWF generate additional wine sales and repeat purchases and this objective is supported by the free wine tastings offered at all venues. The WWF held annually in the Robertson Wine Valley is also an example of an event that aims to generate additional wine sales. The City of Cape Town (CoCT) (n.d:68) states that the objectives of the WWF is to promote wine tourism, generate awareness of the region and increase local involvement. This event attracts approximately 16 000 event attendees and hosts festival activities and entertainment at about 48 different wine estates in the Robertson Wine Valley (Joubert, 2012:1). Compared with the BOWF, the WWF is hosted on a much larger scale, as the BOWF attracts approximately 2000–2500 attendees. However the BOWF can aspire to become like the WWF, increasing its entertainment and involving more venue owners and

established businesses, thus attracting larger volumes. Table 4.2 demonstrates the event attendee estimated expenditure for the duration of the event by expenditure category (excludes accommodation).

Table 4.2: Event attendee estimated expenditure for duration of Festival by category (excluding accommodation) (in %, *n*=293)

Event expenditure categories	R1– R100	R101– R200	R201– R300	R301– R400	R401– R500	>R500	(*n value*)
Food and beverage	62.3	21.7	12.7	1.4	0.7	1.1	276
Wine	35.9	30.4	14.9	2.2	6.1	10.5	181
Transport	44.7	36.7	11.3	2.7	0	4.7	150
Entertainment	61.1	22.2	5.6	0	5.6	5.6	36
Arts and crafts	62.5	29.2	8.3	0	0	0	24
Souvenirs	65.0	20.0	10.0	0	0	5.0	20

Figure 4.21 demonstrates the average estimated expenditure for the duration of the Festival by expenditure category based on visitor types, that is, day visitors (46.8%), local residents (35.2%) and overnight visitors (18.1%), excluding accommodation.

It is evident that there were mixed spending patterns across the different visitor types but the overnight visitors had the highest expenditure with an average overall amount of R780.19, followed by local residents (R416.99) and day visitors (R385.77).

Figure 4.21 shows that money was mostly spent on purchasing additional wine, especially by overnight visitors (R290.70) and local residents (R205.45). This finding supports the objective of the BOWF to generate additional wine sales encouraged by the free wine tastings offered at all the event venues. Compared with day visitors (R132.84) and local residents (R84.00), overnight visitors largely spent money on transport (R253.03), which is expected considering the distance to travel to the Festival. Overnight visitors also spent somewhat more on food and beverages (R170.00) compared with local residents (R101.58) and day visitors (R93.89) as they are away from their homes and remain in the region for a part of or the entire duration of the event. Local residents (R160.71) also spent more on paid entertainment (music concerts, games and activities) followed by day visitors (R131.25) and overnight visitors (R114.29).
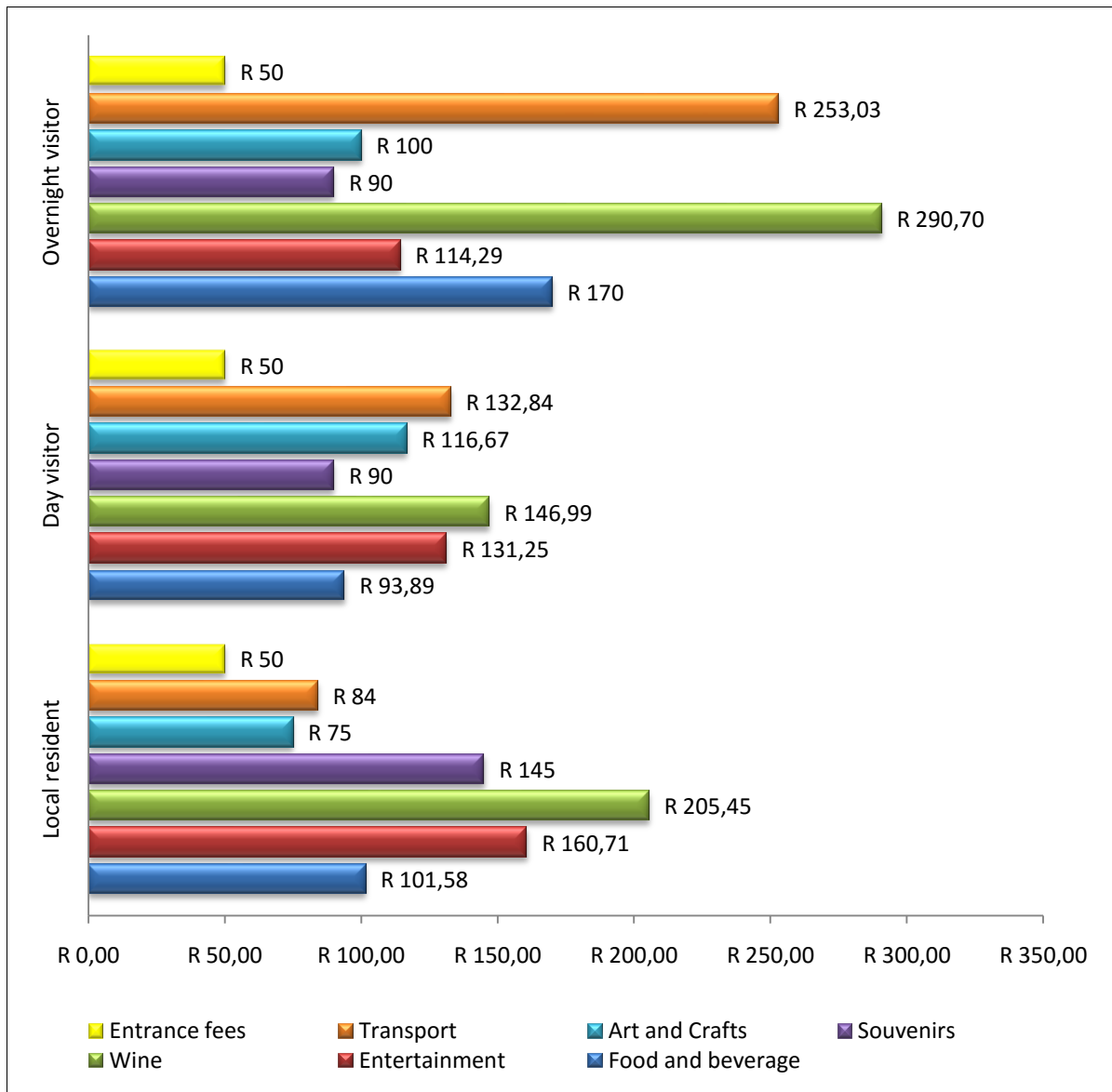
Figure 4.21: Event attendee average estimated spent for different categories based on visitor type (in %, *n*=293)

The average expenditure on accommodation by overnight visitors (*n*=33) was R451.06. As a result, the average amount spent for the duration of the event (including accommodation) was R780.18 for overnight visitors, R416.99 for local residents and R385.76 for day visitors.

When compared with the WWF, visitors' average expenditure totalled R2 499.95 and that of residents totalled R1 160.96 (Joubert, 2012:29). This is noticeably higher than the expenditure at the BOWF, which indicates that the WWF attracts high spenders and the economic contribution to Robertson is expected to be considerably larger than that of the BOWF. This is also because the WWF attracts larger volumes of attendees compared with the BOWF.

The majority of the event attendees (76.4%) arrived at the Festival with their personal vehicles as demonstrated in Figure 4.22. This is confirmed to be most convenient when having to drive to the different event venues to experience a variety of activities and taste wine from a diversity of wine cellars. Public transport (8.1%), shuttles (3.7%) and rented vehicles (2.5%) were less frequently used to arrive at the Festival and travel between venues. If event attendees wished to use the services of shuttles, public transport or rented vehicles, they were able to do so at their own cost. Evidently, there was no attempt from the event organisers to implement a shuttle/public transport service to move attendees between the different venues, as this would have been a very costly exercise for the organisers. The provision of visitor parking and public transport moving visitors to and from events and especially reserved parking grounds are key considerations for all event organisers (Coetzee & Phasha, 2012:34). The Irish Rugby Football Union (IRFU) (2008:22) therefore impresses on event organisers to "decide how people are likely to travel to the event and whether you need to provide advice on public transport or parking facilities".
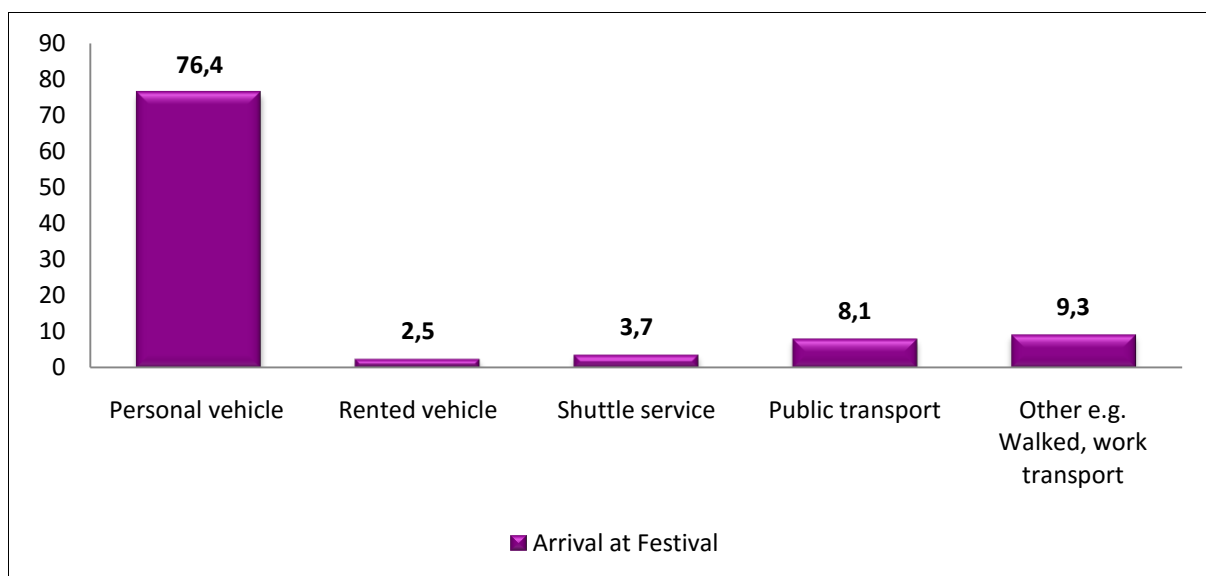
Figure 4.22: Event attendees' arrival at Festival (in %, *n*=322)

Each venue owner had his own designated budget ranging from R5 000.00–R250 000.00 as seen in Figure 4.23. The average budget was R61 800.00. Venue owners had their individual financial needs to fund their activities. If event activities and entertainment at event venues were plentiful, the funds were always higher. Figure 4.23 illustrates the budget variations. One venue owner's budget remained confidential, thus only 10 responded to this particular question.
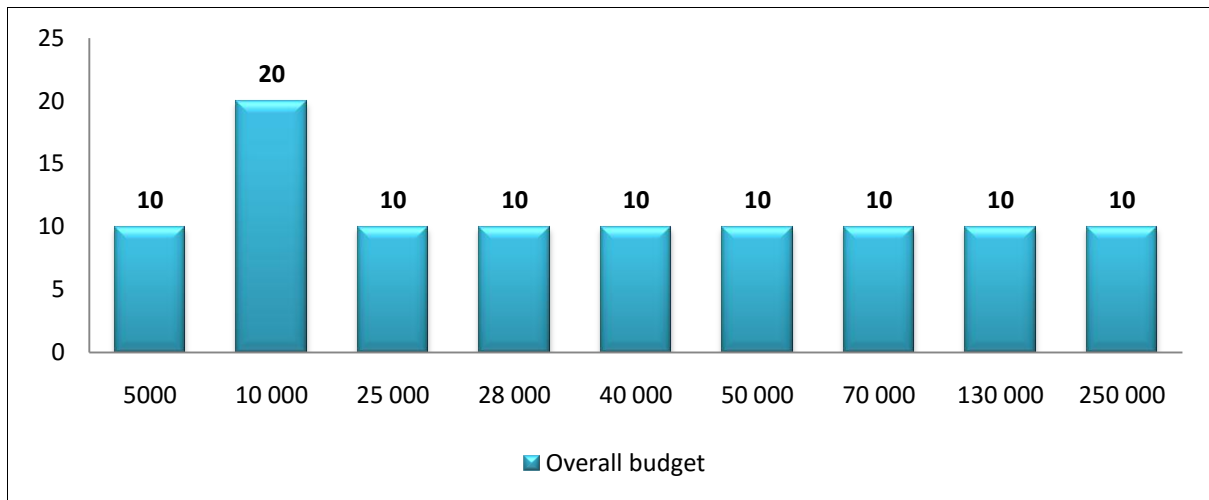
Figure 4.23: Overall budget for venue owners (in %, *n*=10)

The venue owners highlighted numerous expenditure categories on which their budgets were spent ranging from R240.00–R150 000.00. The items included entertainment and activities, decor, food and beverages, wine, facilities such as tents and toilets, security, sponsorships, administration, sound and technology, additional marketing, infrastructure, wages, venue setup and other general overheads.

One of the expenditure categories was marketing and advertising. Even though the BWT was responsible for the marketing of the event, venue owners were still able to conduct additional marketing to attract visitors to their event venues. The marketing and promotional activities implemented consisted of advertisements placed on individual websites as well as the official BWT website, social media marketing, posters, flyers, newspapers and radio announcements. The costs for the different marketing categories varied between the venue owners and ranged from R80.00–R3 500.00.

There is no official sponsor for the overall event, nor has there been one in the past. However, the only sponsors are those of the venue owners that solicit sponsors to fund their event activities either in cash or by means of products/services. In total, five of the 11 venue owners indicated that they made use of sponsors, but only two shared the names of their sponsors and three remained confidential. The sponsors disclosed were local businesses located in Rawsonville as well as larger firms situated in the Western Cape province. In an effort to protect the identities of the individual companies, the names of sponsors are not revealed. However, the businesses that were used for sponsorships were wine production, irrigation-related companies and other general businesses.

According to the event organiser, the overall budget for the Festival was R250 000.00. The event expenditure categories are identified but the amounts spent on the various categories remain confidential. The event organiser used the budget for the following categories:

- Printing of the posters, programme booklets and flyers
- Wine glasses and wristbands
- Advertisements in local newspapers
- Radio interviews
- Photographer for the Festival
- Media team (*Getaway*) – accommodation and meals

The organiser is also responsible for the marketing of the Festival. Evidently media and marketing constituted the main category of expenditure. The promotion of the BOWF is important for stimulating awareness and interest among the public and increasing potential attendance at the event. The following tools were used to advertise the Festival and the various event venues:

- Radio
- Newspapers/magazines
- Brochures/flyers, posters
- Official BWT website
- Social media marketing (Facebook, Twitter)

The cost allocated to each marketing category remains classified.

The next section provides a comparison between the event organiser and venue owners. The budget is an important indicator of how money was dispersed and can verify whether profits were generated. It is crucial to note that the overall organiser of the BWT had a budget that was spent on diverse event elements that created the platform for the Festival. Nevertheless, the venue owners, who are also established businesses, were event organisers themselves with individual budgets spent on various event categories. These two stakeholders were the only planners of the Festival activities and were therefore requested to clarify and elaborate on their Festival expenditure.

Festival expenditure

The budget of the overall event organiser was R250 000.00 and that of venue owners ranged from R5000.00–R250 000.00. The venue owners each had different budgets that were spent on various event categories to host the event at their establishments. Regardless of the efforts that were made by the BWT as the facilitator, venue owners had to ensure that

their activities and entertainment were well organised, and if necessary, additional marketing was conducted to generate awareness. The budgets were important indicators of the type of offerings at the event venue. Venue owners spent their budgets on diverse items and compared with the expenditure of the overall event organiser, the venue owners' budgets were spent mostly on operational expenses and objects.

The overall event organiser was responsible for conducting the marketing and advertising of the BOWF. Nevertheless, venue owners were still able to conduct additional marketing, although the BWT conducted most of the marketing activities. Media and marketing played a key role and most of the budgets were spent on generating awareness of the BOWF to ultimately increase potential attendance figures.

4.5 Event contribution to employment

This section explores the Festival's contribution to employment creation and shares the perceptions of residents, established businesses, venue owners and the event organiser. Small and Edwards (2006:2) note that festivals and events allow people to engage with the public by means of "volunteering, leisure activities, and opportunities for social transactions". Residents were therefore requested to disclose whether they had worked or volunteered at the Festival. This question was only posed to residents that were aware of the BOWF. Of those who were aware (*n*=267), 83.2% indicated that they had never worked or volunteered at the Festival, while 16.8% stated the opposite. Thus, Joubert (2012:31) advises established businesses/venue owners to reduce leakages by rendering services from local businesses and employing local people from the region, and this could be applied to the BOWF.

Residents had to further clarify their job descriptions if they were or had been previously employed by the Festival. Table 4.3 shows the job descriptions of residents who were employed or had been employed by the BOWF. Most residents who were employed at the event (64.4%) merely had general tasks such as giving directors to visitors, car guards and babysitters. Secondly, residents were also employed within the hospitality sector: (17.8%) as waiters, chefs and kitchen staff. Furthermore residents worked as cleaners (8.9%) and stallholders (8.9%). The employment positions of respondents who worked or volunteered at the event were low-level positions and were either permanent or temporary positions.

Table 4.3: Job descriptions of residents who worked or volunteered at Festival (in %, *n*=45)

Job descriptions	Number of respondents	%
General tasks at the event	29	64.4
Hospitality	8	17.8
Cleaning staff	4	8.9
Stallholder	4	8.9
Total	**45**	**100.0**

For established businesses, the creation of employment opportunities is an important benefit that events may generate. However, 81.8% of the established businesses did not employ additional staff for the duration of the Festival. This could imply that the businesses did not need additional labour and were able to manage with the current workforce. Only 18.2% employed additional staff to assist. The number of employees varied from two, five and twelve at a time. Most (50.0%) businesses made use of five employees followed by two (25.0%) and twelve (25.0%). The job descriptions ranged from drivers (25.0%), restaurant and cleaning staff (25.0%) and security and waiters (50.0%). It is clear that the employment generated provided work opportunities in menial positions and not in more professional occupations.

As the official hosts, the venue owners were the most likely stakeholders to employ additional staff for the duration of the event. However the results strongly confirmed otherwise. Only 18.2% of the venue owners employed additional staff to assist for the duration of the Festival. Most venue owners (81.8%) did not make use of additional staff, and in all probability managed with the available workforce. The results thereby verify that the event does not create employment for additional staff and only makes a small contribution towards job creation.

Among those venue owners that employed additional staff for the duration of the event, the number of employees employed ranged from 2–36 as illustrated in Figure 4.24. The size of the demand for additional staff depended largely on the nature and scale of the business as well as the activities available. Small businesses may require less demand for an additional workforce compared with larger establishments with plenty of activities hosted during the event. Even though events have the potential to employ additional staff, this may be futile if the event employs individuals from another province or region and not the host destination/ town. It is imperative that the BOWF, a locally hosted event in the Breede Valley, employ people from this region to stimulate local economic growth and development.
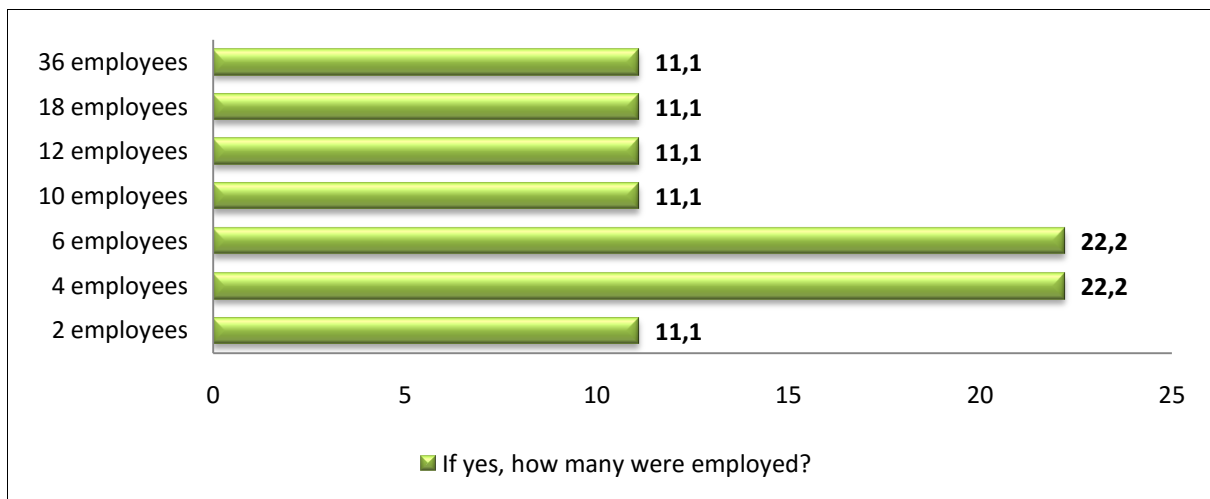
Figure 4.24: Total additional employment during Festival (in %, *n=9*)

Figure 4.25 illustrates (in frequencies) that five (*n=5*) venue owners employed additional staff from Rawsonville. Two (*n=2*) venue owners indicated that they employed individuals from Rawsonville as well as other towns in the Western Cape, one (*n=1*) from towns in the Western Cape province and one (*n=*1) employed staff from Rawsonville and other towns within the BVM. The results verify that most employees are indeed from Rawsonville and as a result stimulate local economic growth and development within the town.

According to the event organiser, no additional workforce was employed to assist with the planning, organising and implementation of the event.
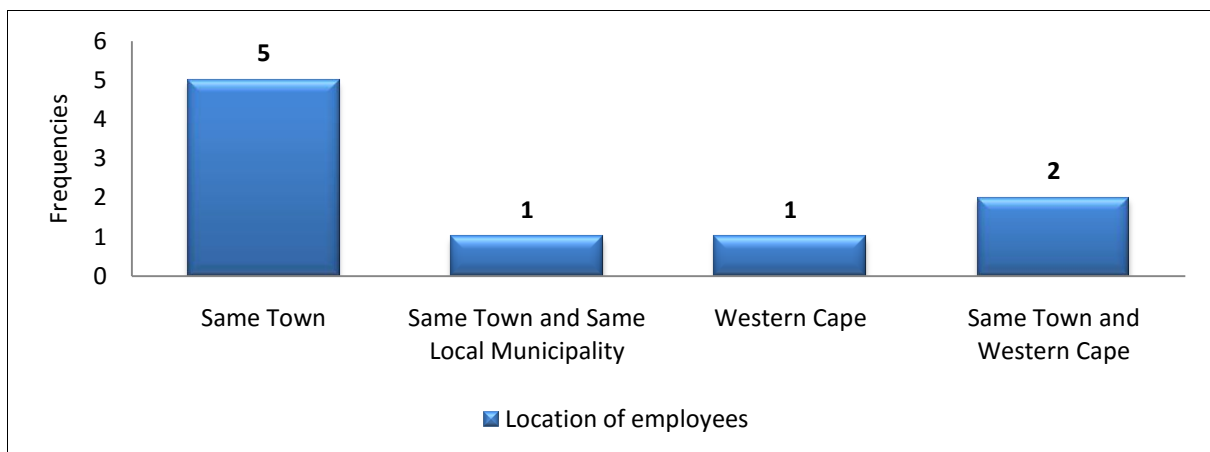
Figure 4.25: Location of additional employees by venue owners (in frequencies, *n=*9)

The preceding section provides a comparison between the event organiser, venue owners and established businesses with regard to the creation of employment. The Festival's ability to create employment opportunities is a fundamental consideration and it is important to verify whether additional staff was employed for the Festival.

Employment creation

The event organiser did not employ any additional employees as mentioned previously; this is not unexpected, as the activities conducted were undemanding and merely created the platform for the venue owners. However, the venue owners and established businesses had to be prepared for the influx of event attendees to their establishments and event venues. To prevent problems of short staffing, both venue owners and established businesses employed additional workers.

Nine venue owners who participated in the study employed additional staff. These venue owners had a range of activities and a full programme, suggesting that additional staff was required. Four established businesses employed additional staff for the duration of the Festival. The established businesses did not host activities at their premises as the venue owners did and as a result there was less need for most businesses to employ an additional workforce. The four businesses that did were relatively popular, in all likelihood couldn't cater for such a huge influx of event attendees with their current workforce or needed specialised skills that required additional staff. It is evident that both stakeholders employed an extra workforce, but the number of individuals required varied considerably. This is understandable, bearing in mind that the venue owners are the official hosts of the Festival and offer a range of activities and entertainment, while established businesses merely offer accommodation, food or transport for visitors.

In total, venue owners employed 98 individuals (83.8%) compared with the 19 (16.2%) employed by established businesses as highlighted in Figure 4.26. This makes the venue owner a larger source of employment. Nevertheless, both stakeholders employed additional employees that were placed in menial positions.
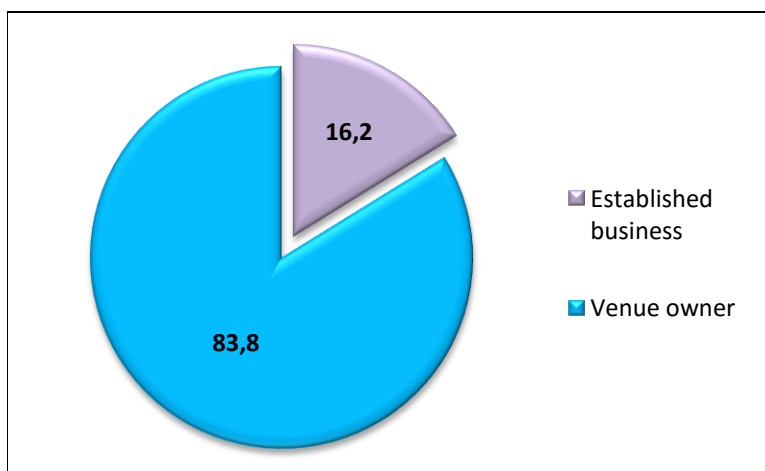
Figure 4.26: Number of additional employees (in %, *n*=117)

4.6 Revenue generated/impact on business

This section examines the revenue that was generated and the impact of the event on stakeholders such as established businesses and venue owners. It is deemed necessary to firstly determine whether businesses seized the business opportunities the event created. Most established businesses (63.6%) did not take advantage of the event as an opportunity to increase sales and create publicity, whereas 36.4% did. It is rather unfortunate that tourism businesses in the area did not capitalise on business opportunities presented by the event to boost profits.

This study supports the findings of Chalip and Leyns (2002:132) that frequently business event leveraging is a missed opportunity. Furthermore, Chalip and Leyns (2002:132) note that business leveraging opportunities and prospects remain mostly unexploited and actions are necessary to establish greater knowledge and awareness regarding leveraging. The businesses that indicated that they had indeed optimised on the business opportunities presented by the Festival indicated that they had either used promotions/specials and package deals (42.1%), hosted activities/entertainment at their premises (15.8%), formed alliances with other businesses in the area (15.8%), used various marketing techniques (15.8%) or had outdoor sales (10.50%). Chalip and Leyns (2002:134) strongly encourage the use of tactics or a coordinated leveraging strategy to increase visitor spending during an event, thereby amplifying the total visitor spending and engendering future visits. Nonetheless, Chalip and Leyns (2002:153) argue "leveraging merely directs a fixed amount of visitor spending to those businesses that leverage, yielding advantages for some businesses, but no net gain to the local economy".

The established businesses (*n*=8) that made use of the business opportunities stated that the techniques deployed were successful.
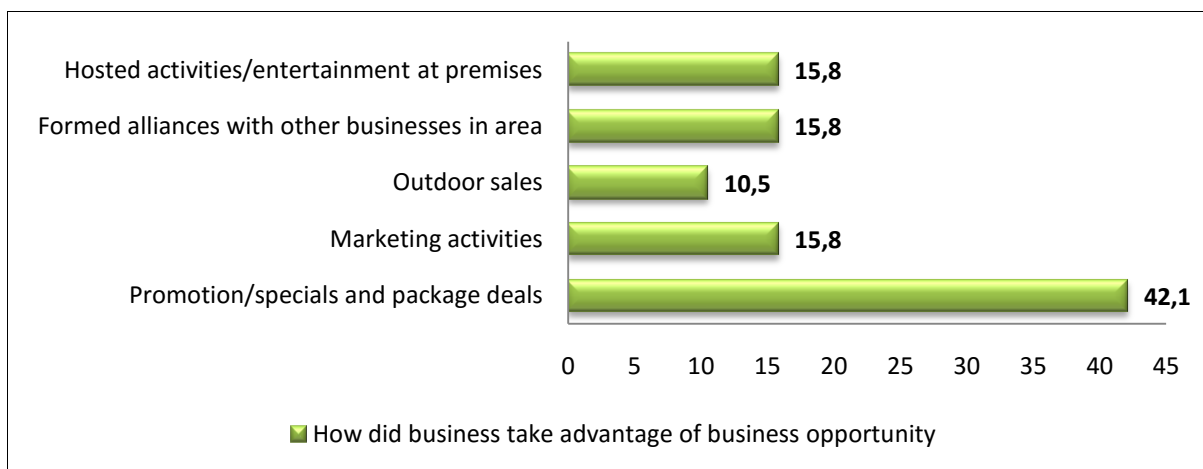
Figure 4.27: How established businesses took advantage of business opportunities (in %, *n*=8)

The generation of profits for a business is one of the primary reasons for hosting an event. The business's status regarding revenue creation will ascertain whether a business suffered a loss or if the event contributed to financial success.

Table 4.4 demonstrates the results of revenue generated for both established businesses and venue owners.

Table 4.4: Established business and venue owner revenue generated from Festival

Stakeholders	Revenue increase	No change in revenue	Revenue decrease
Established Businesses	36.4	63.6	-
Venue Owners	44.4	33.3	22.2

Most established businesses (63.6%) experienced no change in revenue production from the Festival and only 36.4% indicated that there had been an increase in profits. This suggests that profits remain static, regardless of the hosting of the event and may even imply that businesses leverage the Festival as an opportunity to increase profits. It may be argued that if fourteen (*n*=14) established businesses indicated that revenue remained unchanged and eight (*n*=8) stated that they had experienced an increase, these results correspond with the results pertaining to whether businesses took advantage of business opportunities presented by the Festival. The results confirm that the established businesses that did not make use of the event as an opportunity to increase sales and create publicity were indeed those businesses (63.6%) that had no change in revenue. Therefore those that took advantage of business opportunities (36.4%) presented by the Festival experienced a considerable increase. This potentially signifies that capitalising on business opportunities presented by an event may in all likelihood benefit a business and should not be overlooked.

In respect of the venue owners, Table 4.4 shows that 44.4% experienced an increase in business revenue, 33.3% saw no change, and 22.2% experienced a decrease.

After determining whether a business experienced fiscal growth as a result of the event, it seemed appropriate to ascertain if the Festival had a positive impact on individual businesses. Kulkarni and Bhopatkar (2013:11) reveal that accommodation establishments, restaurants, transport services, small enterprises, and informal businesses/stalls generate revenue from festivals or at least for the duration of the event. A transaction occurs between visitors and businesses as visitors may require the services of the aforementioned businesses or establishments. Kulkarni and Bhopatkar (2013:11) note that when visitors purchase products or services, their expenditure boosts the local economy of that region and benefits the abovementioned businesses, including the general public.

Table 4.5 indicates whether the Festival had a positive impact on established businesses and venue owners.

Table 4.5: Positive impacts of Festival on established businesses and venue owners

Stakeholders	Yes	No	Not sure
Established Businesses	59.1	18.2	22.7
Venue Owners	40.0	20.0	40.0

The results in Table 4.5 indicate that most established businesses (59.1%) agreed that the Festival had a positive impact on their businesses. This is followed by 22.7% that were unsure and 18.2% that felt that the event did not have a positive impact on the business. Notwithstanding whether business owners stated that the event had a negative or positive impact on the business, they were still requested to justify their response.

Only 14 (*n*=14) established business owners responded to this request. It is important to note that businesses generated revenue during the event but most establishments saw no increase in profits because of the event and their earnings remained the same. Even so, most business owners revealed that their accommodation establishments were fully booked and restaurants very busy owing to the Festival. Even though the Festival increased occupancy rates for some establishments, others still experienced high occupancy rates regardless of the Festival. Overall, visitors booked well in advance for accommodation during the Festival weekend. On the other end of the spectrum, the Festival also had a negative impact on a small number of businesses. Some felt that the event was poorly planned and this was the reason for their non-involvement. Other establishments had accommodation units that were only half full or had no bookings at all for the duration of the event.

The results in Table 4.5 confirm that 40.0% of the venue owners alleged that the Festival had a positive impact on their business; 40.0% were not sure and 20.0% declared that the event did not have a positive impact on their business.

The venue owners (*n*=9) had to validate whether the impact of the event was positive or negative. Once again each venue owner provided his or her individual experience of the event.

A venue owner noted that the sales were just a few hundred rands higher than usual and there is no certainty that any of the attendees present at the event fit the customer profile for particular products offered at an establishment. Another venue owner noted it was evident

that plenty of wine was sold during the event, which is positive, but it didn't cover expenses and there was no certainty that there would be any return buyers after the Festival. It was also very difficult to quantify the expenses vs. future and possible income from the Festival. Another venue owner commented that money was spent on the Festival with no increased income from the event, resulting in no profits generated. A further venue owner also felt that the business merely broke even and this was primarily due to the unpleasant weather conditions during the event that resulted in low attendance.

On the contrary, other venue owners declared that because of the event, more people visited the region and the various wine cellars. The event created exposure of the region and enquiries were made for accommodation, camping, weddings and conferences. Restaurants did well too and certain venue owners even had return visits. Evidently, the Festival most definitely created exposure for some venue owners.

Lastly, a venue owner noted that there was a positive and negative side to the event. The negative view is that a tremendous amount of money is needed for the Festival to take place but no profits are generated. The positive side is that more is provided to customers than simply wine tasting. In some cases the Festival had an effect on sales a month or two afterwards and the business could receive new customers as a result of the event. Wine that has been tasted at the Festival is purchased and loyal customers return to purchase more.

The venue owners and established businesses were the stakeholders who were able to generate direct profits from the event. The venue owners had mixed results and most established businesses did not see a change, which may still be viewed as a positive impact. It is therefore important that business opportunities are utilised adequately. Regardless of the revenue generated, respondents still indicated whether the event had had a positive impact on the business. Overall, established businesses generally viewed the event as more positive compared with the venue owners. Between the two stakeholders, most perceived the event as positive.

4.7 Stakeholder level of involvement

This section highlights the level of involvement of stakeholders such as established businesses and the event organiser in the event.

It is imperative to engage stakeholders that are directly or indirectly involved in and affected by the planning and management of an event. The Torfaen County Borough (2007:4) defines a stakeholder as "any person, or group, who has an interest in the project or could

be potentially affected by its delivery or outputs". Larson (2004:1) notes that a successful event has the potential to benefit and be of value to not only the organising committee, but to local people, businesses and event attendees. Larson also states that it is important for an event to be positively perceived by all stakeholders.

The direct involvement of established businesses in an event is crucial if direct benefits are to be expected. Lack of involvement indicates that potential benefits have been lost. The majority of the businesses (72.7%) in the region were not directly involved in the Festival. This is rather unfortunate as the direct involvement could have resulted in potential benefits for the tourism businesses in the area. Only 27.3% (*n=6*) of the established businesses were directly involved in the Festival.

The six (*n=6*) established businesses that were involved indicated their level of involvement, depicted in Figure 4.28, stating that they supplied accommodation and food to visitors (66.6%), had alliances with wine cellars (16.7%) and offered special rates and packages for the duration of the event (16.7%). Most businesses indicated that they offered accommodation because the majority (77.3%) of the established business sample consisted of accommodation establishments.
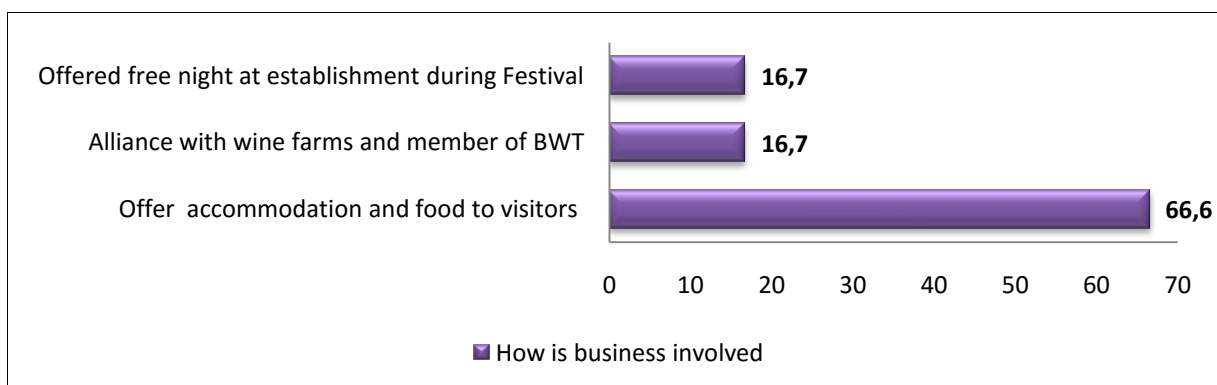
Figure 4.28: How established businesses are directly involved (in %, *n=6*)

The stakeholders that were also involved and participated in the BOWF were the venue owners and included the wine cellars/estates and accommodation establishments. According to the event organiser, these were the only stakeholders that were directly involved and participated in the event. No other stakeholders indirectly affected by the event were involved/participated in the planning and organisation of the event.

Local businesses and residents were however able to benefit from the Festival. Local businesses were able to act as service providers to prepare the food and tents. Local residents, on the other hand, were employed by wine cellars and other businesses in the region. Event role players should be acquainted with the potential impacts that result from a

Festival and how these will influence local people (Small, 2007:54). This allows the organisers of the BOWF to be strategic and proactive in their planning to ensure that the community will remain intact. A lack of strategic planning and thinking may damage a community, simultaneously losing their trust and support (Small & Edwards, 2006:2).

4.8 Event perceptions

Residents' perceptions of the TBL impacts of the Festival are presented, including on economic, social, environmental, and lifestyle aspects, as well as perceptions of the town's publicity. The responses are grouped and discussed based on those residents that agreed, strongly agreed, disagreed or strongly disagreed.

Results in Table 4.6 indicate that the majority of residents (72.4%) agreed to strongly agreed that the Festival benefits local businesses and that the event is beneficial to the local economy (69.8%). However, residents had mixed views in relation to the Festival's contribution to employment opportunities, with 51.1% in agreement, 33.4% stating the opposite and a further 15.5% undecided.

Table 4.6: Residents' perceptions of the economic impacts of the Festival (in %, *n*=374)

Statements	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Festival benefits local tourism businesses in area	0.3	12.3	15.0	70.3	2.1
Festival beneficial to economy of Breede Valley	0.3	12.3	17.6	67.1	2.7
Festival contributes to employment opportunities for locals	3.5	29.9	15.5	49.5	1.6

The results reflect residents' awareness of the potential economic impacts of the Festival. Once local residents become more involved in an event, it is contended that their knowledge of the potential costs and benefits associated with events are likely to become superior and may potentially lead to a decline in the level of disagreement between inhabitants and event

organisers (Ntloko & Swart, 2008:90). It may also present prospects to involve more locals in potential employment opportunities as a result of the BOWF.

Table 4.7: Residents' perceptions of the social impacts of the Festival (in %, *n*=374)

Statements	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Festival only benefits a selected few	3.5	15.5	12.3	64.7	4.0
Owing to Festival, locals feel proud of town and its potential	1.1	20.3	16.0	61.5	1.1
Residents are not involved in planning and management of Festival	2.1	16.3	16.8	61.2	3.5
Festival provides locals with opportunity for entertainment	2.4	21.1	20.7	52.7	2.9

As shown in Table 4.7, most of the residents (68.7%) agreed to strongly agreed that the Festival only seems to benefit a selected few which reflects the mixed feelings in relation to the employment opportunities created by the Festival as noted above. Although this is a concern, it is argued that "people may be impacted by events in various ways and the benefits may not always circulate equally" (Dickinson & Shipway, 2007:2). It is further noted that slightly fewer residents (62.6%) expressed pride in their town and its potential to host this event and even fewer residents (55.6%) viewed the Festival as an opportunity for entertainment. In addition, there were also some respondents who were not sure whether the Festival provides locals with an opportunity for entertainment (20.7%) and this should not be overlooked. It is emphasised that the distribution of information to local communities regarding the benefits of events is important (Bull & Lovell, 2007:239) and this could perhaps lead to more positive perceptions of the Festival by residents. Steps could also be taken to engage residents with regard to the entertainment opportunities, which may consequently lead to higher levels of pride and a more equitable distribution of benefits.

The results verified that a large portion of the residents are not involved in the planning and management of the BOWF (64.7%). The Festival organisers should therefore heed Arcodia and Whitford's (2010:10) advice that effective discussions and involvement of local residents can potentially alleviate negative socio-cultural impacts resulting from the hosting of festivals and events. Thus to ensure the success of festivals and events such as the BOWF, it is underscored that the support and participation of local communities are essential (Mason & Beaumont-Kerridge, 2004:316).

Table 4.8: Residents' perceptions of the environmental impacts of the Festival (in %, *n*=374)

Statements	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
The Festival has a negative impact on the environment (ground, water, air pollution)	4.3	63.9	19.0	12.6	0.3
The Festival places pressure on natural features	3.7	65.2	19.3	10.4	1.3

Most residents (68.2%) disagreed to strongly disagreed that the Festival had a negative impact on the environment, while on the other hand only 12.9% agreed to strongly agreed with this statement. Most residents therefore had no concerns about the impact of the event on the environment. Nevertheless, it should be noted that ground, water or air pollution may not always be visible impacts from residents' point of view and they may well perceive the opposite of what is actually taking place. The respondents may not have been exposed to the real impact, but their perception is based on what they either witnessed or assumed. However, residents' perceived impacts are important and are therefore taken into account.

Many residents (68.9%) also disagreed to strongly disagreed that the Festival places pressure on the destination's natural features. This result coincides with that of the previous viewpoint of most respondents that expressed no concern in respect of the impact of the event on the environment. Only 11.7% agreed to strongly agreed that the Festival places pressure on natural features of the destination. However, there were some respondents who were not sure about the negative impact of the Festival on the environment (19.0%) and whether the Festival places pressure on natural features (19.3%), which should not be overlooked.

Table 4.9 demonstrates that the findings of the impact of the Festival on local lifestyles were largely positive, despite the concerns expressed regarding the economic and social impacts, as highlighted above.

Table 4.9: Perceived impacts of the Festival on local lifestyles (in %, *n*=374)

Statements	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Festival causes noise pollution	2.9	72.2	12.3	12.0	0.5
Festival causes inconvenience to local lifestyles	2.9	68.4	14.2	13.9	0.5
Festival causes traffic congestion and parking problems	2.1	68.2	12.8	15.0	1.9
Festival creates increase of criminal activities	2.1	63.9	15.0	18.4	0.5

Most of the residents (75.1%) disagreed to strongly disagreed that the Festival causes noise pollution, inconvenience to local lifestyles (71.3%), traffic congestion and parking problems (70.3%) and an increase in criminal activities (66.0%). However, slightly fewer respondents disagreed with regard to the BOWF being perceived as increasing criminal activities (66.0%), which is surprising given the high levels of crime in South Africa generally. The majority of the respondents answered positively to each statement, albeit it to different degrees and indicated that the Festival does not impact negatively on local lifestyles.

Even though Raj (2003:5) argues that events may be troublesome to local residents who experience large crowds entering towns/cities for the duration of an event and huge influxes of people may exacerbate criminal acts, traffic congestion, and vandalism, overall, most of the residents were more positive towards the Festival. However, there were some respondents who were not sure about the lifestyle impacts and/or expressed some disagreement, especially in relation to crime (18.9%) and traffic congestion (16.9%), which should not be overlooked.

Table 4.10: Residents' perceptions of the publicity of the town owing to Festival (in %, *n*=374)

Statements	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
The Festival attracts tourists to the area	0	3.2	10.7	81.0	5.1
The Festival generates awareness of tourism in the town	0.3	3.7	11.5	79.7	4.8
The Festival displays the town and its beauty	0	8.0	10.7	76.2	5.1
The Festival fosters repeat visits	0.3	4.3	14.7	75.7	5.1

It is evident from Table 4.10 that most residents felt positive about the publicity the town received because of the hosting of the Festival. The majority of the respondents (86.1%) agreed to strongly agreed that the Festival attracts tourists to the region and generates awareness of tourism in the town (84.5%). Residents also agreed to strongly agreed that the Festival displays the town and its beauty (81.3%) and confirmed that the Festival fosters repeat visits (80.8%). Undoubtedly, residents acknowledged the Festival's positive contribution to the tourism image of the town and potential repeat visits as a result of the event. These are among the many benefits that manifest when hosting events. It is very important to establish positive perceptions among residents of the town's potential and the benefits generated owing to the hosting of events. Residents clearly expressed positive responses to tourism benefits of the BOWF.

Overall, the responses were positive and even though respondents indicated in Table 4.7 that the Festival only seems to benefit a selected few and that a large part of the residents are not involved in the planning and management of the Festival, respondents still concurred that the Festival creates positive publicity for the town and showcases the town/region from a tourism perspective.

4.9 Rating of experience, success and event aspects

This section explores stakeholders' rating of the overall experience at the event, its success and the rating of key event elements covering the views of event attendees, established businesses, venue owners and the event organiser.

4.9.1 Rating of overall success and experience

Stakeholder ratings of an event are important indicators of success. This section reflects the ratings of event attendees, venue owners and the event organiser of the event's success and experience.

The event attendees' perceptions of their experience of an event can determine success. As underscored by Larson (2004:1), "the experiences of the festival visitors are without doubt what makes a festival a success, and gives it a potential for long-term survival". Event organisers require thorough knowledge of the visitors to an event since the rationale for staging a wine festival is to boost sales and attend to the desires of event attendees (Marais & Saayman, 2011:150).

In Figure 4.29, the majority of the event attendees were satisfied with their experience at the Festival, rating their overall experience as either good (56.8%) or excellent (31.4%). Only 10.2% confirmed that their experience was average, with a further 1.2% rating their experience as acceptable and 0.3% rating it as poor. The findings support the results of Tassiopolous and Haydam (2006:67) that in 2004 and 2005 the majority of the event attendees rated their experience at the BOWF as good to excellent. This shows that the event continued to create satisfaction and enjoyment among respondents even after a ten-year period.
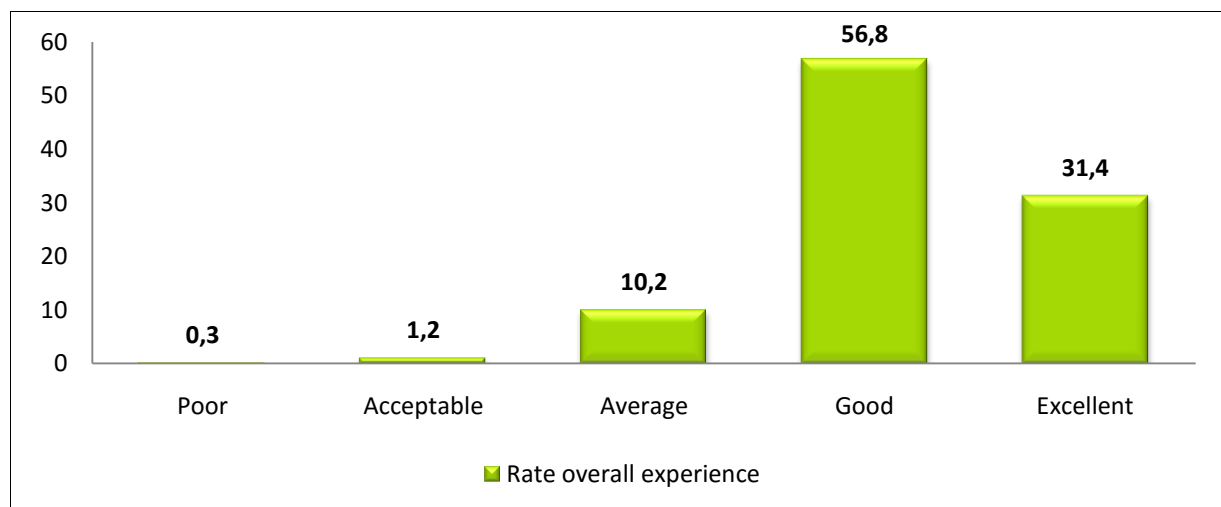
Figure 4.29: Event attendee rating of overall experience at Festival (in %, *n*=322)

Exploring the venue owners' perceived ratings of the overall success of the event is key, as it provides an indication of the success of the event from a business as well as an event organiser's point of view. Most of the respondents as displayed in Figure 4.30 rated the event as average (60.0%), while 20.0% rated it as unsuccessful and 20.0% rated it as successful to very successful.
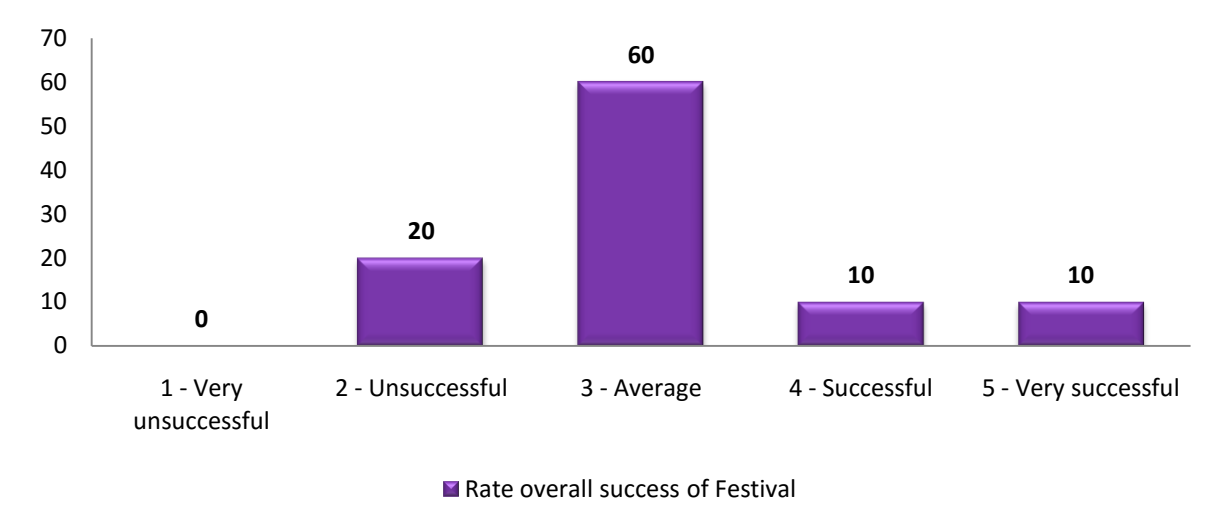
Figure 4.30: Venue owner rating of overall success of Festival (in %, *n*=10)

The event organiser rated the overall success of the event as average. This should question the future longevity of the event. The event organiser and venue owners concurred regarding the event's success as most stakeholders thought that the event was average, even though some thought it unsuccessful and successful to very successful. The results imply that the event needs to be improved/rejuvenated to ensure its future existence and success, and at the same time for it to be perceived as successful by all planners. The results were very diverse, especially in comparison with the event attendees' overall rating of the Festival.

Event attendees' experiences may be a key indicator of success and should not be overlooked. Stakeholders will view the success of the event from different standpoints as they have diverse needs and may have had dissimilar encounters with the event. Venue owners and even the event organiser experienced the event from behind the scenes, while visitors experienced a staged product. This is the most logical reason for the contradictory perceptions of the success ratings between the venue owner, event organiser and event attendees.

4.9.2 Rating of event aspects

This section discusses the event attendees', established businesses' and event organisers' levels of satisfaction with varying event elements. All stakeholder responses are presented in Table 4.11. It is worth noting that the venue owners were not requested to provide their rating of the event aspects as they were assumed to be stationed at their establishments for the duration of the Festival and would not necessarily be in a position to reflect on and provide overall ratings of event aspects at other venues. The event elements are all fundamental considerations that could ultimately generate a positive or poor perception among attendees. If respondents were unhappy with a particular element of the event, it is important to identify the problem so it can be resolved.

4.9.2.1 Attendance

Table 4.11 reflects an equal number of business owners that were satisfied and respondents that did not have any knowledge regarding the attendance at the Festival (45.5% each). The unsatisfied respondents (9.1%) noted that the attendance was very poor and the Festival was merely half full.

The event organiser was not satisfied with the attendance at the BOWF and noted that the event was less well attended in 2013; the weather also influenced this result. The overall objective of the Festival was to market the region and to create awareness of the BWT as well as the Breedekloof Wine Valley. Even though the organiser felt that the overall objective of the event had been met through the marketing of the region, the attendance was still very poor. The organiser therefore noted that the objectives were not entirely met because the attendance figure should have been higher in view of the extensive marketing of the event.

4.9.2.2 Cleanliness

In terms of cleanliness, event attendees rated the festival well (96.9%). Only 2.2% felt dissatisfied, with 0.6% of these respondents noting that the bathrooms at some of the Festival venues were dirty. This corresponds with the previous finding regarding the cleanliness of the bathroom facilities. Event attendee respondents felt that the Festival facilities should be cleaned regularly (0.6%) by employing more cleaners (0.3%) and providing more dustbins (0.6%).

For established businesses, the level of satisfaction with cleanliness at the Festival as displayed in Table 4.11 (overleaf) was equal, showing 50.0% as satisfied, while 50.0% felt

neutral about this matter. Furthermore, the event organiser was satisfied with the cleanliness at the event.

Although the event was largely perceived as very clean, the established businesses had mixed views with eleven businesses unsure and eleven satisfied.

Table 4.11: Event attendees (in %, *n*=322), established businesses (in %, *n*=22) and event organiser (*n*=1) satisfaction with event elements

Event elements	Yes	No	Not sure
EVENT ATTENDEES			
Cleanliness	96.9	2.2	0.9
Facilities for the disabled	79.2	16.8	4.0
Facilities	94.7	3.4	1.9
Friendliness of locals	96.6	2.5	0.9
Layout	97.8	1.6	0.6
Location and venue	96.6	2.8	0.6
Marketing	76.1	19.9	4.0
Planning and management	91.9	5.3	2.8
Public safety	92.9	7.1	0.0
Quality of services	98.4	0.6	0.9
Risk management	88.5	5.9	5.6
Signage	85.1	13.4	1.6
Traffic and parking	94.7	4.0	1.2
ESTABLISHED BUSINESSES			
Attendance	45.5	9.1	45.5
Cleanliness	50.0	0.0	50.0
Facilities for the disabled	31.8	4.5	63.6
Facilities	36.4	0.0	63.6
Layout	40.9	4.5	54.5
Location and venue	40.9	9.1	50.0
Marketing	40.9	13.6	45.5
Planning and management	36.4	4.5	59.1
Public safety	36.4	4.5	59.1
Risk management	22.7	4.5	72.7
Signage	27.3	4.5	68.2
Traffic and parking	45.5	4.5	50.0
EVENT ORGANISER			
Attendance		X Lower attendance, weather played a role	
Cleanliness	X		
Facilities	X		
Layout	X		
Location and venue	X		
Marketing	X		
Planning and management	X		
Public safety	X		
Risk Management	X		
Signage		X More flags along roads indicating an event venue	
Traffic and parking	X		

4.9.2.3 Facilities for the disabled

Any event should be accessible to the general public, especially to the disabled. The provision of facilities for the disabled is a prerequisite and the lack of such facilities may place the event in a bad light. The presence of such facilities will provide a welcoming and comfortable environment for the physically challenged. Disabled individuals have the right to attend a public event and should not be excluded from such affairs. The accessibility of an event demonstrates the event organiser's level of concern for the physically challenged and shows care and attention to detail.

The provision of facilities for the disabled was the second largest concern (after marketing), confirmed by event attendee respondents. Even though 79.2% of the event attendees were pleased with the provision of such facilities, 16.8% were displeased. Of those that were unhappy, most (15.5%) verified that this was because the event was not disabled friendly. Furthermore, event attendee respondents felt that not all event venues made an equal effort to assist the physically challenged (0.3%); there was a lack of signs directing the disabled; and access to the event venues was difficult for the physically challenged, for example, grass areas, dirt roads.

This denotes that most venues were inaccessible or difficult to gain access to by the physically challenged. If event organisers desire to attract the mass market, this particular type of visitor should not be disregarded. It is important that an event such as the BOWF should never exclude anyone from the general public that could potentially spend money and stimulate the region. If the event organisers of the BOWF disregard the physically challenged, these visitors may share their experiences with family and friends and as a result, their needs should not be overlooked (Meetings and Events Australia (MEA), 2012:5). It is vital to cater to the needs of the disabled to ensure that they enjoy the event too.

Table 4.11 demonstrates that most established businesses (63.6%) didn't know if provision was made and remained neutral, while 31.8% claimed that they were satisfied. Only one (4.5%) business highlighted that the event was not disabled friendly.

Only established businesses and event attendees responded to this request regarding provision of facilities for the disabled at the Festival. The event attendees were predominantly satisfied with the provision made but some raised concerns, mainly contending that the event was not disabled friendly. Fourteen established businesses expressed uncertainty yet again, and only seven were satisfied.

4.9.2.4 Facilities

The facilities at the Festival were well received by almost all event attendees, as 94.7% of the respondents expressed satisfaction with the facilities. Only 3.4% were dissatisfied and the main reason for this dissatisfaction related to poor signage to the facilities (0.6%) and insufficient bathroom facilities (0.6%). A small percentage (0.3%) indicated that it was difficult to locate the bathroom facilities (0.3%). EventScotland (2006:123) stresses the need for clear signs directing attendees to different facilities and venues as the lack thereof may produce crowd management problems as well as jeopardising safety and health issues. The BOWF is an outdoor event and as suggested by EventScotland (2006:125), event organisers should ensure that event signs are water and wind resistant.

Event attendee respondents were also unhappy about the conditions of the bathroom facilities, as they were dirty, unsafe and lacked baby changing facilities (0.3% each). Overall some event attendees felt the facilities at the Festival were poor (0.3%). Based on the concerns pertaining to bathroom facilities, provision of bathroom amenities is a crucial consideration and will rely on the following elements as authored by the Gascoyne Development Commission (n.d:13) that should be taken into consideration:

- Anticipated crowd numbers
- The sex of patrons (women require more facilities than men)
- If alcohol is available
- The duration of the event

The facilities and the condition of those facilities at a Festival are important. Yet most established businesses (63.6%) were unable to comment on this aspect; only 36.4% were able to and were satisfied. The established businesses (14 respondents) were rather tentative in their evaluation of this event aspect as only eight businesses were satisfied with the facilities at the Festival. Established businesses usually have firsthand knowledge of matters such as facilities and will observe an event venue and its facilities from a business perspective considering that they have establishments themselves and would possibly criticise or evaluate the facilities of their competitors. The event organiser was satisfied with the facilities at the event.

4.9.2.5 Friendliness of locals

Overall, respondents were satisfied with the friendliness of locals at the Festival (96.6%) with only 2.5% claiming that locals were unfriendly. This contributed to creating a generally positive experience for event attendees.

4.9.2.6 Layout

The layout of the Festival refers specifically to the design of the event venues and how items and things were placed. How the facilities and activities were located on the premises of the different venues was the sole decision of the event owners. EventScotland (2006:116) emphasises that the health, wellbeing and ease of all event attendees and participants at an event rely on an effective venue layout. The event organisers of the BOWF should take note of the important points made by EventScotland pertaining to the layout of an event that may affect the success of the Festival. When planning an event, the event organisers should take note of the following:

- Capacity
- Access, egress and flow
- Sterile areas
- Surface and underground conditions
- Existing site features
- Placement of equipment and services;
- Sanitary facilities
- Local residents
- Signage
- Facilities for people with disabilities
- Litter and waste

Nearly all event attendee respondents (97.8%) were satisfied with the layout of the event venues. Of the very few event attendees (1.6%) that were dissatisfied, 40% claimed that the facilities at the Festival were located too far from one another. It is important to note that not all event venues were designed in exactly the same manner and this response may only reflect the perceptions of some event venues.

This question sought to identify whether the layout was practical and 54.5% of the established businesses were unable to answer this question. On the other hand, 40.9% were satisfied with the layout with 4.5% indicating that they were displeased because the venues were too spread out.

The layout of the event was well received by the event organiser and most event attendees but the established businesses (12 respondents) were largely hesitant, with only nine businesses pleased with the layout.

4.9.2.7 Location and venue

In terms of the level of satisfaction with the location and venue of the Festival, the majority of the event attendee respondents (96.6%) were satisfied with the location and venue of the event. However, those that were dissatisfied (2.8%) indicated that the venues were located too far from one another (1.6%). Some venues were in fact located further from one another but this constitutes the uniqueness of the event, by including various tourism businesses in the event programme and stimulating the region as a whole. The results support the assertion by Hoyle (2002:152) that "the selection and marketing of the location has a significant impact on attendance and the resulting success of an event". Event attendee respondents clearly expressed that the venues were too far out (0.3%) and that the weather was unpleasant (0.3%). This meant that outdoor activities had to be moved to an indoor venue or had to be cancelled and respondents especially disliked this (0.3%). There also appeared to be a lack of maps of the region to indicate the direction and location of venues for attendees (0.3%).

Table 4.11 shows that most established businesses (50.0%) were unable to comment on this matter. As previously discussed, it is to be expected that most business owners are too preoccupied at their own venues during the Festival to take note of the logistics at other venues. Nevertheless, 40.9% were satisfied and 9.1% were dissatisfied, stating that a more central area is required to host the Festival as a whole.

The event organiser was satisfied with the location and venue. Clearly, the location of the event was widely accepted across the different stakeholders except for eleven established businesses that were uncertain and nine that were satisfied.

4.9.2.8 Marketing

Marketing plays a fundamental role in the success of an event. It generates awareness of an event and may influence the attendance figures considerably. Event promotion and marketing are essential activities in the planning of an event (Gascoyne Development Commission, n.d:16). Hoyle (2002:152) notes "the success of an event may not depend on the type of event, the star attraction, or the cause of the event, but on how well a marketer takes advantage of certain factors of the event". These factors, according to Hoyle, refer to the location, weather, cost, competition, entertainment and incorporation of these aspects effectively in the marketing and promotion of the event.

Table 4.11 reflects that 76.1% of the event attendee respondents were satisfied with the marketing but 19.9% were displeased. The most important reason for the dissatisfaction

among respondents was that the marketing conducted was very poor (7.1%) and should be improved (6.8%). A further 5.3% also added that more marketing activities should be done including the marketing of local stalls to increase sales (0.3%) and attract more event attendees as not enough is currently being done (0.3%). It is evident that marketing of the Festival, considering the visitors that were unhappy (19.9%), was the main concern raised by attendee respondents. Van Zyl (2008:129) concurs that events require the use of effective marketing techniques and a marketing mix that includes a mixture of media channels to reach target audiences and eventually brand and position the event.

Interestingly, Figure 4.11 illustrates that most attendees (69.8%) became aware of the event through word-of-mouth. This might be positive, but also supports attendees' views that the marketing attempts were poor. Owing to the poor marketing attempts, word-of-mouth, a marketing method executed primarily by the public through everyday dialogue, could have been the only notice that some attendees received. If it had not been for word-of-mouth advertisement, attendees would not have been aware of the BOWF and in all likelihood would not have attended. This is an important aspect of the event that should be considered in an effort to improve future events of this nature.

More established businesses displayed uncertainty (45.5%) when questioned on their satisfaction regarding the marketing conducted for the Festival (in Table 4.11) followed by 40.9% satisfied respondents. The three dissatisfied businesses (13.6%) indicated that there were not enough posters displayed and marketing attempts were poor.

The event organiser was pleased in general with the marketing of the event.

The results reflected the need to improve the marketing of the event in an effort to generate greater awareness, and increase attendance and consumer spending to ultimately stimulate the economy of the region. Also, regardless of the high levels of awareness of the event through word-of-mouth, this may not chiefly reflect as positive, as awareness through mainly word-of-mouth advertising may indicate that the marketing methods used to advertise and generate awareness of the BOWF were poor and generally ineffectual.

4.9.2.9 Planning and management

Stakeholder perception of the planning and management of an event is an important consideration. Planning is an essential ingredient for successful event management (EventScotland, 2006:3).

A large majority (91.9%) of the event attendees were pleased with the planning and management of the Festival. Of the few respondents (5.3%) that were dissatisfied, 2.8% stated that the main reason for their dissatisfaction was the poor planning and management of the Festival. Furthermore they showed dissatisfaction in terms of the entrance fee declaring it too expensive. They also felt the Festival should start earlier and event venues should adhere to the scheduled programme times (0.3% each).

It was also noted that the planning and management of the event were deemed average and should be improved (0.3% each). This also justifies the attendees' concerns about poor marketing attempts as contended earlier. The organisers could begin by improving the marketing of the event, making more brochures and event programmes available, and introducing a wider variety of activities and entertainment (0.3% each).

Overall, most established businesses were not certain about the planning and management of the Festival (59.1%) as shown in Table 4.11, but 36.4% were pleased. Only one (9.1%) respondent was dissatisfied with the planning and management of the event, stating that it was a poor attempt.

The event organiser had no concerns and was satisfied with the planning and management of the Festival. However she noted that important lessons were learned through the planning and implementation of the event. The organiser declared that "redtape" was a considerable problem and too much paperwork was encountered during the planning and management of the event.

4.9.2.10 Public safety

The safety of visitors at an event is a vital consideration for event organisers. Most of the event attendees (92.9%) felt safe and were satisfied with the safety levels at the Festival. Of the few (7.1%) that were dissatisfied, 3.7% indicated that their dissatisfaction stemmed from feeling unsafe at the Festival, followed by a need for more security measures (0.6%) and improved road safety (0.6%). The level of safety at an event may encourage or discourage visitors. As a result, the perception of event attendees of the safety at an event is an imperative factor to consider. This allows event organisers to improve safety levels, thereby ensuring the safety of the public for the entire duration of the event programme. Safety precautions should include the safety of visitors beyond the perimeter of the event, as well as the safety of attendees within the boundaries of the event.

The study results support the assertion by the Launceston City Council (2012:1) that the safety of visitors plays an important role in the success of an event. Harrington Risk Services

(HRS) (n.d:4) also maintains that the success of an event is not purely considered based on the attendance figures or the profits generated but the safety and security of the event attendees. If the attendance is high at the Festival, the safety of visitors is a primary consideration for event organisers.

Public safety was also an issue that most established businesses were unable to comment on (59.1%) in Table 4.11. However, 36.4% were indeed satisfied and 4.5% dissatisfied, complaining that more tour operators should be used to ensure the safety of visitors on the roads.

The event organiser was satisfied with the safety levels at the BOWF and mentioned that measures were in place to ensure the safety and security of event attendees.

Event attendees were mostly satisfied, even though 23 expressed concerns with regard to public safety at the event, declaring that the event was unsafe. Thirteen established business respondents also expressed uncertainty in respect of public safety at the Festival and eight declared they were satisfied.

4.9.2.11 Quality of services

Event attendee respondents were satisfied with the quality of the services provided at the Festival (98.4%), with only 0.6% unhappy; they felt that the services provided were average.

Identifying problems associated with the Festival is fundamental and should be acknowledged and addressed. It is interesting to note that most event attendees (96.9%) did not experience any problems with the Festival. This implies that most respondents, even though they displayed dissatisfaction with certain event aspects, were still satisfied with the overall implementation of the event.

4.9.2.12 Risk management

Effective risk management of an event contributes to a successful event. Without considering risk management, an event may have severe repercussions. Regardless of the size of the BOWF, the IRFU (2008:9) makes it clear that any event big or small encompasses risks, but to effectively manage those risks requires the event organiser to inspect the entire event and identify potential gaps.

Overall event attendee respondents were pleased (88.5%) with the risk management, 5.9% were displeased and 5.6% uncertain. The reason for the dissatisfaction was that the risk

management attempts were perceived as poor (3.1%), with no risk management in sight (0.6%) or first-aid facilities (0.6%). Event attendee respondents expressed a need for the improvement of risk management. They felt organisers should provide ambulances, as some respondents saw no ambulances or first-aid facilities, but more importantly, respondents saw no risk management signs or emergency contact numbers (0.3% each).

It is important to note that some venue owners took risk management more seriously than others, as venue owners differed in their implementation of risk management. This holds various implications for the event and all the other venue owners involved in it. Poor risk management by a single venue owner places the overall event and its image in jeopardy. Therefore the IRFU (2008:12) underscores that the site selection for an outdoor event like the BOWF should be properly considered to ensure success.

It was vital to identify whether the established businesses were satisfied with the attempts to ensure safety at the Festival. However, 72.7% of the businesses could not comment on this subject, and that signifies that they did not attend the event or had no recollection of this matter. Only 22.7% were satisfied and one (4.5%) was unhappy, stating that the effort made was poor.

The event organiser was pleased with the risk management activities implemented for the BOWF and further noted that a disaster management plan was in place. Just as the event organiser was satisfied, so were most event attendees. However, there were some concerns highlighted by event attendees, as some were unhappy because risk management was poor while others were uncertain. The uncertainty in respect of this event aspect was also a predominant view among established businesses, as 16 respondents were hesitant and only five satisfied.

4.9.2.13 Signage

The majority of the event attendee respondents (85.1%) were satisfied with the signage at the Festival. However, the 13.4% of the respondents who were dissatisfied (Table 4.11) claimed the main reasons for this was that the signage was poor (5.9%) and that not enough clear signs were used (5.0%). Furthermore, signage at the Festival should be improved (1.2%), more visible signs should be positioned (0.6%), directions were poor in the event programme (0.3%) and there were no signs on the main road (0.3%). Marais and Saayman (2011:160) stress the importance of appropriate signage directing visitors to the different event venues, along with reliable and easy-to-read maps; if necessary, event attendees should be able to visit the regional tourism office. Signage at the Festival is critical and the

Gascoyne Development Commission (n.d:17) further emphasises the importance of signage at an event, underscoring the following areas where signage is necessary:

- Entrances and exits
- Parking
- Toilets
- First-aid post
- Security
- Information/communication/incident control centre

Most established businesses were unable to comment (68.2%) on the signage at the Festival with only 27.3% confirming that they were satisfied with the attempts made. There was only one (4.5%) established business that was dissatisfied with the signage at the Festival.

Signage directs visitors to different event venues as well as pointing visitors towards facilities at these venues. The event organiser was dissatisfied with and concerned about the signage at the event, and suggested that more signs or flags should have been placed next to the main road to indicate the various event venues, thereby making them easier for visitors to locate.

The results from the different stakeholders were markedly diverse, as they all experienced the event in a different way and as a result had different perceptions of the signage at the event.

4.9.2.14 Traffic and parking

The overwhelming majority of the event attendee respondents (94.7%) were satisfied with traffic and parking management at the Festival. However, of those (4.0%) that were not satisfied, (2.2%) felt that there were not enough parking facilities and more should be made available. As highlighted, parking and traffic management was poor (0.6%), there was very limited parking (0.6%), problems were experienced with traffic and parking facilities (0.3%) and traffic and parking management should be improved (0.3%). These are all crucial considerations for the organiser as a lack of parking facilities may deter visitors from visiting a particular event venue. Even though this may be costly, the IRFU (2008:22) still strongly encourages that events use a park and ride facility that will shuttle event attendees between venues and a designated parking area. It is recommended that such a system be implemented for the BOWF as this would alleviate the parking problem and also prevent drunk driving.

Half of the established businesses displayed uncertainty with regard to traffic and parking management (50.0%) as shown in Table 4.11. The most likely reason for this hesitation is that business owners did not all have the opportunity to attend other venues during the Festival as they were already occupied at their own. This resulted in a lack of awareness of event aspects such as traffic and parking management at other venues. However there were 45.5% satisfied respondents and only one (4.5%) unhappy respondent who suggested that a shuttle service should be implemented.

The event organiser did not express any concerns in respect of traffic and parking management and claimed the necessary steps had been taken to control large crowds and traffic congestion.

Most stakeholders did not have major issues with parking and traffic at the event. They were mainly the concerns of some established businesses that were unable to share their views on this matter and therefore expressed doubts.

In conclusion, this section explored the satisfaction levels of stakeholders concerning various event elements at the Festival. It is clear that the event organiser and event attendees were for the most part satisfied with the numerous event elements; however, the venue owners were not satisfied as most perceived the event as average. The established businesses, on the other hand, were mainly uncertain and this was as a result of the lack of awareness/ knowledge of event proceedings at the different event venues. Established businesses are not all able to attend the actual event as they may be active at their own establishments. Businesses therefore may not all have an equal opportunity to attend the event and evaluate its success, which leads to a level of uncertainty with regard to various event characteristics/ logistics. Therefore to improve the Festival planning, it is deemed necessary to involve established businesses in the Festival planning and decision making, regardless of their membership of the BWT. There should also be an attempt to create greater awareness of the event proceedings at the various event venues. This would strengthen the region through the competitiveness of the event and affect its success.

The involvement of stakeholders and stakeholder awareness of festival matters are crucial. Marais and Saayman (2011:150) note that the WWF is used as a tool to promote greater cooperation among diverse stakeholders. In the same way the BOWF should be a means to foster greater collaboration among role players that can work together to develop the area and ensure a thriving region. Joubert (2012:ii) also notes that several stakeholders are involved in a wine festival and success is achieved through collaboration among all role players. Joubert (2012:5) concludes that once stakeholders know that they can benefit from

festivals and events, it can lead to greater involvement, collaboration, investment and huge financial returns.

4.10 Event issues/problems

Among the different stakeholders, each encountered diverse challenges during the course of the event. Various issues were experienced by residents, established businesses and venue owners and are explored in this section. Most residents (85.8%) did not experience any major problems; however some issues were experienced (14.2%).

Table 4.12 highlights the problems residents (n=37) had with the event. Residents view the event as an occasion where alcohol is misused (24.3%), and when event attendees are inebriated, it can lead to physical assaults on locals (24.3%). Some residents (18.9%) chose not to attend the Festival as the event largely attracts white attendees and claimed that this made them feel uncomfortable. This clearly displays the remnants of apartheid and the constant inferior attitude and mind frame of non-white residents. In support of this response, residents contended that there were still noticeable signs of racism and arrogance displayed by event attendees. This is supported by the racial demographics of event attendees. This may hold severe implications for the success of the event, as potential profits may be lost in the process and may also result in negative behaviour and perceptions of the Festival on local residents' part. The residents (18.9%) also argued that there is a lack of local involvement and participation in the event and even though residents wish to attend the event, they are unable to do so as the entrance fee is too expensive (8.1%).

Table 4.12: Residents' problems with the Festival (in %, *n*=37)

Problem categories	Number of respondents	%
Alcohol misuse	9	24.3
Physical assaults by white event attendees	9	24.3
Racism/arrogance	7	18.9
No local involvement	7	18.9
Entry fee expensive	3	8.1
Too many children at event	1	2.7
Few activities and little entertainment	1	2.7
Total	**37**	**100.0**

Event organisers should not disregard the wellbeing of local people in an effort to satisfy visitor needs (Delamere, 1999:1). It could also be of particular value to explore the opportunity to host free and diverse events/concerts for locals to enjoy too. The event organiser explained that a way forward would be to breakdown the different festival activities at the BOWF to create smaller, more focused event experiences. This would therefore

showcase the strengths of the region: wine, outdoor activities, culture and adventure. Locals could obtain a free pass or pay a small entry fee to enjoy the festival activities in their region.

Established businesses tend to have very valuable information concerning event matters and should not be overlooked; their views should be taken into account to improve the event and exploit potential business opportunities. Most established businesses (90.9%) did not have any major issues with the Festival as only 9.1% encountered problems.

Although very few respondents identified problems experienced with the Festival, it is still vital to acknowledge the problems and discover ways to improve the event. Nine established businesses highlighted different ways to improve the Festival. There was a strong need for additional and enhanced marketing and advertising activities. More activities for event attendees should also be investigated and these should vary between the different event venues. This view was shared by various stakeholders, such as event attendees and residents.

The event was largely perceived by established business as poorly organised. Event programmes were only made available a few days before the event and each cellar carried on with its own activities during the event.

It is quite clear that the established businesses expressed the need for a more central venue to host event activities. A reduced entrance fee/local rate is deemed necessary, a view shared by residents and event attendees, or even the introduction of a coupon system similar to that used for the Soetes and Soup Festival hosted in July in the Breedekloof region. Like the BOWF, this event is hosted at different wineries in the Breedekloof area and the focal point is visitors enjoying homemade country soup and dessert wines (Hanepoot, Port and Muscadel). Visitors also purchase a festival pass priced at a R100 p/p and enjoy live entertainment and activities, stalls, wine pairing, and more. Visitors also receive a free tasting glass, a soup mug and a coupon booklet. This event is viewed as being more sophisticated and pleasant, and the coupon system works well. The BOWF should be transformed to reflect a more corporate image and this could be achieved by linking a recognised sponsor to the region/festival. It may also be necessary to alter the current target market of the event and refrain from attracting minors (under 18s) who will consume alcohol. Even though Dodd et al. (2006) note that wine festivals should attract younger visitors as this will contribute to wine education, this does not imply that underage drinking should be tolerated. Established businesses agreed that the event attracts too many underage youngsters consuming alcohol and felt there was a need to alter the current target market. A similar view was shared by event attendees and residents.

Established businesses expressed the need to use and involve more tour operators in the region that could provide more exposure for such businesses. This also gave rise to the need for shuttle services at the event.

Some established businesses believed that owing to the lack of well-known performers/artists at the event, the Festival is unable to attract large crowds from the surrounding areas. Established businesses referred to the event as just another wine festival that is hosted in the Western Cape, where people consume alcohol and junk food. The event has lost its identity and offers very little variation to visitors. This is largely due to the increase in competitive events in the surrounding wine regions and the large amounts of money required to invest in the hosting of events and festivals. According to Beverland et al. (2001), wine festivals move through a series of phases. If event organisers don't take into account these stages and establish suitable strategies, the event may suffer severe repercussions. This was one of the key challenges that led to the termination of the BOWF in 2014. It is thus fundamental for event organisers to remain innovative to prevent an event from becoming repetitive and from declining, and consequently losing its popularity.

Additionally, business owners stressed that the event occurs over three days, but most event venues and very few restaurants were open on the Sunday. Since there are very few activities on Sundays and most establishments are closed, overnight visitors decide to return home on Saturday instead of staying over and spending Sunday at the event. Potential revenue is lost through this process. In the past there were famous bands and well-known performers to entertain visitors on Fridays, but in 2013, attendance was poor and bands were non-existent. It is evident that the Breedekloof region is in strong competition with areas such as Robertson, Franschhoek and Paarl which all have events that are strongly supported by recognised sponsors and institutions.

As with established businesses, venue owners also hold vital information about the Festival since they have direct contact with visitors and are event organisers themselves. If there were major problems encountered, the venue owners would be the ideal stakeholders to shed light on matters concerning the Festival. However, venue owners might only be able to elaborate on personal encounters and not on the event as a whole.

The results were fairly positive, as 70.0% of the venue owners did not experience any problems, while 30.0% confirmed that they did come across a few issues. It is vital to identify the problems that were experienced, even though they might be a minority. Any problem, big or small, should be resolved, since unresolved problems could militate against the success of the Festival.

There were only three problem areas brought to light by venue owners. One of the most prevalent problems encountered was underage drinking, despite security checks. This was a common concern across different stakeholders (i.e. event attendees, residents, event organiser and established businesses). Venue owners stressed that this was not just a problem at the BOWF, but at festivals in South Africa generally. Irrespective of the efforts made to keep underage drinkers away, there are always a few under-18 attendees that obtain an over-18 festival pass.

Other problems encountered were that people are not able to spend much money at the Festival because they do not have money left to spend. This is mainly because there are so many festivals in the area to choose from that visitors tend to pick their favourites where they could spend less or no money at all. The Festival is hosted annually with very similar activities to those of other festivals, and visitors desire a new and different experience.

Marais and Saayman (2011:159) encourage event organisers to be acquainted with the needs of visitors and plan their events based on these needs as opposed to following what other event organisers do, in the process jeopardising the growth and sustainability of an event. The authors further recommend that continuous research into the needs of visitors be done. This should ensure that an event offers a unique and desirable experience enjoyed and accepted by visitors and residents alike.

The weather played a very important role in the success of the event and this was a problem identified by venue owners. The weather deterred visitors from attending the outdoor and wine event. However, the event has become a dreary affair, as the event programme has become monotonous and predictable.

Verbal abuse from locals outside the venues was also a serious concern. However it should be noted that this could be due to a lack of involvement and the exclusion of local people. A lack of local involvement and awareness as well as the exclusion of local people from the BOWF may increase hostility, crime levels and resentment towards tourists visiting the Breedekloof area. Therefore Gupta (2007b:265) rightly notes that event organisers, like those of the BOWF, should note that a "major phenomenon seen in many destination areas, but especially in the developing regions, is growth of resentment and hostility towards the tourist on the part of the local resident".

4.11 Recommendations to improve the event

Recommendations to improve the event are necessary, irrespective of whether problems were or were not experienced. This section presents recommendations by event attendees, residents and venue owners for improving the event.

Recommendations from event attendees should assist in improving other similar events, especially in the Breedekloof region. Table 4.13 presents the event attendees' recommendations for improving the Festival; key recommendations are then elaborated upon. Most event attendees (20.9%) felt strongly about the implementation of more entertainment and activities. These results are supported by the findings of Tassiopolous and Haydam (2006:71) that to improve this event, more entertainment is required. Marais and Saayman (2011:159-160) also stress the need for and importance of ample entertainment and activities for attendees at a festival or event. An event programme should incorporate an assortment of activities and entertainment options (Saayman et al., 2010:95). Marais and Saayman (2011:160) note children's activities and entertainment are equally important.

Table 4.13: Event attendees' recommendations to improve Festival (in %, *n*=158)

Recommendations	Number of respondents	%
More entertainment and activities	33	20.9
Improve marketing and advertisement	23	14.5
Improve event planning and management	22	13.9
Implement shuttle service	18	11.4
Improve facilities i.e. toilets, baby changing, ATMs	17	10.7
More non-alcoholic activities/free entrance for non-drinkers	10	6.3
Better music suitable for all markets/cultures	7	4.4
Prevent alcohol misuse/control underage drinking	5	3.2
Inform/involve local community	5	3.2
Reduce entrance fees	5	3.2
Improve/provide more maps	4	2.5
More stalls	4	2.5
Host more similar events/continue this event	3	1.9
Warmer month to host event	2	1.3
Total	**158**	**100.0**

Some event attendees (14.5%) also felt strongly that the marketing and advertising of the event should be improved. Tassiopolous and Haydam (2006:71) also found this in their study and noted that this would potentially attract more visitors and increase attendee numbers. The planning and management (13.9%) of the event should also be improved. If greater effort is devoted to improving the event, event attendee experience should also

improve. Taking note of visitor recommendations is vital as these can assist in improving the Festival and contributing to a more successful event.

Although most residents felt that there were no major problems, it is still necessary to determine whether residents felt that the Festival could be enhanced. They should be granted the opportunity to identify ways to improve the Festival. Only 267 (71.4%) residents responded to this question, as 107 (28.6%) respondents were unaware of the BOWF and as a result, were unable to respond to this question. There were diverse views but the majority (66.0%) confirmed that the Festival could be improved, while 14.2% stressed the opposite and 19.8% were not sure. Respondents that claimed that the Festival could not be improved most likely perceived the Festival as successful. Those that stated the Festival should be improved in all probability felt that there was room for improvement, while the residents that were unsure, conceivably had no recollection of the event and were thus unable to comment.

Gaining insight into the views of residents may shed light on areas that need urgent attention and in so doing assist the event organising team to improve the event. As highlighted in Table 4.14, there are different views among residents on ways to improve the event but in the midst of all the recommendations provided by respondents, most suggested a need for greater local involvement and participation in the event, especially by those from different racial/cultural backgrounds (44.1%). This also implies that a platform be established to provide opportunities for locals from diverse cultural and racial backgrounds to engage in the event planning and implementation and to enjoy the festivities too. In addition, more activities and entertainment (9.9%) are indispensable and a decrease in the entrance fee (9.9%) is required.

Bearing in mind the problems highlighted by some venue owners, it is important to identify various techniques to improve the event. Only nine venue owners suggested techniques to develop the event. The most common was to improve marketing activities. The official event organisers and the CEO of BWT should broaden the marketing scope and efficiently use and include more advertising platforms to inform and attract more visitors.

The event should be repositioned and should focus on a different target market. Additional/improved marketing should be done to ensure effective communication with the public. Innovation is key to ensure the event will not be a repetition of events of previous years. In essence, the Festival should maintain its uniqueness and decrease entrance fees, taking cognisance of the current economic condition. This should ensure that more people are able to attend the festival and enjoy the region. A shuttle service was a further recommendation for visitors attending the event. Visitors could make a once-off additional

payment and have access to the mobile shuttle to transport them between venues. This would create a safer travel experience between the various venues and guarantee a safer event experience.

Table 4.14: Residents' recommendations to improve the Festival (in %, *n*=161)

Recommendations	Number of respondents	%
Involvement/participation of local people from all races	71	44.1
More activities and entertainment	16	9.9
Reduce entrance fees	16	9.9
Create opportunities, awareness and involve local people	9	5.6
Improve marketing and advertising	7	4.3
Control/prevent alcohol abuse/consumption	6	3.7
Provide more stalls	5	3.1
Poor planning/improve event	5	3.1
Generate more employment opportunities and improve work conditions	4	2.5
Underage drinking	4	2.5
Event hosted different time of year and extend event operating hours	4	2.5
Shuttle service and transport for community to Festival	3	1.9
Improve facilities i.e. toilets, seating.	3	1.9
Attract non-drinkers	2	1.2
Road safety	1	0.6
Festival was very quiet as attendance was poor	1	0.6
Host festival closer to community in Rawsonville	1	0.6
Fewer children should attend	1	0.6
Treat all races equally (drunk driving and policing)	1	0.6
Visitors are arrogant	1	0.6
Total	**161**	**100.0**

Another venue owner suggested that the wine tasting activity should not be free of charge or even hosted, because visitors continue to taste and do not buy any wine. The control of underage drinking was also a complex task and more senior staff should be responsible for controlling underage drinking. Venue owners noted a dearth of activities and additional outdoor activities and entertainment should be provided. This view is shared across different stakeholders (event attendees, residents and established businesses). The hosting of local markets on a quarterly basis may also be a useful strategy to attract local visitors. The venue owners that offered activities for employees/labourers and local residents requested that more schools should compete in activities at the wine cellar.

The venue owners (*n*=10) did not deploy measures to ensure the safety and security of visitors to the Festival but had disaster management plans in place. The majority (80.0%) implemented measures to control large crowds and traffic congestion at the event while 20.0% failed to implement such measures.

Each venue owner (*n*=4) had a different experience of the event and therefore had dissimilar lessons learnt through the planning and implementation of the Festival. Some venue owners noted that the Festival was relatively established and as a result nothing new was truly learned. It was also noted that if an event is well organised, things run more smoothly. In the same light, the compilation of a marketing and budget timeline prior to the event is vital to schedule marketing activities in advance and appoint persons responsible for these activities accordingly. Lastly, a venue owner raised a similar viewpoint as identified in the recommendations to improve the event, that is, that wine tasting should not be allowed and stricter control should be deployed to manage underage drinking. This was yet another view shared across different stakeholders such as event attendees, residents and established businesses.

4.12 Growth and sustainability

The growth and sustainability of event tourism refers to the ability of an event to contribute towards the development of other events in a region and for events to be sustained and appear/hosted continuously.

The vast majority (93.2%) of the event attendees that attended the Festival agreed that the BOWF contributed towards the growth and sustainability of event tourism in the region. Only 2.5% disagreed and 4.3% were not sure. This indicated that respondents were generally positive towards the hosting of the event in the region and believed it could contribute to the development of more sustainable events of this nature in future.

In contrast, slightly fewer residents, although still the majority (77.0%), agreed that the Festival indeed contributed to the growth and sustainability of event tourism in the region, while only 8.3% disagreed and 14.7% were unsure. It is vital that residents perceive the Festival as contributing to the growth and sustainability of event tourism. This reflects a positive image of the event and its contribution to the growth and sustainability of other events in the region. If residents perceive the event as contributing to the growth and sustainability of event tourism, they may be more inclined to support events in the region, bearing in mind the potential benefits. They would also be more tolerant towards event impacts and support the hosting of events in the region.

It is important to note that there was greater disagreement among established businesses, with only 45.5% agreeing that the Festival contributes to the growth and sustainability of event tourism and 13.6% disagreeing. There were also many respondents that were unsure and had no knowledge of this specific topic (40.9%).

The results of the venue owners' perceptions of the Festival's contribution to the growth and sustainability of event tourism in the region were slightly more positive than those of the established businesses, with 60.0% of the respondents agreeing that the Festival indeed contributed to the growth and sustainability of event tourism, whereas 30.0% opposed this view and 10.0% were unsure.

The event organiser agreed that the Festival contributed to the growth and sustainability of event tourism in the region.

While the results were mixed, most of the stakeholders concurred that the BOWF indeed contributed to the growth and sustainability of event tourism.

It should be kept in mind that not all stakeholders are acquainted with the concepts of tourism and events. Tourism and events may not be their primary area of expertise and they have possibly never been exposed to these fields. It was perceptible that most stakeholders agreed that the event contributed to the growth and sustainability of event tourism, even though the figures were diverse. It should be noted that not all stakeholders are able to predict whether the event has this ability, as they may not all be competent to respond to such a question, hence the reason for some hesitant responses.

4.13 Environmental sustainability

The venue owners' results regarding measures to make the Festival more environmentally sustainable were mixed, as 50.0% of the venue owners made use of measures, 40.0% did not implement measures, and 10.0% were unsure. Not all venue owners or even established businesses for that matter will view environmental conservation/sustainability as an important consideration as they may suffer from a myopic business mind. This highlights the need to educate businesses on the importance of environmental conservation/sustainability and on how to minimise harmful impacts caused by daily business operations.

By incorporating sustainable planning into an event, event organisers have the potential to decrease harmful impacts; simultaneously they are able to persuade stakeholders to adopt similar practices, thus living more sustainably and leaving behind a positive legacy (UNEP, 2012:1). The implementation of environmental practices can save businesses large sums of money when energy, waste disposal, sewage treatment and water costs are lessened (Greening the WSSD & DEAT, 2003:19).

The measures that were implemented to make the Festival more environmentally sustainable ranged from recycling/waste reduction (40.0%), sourcing more environmentally friendly inputs (40.0%) or even an amalgamation of the two (20.0%).

The event organiser argued that there were no direct measures implemented to make the Festival more environmentally sustainable; rather measures were indirect, since the MTB Race hosted at Slanghoek Cellar uses routes that are conserved under Cape Nature. The organiser also mentioned that more environmentally friendly inputs were indeed sourced.

The environment is a vital component of any event. Since most events rely on their surroundings as event venues, taking cognisance of the environment is equally important for the success of an event. "Even less attention has been paid to environmental impacts of events" (Ukwayi et al., 2012:75). An event's success may be questioned if the environment is not used responsibly. The event's commitment towards environmental sustainability provides it with a unique competitive advantage. The venue owners and event organiser were the organisers of the BOWF. It was therefore their responsibility to enforce environmentally sustainable practices to ensure a sustainable event. No direct measures were implemented by the event organiser but environmentally friendly inputs were sourced. The venue owners had mixed views as five implemented measures but four didn't, and one was uncertain. Unlike the event organiser, the venue owners also implemented recycling/waste reduction.

A greater effort is therefore recommended for both stakeholders to implement measures to improve the environmental sustainability of the BOWF. The current effort is inadequate and requires a more sustained effort.

4.14 Chi-square analysis: TBL aspects vs. demographic variables

Based on the previously discussed and cited TBL essentials and demographic variables, this section uses the chi-square test to show which demographic variables have significant relationships with the TBL variables, using the results from residents and event attendees.

The chi-square statistical test checks for associations between two variables (Garczynski, n.d:1). If there is no relationship between two variables, the results are not statistically significant but if there is an association, then the results are indeed statistically significant. The chi-square analysis is used "to make inferences when the data can be divided into different categories" (Welman et al., 2005:236) and therefore tests for independence between two categorical variables (Turner, 2014:slide 4). If the value is greater than 0.05, there is no significant relationship but a value equal to or below 0.05 confirms a statistically

significant relationship and therefore the association that exists between the two variables did not happen by mere chance (Garczynski, n.d:1).

Table 4.15 demonstrates the relationships that are significant ($p<0.05$). It should be noted that for the purpose of this study, a p-value of 0.000 is referred to as <0.001. This is because writing the p-value as 0.000 implies that the chance of something happening is exactly zero; and this is not true. The SPSS program also rounds the value to 3 decimal digits – so there may have been any digit less than 5 as the 4th digit. It is thus more correct to modify the statement to p-value <0.001.

The following results reflect those of residents with relationships that are significant ($p<0.05$):

- Employment vs. awareness of the BOWF (<0.001).
- Education vs. awareness of the BOWF (<0.001).
- Historical racial classification vs. awareness of the BOWF (<0.001).
- Historical racial classification vs. previous attendance (<0.001).
- Education vs. whether Festival can be improved (0.006).
- Age vs. worked or volunteered at the Festival (0.018).
- Historical racial classification vs. worked or volunteered at the Festival (0.032).
- Education vs. contribution to growth and sustainability (0.036).
- Gender vs. contribution to growth and sustainability (0.039).

Table 4.15 shows that residents' employment status had a significant relationship with their overall awareness of the BOWF (c^2=47.777, df=11, p-value <0.001). Employment status is a strong indicator of education; as a result the findings show that residents' education also had a significant relationship with their overall awareness of the event (c^2=44.676, df=6, p-value <0.001). It is thus believed that residents that were more educated tended to be more aware of the BOWF than those that were less educated. Similarly, residents that were employed, and particularly in higher positions, were more aware of the BOWF.

Race also played a vital role in the overall awareness of the BOWF. Residents' historical racial classification had a significant relationship with their overall awareness of the BOWF (c^2=19.589, df=3, p-value <0.001). There also appeared to be a significant relationship between the race of residents and their attendance at the BOWF (c^2=18.331, df=3, p-value <0.001).

Table 4.15: Chi-square test (*p*-value) results of resident TBL and demographic factors with statistical significance at 0.05 (*n*=374)

	Employment	Education	Gender	Age	Historical racial classification
Awareness of the BOWF	**<0.001**	**<0.001**	0.146	0.638	**<0.001**
Previous attendance	0.728	0.569	0.649	0.597	**<0.001**
Previous problems experienced with the BOWF	0.295	0.260	0.799	0.160	0.712
Do you think the Festival can be improved?	0.143	**0.006**	0.267	0.381	0.195
Worked or volunteered at the BOWF	0.141	0.218	0.997	**0.018**	**0.032**
Contributes to growth and sustainability	0.200	**0.036**	**0.039**	0.080	0.656

Table 4.16 shows the results of event attendees. The following are all the relationships that were significant (p<0.05):

- Employment vs. previous attendance (<0.001).
- Gender vs. previous attendance (0.029).
- Historical racial classification vs. previous attendance (0.002).
- Employment vs. money spent/planning to spend (<0.001).
- Education vs. money spent/planning to spend (<0.001).
- Historical racial classification vs. money spent/planning to spend (<0.001).
- Employment vs. problems experienced with the BOWF (<0.001).

Table 4.16 shows that the employment status of event attendees had a significant relationship with their previous attendance at the BOWF (c^2=34.498, df=11, *p*-value <0.001). The historical racial classification of attendees also had a significant relationship with previous attendance. (c^2=12.813, df=2, *p*-value 0.002).

Furthermore, the employment status (c^2=82.423, df=11, p-value <0.001), education (c^2=79.281, df=6, p-value <0.001) and historical racial classification (c^2=61.926, df=2, p-value <0.001) of event attendee respondents all had significant relationships with money spent or money planned to spend at the BOWF (c^2=12.813, df=2, p-value 0.002). Attendees who were employed and who had higher positions spent or planned to spend more at the Festival. Similarly, the more educated the attendee respondents were, the more they spent or planned to spend at the event. Race also played a key role in expenditure levels; thus the historical racial classification of event attendee respondents had a significant relationship with money either spent or planned for spending at the event.

Lastly, there is a significant relationship between an event attendee's employment status and the problems experienced with the BOWF (c^2=43.529, df=11, p-value <0.001), as attendee respondents that were more educated experienced fewer problems with the BOWF.

Table 4.16: Chi-square test (p-value) results of event attendee TBL and demographic factors with statistical significance at 0.05 (n=322)

	Employment	**Education**	**Gender**	**Age**	**Historical racial classification**
Previous attendance	**<0.001**	0.076	**0.029**	0.061	**0.002**
Money spent/ planning to spend	**<0.001**	**<0.001**	0.904	0.458	**<0.001**
Problems experienced with the BOWF	**<0.001**	0.983	0.410	0.617	0.723
Contribution to growth and sustainability	0.755	0.276	0.650	0.769	0.231

4.15 Researcher's observations

The Centers for Disease Control and Prevention (CDC, 2008:1) refer to research observation as a "way of gathering data by watching behavior, events, or noting physical characteristics in their natural setting". Observation stretches far beyond merely compiling data gathered from the surroundings (Fox, 1998:2). Slack and Rowley (2001:35) note that when conducting research observation, it may either be covert or overt, participant or non-

participant, structured or unstructured and may be utilised as a means of compiling qualitative or quantitative data.

The research observations were carried out during the event at all venues, capturing event attendees' behaviour and the overall environment. Observations were also conducted during the resident survey, detailing residents' behaviour and their immediate environment. All the observations conducted were carried out by the researcher using direct research observations. The objective for using this method was to provide additional information and context to the study.

The next section examines these individual observations conducted during the survey process.

4.15.1 Observations at the Festival venues

The observations carried out at the different Festival venues aimed to recreate the event environment and the event attendees' behaviour. The observations conducted covered the following areas:

- Safety and security
- Accessibility
- Facilities at event venues
- Emergency services
- Traffic control and parking
- Attendance figures
- Ambience at venues
- Visitor attendees at Festival

4.15.1.1 Safety and security

Security services were lacking at certain venues. The only control was at some of the event venue gates managing access to venues and ticket sales. Most venues relied on existing staff to supervise and handle any security issues. Certain venues had car officials/marshals to protect and control visitor vehicles entering the event premises. As the evening approached, some visitors were under the influence and were preparing to drive home or to set out to a venue open until late. The lack of a public shuttle service for visitors to move between different venues created an unsafe environment on the roads.

Underage drinking was perceptible at some event venues and there is a need for stringent control to supervise underage drinking, entrances to beer gardens, and venues where alcohol is sold to the public.

4.15.1.2 Accessibility

The event venues were accessible; however the distances to travel between certain event venues were inconvenient and awkward. The lack of a public shuttle service was also problematic in terms of the safety of visitors on the road. Signage was also a major issue. Not all visitors had access to maps of the region, as a map and event programme was only provided upon purchase of a Festival pass at any event venue. There was definitely a lack of signage indicating the various venues or clear colourful flags along the main road to show a Festival venue. Nonetheless, certain venues had their own visible billboards with their business name and people were generally willing to assist visitors searching for an event venue.

4.15.1.3 Facilities at event venues

The facilities available at the different event venues varied from one another, although most event venues had wine tasting as a common activity – the main focus of the event. Other facilities at the venues ranged from food stalls, a variety of entertainment and live music as well as entertainment for kids, a tagged fishing competition and an MTB race. Nevertheless, there was a lack of activities for children and most venues offered similar children's activities. There was also a lack of activities for teetotallers that paid the full entry fee for the Festival pass. The provision of non-alcoholic beverage tastings should be a consideration. Even so, most of the facilities were well prepared and it was the responsibility of each venue owner to ensure that facilities were organised and ready for the event.

However, the importance of a contingency plan manifested as unforeseen wet weather conditions occurred during the event and most venues owners' planning and management capabilities were put to the test. The Federal Emergency Management Agency (FEMA) (2005:2-4) argues "often, incidents occur that are beyond the control of the planning team". FEMA highlights the importance of contingency plans in case of emergencies. When a contingency plan is in place, an organisation is well prepared in case of an emergency/crisis (International Federation of Red Cross and Red Crescent Societies (IFRC), 2007:7). Gascoyne Development Commission (n.d:10) notes that a contingency plan encompasses "a set of specific actions that can be implemented to reduce these anticipated negative impacts on the event if/when challenges arise". Nevertheless, most venues had indoor

facilities and most activities were moved indoors or tents were made available to accommodate outdoor activities.

4.15.1.4 Emergency services

Emergency services (ambulances) were available at almost all venues, especially at the larger venues that hosted activities such as sports and competitions where emergency services would most likely be required.

4.15.1.5 Traffic control and parking

Traffic control was stringent during the event to ensure the safety of people and traffic police patrolled the roads in search of individuals driving under the influence. The parking facilities available varied between the different venues as certain venues had ample space for parking while others had very limited space available for parking. Consequently, only certain venues had parking space problems. Most venues had car marshals that indicated the parking facilities to visitors and some venues had signage indicating parking facilities.

4.15.1.6 Attendance figures

The attendance figure for the duration of the event in 2013 was very low (approximately 2000–2500) in comparison with previous years (approximately 6000). The most likely reason for the low attendance was due to the wet weather conditions for the duration of the event. Another possible reason for the low attendance could be because wine festivals in general have become overrated and are hosted quite frequently in the neighbouring towns, for example, the WWF in Robertson, Nuy Valley Feast in Worcester, Stellenbosch Wine Festival in Stellenbosch, Franschhoek Uncorked Festival in Franschhoek and the Harvest Festival in Wellington. However, visitors continue to seek a unique and worthwhile wine experience especially day and overnight visitors driving a great distance to attend the event. It is therefore vital for events such as the BOWF that has quite a few competitors to innovate and provide something new every year to maintain a competitive advantage. The entrance fee increase in 2013 may also be a possible reason for the low attendance, especially in the current economic conditions in South Africa.

4.15.1.7 Ambience at venues

The atmosphere and 'vibe' at the various venues varied, depending on the venue owners' status and their available facilities. Certain venues were more exclusive and 'classy',

attracting a very elegant market and providing a more conservative atmosphere. Such venues mostly attracted a mature market. This market was very reluctant to participate in the survey. On the other hand there were venues offering a more fun-filled and exuberant setting, attracting a younger market. This market was more eager and enthusiastic to participate in the survey. Potential activities attracting this particular market included loud music, exciting competitions, and bottomless beer. It is important to note that the type of attendees at a venue, the type of venue owner, and the activities available at a venue contributed greatly to the ambience.

4.15.1.8 Visitor attendees at Festival

Based on the racial demographics of attendees, most of the coloured or African attendees that were present/observable at the Festival were employees working at the event. It is evident that this event largely attracts white people, and very few individuals from previously disadvantaged backgrounds. Furthermore, because the event attracts mostly white attendees, it may discourage coloureds or Africans from attending the event; this then explains the low attendance by these racial groups.

Based on what was observed during the event, it is important not to disregard the impacts of apartheid on society. With merely 20 years of a democratic state, there is still so much that needs to be done to improve racial integration and combat racial segregation. Ethnocentrism was evident during the event proceedings and was conveyed through visitor behaviour and the greater prevalence of certain racial groups at the event. Daniel (2012:1) defines ethnocentrism as "a feeling that one's own group has a mode of living, values and patterns of adaptation that are superior to other groups". Daniel (2012:1) reveals that as ethnocentrism is associated with considering one culture to be better than that of other cultures, it leads to the act of judging those that differ, based on the principles of one superior mode of belief. Van der Geest (1995:869) notes that this becomes a concern especially when individuals from diverse cultures convene and intermingle.

The event venues were all white owned and managed businesses. The question of disposable incomes, educational backgrounds and cultural interests also comes into play concerning the profile of event attendees. Event organisers need to consider activities that will attract a more diverse audience by making the event more accessible to this market (e.g., discount on entrance fee to local residents), along with various activities, music and entertainment that will attract and interest a diverse audience.

4.15.2 Resident observations in Rawsonville

The observations in the community of Rawsonville were carried out with the primary objective of recreating the setting in which the community resides, as well as exploring the behaviour of local residents and their response to the survey.

The observations conducted covered the following areas:

- Community behaviour
- Infrastructure and housing conditions in the town
- Accessibility to residences

4.15.2.1 Community behaviour

The behaviour and attitudes of residents during the survey were carefully observed. Aspects considered included their willingness to participate, emotions/feelings throughout the survey towards the event and organisers, courtesy of respondents, and ease of responding to questions.

Most residents were very willing to participate in the study, in particular the coloured and African communities. Upon approaching respondents and informing them of the study as well as assuring them of their confidentiality and anonymity, residents were eager to assist and complete the questionnaire. Residents from all racial groups expressed either satisfaction with or concerns about the event. However, the coloured residents largely expressed resentment towards the event because of their lack of involvement and awareness. The coloured residents raised issues concerning racism and exclusion, claiming that the BOWF was mainly for the white race and that only a small number of coloured residents were employed at this event. The coloured community were also disappointed that they were unable to attend this event because the entrance fee was too expensive and therefore exclusive. The coloured residents made it clear that they wanted to be more involved in this event and wanted to see change.

Overall, residents from all racial groups were friendly and cooperative, in particular the Coloured and African residents that expressed real interest in the study and hoped to see the results assist in bringing about change in the town. However, white residents were more sceptical towards the study, were irritable and acted uncomfortably when interviewed by fieldworkers.

Mostly residents from the coloured and African racial groups had difficulty in answering the questionnaire and time had to be spent in explaining the questions to respondents. These

respondents usually had low self-confidence and were introverted. Older respondents expressed greater difficulty in answering the questionnaire compared with younger respondents.

4.15.2.2 Infrastructure and housing conditions in the town

There were clear signs of development in Rawsonville. It had tarred roads, various shops, petrol stations, ATMs, a tourist information centre, electricity, running water and refuse services. Several coloured and African citizens resided in formal dwellings and others in informal settlements. White residents resided in formal dwellings. According to Statistics South Africa (2013a), there are 242 informal dwellings in Rawsonville, 1855 houses or brick/ concrete block structures on a separate stand or yard or on a farm, 9 traditional dwellings/ huts/structures made of traditional materials, 50 flats or apartments in a block of flats, 10 cluster houses in a complex, 6 townhouses (semi-detached houses in a complex), 920 semi-detached houses, 22 houses/flats/rooms in a backyard, 13 rooms/flatlets on a property or larger dwelling/servant's quarters/granny flat, 2 caravans/tents and 98 other types of dwellings. The basic infrastructure in the town was present and up to standard; however the condition of the main road that leads through Rawsonville needed urgent attention and improvement.

4.15.2.3 Accessibility to residences

Accessibility to dwellings depended largely on the different neighbourhoods in the town and the racial groups. White residents were more difficult to access compared with coloured and African residents. White residents resided in a very quiet and upper-class neighbourhood compared with the active and noisy neighbourhoods of the coloured and African residents. Contact with residents in the white neighbourhood was extremely challenging and complex. The houses in this neighbourhood were relatively secure, with safety gates and watchdogs making access to some of the houses challenging to nearly impossible. On the other hand, residents in the coloured and African neighbourhoods were easy to access as security was less stringent and residents were mostly outside. The cultural diversity among the races was apparent and reflected through the different neighbourhoods and during data collection. The white and coloured/African neighbourhoods were very dissimilar, although the races live in close proximity to one another.

4.16 Summary

This chapter focused on the presentation of the analysis and interpretation of the data collected from different stakeholders of the BOWF. The responses were discussed thematically according to the stakeholder questionnaires and incorporated the similarities and differences among stakeholders of the BOWF. Furthermore, this chapter examined the direct observations carried out during the Festival and data from resident surveys. The research findings established the basis from which conclusions and recommendations for future studies are drawn. The next chapter presents the conclusions and recommendations of the research study.

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

The study investigated stakeholders' perceptions of the impact of an outdoor and wine festival in the Breede Valley of the Western Cape province. The study highlighted the need to promote and generate awareness of event tourism as a tool for economic development. It also sought to attest that events such as the BOWF contribute to the growth and sustainability of event tourism in the region.

During the data collection phase limitations to the study were encountered and are examined in-depth in this chapter. Chapter 4 presents the analysis and interpretation of the data collected and this chapter provides the recommendations based on those findings and a conclusion to the study. This chapter also ascertains whether the objectives of the study have been achieved and presents suggestions for possible future research.

5.2 Conclusions

The results of this study were analysed based on the following research objectives:

- To assess the stakeholders' perceptions of the TBL impacts of the BOWF.

- To ascertain how stakeholders perceive the contribution of the BOWF to the growth and sustainability of event tourism in the Breede Valley.

- To determine how local communities and businesses benefit from the BOWF, if at all.

The next section presents the conclusions of the study in relation to the above objectives.

5.2.1 Conclusion for Objective 1

The study objective aimed at examining stakeholders' perceptions of the TBL impacts of the BOWF has been met. The TBL impacts encompass the social, economic and environmental impacts that manifested as a result of the event.

The study unveiled that the BOWF has the potential to benefit local businesses in the region, boost the local economy and create employment opportunities, yet very few jobs were created as a result of the event. Of the employees empowered by job creation, even though in menial positions, most were from Rawsonville, thus stimulating local economic growth and development.

Most established businesses were not directly involved in the Festival and even though there were opportunities for businesses to optimise their profits and create publicity, most did not use this opportunity to their advantage. The Festival largely benefits a selected few, thus leaving most uninformed and excluded from event preparation activities and the broader event. Regardless of this, the community of Rawsonville concurred that the event does not have a negative impact on their lifestyle and creates publicity for the town, attracts tourists to the region, and accordingly generates awareness of tourism in the area and displays the region's beauty.

The involvement of the local community formed the basis for the study and was also a huge concern. The study highlighted the need for more local involvement and participation. Andriotis (2007) notes that once local communities become involved, greater benefits can be expected, including improved services offered to visitors and a decline in negative socio-cultural impacts. Fostering greater community involvement and participation permits residents to reap potential benefits associated with the Festival. The fact that the majority of the residents felt the Festival only benefits a selected few is also an aspect of the event that the organisers can work towards improving, and can in all likelihood foster more positive perceptions of the event.

Another area that emerged from the study is the need for greater commitment towards environmental sustainability. Stakeholders should be informed of and educated in the importance of environmental conservation and encouraged to implement measures to make the event more environmentally sustainable, thereby minimising harmful impacts. Most residents also had no concerns about the impact of the event on the environment.

It is evident that the study assessed the different stakeholders' perceptions of the social, economic and environmental impacts of the event and thereby this objective has been achieved.

5.2.2 Conclusion for Objective 2

Each stakeholder was questioned concerning his/her perception of the contribution of the BOWF to the growth and sustainability of event tourism in the Breede Valley. Most event attendees agreed that the BOWF contributes towards the growth and sustainability of event tourism in the region; however fewer residents, although still the majority, agreed with this. Established businesses largely disagreed, while the venue owners' perceptions were slightly more positive. The event organiser also agreed that the Festival contributes to the growth and sustainability of event tourism in the region.

While the results were mixed, most of the stakeholders concurred that the BOWF indeed contributes to the growth and sustainability of event tourism.

5.2.3 Conclusion for Objective 3

It was vital to establish whether local communities and businesses benefit from the BOWF. This objective ensures that the event benefits not merely private entities, but the public too. The event should stimulate local growth and development that will be to the benefit of all key stakeholders.

After assessing this objective, it was evident that community awareness of and involvement and participation in the event were lacking. The event generated employment opportunities but only for a few locals. Involving the local community will engender a more enthusiastic and supportive community environment, while exclusion and withholding vital information from locals will only create resentment.

Local tourism businesses on the other hand were all aware of the BOWF and are presented with unlimited business opportunities that may be used to their advantage and that will potentially increase business revenue if these opportunities are exploited. The results also confirmed that capitalising on business opportunities presented by the event may be very beneficial for businesses and should not be ignored.

5.3 Recommendations

The recommendations presented in this chapter are extrapolated from the research findings established in the previous chapter. The recommendations will assist the event organisers of the BOWF to improve future events in this region, considering that the BOWF was cancelled in 2014. The results can also further stimulated discussion among stakeholders to help re-establish the BOWF. The results may also help other event organisers with similar events in the Breede Valley and encourage them to use the BOWF recommendations as best practice.

The recommendations cover areas of the event that should be enhanced as well as other indirect effects. The next section provides methods to improve the Festival.

5.3.1 Signage

Signs direct visitors to a particular facility/location and ensure that visitors reach their destination safely and conveniently. They also ensure that visitors are guided to facilities at events as efficiently as possible. Thus signage plays a vital role at the Festival as the lack thereof may influence a visitor's experience.

Clear, readable and striking signs should be used at the Festival to direct the event attendees to the various event venues. These signs could be in the form of billboards, posters or colourful flags identifying events and venues.

At the venue, clear signs should be deployed pointing visitors to the different facilities, for example, beer tents, first-aid facilities, play areas for children, toilets and toilets for the disabled. The signs should be water, wind and dust resistant in the event of harsh weather conditions. There should be no need for visitors to search for or request any facilities at the event.

5.3.2 Safety and security

Visitors assume that they will be safe at an event. Hence, considering that the BOWF is a wine festival where alcohol is consumed, the safety and security of event attendees should be a prerequisite. "For event managers, the provision and consumption of alcohol at events creates the greatest risk to event patrons, staff, and public safety" (Smith et al., 1999:3). Stricter control should be deployed at the gates to monitor who enters the event premises as well as monitoring trespassers outside the event perimeter.

Event attendees should also be supervised, to prevent violent outbreaks as a result of visitors that are under the influence of liquor. It is advisable to serve alcohol in plastic containers as glasses may hold a safety risk. Smith et al. (1999:25) state that injuries due to alcohol consumption occur frequently because of the use of glass containers and cans. Therefore, Smith et al. (1999:25) advise the use of plastic containers and cans that are already open.

The supervision of underage drinking is pivotal. Underage drinking is illegal and should not be allowed. Only individuals with a valid identity document should be able to purchase a festival pass that entitles them to wine tastings. Event attendees that look suspicious and underage should be able to show their identity documents when tasting wine. Random checks should be held at the event premises.

Smith et al. (1999:3) highlight the following concerning the management of alcohol at events:

> Ineffective management of alcohol, particularly irresponsible serving of alcohol, is often accompanied by high risk behaviours such as drink driving, unsafe sex practices and increased risk of accidents, injury, damage to property, and physical violence.

The safety of visitors on the road is also essential. If visitors wish to visit another cellar while intoxicated, it may have severe repercussions for the driver and passengers. It is crucial to manage the alcohol intake at events. Smith et al. (1999:3) concur that "poorly managed alcohol consumption can make problems worse to the point where the event is neither safe nor successful for patrons, staff or organisers".

Local traffic officers should actively patrol the streets for the duration of the event to supervise road safety as driving while under the influence should not be tolerated. This might deter visitors for fear of being apprehended while under the influence and may discourage event attendees from attending the event or prompt them to shorten their stay/visit.

However, this problem can be resolved with the implementation of a shuttle service. If visitors desire to use their own transport they may do so but if not, they can use the shuttle service provided at a fee. Visitors can leave their cars at a designated security parking area and enjoy the event safely (Park and Ride).

5.3.3 Facilities

Clean and accessible toilet facilities are vital. If there is a lack of these, additional temporary facilities should be provided. The provision of toilets for the disabled is imperative and should not be overlooked. These facilities should be cleaned and maintained regularly.

The event should also be accessible to event attendees with disabilities by ensuring that there are ramps where needed, accessible toilet facilities and reserved disabled parking bays close to the entrance of event venues.

5.3.4 Activities and entertainment

More activities and entertainment should be provided to entice visitors to attend the event. The following suggestions may be used to increase the activities and entertainment options at the event:

- Use local talent or well-known artists/performers to entice visitors to attend the event.
- Display the local cultures, for example, dance, drama, music, rituals.
- Provide more activities and entertainment for children at the event.

- Have more competitions besides the regular contests.
- Provide music for all cultures at the event.
- Have more stalls and markets, in particular selling local produce.
- Involve local schools to participate or present acts.
- Encourage cellars to host activities, games and competitions for their labourers/ employees.

Tassiopolous and Haydam (2006:71) also highlight the need to improve free entertainment at the BOWF, including more activities for children.

5.3.5 Marketing and word-of-mouth advertising

The marketing and advertising activities generated awareness of the Festival and attracted visitors. The extensive use of advertising methods deployed should have attracted visitors from all corners of the Western Cape and other provinces. Even though various marketing and advertisement strategies were implemented to attract event attendees to the BOWF, some visitors still confirmed that the marketing attempts were poor.

Considering that 69.8% of the event attendees became aware of the event through word-of-mouth as demonstrated in Figure 4.11 implies that the other traditional marketing methods deployed may be regarded as ineffective. However, it may also be that the person responsible for creating word-of-mouth advertising may have used more traditional and obsolete advertising methods.

A further feasible reason may be that the event is well established and renowned. This means that most visitors don't need to be reminded of the event through advertisements, as they are already well acquainted with the event and mention it to friends, family or colleagues. Keller and Fay (2012:2) argue that the growing value of word-of-mouth as a primary method for decision making suggests that the conventional marketing and advertising forms should be modified. Keller and Fay (2012:2) maintain that "the objective for marketers should be to create advertisements that spark conversation; the conversation then persuades the prospect, which leads to a purchase". It is thus important for the organisers of the BOWF to create advertisements that will get people to converse, thereby spreading the word and creating free-of-charge word-of-mouth advertising. Jain (2012:65) lists various ways to generate word-of-mouth advertising:

- Ensure a quality product or experience as quality speaks for itself.
- Service after a sale or experience is pivotal if customers are to return and purchase a product or experience again.

- Employees are also responsible for word-of-mouth advertising; businesses should therefore create a work environment with a competent and qualified workforce acquainted with the products or experiences they sell.
- Address customer complaints.
- Never fail to deliver a promise made to customers.
- The involvement of customers is imperative.

Jain (2012:65) concludes, "word-of-mouth advertising only takes place when a consumer's satisfaction level exceeds their expectation level".

5.3.6 Environmental sustainability

Stakeholders such as the event organisers, venue owners and established businesses should integrate environmental sustainability practices in their daily business operations as well as sustainable practices to ensure an environmentally sustainable event.

5.3.7 Local awareness and involvement

Gaining insight into community perceptions of the impacts of the BOWF was essential. Community support and acceptance of an event are essential. If this is not achieved, local residents may display resentment and exasperation. The local community should be made aware of what is happening in their town and be encouraged to participate in its development. The same can be said for established businesses. To improve the planning and management of the BOWF, the results strongly support the involvement and cooperation of all established businesses regardless of their membership status. This would further strengthen the region's competitiveness and event success.

The community should also be made aware of events that are hosted in the region and be persuaded to participate in the planning and management of such events. Community members should be apprised of an event's potential benefits. However, the lack of local involvement in the planning and management of the Festival has led to the low level of enthusiasm and pride in the town expressed by the community. It is evident that local residents feel ignored and desire to play a more active and meaningful role.

No event should be planned and hosted in isolation. Most residents expressed that the BOWF only benefited a select few. This general consensus among residents is an aspect of the event that the organisers can work towards improving, and that can in all likelihood foster more positive perceptions of the event. An event should not be to the benefit of merely a few

stakeholders, but should benefit all interested parties. The BOWF should create ample work opportunities for locals and should not employ individuals from other regions and provinces.

The local community should be apprised of their role in events and granted the opportunity to raise their opinions and concerns regarding current events. The community should be invited to public meetings and gatherings and encouraged to participate in event planning and management. They should be educated about their role in tourism and events and this can only be achieved through in-depth discussions with local residents. Locals should be encouraged to attend the event and benefit from the festivities. This will stimulate a 'feel good' effect and engender a sense of belonging among local residents.

5.3.8 Innovation and competition

It is apparent that the BOWF is losing popularity and event attendees to such an extent that it was cancelled in 2014. This is not surprising in view of all the current wine festivals hosted in the Cape Winelands region and in the broader Western Cape. It has therefore become increasingly difficult to sustain a competitive advantage. The competition has become fiercer between different wine regions/destinations and there is a growing need for originality and creativity.

Constant improvement has become a necessity as competitors can easily imitate. It is vital that event organisers regularly conduct research into other rival events and destinations to continuously stay at the forefront of the competition.

Hoyle (2002:152) declares that it is imperative that an event differentiates itself from competitors and strives to be more superior and inimitable. Hoyle (2002:165) underscores that "the goal of an event organiser is to have a branded event that is so popular that the mere mention of the name brings instant recognition, awareness, and attention". Branding is regarded as an effective method to attain a competitive edge (Holt, 2003:4). Hoyle (2002:165) contends that an event is branded by establishing a name, logo and concept that is protected with a registered trademark and may not be imitated by any competitor, while according to Gallagher and Savard (2009:3), "brands provide a method of classification, differentiation and identification".

The BOWF is a branded event, yet George (2008:228) notes that it may be required for a business to be rebranded if it seeks to attain certain markets. The same may apply to an event. Branca and Borges (2011) note that rebranding refers to the formulation of a unique and brand new name, concept, sign or design for an existing/recognised brand. Owing to the

growth in competition, businesses ought to constantly distinguish themselves and rebranding has been used as an effective strategy to do so and to further market a company.

It is imperative that the BOWF reinforce its current brand and rejuvenate its image. The event may need to be rebranded, which implies that the event (BOWF) alter its logo, symbols, design, name and signs in an effort to generate a new/innovative image/character for the event, its rivals and current/potential event attendees.

5.3.9 Sponsorship affiliation

It may be necessary for the BOWF to affiliate itself with a recognised sponsor. This may increase the event credibility, attract loyal customers and increase event attendance. Even though venue owners may have their individual sponsors, there should be one or a few main sponsors for the overall event. Tassiopolous and Haydam (2006:73) also underscore the need to affiliate the event with a recognised sponsor.

5.4 Limitations of the study

During the implementation of the research study there were several obstacles encountered hindering the execution of the intended study. It is useful to point out the impediments and explain the alternative actions that were taken to successfully implement the study irrespective of the limitations posed. The limitations to the study are outlined and explained below.

5.4.1 Targeted sample compared with actual responses

The initial targeted samples for the various stakeholders were not all attained and this is regarded as a limitation to the study. Nevertheless, there are several reasons for this clarified in the next section. These stakeholders included the event attendees, sponsors and a few established businesses and venue owners as indicated in Table 3.1.

5.4.1.1 Event attendee sample

There was a considerable decrease in event attendees for the 2013 BOWF. Because of this decrease in visitor attendance, the intended sample for the event attendees was not attained. Instead of gathering 341 (n=341) surveys from a population of about 6000 (N=6000) attendees, only 322 (n=322) were gathered. The event organiser claimed the event was attended by approximately 2000–2500 visitors. However, as highlighted by Isaac and Michael (1981:193), the sample size to match the population number for an event

attended by at least 2 000 visitors is 322 (*n*=322). This justifies the attained sample gathered during the event. The weather for the duration of the event was wet and cold. This had a substantial effect on event attendance, especially since this is an outdoor event. "Weather can set the mood for the participants or consumers of the events" (Hoyle, 2002:153). The rainy weather may be regarded as a key contributor to the decrease in event attendance statistics for 2013.

5.4.1.2 Sponsors

No support was gained from sponsors regardless of the attempts to obtain support and encourage participation. There is no official sponsorship body affiliated with the BOWF; each venue owner was responsible for acquiring individual sponsorships to fund event activities at individual event venues if there was a demand.

It is worth noting that most venue owners' sponsorships remained confidential in the effort to protect their identities and future alliances. Instead of contacting all sponsors (*n*=22), contact was only possible with eight (*n*=8) sponsors. This prevented the study from seeking the support of other sponsors that might have potentially been eager to participate. This may additionally be regarded as a limitation to the study.

5.4.1.3 Established businesses and venue owners

The cooperation from stakeholders was a complex task and influenced the targeted samples. Most respondents were very willing to participate in the study, but a few venue owners and established business were reluctant to participate. It is evident that poor stakeholder cooperation and interest affected the targeted samples. Instead of gaining support from 15 (*n*=15) venue owners, only 11 (*n*=11) participated. At the same time, 21 (*n*=21) established businesses participated in the study instead of all potential 28 (*n*=28) businesses; however the majority responded.

5.4.2 Wine festival – alcohol consumption

Wine festivals are alcohol consumption events. This implies that if event attendees taste wine from different wine cellars, alcohol levels will increase and eventually affect their ability to respond to the survey questionnaire. Attendees may not be entirely sober and could provide irrational and inane answers to the questionnaire. This may be regarded as a limitation. It was therefore imperative that the surveys were conducted during the early hours

of the day to prevent intoxicated respondents from participating in the study as evening approached.

5.4.3 Access to financial expenditure

Access to financial expenditure records of the event was restricted. The event organiser revealed the expenditure categories but not the amounts allocated to the different categories. As these records were not made available for use in the study, this may be regarded as a limitation. The researcher was therefore not able to quantify whether the amounts spent on certain event categories justified stakeholders' levels of satisfaction with those efforts, for example, marketing.

5.5 Future research direction

Future studies should extend and move beyond the borders of the Breedekloof and focus on gaining insight into the entire community of the Breede Valley, thus providing a larger and more diverse sample and establishing the community's perceptions of other events hosted in this region. Other events to investigate in the Breede Valley region include local events as follows:

- Soetes and Soup, Breedekloof.
- Nuy Valley Feast, Worcester.
- Hex Valley Autumn Splendour MTB, De Doorns.

5.6 Concluding remarks

The study identified stakeholders' perceptions of the TBL impacts of the BOWF, their perceptions of the BOWF's contribution towards the growth and sustainability of event tourism in the Breede Valley, and how established businesses and local residents benefit from the Festival, if at all. The outcome of the research accentuates the importance of understanding stakeholder perceptions and their contribution towards a successful event. For an event to act as a primary catalyst for tourism development in a region, it is essential to have an understanding of current stakeholders' perceptions of the impacts of events in the Breede Valley. The awareness of stakeholder views and attitudes also sheds light on areas of the Festival that work well and on those that may need urgent attention. Each stakeholder has a different encounter with an event and may have dissimilar perceptions of its impacts. Therefore, Joubert (2012:3) notes, "role players need each other in order to gain financial wealth and therefore providing [*sic*] an economic contribution to the host economy".

For a festival such as the BOWF to be sustainable, innovation and research into competitors are pivotal for maintaining a competitive advantage, securing high attendance levels and ultimately a successful event. Linking the Festival to a recognised sponsor will also boost its image, enhance credibility and increase visitor attendance. Because of the cancellation of the event in 2014, the study findings and recommendations are valuable and play an even more meaningful role for the future existence of other events hosted in this region and in the broader Breede Valley area.

Chapter 1 provided the introduction and background to the research and highlighted important concepts that form the foundation of the study.

Chapter 2 introduced key literature and a conceptual framework that underpinned this study. This chapter highlighted the key role players of the BOWF and explored the TBL impacts of events.

Chapter 3 presented the methodology of the study and detailed the data-collection process to collect the relevant data from stakeholders and how the data was analysed. The sample size was also discussed, as well as the research instruments and issues of ethics.

Chapter 4 presented the findings of the study.

Chapter 5 concluded the study and provided pertinent recommendations.

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APPENDICES

APPENDIX A:

MAP OF BREEDE VALLEY

WITZENBERG

LAINGSBURG

TOUWSRIVIER

DE DOORNS

Montagu Road

DRAKENSTEIN

Ceres Road

WORCESTER

Robertson Road

RAWSONVILLE

Brandvlei
Dam

Breede River

LANGEBERG

Stetynskloof
Dam

Villiersdorp Road

STELLENBOSCH

THEEWATERSKLOOF
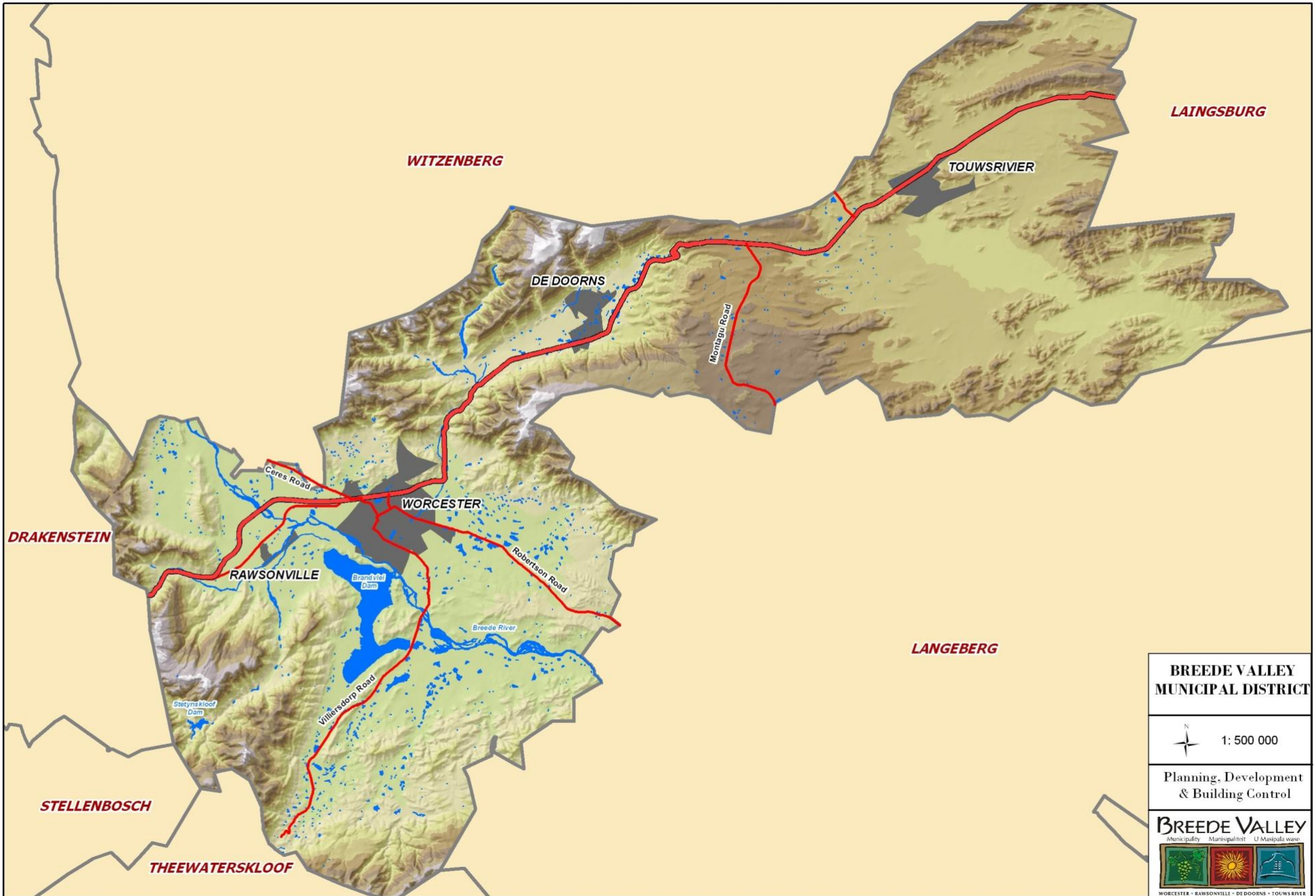
**BREEDE VALLEY
MUNICIPAL DISTRICT**

N   1: 500 000

Planning, Development
& Building Control

BREEDE VALLEY
Municipality   Manisipaliteit   U Masipala wase

WORCESTER • RAWSONVILLE • DE DOORNS • TOUWS RIVER

APPENDIX B:

MAP OF BREEDEKLOOF REGION
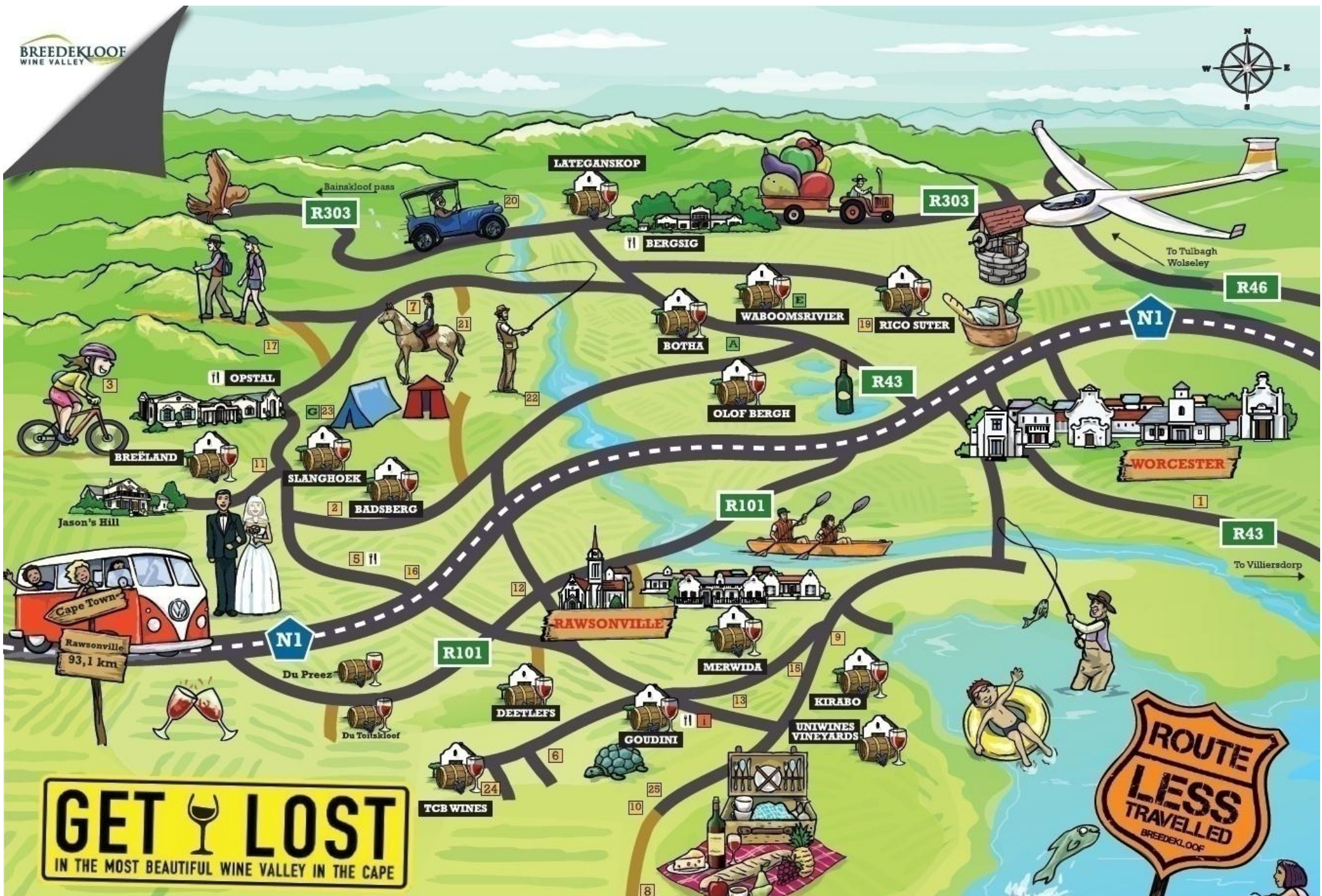
APPENDIX C:

LETTER REQUESTING ETHICS CLEARANCE TO BREEDEKLOOF WINE AND TOURISM

Dear Melody Botha (Breedekloof Wine and Tourism)

EVENT: BREEDEKLOOF OUTDOOR AND WINE FESTIVAL 2013

My name is Shameelah Ismail (student number 209067497) and I am an MTech: Tourism and Hospitality Management student at Cape Peninsula University of Technology. As part of the qualification, students are required to conduct research. The Breede Valley region has been identified as a potential area to conduct research. The title of the study is as follows:

"Stakeholders' perceptions of the impacts of an outdoor and wine festival in the Breede Valley of the Western Cape Province"

The Breedekloof Outdoor and Wine Festival has been identified as a potential event to investigate. The study will explore stakeholders' perceptions of the Triple Bottom Line (TBL) impacts of the event, how stakeholders perceive the event as contributing to the growth and sustainability of event tourism in the Breede Valley, and how local communities and businesses benefit from the event, if at all. However, in order to achieve the objectives of this study, the support of vital stakeholders of this event is imperative, thus acknowledgement of and approval to conduct this study are required. Should you wish to verify the authenticity of this project, please contact Prof. Kamilla Swart who is the project supervisor.

Gaining approval to conduct this study is important for ethics as required by Cape Peninsula University of Technology. Please forward an e-mail confirming approval to: ishameelah@gmail.com

Kind regards

…………………………..   ……………………………….

Ms Shameelah Ismail   Prof. Kamilla Swart

Researcher   Supervisor

Cell: 072 234 0911   Cell: 082 928 2881

APPENDIX D:

BREEDEKLOOF WINE AND TOURISM LETTER OF CONSENT

BREEDEKLOOF
Much more than a wine route!
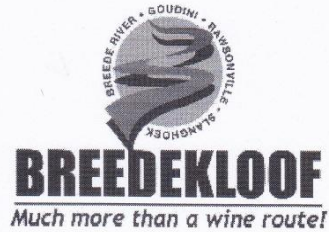
02 July 2013

ATTENTION: **Shameelah Ismail**

<u>Re: Breedekloof Outdoor & Wine Festival</u>

Thank you for selecting the Breedekloof Outdoor & Wine festival to form part of your study. Permission is hereby given to you to include the Breedekloof Outdoor & Wine festival in your study. Please provide further information as to what your study will entail, so I can inform our members. In this way I can assist you and ensure their cooperation in completing any questionnaires, surveys or interviews, etc you may need.

I look forward to seeing the results of your study and think your findings will be of great interest to us in the planning of future events and festivals in the Breedekloof Wine Valley.

Please do not hesitate to contact me if you require any further information.

Kind regards

MELODY BOTHA
CEO: BREEDEKLOOF WINE & TOURISM

APPENDIX E:

BREEDE VALLEY MUNICIPALITY LETTER OF CONSENT FOR RESEARCH STUDY

**Breedevallei
Munisipaliteit**

**U Masipala
wase**

**Breede Valley
Municipality**

Tel: +27 23 348 2602

Sel / Cell: +27 78 348 5938

Faks / fax +27 23 347 3671

E-pos / E-mail:
nm@bvm.gov.za

Webadres / Web Address
www.bvm.gov.za

Die Burgersentrum,
Hoogstraat,
Privaatsak X3046,
Worcester, 6849,
Suid-Afrika

Civic Centre,
High Street,
Private Bag X3046,
Worcester, 6849,
South Africa

Rig asb. alle
korrespondensie aan die
Munisipale Bestuurder

Please address all
correspondence to the
Municipal Manager

Meld asb. in u antwoord: In your reply, please quote:	
Verwysing / Reference:	
Navrae / Enquiries:	GF Matthyse

To Whom It May Concern:

Please assist Shameelah Ismail as she is researching the impact of the Breedekloof Outdoor & Wine Festival as part of her studies.

Shameelah is known to us and the rest of the local tourism industry as a motivated roleplayer and we wish her all the best for her research endeavours for the fulfilment of her Masters Degree.

Yours in economic development,

C. January
L.E.D. & Tourism

'n Unieke en sorgsame vallei van uitmuntende diens, geleenthede en groei.
Intlambo ekhethekileyo nenkathalo, egqwesayo kuniko-zinkonzo, ivulela amathuba kwaye iphuhlise.
A unique and caring valley of service excellence, opportunity and growth.

APPENDIX F:

QUESTIONNAIRES

APPENDIX F1:

EVENT ATTENDEES' QUESTIONNAIRE

Name of fieldworker: _____ Location: _____Date: _____

Reference number: _____

STAKEHOLDERS' PERCEPTIONS OF THE IMPACTS OF AN OUTDOOR AND WINE FESTIVAL IN THE BREEDE VALLEY OF THE WESTERN CAPE PROVINCE

SECTION A: VISITOR DETAILS

1.1   How did you become aware of the Breedekloof Outdoor and Wine Festival?

Radio	Brochures/flyers	Posters	Other internet marketing
Newspapers/magazines	Word-of-mouth	Tourism offices	Internet
Trade shows/business events	Website	Social media marketing	Other (specify)

1.2   Previous attendance?

Yes	No

1.3   Why did you decide to visit this town?

The festival	
Wine experience	
Passing through the town	
Holiday	
Official business	
VFR	
Other (specify)	

1.4   Why did you decide to visit the festival?

Seeking entertainment	
Adventure	
Activities for the family	
Wine	
Goodwill	
Sport	
Other (specify)	

1.5   Please rate your overall experience at the festival.

1- Poor	**2- Acceptable**	**3- Average**	**4-Good**	**5- Excellent**

1.5.1 If the experience is disappointing, state the reason why.
_____
_____

SECTION B: VISITOR SPENDING PATTERNS

2. Are you a local resident, day visitor or an overnight visitor?

Local resident	Day visitor	Overnight visitor

2.1   If you are a day visitor, from where are you?

Western Cape	Eastern Cape	Northern Cape	Gauteng	Limpopo
Mpumalanga	North-West Province	Free State	KwaZulu-Natal	International (specify)

2.1 If you are an overnight visitor, where are you staying?

	Town	Type of accommodation	How many nights are you staying at the establishment	How many people including yourself are staying at the establishment	Accommodation price per night
Bed and Breakfast					
Guesthouse					
Holiday resort					
Holiday flat					
Self-catering					
Backpacker					
Friends and family					
Farm stay					
Other (Specify)					

2.2 How did you arrive at the festival?

Personal vehicle	
Rented vehicle	
Shuttle service	
Public transport (bus, taxi)	
Train	
Other (specify)	

2.3 Did you travel alone or in a group?   Alone   Group

2.4 If you travelled in a group, how would you describe the structure of your group?

Family	Friends	Family and friends
Business companions	Tour group	School/church group
Other (specify)		

2.5 Did you spend any money at the festival today or are you planning to?

Yes	No	Not sure

2.6 What was the total amount in rands spent on items / planned on spending at the festival based on the following categories:

	R1–R100	*R101–R200*	*R201–R300*	*R301–R400*	*R401–R500*	*>R500 (specify)*
Food and beverage						
Entertainment (activities)						
Wine						
Souvenirs						
Arts and crafts						
Transport (petrol, taxis, buses, car hire)						
Entrance fees (tickets)						
Other (specify)						

*Note total amount spent/planning on spending_____

2.8 What is the estimated amount of money spent for the duration of your stay? _____

Total spent:

R0–R100	R101–R200	R201–R300	R301–R400	R401–R500	R501–R600	R601–R700	R701–R800	R801–R900	R901–R1000	>R1000

SECTION C: VISITOR SATISFACTION

3.   Please indicate your level of satisfaction with the following event aspects.

	Yes	No (justify)	Not sure
Signage			
Traffic and parking			
Marketing of the festival			
Location and venue of the festival			
Planning/management of the festival			
Public safety			
Facilities at the festival (tourist facilities)			
Cleanliness of the festival			
Layout of the festival			
Risk management			
Disabled friendly			
Friendly locals			
Quality services			

3.1   Did you experience any problems associated with the festival?

Yes	No

3.2   Do you have any recommendations to improve the festival in the future?

_____
_____

SECTION D: GROWTH AND SUSTAINABILITY

4.   Does the festival contribute to growth and sustainability of event tourism in the region?

Yes	No	Not sure

SECTION E: DEMOGRAPHIC PROFILE OF VISITORS

5. 1 What is your age?

18–20	21–30	31–40	41–50	51–60	61–70	>70

5.2 Employment status/occupation

Unemployed	Retired	Self-employed	Administrator/manager
Student/scholar	Sales/marketing	Business person	Home executive
Labourer/unskilled	Artisan/technician	Professional e.g. doctor	Other (specify)

5.3 Highest education level completed

No formal education		Partial primary		Primary completed		Secondary completed	
Certificate/Diploma		Undergraduate degree		Postgraduate degree		Other (specify)	

5.4 INTERVIEWER TO NOTE

Gender of the respondent		Historical racial category			
Male	Female	African	White	Coloured	Indian

THANK YOU FOR YOUR ASSISTANCE. HAVE A NICE DAY!

APPENDIX F2:

RESIDENT QUESTIONNAIRE

Name of fieldworker: _____ Location: _____Date: _____

Reference number: _____

STAKEHOLDERS' PERCEPTIONS OF THE IMPACTS OF AN OUTDOOR AND WINE FESTIVAL IN THE BREEDE VALLEY OF THE WESTERN CAPE PROVINCE

SECTION A: EVENT AWARENESS AND ATTENDANCE

1.   Are you aware of the Breedekloof Outdoor and Wine Festival?

Yes	No	Not sure

(If you answered **no** or **not sure**, move to Question 2)

1.1 How did you become aware of the festival?

Radio	Brochures/flyers	Posters	Other internet marketing
Newspapers/magazines	Word-of-mouth	Tourism offices	Internet
Television	Website	Social media marketing	Trade shows/business events
Other (specify)			

1.2 Previous attendance? | Yes | No |

1.3 If not, why not?

Was busy	
Was unaware of the event date	
Did not get tickets	
Did not want to go	
Too expensive	
Other (specify)	

SECTION B: RESIDENTS' PERCEPTIONS

2.   Please specify the level of agreement with the following statements about the event by selecting only one option from each variable.

	1- Strongly disagree	2-Disagree	3-Neutral	4-Agree	5-Strongly agree
ECONOMIC					
The festival contributes to employment opportunities for locals					
The festival benefits local tourism businesses in the area					
The festival is beneficial to the economy of the Breede Valley					

	1- Strongly disagree	2-Disagree	3-Neutral	4-Agree	5-Strongly agree
SOCIAL					
The residents benefit directly from this festival					
The festival generates a 'feel good' effect among local residents					
Owing to the festival, locals feel proud about their town and its potential					
The festival only benefits a selected few (social inequality)					
The residents are not involved in the planning and management of the festival					
The festival provides locals with opportunities for entertainment					

	1- Strongly disagree	2-Disagree	3-Neutral	4-Agree	5-Strongly agree
ENVIRONMENT					
The festival has a negative impact on the environment (ground, water, air pollution)					
The festival places pressure on natural features					
LOCAL LIFESTYLES					
The festival causes an inconvenience to local lifestyles					
The festival causes traffic congestion and parking problems					
The festival creates an increase in criminal activities					
The festival causes noise pollution					
PUBLICITY OF THE TOWN					
The festival displays the town and its beauty					
The festival generates awareness of tourism in the town					
The festival attracts tourists to the area					
The festival fosters repeat visits					

2.1 Have you experienced any problems associated with the festival?

Yes	No

(If you answered **no**, move to Question 2.3)

2.2 If yes, what problems did you experience?
_____
_____

2.3 Do you think the festival can be improved?

Yes	No	Not sure

(If you answered **no** or **not sure**, move to Question 3)

2.4 How can the event be improved in the future?
_____
_____

SECTION C: RESIDENTS' DIRECT BENEFITS

3. Have you ever worked or volunteered at this festival**?**

Yes	No

(If you answered **no**, move to Question 4)

3.1 If you answered **yes**, what was your job description? _____

SECTION D: GROWTH AND SUSTAINABILITY

4. Does the festival contribute to growth and sustainability of event tourism in the region?

Yes	No	Not sure

SECTION E: DEMOGRAPHIC PROFILE

5.1 What is your age?

18–20	21–30	31–40	41–50	51–60	61–70	>70

5.2 Employment status/occupation

Unemployed	Retired	Self-employed	Administrator/manager
Student/scholar	Sales/marketing	Business person	Home executive
Labourer/unskilled	Artisan/technician	Professional e.g. doctor	Other (specify)

5.3 Highest education level completed

No formal education		Partial primary		Primary completed		Secondary completed	205
Certificate/Diploma		Undergraduate degree		Postgraduate degree		Other (specify)	

5.4 INTERVIEWER TO NOTE

Gender of the respondent		Historical racial category				
Male	Female	African	White	Coloured	Indian/Asian	Other

THANK YOU FOR YOUR ASSISTANCE. HAVE A NICE DAY!

APPENDIX F3:

VENUE OWNER QUESTIONNAIRE

Name of fieldworker: _____ Location: _____Date: _____

Reference number: _____

STAKEHOLDERS' PERCEPTIONS OF THE IMPACTS OF AN OUTDOOR AND WINE FESTIVAL IN THE BREEDE VALLEY OF THE WESTERN CAPE PROVINCE

SECTION A: BUSINESS BACKGROUND

Name of Venue Owner/Organiser: _____

Name of Organisation: _____

1. What type of business do you have?

Accommodation	Restaurant/Café	Wine Cellar	Retail	Other (specify)

SECTION B: FESTIVAL EXPENDITURE

2. What was the overall budget for the festival? _____

3. Please indicate the different event expenditure categories that the budget was allocated to.

	Categories	*Amount allocated*
1		
2		
3		
4		
5		
6		

4. What marketing tools were used to advertise the festival and what was the cost for each item in rands?

MEDIA METHODS	COSTS ASSOCIATED
Radio	
Newspapers/magazines	
Television	
Brochures/flyers/posters/billboards	
Website	
Other (please specify)	

5. Provide a list of sponsors, if any, for the festival activities.

	Name of sponsor(s)	Contact person	Cash	Product, Services etc.
1				
2				
3				
4				
5				
6				

SECTION C: EMPLOYMENT OPPORTUNITIES

6. Did you employ additional staff members to assist for the duration of the festival?

Yes	No

6.1 If yes, how many people did you employ? _____

6.2 What were their job descriptions?

_____

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6.3   Please indicate the location of the employees.

LOCATION	
Same Town	
Same Local Municipality	
Western Cape	
South Africa	
International (Specify country)	

SECTION D: EVENT SATISFACTION

7.   Were there any problems experienced with regard to the festival?

Yes	No

(If you answered **no**, move to Question 7.2)

7.1   If **yes**, what problems did you experience?
_____
_____

7.2   How can the event be improved in the future?
_____
_____

7.3   Where there measures in place to ensure the safety and security of event attendees?

Yes	No

7.4   Was there a disaster management plan available in case of an emergency (e.g. fire, terrorism)?

Yes	No

7.5   Were there necessary steps taken to control large crowds and traffic congestion?

Yes	No

7.6   What lessons were learned through the planning and implementation of festival activities?
_____
_____
_____

7.7   Please rate the overall success of the festival.

1- Very unsuccessful	2- Unsuccessful	3- Average	4-Successful	5-Very successful

SECTION E: GROWTH AND SUSTAINABILITY

8.   Does the festival contribute to growth and sustainability of event tourism in the region?

Yes	No	Not sure

9.   Were there any measures taken to make the festival more environmentally sustainable?

Yes	No	Not sure

9.1   If yes, what measures were implemented?

Water reduction	
Energy reduction	
Recycling/waste reduction	
Sourcing more environmentally friendly inputs (goods, suppliers, services)	
Other (specify)	

SECTION F: BUSINESS REVENUE

10. For the duration of the festival, did the business's revenue:

Increase	Not change	Decrease

11. Did the festival have a positive impact on the business? Justify your answer.

Yes	No	Not sure

_____
_____
_____

THANK YOU FOR YOUR ASSISTANCE. HAVE A NICE DAY!

APPENDIX F4:

ESTABLISHED BUSINESS QUESTIONNAIRE

Name of fieldworker: _____ Location: _____Date: _____

Reference number: _____

STAKEHOLDERS' PERCEPTIONS OF THE IMPACTS OF AN OUTDOOR AND WINE FESTIVAL IN THE BREEDE VALLEY OF THE WESTERN CAPE PROVINCE

SECTION A: BUSINESS BACKGROUND

1. What is the name of your business?
    _____

1.1 What type of business do you have?

Accommodation	Restaurant	Wine Estate	Retail	Travel and Tours	Other (Specify)

SECTION B: EVENT AWARENESS

2. Are you aware of the Breedekloof Outdoor and Wine Festival?

Yes	No	Not sure

(If you answered **no** or **not sure**, move to Question 3)

2.7 How did you become aware of the festival?

Radio	Brochures/flyers	Posters/ billboards	Member of the Local Tourism Association (LTA)
Newspapers/magazines	Word-of-mouth	Tourism offices (LTA)	Internet
Trade shows/business events	Website	Social media marketing	Other (specify)

SECTION C: BUSINESS INVOLVEMENT

3. Is the business directly involved with the festival?

Yes	No	Not sure

(If you answered **no** or **not sure**, move to Question 4)

3.1 If yes, how is the business involved?
_____
_____

4. Did your business take advantage of any business opportunities presented by the festival?

Yes	No	Not sure

(If you answered **no** or **not sure**, move to Question 5)

4.1 If yes, how did you take advantage of this opportunity and was it successful?

	Used	Was it successful?	
		Yes	No
Promotion/specials and package deals			
Marketing activities (posters, banners, flyers, newspaper adverts)			
Outdoor sales (stalls)			
Forming alliances with other businesses in area			
Longer business hours			
Hosted activities and entertainment at premises			
Other (specify)			

SECTION D: EVENT ISSUES

5.   Did you experience any problems associated with the festival?

Yes	No	Not sure

6.   How can the festival be improved in the future?
_____
_____

SECTION E: BUSINESS SATISFACTION

7.   Please indicate your level of satisfaction with the following event aspects.

	Yes	No (justify)	Don't know
Attendance figure			
Signage			
Traffic and parking			
Marketing of the festival			
Location of the festival			
Planning/management of the festival			
Public safety			
Facilities at the festival (tourist facilities)			
Cleanliness of the festival			
Layout of the festival			
Risk management			
Disabled friendly			

SECTION F: EMPLOYMENT

8.   Did you employ additional staff members to assist for the duration of the festival?

Yes	No

(If you answered **no**, move to Question 9)

8.1   If yes, how many people did you employ? _____

8.2   What were their job descriptions?
_____
_____

SECTION G: BUSINESS REVENUE

9   For the duration of the festival, did the business's revenue:

Increase	Not change	Decrease

10   Did the festival have a positive impact on the business? Justify your answer.

Yes	No	Not sure

_____
_____
_____

SECTION H: GROWTH AND SUSTAINABILITY

11   Does the festival contribute to growth and sustainability of event tourism in the region?

Yes	No	Not sure

THANK YOU FOR YOUR ASSISTANCE. HAVE A NICE DAY!

APPENDIX F5:

EVENT SPONSOR QUESTIONNAIRE

Name of fieldworker: _____ Location: _____Date: _____

Reference number: _____

STAKEHOLDERS' PERCEPTIONS OF THE IMPACTS OF AN OUTDOOR AND WINE FESTIVAL IN THE BREEDE VALLEY OF THE WESTERN CAPE PROVINCE

SECTION A: SPONSORSHIP BACKGROUND

1. Name of the sponsor _____

2. What type of sponsorship was this and what was its value?

	Cash	Products	Services	Other
Type				
Value				

3. What was the primary objective of the sponsorship?

Create awareness of the brand and its products	
Social responsibility/Goodwill	
Publicity for the business	
Overall naming rights	
Other (specify)	

4. Were the proposed objectives of the sponsorship achieved?

Yes	No	Not sure

4.1 If no, what was the reason for this?
_____
_____

5. Did you experience any problems associated with the festival?

Yes	No	Not sure

6. How can the festival be improved in the future?
_____
_____

SECTION B: SPONSORSHIP SATISFACTION

7. Please indicate your level of satisfaction with the following event aspects.

	Yes	No (justify)	Don't know
Attendance figure			
Signage			
Traffic and parking			
Marketing of the festival			
Location of the festival			
Planning/management of the festival			
Public safety			
Facilities at the festival (tourist facilities)			
Cleanliness of the festival			
Layout of the festival			
Risk management			
Disabled friendly			

THANK YOU FOR YOUR ASSISTANCE. HAVE A NICE DAY!

APPENDIX G:

EVENT ORGANISER INTERVIEW SCHEDULE

Name of fieldworker: _____ Location: _____Date: _____

Reference number: _____

STAKEHOLDERS' PERCEPTIONS OF THE IMPACTS OF AN OUTDOOR AND WINE FESTIVAL IN THE BREEDE VALLEY OF THE WESTERN CAPE PROVINCE

Name of Event Organiser: _____

Name of Organisation: _____

SECTION A: FESTIVAL EXPENDITURE

1. What was the overall budget for the festival? _____

2. Please indicate the different event expenditure categories that the budget was allocated to.

	Categories	*Amount allocated*
1		
2		
3		
4		
5		
6		

3. What marketing tools were used to advertise the festival and what was the cost for each item in rands?

MEDIA METHODS	COSTS ASSOCIATED
Radio	
Newspapers/magazines	
Television	
Brochures/flyers/posters/billboards	
Website	
Other (please specify)	

SECTION B: EMPLOYMENT

4. Did you employ additional staff members to assist for the duration of the festival?

Yes	No

(If you answered **no**, move to Question 5)

4.1 If **yes**, how many people did you employ? _____

4.2 What were their job descriptions?
_____

4.3 Please indicate the location of the employees?

LOCATION	
Same Town	
Same Local Municipality	
Western Cape	
South Africa	
International (Specify country)	

SECTION C: INVOLVEMENT OF STAKEHOLDERS

5. Did any stakeholders participate in the planning/organising of the festival?

Yes	No

5.1 If **yes**, which stakeholders and what was their responsibility?

	Stakeholder	Responsibility
1		
2		
3		
4		
5		

5.2 Were local businesses and communities able to benefit from the festival?

Yes	No	Not sure

If you answered **no** or **not sure**, move to Question 6)

5.3 How were they able to benefit from the festival?

_____
_____
_____

SECTION D: EVENT ORGANISER SATISFACTION

6. Please indicate your level of satisfaction with the following event aspects.

	Yes	No (justify)	Not sure
Attendance figure			
Signage			
Traffic management			
Marketing of the festival			
Location of the festival			
Planning/management of the festival			
Public safety			
Facilities at the festival (tourist facilities)			
Cleanliness of the festival			
Layout of the festival			
Risk management			

6.1 Were there any problems experienced with regard to the festival?

Yes	No

(If you answered **no**, move to Question 6.3)

6.2 If **yes**, what problems did you experience?

_____
_____
_____

6.3 How can the event be improved in the future?

_____
_____

6.4 Were there measures in place to ensure the safety and security of event attendees?

Yes	No

6.5 Was there a disaster management plan available in case of an emergency (e.g. fire, terrorism)?

Yes	No

6.6 Were there necessary steps taken to control large crowds and traffic congestion?

Yes	No

6.7 What lessons were learned through the planning and implementation of the festival?

_____
_____
_____

6.8 What were the overall objectives of the festival and were they met?

_____
_____
_____

6.9   Please rate the overall success of the festival.

1- Very unsuccessful	2- Unsuccessful	3- Average	4-Successful	5-Very successful

SECTION E: GROWTH AND SUSTAINABILITY

7.   Does the festival contribute to growth and sustainability of event tourism in the region?

Yes	No	Not sure

8.   Were there any measures taken to make the festival more environmentally sustainable?

Yes	No	Not sure

8.1   If yes, what measures were implemented?

Water reduction	
Energy reduction	
Recycling/waste reduction	
Sourcing more environmentally friendly inputs (goods, suppliers, services)	
Other (specify)	

THANK YOU FOR YOUR ASSISTANCE. HAVE A NICE DAY!

APPENDIX H:

OBSERVATION CHECKLISTS

APPENDIX H1:

EVENT ATTENDEES AT FESTIVAL

Name of fieldworker: _____ Location: _____Date: _____

Reference number: _____

STAKEHOLDERS' PERCEPTIONS OF THE IMPACTS OF AN OUTDOOR AND WINE FESTIVAL IN THE BREEDE VALLEY OF THE WESTERN CAPE PROVINCE

Please evaluate the following categories at the different event venues:

EVENT CATEGORIES	EVALUATION COMMENTS
Safety and security	
Accessibility	
Facilities at event venues	
Emergency services	
Traffic control and parking	
Attendance figures	
Ambience at venues	
Visitor attendees at Festival	

APPENDIX H2:

RESIDENTS IN RAWSONVILLE

Name of fieldworker: _____ Location: _____Date: _____

Reference number: _____

STAKEHOLDERS' PERCEPTIONS OF THE IMPACTS OF AN OUTDOOR AND WINE FESTIVAL IN THE BREEDE VALLEY OF THE WESTERN CAPE PROVINCE

Please evaluate the following categories in Rawsonville:

EVENT CATEGORIES	EVALUATION COMMENTS
Resident behaviour (in general and towards the study)	
Infrastructure and housing conditions in the town	
Accessibility to residences	